

Design a Pet registration flow for a veterinarian

Adil Sami

Project overview



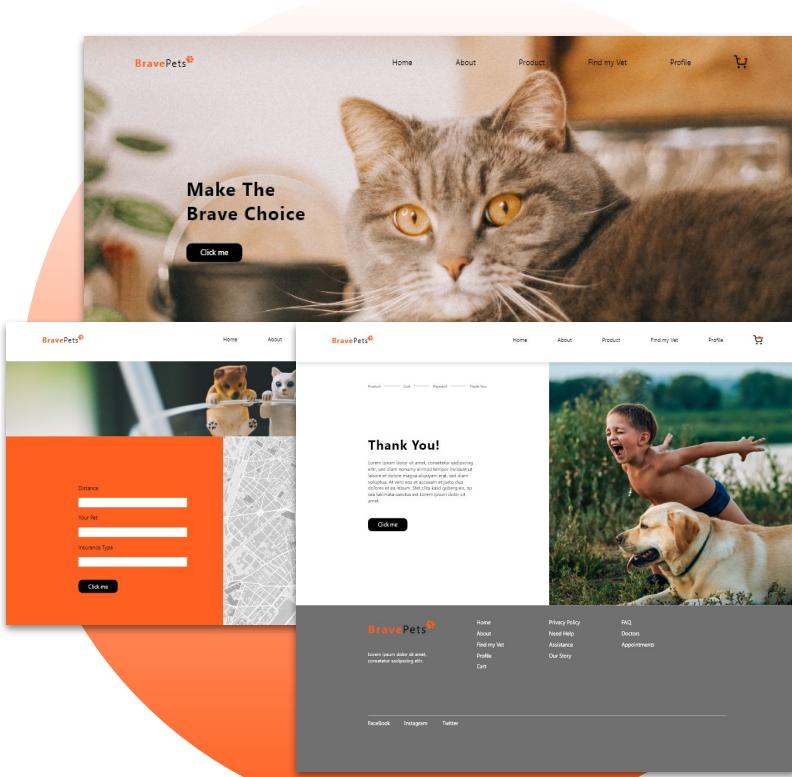
The product:

Designed a pet veterinarian website for any pet owners who are wanting a one stop site where they can find local vets, update/upload pet information and make quick purchases.



Project duration:

November 2022 - January 2023



Project overview



The problem:

Users are always having to fill out paper or digital forms all the time they take their pets to a vet and when deciding to change vets. As well as having hard time locating vet clinics that approve their pet insurance and large time consumption when shopping for pet products.



The goal:

The goal is to make a site where users can make an account have all the pet information in one place so that any veterinarian can access them regardless. And users are also able to find, schedule appointments, and shop products for their pets from one place.

Project overview



My role:

User Experience research, Visual & Interaction designer



Responsibilities:

User research, Usability testing, Wireframing, Mockup and Prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Going into this research I started by taking some simple surveys of pet owners in order to pinpoint potential users. Afterward I followed a more moderated user research approach and asked them a series of questions to understand their experience going to veterinarians. From there I went into building the personas and user journey. In the beginning from doing the survey research I figured that users are mostly not wanting to fill forms. But after the initial design and some more usability research I found out that users can also benefit from not only having pet profiles (which includes forms/paperwork as well as other info), but a way to find local vets around them and be able to buy products geared towards their pets that are approved by their pet insurance if they have one.

User research: pain points

1

Forms

People find it hard to fill-up forms all the time, so moving forward the design will implement pet profiles where users can enter or edit pet info or upload docs.

2

Find Vets

Finding trusting veterinarians can get hard process, so moving forward I want to design a way for users to find local vet practice around them that the site approves.

3

Product/Med

Finding pet product and med is hard and can be frustrating for users, so when designing I want users to be able order/purchase whatever they need from the site in a easy checkout process.

4

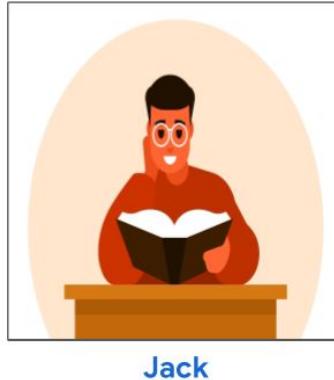
Low Confidence

Low confidence can hurt users and can deter them from visiting again, but I want to user confidence by letting the users complete their whole journey in one place hence building a one stop easy process.

Persona: Jack

Problem statement:

[Jack] is a [19 year old college sophomore majoring in Engineering] who needs [a way to maintain his dog's health while managing time] because [he want to make sure that his dog is well while also having time for his studies and chores].



Jack

Age: 19
Education: Electrical Engineer
Hometown: SA, California
Family: Parents
Occupation: Barista

"I live to make the most out of the time I have."

Goals

- Manage time effectively
- Manage health records on own time
- Keep pet healthy and happy

Frustrations

- Too much time wasted on unnecessary process
- No way to manage pet health record

Jack is a 19 year old college sophomore majoring in Electrical Engineering and also an assistant manager in a club. So, most of his time is either studying or club activities. But he also wants keep his dog healthy by taking him for regular check up while being time efficient.

Persona: Shane

Problem statement:

[Shane] is a [27 year old Finance broker]
who needs [a way to maintain his cat's health in a timely fashion while managing time]
because [he wants his cat to be healthy and well but doesn't want any hindrance on work or life].



Shane

Age: 27
Education: Business Finance
Hometown: DFW, Texas
Family: Wife and kid
Occupation: Finance Broker

"I'm pretty busy, so I want to spend as much time possible with my family while keeping everyone safe and healthy."

Goals

- Manage time effectively
- Make sure to least go to vet once a month
- Keep tabs on record

Frustrations

- Too much time wasted on unnecessary process
- No possible way to keep tabs or schedule appointment automatically

Shane is a 27 year old Finance broker who lives with his wife and small daughter in a mid-size house in the suburb. While staying busy most of the week he also stay on clock on the weekend sometimes. But he wants to make sure to take his cat for regular check up at least once a month without too much hindrance on time.

User journey map

Persona: Jack

Goal: Take dog to vet on schedule and get treated while managing time effectively

Action	Pick a Veterinarian	Get accepted / Then go	Fill out registration info	Wait in line	Get treated
Task List	A. Look for a local veterinarian online B. Choose one with good reviews	A. Make sure your pet insurance is accepted B. Create appointment C. Get address and head out	A. Fill out paper form or online (unlikely) B. Answer all questionnaire	A. Wait for registration form to be processed B. Wait for a vet to take you to a doctor	A. See the doctor B. Learn about the next steps C. Get prescription for medications if needed
Feeling Adjective	Excited Optimistic Anxious	Frustration Hurried	Frustration Anger Uncomfortable	Frustration	Hurried Scattered Confusion
Improvement Opportunities	Create a site that auto locates local vets that accepts your insurance and has great reviews	This step can be totally skipped if you already have an account or pick by filtering	Information about the pet is already done in the account vets just need to look and ask for update if needed.	Give users information about how long the wait time can be in real time.	Vets can update medical record of pet so that users can find it on there account anytime.

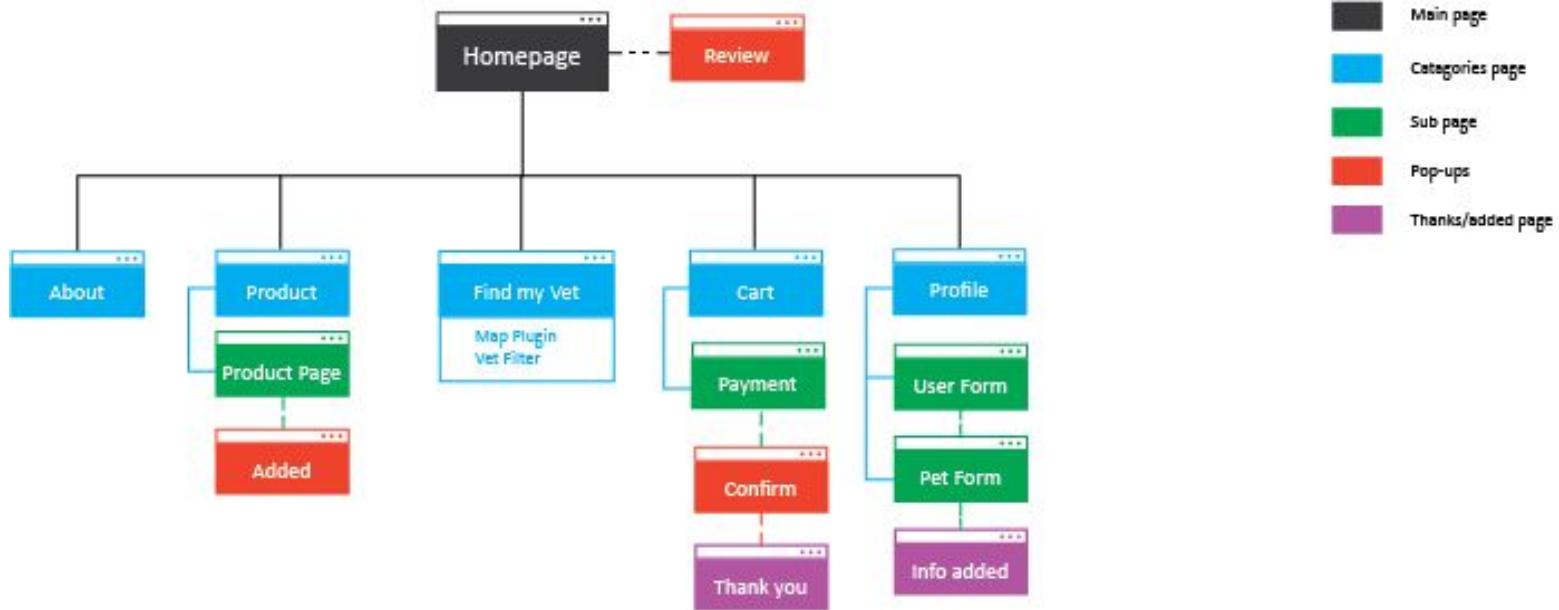
User journey map

Persona: Shane

Goal: Get family cat treated on a monthly schedule with special treatment while also managing time

Action	Pick a Veterinarian	Get accepted / Then go	Fill out registration info	Wait in line	Get treated
Task List	A. Look for a local veterinarian online B. Choose one with good reviews	A. Make sure your pet insurance is accepted B. Create appointment C. Get address and head out	A. Fill out paper form or online (unlikely) B. Answer all questionnaire	A. Wait for registration form to be processed B. Wait for a vet to take you to a doctor	A. See the doctor B. Learn about the next steps C. Get prescription for medications if needed
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Sitemap

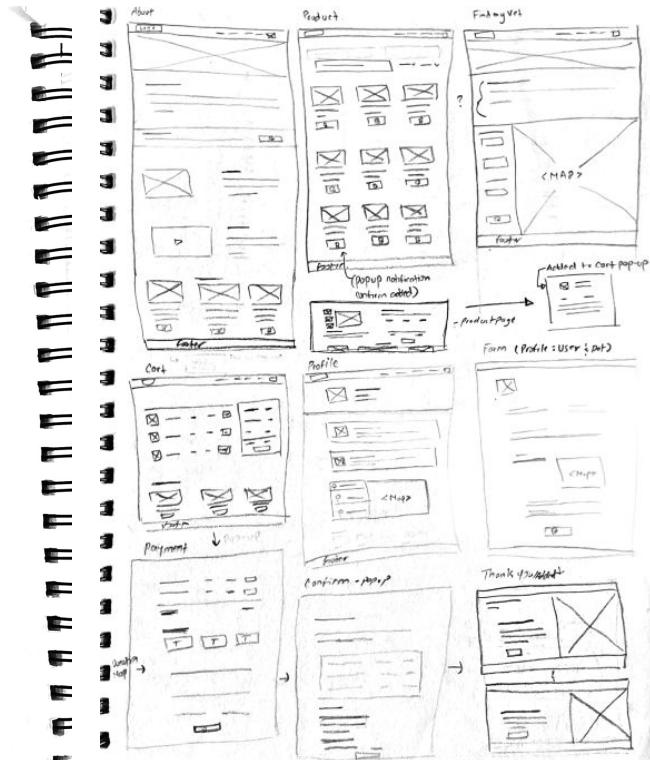


Paper wireframes

2nd UX Cart Project [Design a pet registration flow for a veterinarian] Web based responsive

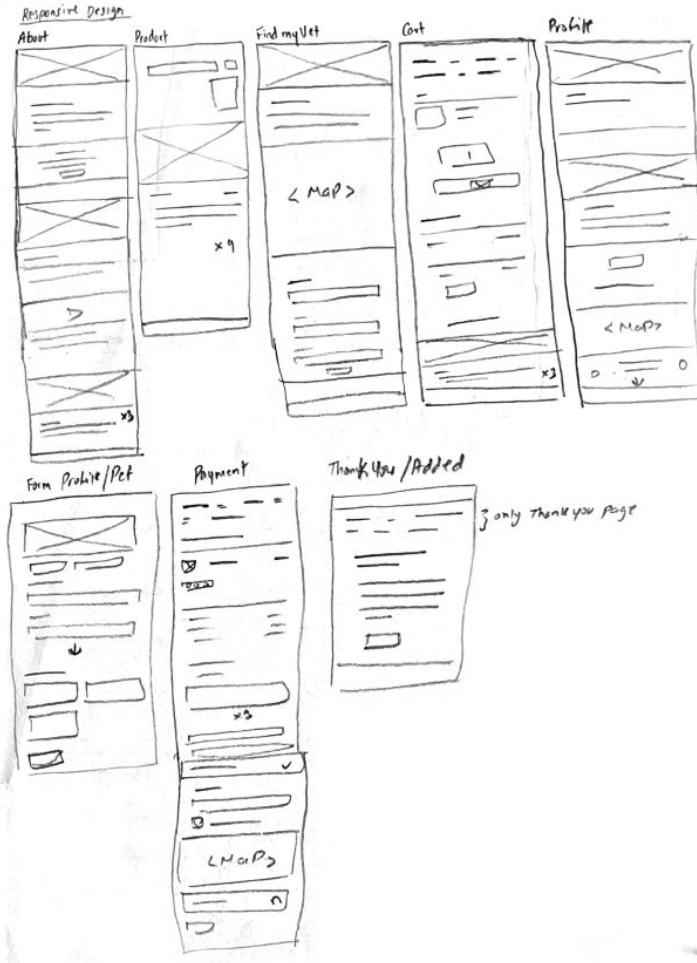


Vet app - Desktop L (12) & Home →



Paper wireframe screen size variation(s)

I wanted to design the smaller size to be more stacked and lets users scroll to the various features.



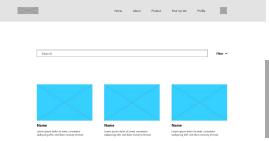
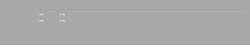
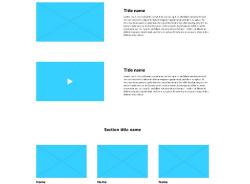
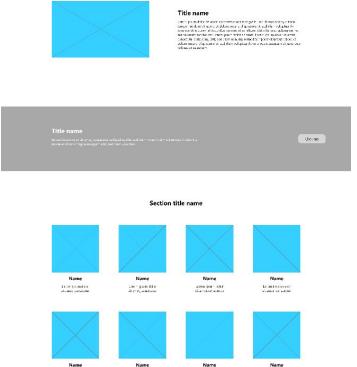
Digital wireframes

The whole design thought process was to keep things simple.

Name

Leave your door or send a complete addressing info, and don't worry about the border structure of labels or other fields. Just type in the input field and it will automatically adapt to the size of the input. You can also use the placeholder text to give the user some information about what they should enter. The placeholder text is also aligned with the input field.

Review with pop-up feature



Find local vets



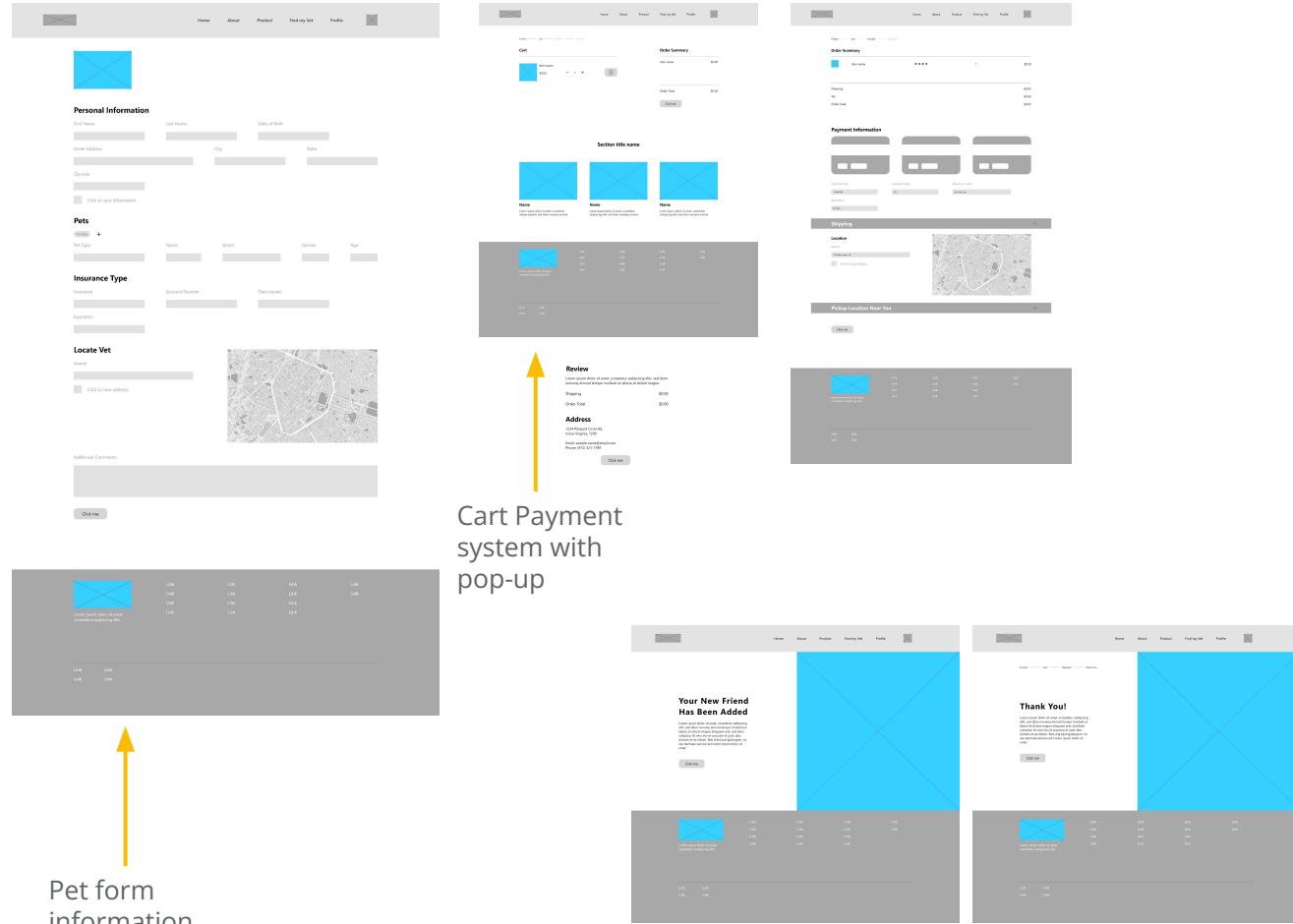
Product page where you can customize items

Profile page where you can fill forms or upload new info



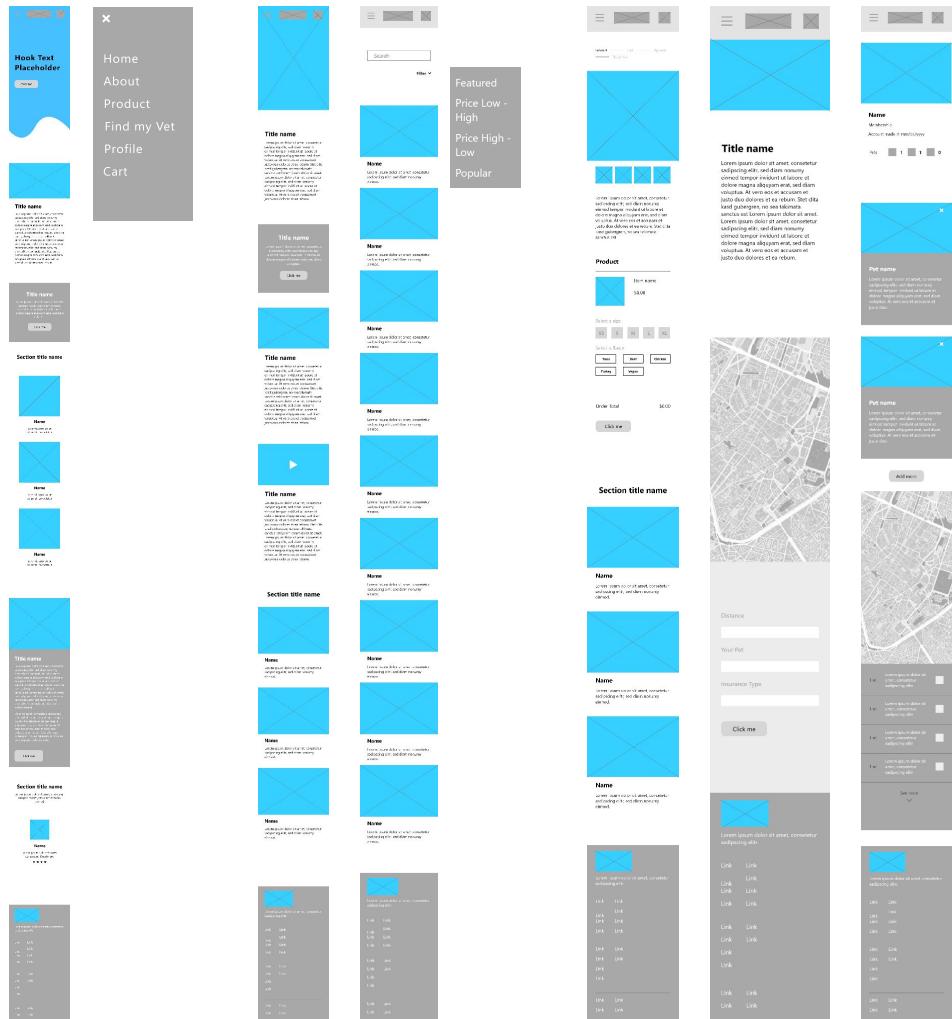
Digital wireframes

On the functionality side of things I wanted to let users have the freedom to add or remove info and make the checkout process as simple as possible.

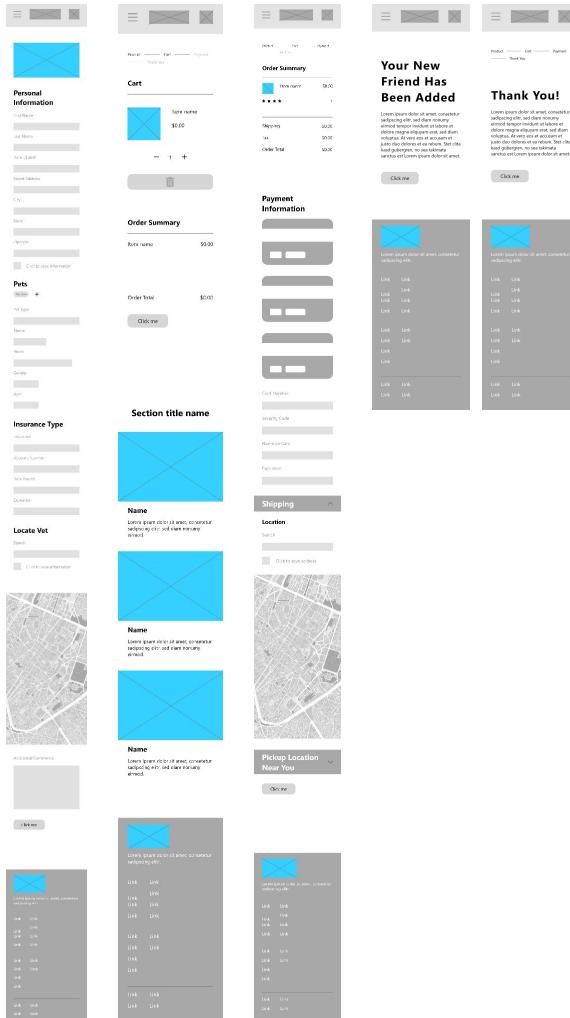


Digital wireframe screen size variation(s)

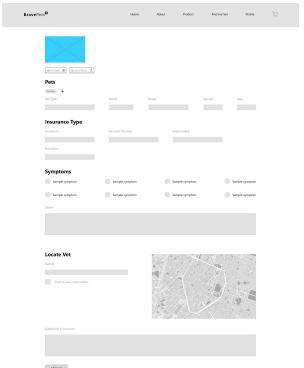
The responsive view is designed to harbor all the design elements without losing structure.



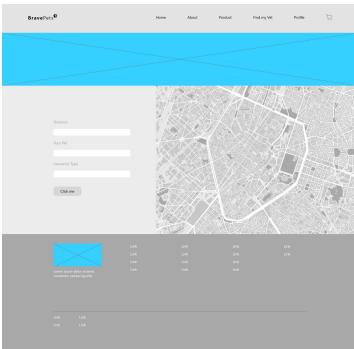
Digital wireframe screen size variation(s)



After Usability Test



Added a button to upload picture and removed personal information section



Removed text block

Low-fidelity prototype

Link to Desktop prototype: [link](#)

Post Usability Test link to Desktop
prototype: [link](#)

Link to Mobile prototype: [link](#)

Post Usability Test link to Mobile
prototype: [link](#)

Usability study: parameters



Study type:

Unmoderated & moderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Users when entering form information didn't want to enter personal data every time they added a new pet.



1

Separate user & pet

Made a different form page for profile.



2

Simplify pages

Reduced some sections of the UI in order to help with better usability.



3

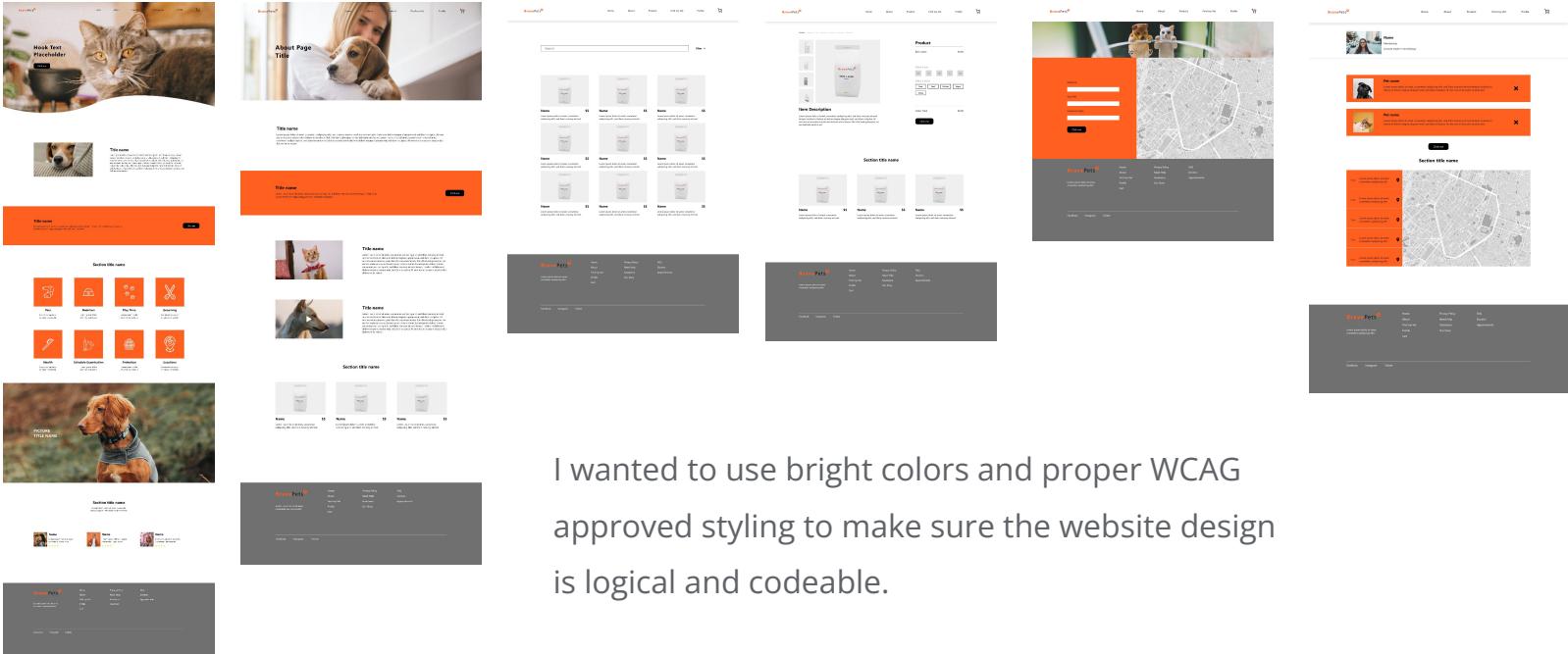
Improve form functionality

Made sure to include functionality for users by adding ways to add images.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups: Original screen size



I wanted to use bright colors and proper WCAG approved styling to make sure the website design is logical and codeable.

Mockups: Original screen size

The image displays ten screenshots of the BravePets website, arranged in two rows of five. The top row shows the following pages:

- User profile page with personal information, membership type selection, and footer links.
- Symptom tracking page with insurance type selection, symptoms checklist, and locate vet map.
- Cart page showing a single item (Milk) and order summary.
- Order summary page with payment information (Credit Card, PayPal, Google Pay) and shipping details.
- Success message page (Thank You!) featuring a photo of a child playing with a dog.

The bottom row shows the following pages:

- Information added page featuring a photo of a cat.
- Success message page (Information Added) featuring a photo of a cat.
- Footer links page.
- Footer links page.
- Footer links page.

A small Google logo is located in the bottom right corner.

Mockups: Screen size variations

I wanted to keep the
design consistent
even in smaller
screens.

The image displays a grid of 18 mobile screen mockups for a pet store website, illustrating how the design remains consistent across various screen sizes. The pages shown include:

- Home page: "Hook Text Placeholder" and "About Page Title".
- Product Detail pages: "Title name" and "Item Description".
- Personal Information page: "Personal Information" and "Pet Information".
- Cart page: "Cart" and "Order Summary".
- Payment Information page: "Payment Information".
- Header and Footer: "BravePets" logo, navigation links (Home, About, Find my Vet, Need Help, Profile, Our Story, FAQ, Doctors, Appointments), and social media links (Facebook, Instagram, Twitter).
- Footer: "Thank You!" message and "Order Added" confirmation.

The mockups show how the layout and content are scaled down for smaller screens, such as the reduced size of the "Pet Information" form on the "Pet Information" page.



High-fidelity prototype

Link to prototype: [link](#)

Link to mobile prototype:

[link](#)

Accessibility considerations

1

Made sure to use color contrast and correct font sizing according to WCAG (Web Content Accessibility Guidelines).

2

Use of correct icons and visual element placement for easier user experience.

3

Added links in the ordering process to let users stay on the right track or if lost they can go back to previous steps.

Color and Font (WCAG)

Background



Foreground



Result:

21:1 - EXCELENT!

Large text example

✓ AA ✓ AAA

Small text example here, it's more important indicator

✓ AA ✓ AAA

Background



Foreground



Result:

5:1 - CAN BE BETTER

Large text example

✓ AA ✓ AAA

Small text example here, it's more important indicator

✓ AA ✗ AAA

Background



Foreground



Result:

7:1 - CAN BE BETTER

Large text example

✓ AA ✓ AAA

Small text example here, it's more important indicator

✓ AA ✗ AAA

Segoe UI

H1 48 Sample text

H2 34 Sample text

H3 26 Sample text

H4 20 Sample text

H5 14 Sample text

P 18 Sample text

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I would definitely use this website for my pet as it has very useful features like finding veterinarians, having pet profiles, store, etc. all in one.

One quote from peer feedback:

"Design was easy to grasp and I really enjoyed the experience".



What I learned:

What I really learned from this project is how to really implement design change by listening to users. Also, I really learned to add simple animations to my design in order to add more realism.

Next steps

1

For the next step I would like to add more accessibility features.

2

Start developing some of the UI kits and functionality of the website.

3

Finally, I would like to start developing the UI, database and implement the functionality features to make it into a working site.

Let's connect!



Thank you so much for reviewing my work for the BravePet website! If you like to see more or get in touch my contact info is down below.

Email: adisiddque6@gmail.com

Website: adilasami.com