

# AcutePlus Responsive Web Design

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Cory Ehrenberg

# Project overview



## The product:

AcutePlus is an all-in-one program designed by world-class equine veterinarians to suit the needs of their clients. Through AcutePlus, they promote preventative care and offer their loyal clients routine wellness, acute medical, and mortality benefits.



## Project duration:

June 2022 to August 2022

The screenshot displays the AcutePlus website. The top navigation bar includes links for Pricing, About, FAQ, Contact, Login, and a 'Join Now' button. The main header features the title 'The Horse Health Membership Plan™' and a sub-header stating: 'AcutePlus™ is an innovative, members-only program for horse owners to provide exceptional care, all while saving time and money.' Below this is a search bar with the placeholder 'What's your horse's name?' and a 'Get Started' button. A large image of a person wearing a riding helmet and jacket is visible on the right side of the header.

The 'What is AcutePlus™?' section includes a circular image of a person interacting with a horse. Below this, the 'AcutePlus equine loyal club benefits' are listed. The 'Most Popular Plan' is highlighted in green.

Bronze	Silver	Gold	Platinum
<b>\$79</b> Price Per Month	<b>\$169</b> Price Per Month	<b>\$299</b> Price Per Month	<b>\$499</b> Price Per Month
<ul style="list-style-type: none"><li>✓ Physical Exam</li><li>✓ Coggins Test</li><li>✓ Flu/Rhinov Vaccine</li><li>✓ EEE/WEE/WNV</li><li>✓ Tetanus Vaccine</li><li>✓ Barn Call Fee</li></ul>	<p>Everything in Bronze, and:</p> <ul style="list-style-type: none"><li>✓ Rabies Vaccine</li></ul>	<p>Everything in Silver, and:</p> <ul style="list-style-type: none"><li>✓ Dental Float</li><li>✓ aH1, Flu/Rhinov Vaccine</li></ul>	<p>Everything in Gold, and:</p> <ul style="list-style-type: none"><li>✓ Complete Blood Count</li><li>✓ Performance Exam</li></ul>
Acute Medical Benefit up to <b>\$5,000</b>	Acute Medical Benefit up to <b>\$5,000</b>	Acute Medical Benefit up to <b>\$7,500</b>	Acute Medical Benefit up to <b>\$10,000</b>
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**Acute**

# Project overview



## **The problem:**

The AcutePlus team struggles to inform and enroll new members



## **The goal:**

Design a website for AcutePlus that educates and enrolls new members

# Project overview



## **My role:**

UX designer designing a responsive website for AcutePlus from conception to delivery.



## **Responsibilities:**

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

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

# User research: summary



Through interviews and empathy maps, I gained insights into the needs of the users I am designing for: traveling equestrians. Research confirmed that an effective user flow or website for educating and enrolling new members was a key requirement. However, it also uncovered additional challenges faced by this user group, such as time constraints, finding horse care, and the need for information on horse protection.

# User research: pain points

1

## Time

Equestrians are too busy to go through confusing information.

2

## Usability

Other websites with similar functions don't have a defined user flow

3

## Accessibility

Other websites are very busy and lead to option overload and user breakdown.



## Persona: Tico

**Age** | 47

**Education** | Masters

**Hometown** | Mexico City, MX

**Occupation** | Olympic Sport Jumper

**“If you’re crazy enough to fall off a horse, you better be crazy enough to get back on.”**

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### Goals

- Compete at the highest level
- Get better year after year
- Train my horse to be the best in the world

### Frustrations

- Fixing mistakes that could be easily avoided
- Feeling under appreciated
- Doing other people’s jobs

Tico is a sport jumper with a bustling schedule. He owns a barn and trains to compete in the olympic games. On his time off he spends time traveling and partying. Tico has a language barrier, but knows enough to make his way around the web. He gets care for his horses monthly and never really knows what or when he’s going to another clinic



Mapping Tico's user journey revealed how helpful it would be for users to have an easy way to learn about the program.

# Acute

# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes

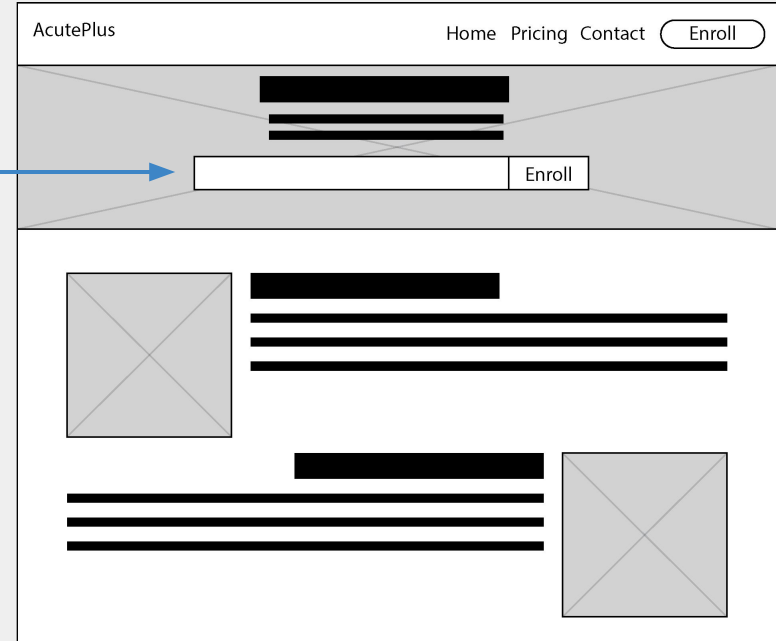
Taking the time to draft iterations of each screen of the website on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

These fields are available at the top of the screen allow for quick enroll.



# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was reviewing and enrolling so it could be used in a usability study.



# Usability study: findings

I conducted a usability study. Findings helped guide the designs from wireframes to mockups.

1

Users want to understand quickly

2

Users want easier streamlined navigation

3

Users a way to compare plans

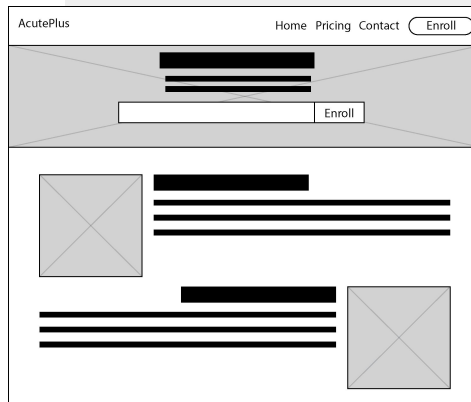
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

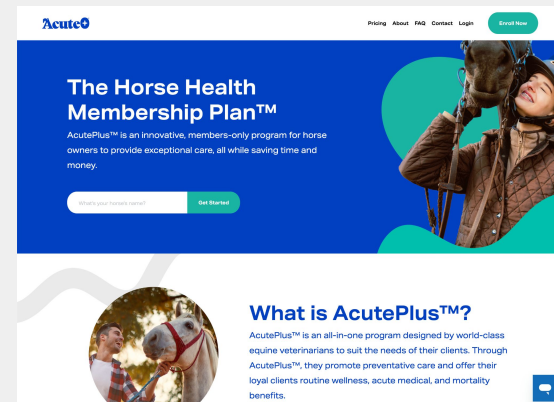
# Mockups

Early designs allowed for some customization, but after the usability studies, I revised the design so users see **only relevant information** when they first open the website.

## Before usability study



## After usability study





# Key Mockups



Home Pricing About FAQ Contact Login [Enroll Now](#)

## The Horse Health Membership Plan™

AcutePlus™ is an innovative, members-only program for horse owners to provide exceptional care, all while saving time and money.


[Get Started](#)



### What is AcutePlus™?

AcutePlus™ is an all-in-one program designed by world-class equine veterinarians to suit the needs of their clients. Through AcutePlus™, they promote preventative care and offer their loyal clients routine wellness, acute medical, and mortality benefits.






Home Pricing About FAQ Contact Login [Enroll Now](#)

### Our Company


We know equestrian sports can present inherent risks to our beloved horses. AcutePlus™ was designed by a strategic team of world-class veterinarians and experienced equine industry experts to promote the highest standard of horse health care while saving horse owners time and money.

The work of AcutePlus™ is growing. We're eager to reach more horses, owners, and veterinarians so we can further our Mission through our high-quality routine care based programs through trusted veterinarians.



### Giving Back

AcutePlus™ and the AcutePlus Foundation™ are dedicated to the future of equine veterinary medicine. Program profits are donated to the AcutePlus Foundation™ which contributes to internship and residency programs for large animal veterinary students to preserve the future safety and well-being of our beloved horses.




Home Pricing About FAQ Contact Login [Enroll Now](#)

## Let's Get In Touch!

1-888-503-7182 [Support@AcutePlus.com](mailto:Support@AcutePlus.com)

















Do you need help? Do you have any questions? Fill out the form below and we'll get back to you within 24 hours.

[Submit](#)



Home Pricing About FAQ Contact Login [Enroll Now](#)

### Most Popular Plan:

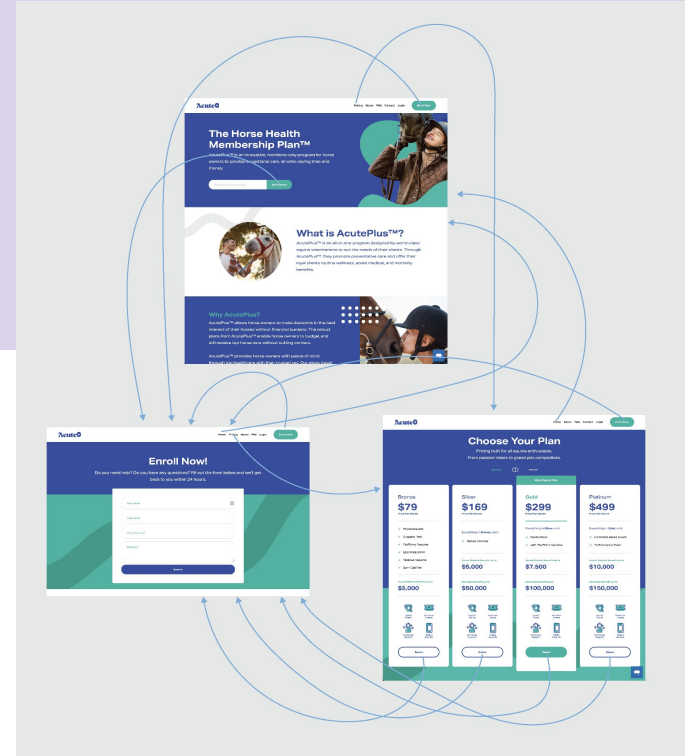
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# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for enrolling and reviewing. It also reached users accessibility needs for navigating.

View the [AcutePlus Website](#)



# Accessibility considerations

1

Used larger buttons for easier clicking for users with limited motor functions.

2

Used icons and simplistic page names to help make navigation easier.

3

Simplified the homepage to only highlight relevant data to help with focus.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The website allows users to understand the product and enroll in the program.



## What I learned:

While designing the AcutePlus Website, I learned that the first ideas for the website are only the beginning of the process. After research, usability studies, and peer feedback each design step got progressively better and more useful.

## Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

# Let's connect!



Thank you for your time reviewing my work on the AcutePlus Responsive Website.  
Check out my Dribbble and my Website to learn more about me and my work!

Dribbble: <https://dribbble.com/thecoryjohn>

Website: <https://coryjohnisme.com/>