

<b>Site Goals</b>	Provide a loving caring experience for new and current customers that allows quick access to information needed for the care of there pets.
<b>Site Specific Keywords and phrases</b>	Love, attention to detail, veterinarian, household pets, pet services, exotic pets, quality, ease of convenience, emergency contact information, office hours, vet services, simplicity, fun, exciting, Veterinary, veterinarian, emergency, contact information, emergency services, ask a vet online, find a vet, dog health issues, pet hospital, 24 hour pet vet, local veterinarians, vet services, contact local vet, local veterinarian, veterinarians near me, exotic pet vet, dog health care, low cost vet services, emergency vet near me.
<b>Industry keywords and phrases</b>	Veterinary, veterinarian, emergency, contact information, emergency services, ask a vet online, find a vet, dog health issues, pet hospital, 24 hour pet vet, local veterinarians, vet services, contact local vet, local veterinarian, veterinarians near me, exotic pet vet, dog health care, low cost vet services, emergency vet near me.
<b>Average User keywords and phrases</b>	
<b>Utilize "mobile-first" approach</b>	Slim line the design of the main page to reflect a quick viewing experience by a mobile user that has minimal pictures, content but includes the main information needed to get into contact with the Clinic in a timely fashion. New Users and current users will be able to utilize there mobile devise so that it is a fast service to make appointments, cancel there appointments, talk to a specialist regarding there pets day-to-day needs as well as there emergency needs as well all from there phone or tablet platform.

## Kirkman Road Veterinary Clinic, Inc.

ID	Global Navigation/Sub-category section / titled sections	Page Title/Placement	URL	Comments	Original Content	Keywords
		Logo / Upper left hand corner	http://mykrvc.com/	Logo will be modified to reflect a fun theme that will attract new customers as well as spread the word of the current customers.	KirkmanNewLogo_HiRes21.png	vet, animals, exotic
0.0	Home <title>	Main UX Page / floated right	http://mykrvc.com/	Main Header for page	images utilized in the scrolling images tag on the home page	veterinary services, kirkman, vet clinic
1.0	Services <title>	Services UX Page / floated right	http://mykrvc.com/services	Main Header for page		animal dental hygiene, routine care
1.1	Surgery	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/surgery">http://mykrvc.com/surgery</a>	emergency, surgery, bloat, health issues
1.2	Dental Care	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/dental-care">http://mykrvc.com/dental-care</a>	tooth decay, missing teeth, plaque
1.3	Boarding	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/boarding">http://mykrvc.com/boarding</a>	kennel, overnight stay, clean, comforting
1.4	Vaccinations	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/vaccinations">http://mykrvc.com/vaccinations</a>	preventatives, healthy, precautions
1.5	Exotic Animal Care	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/exotic-animal-care">http://mykrvc.com/exotic-animal-care</a>	exotic, care, education, health, increased existence
1.6	Full Service Pharmacy	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; <a href="http://mykrvc.com/pharmacy">http://mykrvc.com/pharmacy</a>	on-demand, 24-7, emergency medications, diy
1.7	Microchipping	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; site has not been made yet so there is no URL	safety, pet security, lost and found, internal tag
1.8	Preventative Care	Services UX Page / utilized within a drop-down menu	same as the services URL		words from there page will be placed within the site; information was provided on the home page <a href="http://mykrvc.com/">http://mykrvc.com/</a> towards the bottom	proper hygiene, information, care, health, stop before it starts
2.0	About Us <title>	About Us UX Page	http://mykrvc.com/about	Main Header for all pages arranged on the page as listed content with sub-paragraph information below there respective header information. Since the list is so small there will be the Titled Section and then information concerned that said section. All information will be evenly spaced and presented to the user in a professional manner with care take to font size, text format and usability by any customer (future or present) to be utilized.	originally doesn't have a URL, it is just a hover over button with a drop down	
2.1	Our Facility	About Us UX Page, placement floated left	http://mykrvc.com/about	This will be combined with the Clinic Information as the title states the same thing and it is a redundancy to keep both	words from there page will be placed within the site	clean, peaceful, enjoyable, attentive, caring, loving, hard working, dedicated, professional
2.2	Our Team	About Us UX Page, placement floated left	http://mykrvc.com/about	Names and pictures will be utilized again but there information will be a slide out upon scroll over	words from there page will be placed within the site	quick, results, better health alternatives, diagnosis
2.3	On Site Lab	About Us UX Page, located below the	http://mykrvc.com/about		words from there page will be placed within the site;	
3.0	Contact Us <title>	Contact UX Page	http://mykrvc.com/contact	Main Header for all pages		24-7, always here for you
3.1	Phone(titled Section)	Placement will be within a bordered section, containing the name of the company, address of there location and phone numbers for normal and	http://mykrvc.com/contact	Clinic Information content of original page will be merged with the Contact Us page to present clarity and a one stop click for there contact needs.	words from there page will be placed within the site;	
3.2	Address(titled section)	Map of the location will be placed below the navigational bar, a directions link will be placed into the page for quick access to a directions finder like google directions	http://mykrvc.com/contact		words from there page will be placed within the site;	
3.3	Directions	Contact page email correspondence / placement floated left next to the map and directions information	http://mykrvc.com/contact	Includes a pin pointed map, as well as written directions to the clinic	words and images from original page will be placed within the site;	
3.4	Email Correspondence			Form filled out by the New Customer or Current customer	words and images from original page will be placed within the site;	

## Kirkman Road Veterinary Clinic, Inc.

4.0	Social Networking <title>	Social Networking / Place information either within the footer or within the content of the home page	<a href="http://mykrvc.com/social-networking">http://mykrvc.com/social-networking</a>	Information within the social networking site is detailed as a connection for current and new clients to go but there is no clear justification for location within its own nav tab, so placement within the Home Page would be more liable for placement because you want to get that information out to the client (current/future) as soon as possible.	<a href="http://mykrvc.com/social-networking">http://mykrvc.com/social-networking</a>	connections, informative, broad, think outside the box
5.0	Pet Portal	Link/image placement on right hand side of the page	<a href="https://www.vetsecure.com/kirkmanadv.com">https://www.vetsecure.com/kirkmanadv.com</a>	Seems to be a login for access to your pet records and so forth. I think that a link to this on the home page would be a necessity as it pertains directly to their pet and the pets located at the bottom of all pages within the site, will contain the Privacy Policy, Terms of	<a href="https://www.vetsecure.com/kirkmanadv.com">https://www.vetsecure.com/kirkmanadv.com</a>	informational, educational, knowledgeable, up-to-date
6.0	Footer	bottom of every page				legal jargon

# Customer Information

- Kirkman Road Veterinarian Clinic, Inc.
- Project: Re-Design
- Web Designer: Jennifer L. Brown
- Document Purpose: Project Analysis

## Site Intent:

The goals for the site re-design is to make this clinic more appealing to anyone in need of a veterinarian clinic for their furry family member(s). It is to be organized in a manner that is easy to understand by all ages, and for new customers to find the information that they require in a timely organized fashion.

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Currently there is so much going on within the site that it looks congested. It is through this congestion and no clear direction that people(i.e. new customers) could become easily confused or frustrated within the site. The site should represent how the clinic works and through the current site it gives the persona of disarray, unorganized, clustered and not very clear meaning of what the clinic is trying to provide for their current and potential customers.

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I feel that the new site will give a new customer that calm feeling knowing that there is a clinic that will take care of their family member with the upmost care and love. It is through the goals of the site that there will be a navigation bar on the top that clearly delineates specifics like: Home, Services, About Us, and Clinic Information. Then there will be a clean header and footer that represents the clinic's orderly fashion. The header of the page will include the Logo, and navigational menu. The color palette for the page will be more representative of the services rendered and to bring in customers with a calm color palette. It is through this concept that we will bring in more customers and help them to feel at ease regarding anything that needs to happen for their pet.

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## Competitive Analysis:

Based upon my research of the local community and within the web destinations of several other clinics within the surrounding cities, I think that this clinic should provide the user; user being new and current customer base to be the center of focus for this re-design. It is in the best interest of the clinic to be competitive amongst there surrounding fellow veterinary clinics but also to stand out as the best one to take a pet for regular and emergency services. Some of your fellow competitors within the are include:

1. [Westmonte Animal Clinic](#)
2. [Bay Hill Cat Hospital](#)
3. [Pine Castle Animal Hospital](#)

<b>Competitive Analysis</b>	
Website Keywords	kirkman road veterinary clinic, kirkman road veterinary clinic, kirkman vet, kirkman road veterinary clinic, kirkman vet
Site Demographics	In accordance with a site query informational pull from Alexa Internet; the site over the past month has had a search traffic query rating of 47.87%. The site has some SEO issues that need to be fixed and they have broken links as well. There ranking amongst other search query's over the course of a month lead to a lower percentage than cheap vets 32811 at which there percentage rate is 0.90%. Site demographics are utilized in the keyword search for not just the title but also for veterinary services within the respective location of the potential customer.
Website Statistics pertaining to Vet Clinics	Regarding website statistics and how they pertain to veterinary clinics, it is quite interesting to note that most veterinary clinics do not draw that much attention unless there is a real need, a need for information on how to care for there pet when they don't know how to. Other veterinary sites utilize a more organized structure that would be beneficial to the Kirkman Road site. A site receives more hits when they are referred via word of

	<p>mouth from other customers of the vet, then the main content that gets the most looks is the Contact Us page and the Home page. If a potential customer really does there research then they will dig further.</p>
Bad Practices	<p>This would include not incorporating the negative and the positive comments within there sites for that respective clinic or hospital. Everyone had good points and bad points and we all don't want to take our animal to a bad doctor but posting the negative with the positive will give a potential client/customer a better painted picture for an overall clinic and they can decide for themselves, what is right for there animal. Another bad practice is redundancies in code, context of the site and formatting issues.</p>

## Targeted Audience:

Our main target audience for the redesign project will be anyone who has from a domestic animal to an exotic pet. We want to assist anyone with all of there family member needs, whether they have fur, feathers or scales.

### Two Use Cases or Personas of Typical User

Emergency Services

Kim calls the emergency hotline/contact number and gets a hold of after care management. Her cat was attacked by a coyote and needs assistance immediately. The after care specialist tells her to come in with her cat right away and she also notifies the on-call doctor of the situation. Kim arrives at the veterinarians office, where he cat goes in for x-rays and a full exam. Kim finds out that her cat has a splintered shoulder and will require surgery. She opts for the amputation surgery, the cat is placed in a holding crate

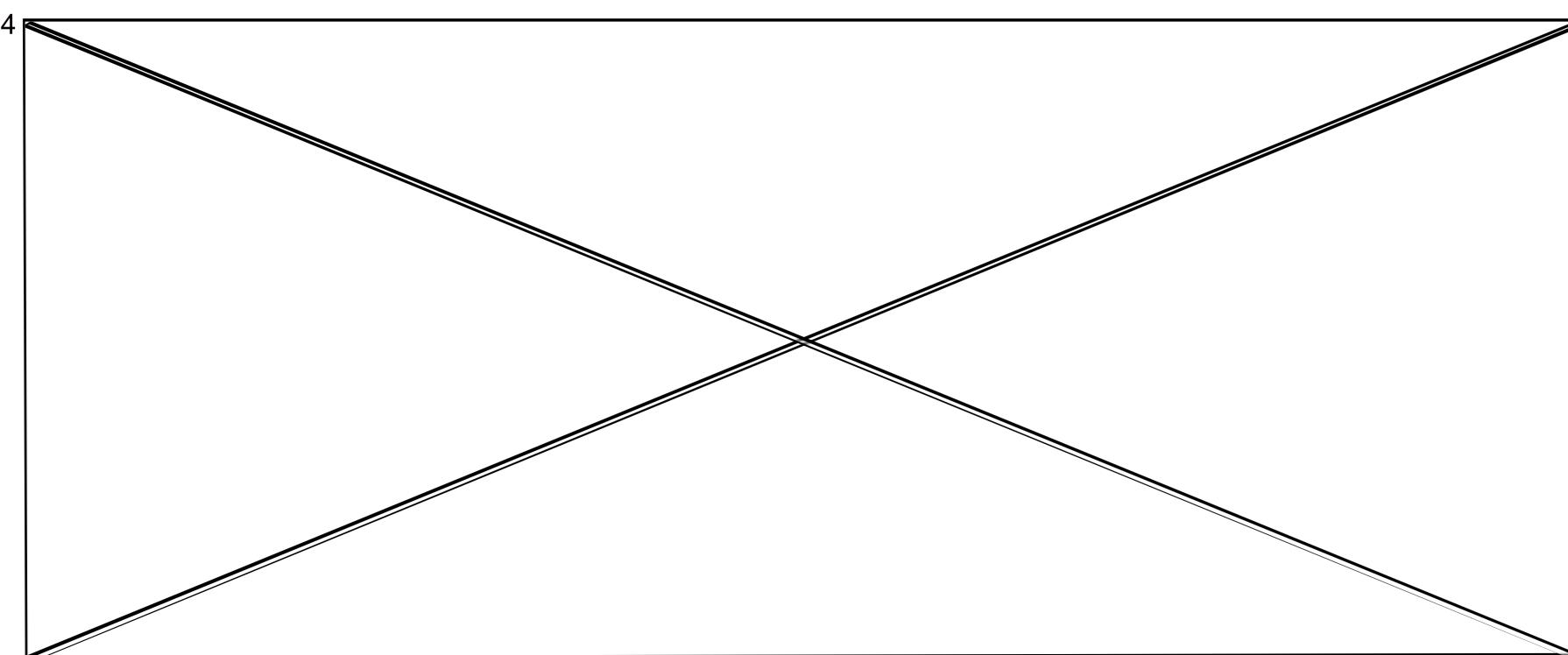
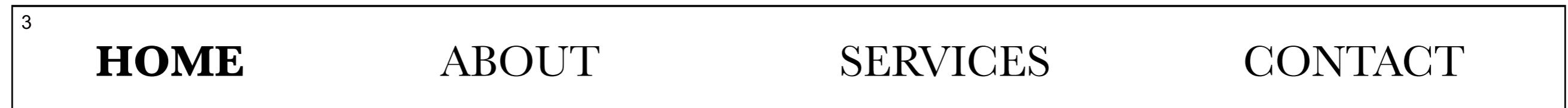
	until morning and receives medicine to ease the pain overnight until surgery can be performed. Kim's cat goes through surgery, and Kim is extremely happy and refers all of her family and friends to Kirkman Road Veterinary Services for their extreme attention to detail, ability to calm her down in a crisis and their overall level of care given to her cat.
Online Appointment Scheduling	Mike goes to the website to find the hours for the clinic so that he can make an appointment via phone. He later finds that next to the phone number link is a online appointment maker location. Instead of calling to make an appointment, he is able to make the appointment himself and not have to wait. Customer is happy due to being able to make his appointment prior to leaving work or the house without a phone and is able to carry on with the day.

Project Analysis created by Jennifer Brown. All Rights reserved.

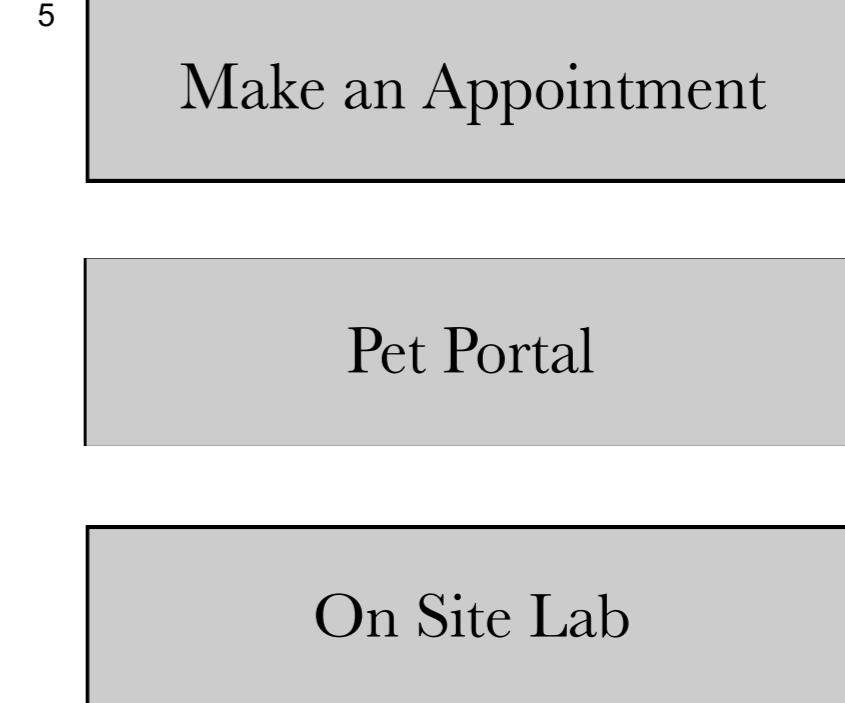


2

Contact Phone # (407) 297-7528



4



5

## **Welcome to Kirkman Road Veterinarian Clinic**

**"It is a pleasure to Welcome you to Kirkman Road Veterinary Clinic! After 24 years, we continue to strive to provide Quality, Caring Healthcare to all of your family pets. It is our privilege to serve you and the medical needs of your pet." ~ John H. Porter DVM**

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8 HOME | ABOUT | SERVICES | CONTACT

### Wireframe Legend

1. Logo: 320px W/ 90px H, 1px stroke, 36px top and 18px left padding, 30pt bold font
2. Contact Phone #: Align top-right, 30pt font, 24px bottom margin
3. Global Navigation: Align right, 28pt font, 30px left margin, 35px bottom margin
4. Image Set: Align left, 18px padding left, 336px right margin
5. Navigation CTA Tabs: 24pt font, 12px right margin, 72px height
6. Welcome Content: 972px W / 126px H, 36px top padding, 18px left and right padding, 1px stroke
7. Footer/Footer Border: 71px padding left, 900px W x36px H, 12pt font, 30px top margin



2

Contact Phone # (407) 297-7528



4

Contact Us  
Kirkman Road Veterinarian  
Clinic, Inc.  
**Address:** 38 Kirkman Road  
Orlando, FL 32811-1406  
**Phone:** (407) 297-7528

5

Name

Email

Subject

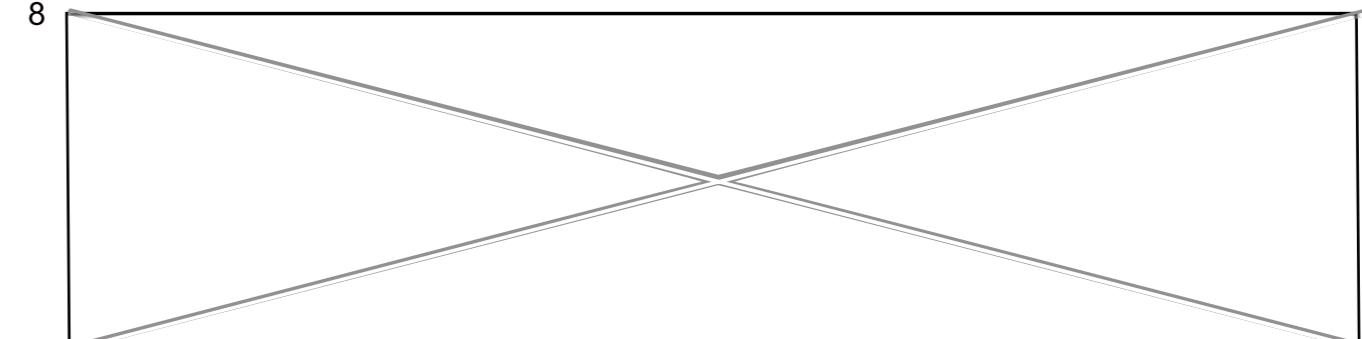
Message

7 **SUBMIT**

6

**Clinic Hours**

<b>Monday - Friday:</b>	<b>8:00 AM - 6:00 PM</b>
<b>Saturday:</b>	<b>8:00 AM - 5:00 PM</b>
<b>Sunday:</b>	<b>CLOSED</b>



9

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10 [HOME](#) | [ABOUT](#) | [SERVICES](#) | [CONTACT](#)

#### Wireframe Legend

1. Logo: 320px W/ 90px H, 1px stroke, 36px top and 18px left padding, 30pt bold font
2. Contact Phone #: Align top-right, 30pt font, 24px bottom margin
3. Global Navigation: Align right, 28pt font, 30px left margin, 35px bottom margin
4. Contact Information Title: 28pt font bold (h1), column Align left, 18px padding left, content font 20pt
5. Contact Input CTA: Aligned right, 290px W, font 24.45pt
6. Clinic Hours Title: font 28pt bold, content font 18pt bold centered, 18px padding left
7. Send Button: font 18pt bold, 84px right margin, 144px W x 36px H



2

Contact Phone # (407) 297-7528



4

## Medical Facility

5

**Introduction**  
Our professional and courteous staff seeks to provide the best possible medical, surgical and dental care for our highly valued patients. We are committed to promoting responsible pet ownership, preventative health care and health related educational opportunities for our clients. We strive to offer excellence in veterinary medicine.

**Why Kirkman**

**Full-Service Pet Hospital**  
**Veterinarians with decades of Experience**  
**Emergency Vet Clinic**  
**Animal Boarding**  
**On-site Pet Pharmacy**  
**On-site Lab**

**Working with Us**

- You can access and update your pet's wellness information through the Pet Portal.  
- Pharmacy convenience to have medicines delivered directly to your home at a low cost and with the confidence and backing of your regular veterinarian.

6

## Our Team

7 The staff at Kirkman Road Veterinary Clinic brings literally decades of experience to the table to insure your pets' care is the best it can be. Learn more about our individual team members below and get to know them better.

8

**DOCTORS**

**CORE STAFF**

9  
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10 HOME | ABOUT | SERVICES | CONTACT

### Wireframe Legend

1. Logo: 320px W/ 90px H, 1px stroke, 36px top and 18px left padding, 30pt bold font
2. Contact Phone #: Align top-right, 30pt font, 24px bottom margin
3. Global Navigation: Align right, 28pt font, 30px left margin, 35px bottom margin
4. Medical Facility Placement Holder: 971px W x 272px H, 28pt font bold justified left(h1), 18px left padding
5. Center Body Content: blocks are 270px W x 298px H, block header 20pt font bold(all blocks), paragraph content 14pt semi-bold(1st and 2nd block), 3rd block content paragraph UL
6. Our Team Placement Holder: 970px W x 144px H, 18px padding left margin, content font 28pt bold justified left
- 7.

1

# Kirkman Road Veterinarian Clinic, Inc.

2

"Our professional and courteous staff seeks to provide the best possible medical, surgical and dental care for our highly valued patients. We are committed to promoting responsible pet ownership, preventative health care and health related educational opportunities for our clients. We strive to offer excellence in veterinary care to cats, dogs, birds, reptiles and pocket pets."

John H. Porter DVM – Founder

3

[Home](#) [About Us](#) [Services](#) [Contact Us](#)

4

[Appointment](#)

5

Medical Facility

Doctors

Staff

6

[copyright](#) | [privacy policy](#)

## Wireframe Legend

1. Logo/ Escape Hatch: 640px W / 138px H, 25px top padding, 10px top margin, 8pt bold font
2. Content (original): 35px top margin, 35px bottom padding, 6pt font
3. Global Navigation: 35px top margin, 35px bottom padding, 8pt font
4. Link for appointments
5. Facility Links: Centered on page
6. Foot Links: 175px W / 130px H, 20px left margin, 52px top margin

brown\_jennifer\_mobile\_aboutu

1

# Kirkman Road Veterinarian Clinic, Inc.

2 Contact Us 1-407-297-7528

3

[Home](#)

[About Us](#)

[Services](#)

[Contact Us](#)

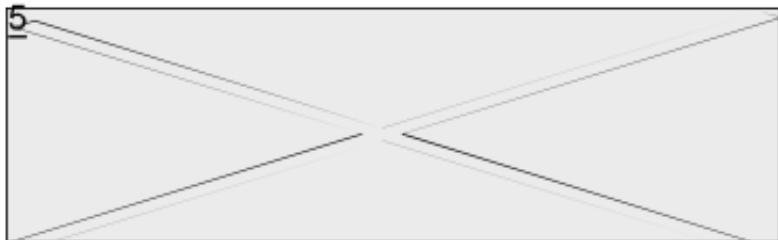
[Appointment](#)

4

"It is a pleasure to Welcome  
you to Kirkman Road  
Veterinary Clinic!

After 24 years, we continue to  
strive to provide Quality, Caring  
Healthcare to all of your family  
pets. It is our privilege to serve  
you and the medical needs of  
your pet." ~John H. Porter DVM

5



6

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## Wireframe Legend

1. Logo/ Escap Hatch: 640px W / 138px H, 25px top padding, 10px top margin, 8pt bold font
2. H1 (Contact Phone #): 35px top margin, 35px bottom padding, 8pt font
3. Global Navigation: Underline font; 6pt font
4. Content (paragraph): Floated left of the navigation
5. Images: Scrolling within the page;
6. Foot Links: 175px W / 130px H, 20px left margin, 52px top margin

brown\_jennifer\_mobile\_home\_

1

# Kirkman Road

## Veterinarian Clinic, Inc.

2

38 South Kirkman Road  
Orlando, FL 32811-1406  
Phone: (407) 297-7528  
Email: info@mykrvc.com

3

Clinic Hours:  
Monday-Friday: 8am-6pm  
Saturday: 8am-4pm  
Sunday: Closed

4

We know sometimes you have questions about your pets' care, or just want to see when we have an open appointment available. Please fill out our simple contact form and let us help you get the answers you need. If you'd like to request an appointment time please provide us with the time you'd like in the message box and we'll contact you within 24 hours to let you know if that time is available and to schedule your appointment.

Name<sup>5</sup>

Message

Email

Phone

6

7

[copyright](#) | [privacy policy](#)

### Wireframe Legend

1. Logo/ Escape Hatch: 640px W / 138px H, 25px top padding, 10px top margin, 8pt bold font
2. Clinic Address: 35px top margin, 35px bottom padding, 8pt font
3. Clinic Hours: 35px top margin, 35px bottom padding, 8pt font
4. Content (paragraph): Floated left of the navigation
5. Form Data/Input Fields: centered on page
6. Submit Button: 5px padding left,
7. Foot Links: 175px W / 130px H, 20px left margin, 52px top margin

brown\_jennifer\_mobile\_service\_

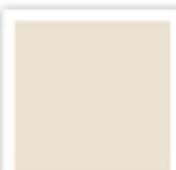


# Kirkman Road Veterinary Clinic Site Re-Design

Style Tile  
version:1

Adjectives: Comforting Commitment  
Convenient Courtesy  
Orderly Professional  
Public Caring

Possible Colors



Textures



Navigation Examples:

HOME ABOUT US OUR TEAM SERVICES LINKS CONTACT BLOG

Home About Us Doctors Services Forms Contact Us

This is an example of a Button

**Submit**

Submit Button Example Here

**Submit**

Footer Example:

1403 N. Monroe Ave. | Loveland, CO 80538 | Ph: (970) 687-3252 | Fax: (970) 613-0678

[Home](#) | [About Us](#) | [Our Doctors](#) | [Services](#) | [Forms](#) | [Contact Us](#)

Veterinary Websites by InTouch Practice Communications

## This is an Example of a Header

Font: Libre Baskerville, Serif, Bold 700 #422b00

## This is an Example of a Sub Head

Font: Libre Baskerville, Serif, Bold 700, #422b00

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

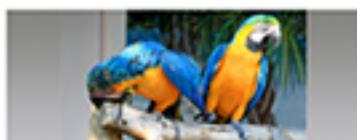
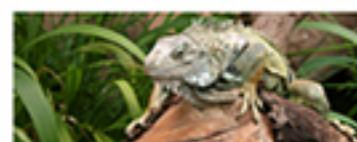
Font: Libre Baskerville, Serif, Normal 400, #235707

This is an example of a Text link »

minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Libre Baskerville, Serif, Normal 400, #8f6f27

Image Examples



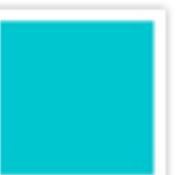
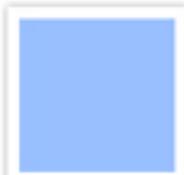


# Kirkman Road Veterinary Clinic Site Re-Design

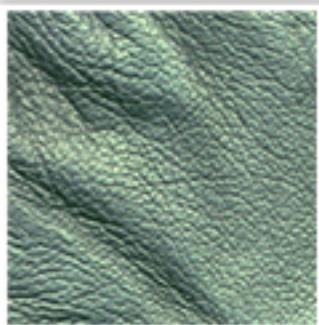
Style Tile  
version:2

Adjectives: Comforting      Committed  
Bright      Attention to Detail  
Consistent      Caring  
Orderly      Professional

Possible Colors



Textures



Navigation Examples:

Home  
About Us  
Our Team  
Services  
Boarding  
Grooming  
Resources  
Contact Us



This is an example of a Button

**Submit**

Submit Button Example Here

**Submit**

Image Examples



This is an example of a Text link »  
minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Libre Baskerville, Serif, Normal 400, #006D44

This is an example of a Text link »

minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Libre Baskerville, Serif, Normal 400, #8EFF00

Footer Example:



CONTACT US | PRODUCT | PRIVACY POLICY | LEGAL NOTICE





Contact Phone # (407) 297-7528

[HOME](#)

[ABOUT](#)

[SERVICES](#)

[CONTACT](#)



[Make an Appointment](#)

[Pet Portal](#)

[On Site Lab](#)

## Welcome to Kirkman Road Veterinarian Clinic

**“It is a pleasure to Welcome you to Kirkman Road Veterinary Clinic! After 24 years, we continue to strive to provide Quality, Caring Healthcare to all of your family pets. It is our privilege to serve you and the medical needs of your pet.” ~ John H. Porter DVM**



Contact Phone # (407) 297-7528

Kirkman Road  
Veterinary Clinic, Inc.

HOME

ABOUT

SERVICES

CONTACT

We know sometimes you have questions about your pets' care, or just want to see when we have an open appointment available. Please fill out our simple contact form and let us help you get the answers you need. If you'd like to request an appointment time please provide us with the time you'd like in the message box and we'll contact you within 24 hours to let you know if that time is available and to schedule your appointment.

## Contact Us

**Kirkman Road Veterinarian  
Clinic, Inc.**

**Address:** 38 Kirkman Road  
Orlando, FL 32811-1406

**Phone:** (407) 297-7528  
**Fax:** (407) 297-5758

## Clinic Hours

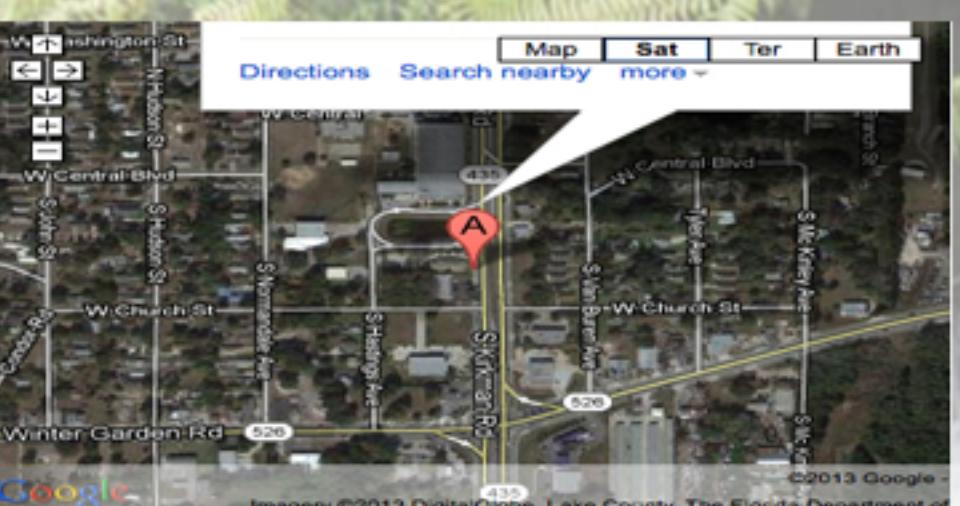
**Monday - Friday:** 8:00 AM - 6:00 PM  
**Saturday:** 8:00 AM - 5:00 PM  
**Sunday:** CLOSED

Name

Email

Subject

Message



**SUBMIT**



# Contact Phone # (407) 297-7528

[HOME](#)[ABOUT](#)[SERVICES](#)[CONTACT](#)

## Medical Facility

Kirkman Road Veterinary Clinic was founded in 1988 and continues to grow and provide quality, caring healthcare to your pets in Southwest Orlando. Show your pets how much you care with a trip to Kirkman Road Veterinary Clinic, where healthy, happy pets are our specialty. Our full-service animal hospital, including 5 full-time veterinarians, has been serving the Orlando area for over twenty years. Our veterinarians provide comprehensive veterinary care and the latest procedures to dogs, cats, birds, reptiles and other exotic animals and pocket pets. Call Kirkman Road Veterinary Clinic at (407) 297-7528 for quality pet veterinarian care with competitive rates.

### Introduction

"Our professional and courteous staff seeks to provide the best possible medical, surgical and dental care for our highly valued patients. We are committed to promoting responsible pet ownership, preventative health care and health related educational opportunities for our clients. We strive to offer excellence in veterinary care to cats, dogs, birds, reptiles and pocket pets."

~John H. Porter DVM – Founder

### Why Kirkman

Full-Service Pet Hospital  
Veterinarians with decades of Experience  
Emergency Vet Clinic  
Animal Boarding  
On-site Pet Pharmacy  
On-site Lab

### Working With Us

Make sure to check out our Pet Portal, where you can access and update your pet's wellness information. We also have a pharmacy for our clients' convenience that allows you to have medicines delivered directly to your home at a low cost and with the confidence and backing of your regular veterinarian. For quality pet care in a compassionate setting for your dog, cat, bird or reptile, call Kirkman Road Veterinary Clinic at (407) 278-7930 or schedule your pet's next exam online.

## Our Team

The staff at Kirkman Road Veterinary Clinic brings literally decades of experience to the table to insure your pets' care is the best it can be. Learn more about our individual team members below and get to know them better.

### DOCTORS



### CORE STAFF



# Kirkman Road Veterinarian Clinic, Inc.

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## Appointment

"Our professional and courteous staff seeks to provide the best possible medical, surgical and dental care for our highly valued patients. We are committed to promoting responsible pet ownership, preventative health care and health related educational opportunities for our clients. We strive to offer excellence in veterinary care to cats, dogs, birds, reptiles and pocket pets."

John H. Porter DVM – Founder

## Medical Facility



Doctors

Staff

# Kirkman Road Veterinarian Clinic, Inc.

**Contact Us 1-407-297-7528**

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**Appointment**

"It is a pleasure to Welcome  
you to Kirkman Road  
Veterinary Clinic!

After 24 years, we continue to  
strive to provide Quality, Caring  
Healthcare to all of your family  
pets. It is our privilege to serve  
you and the medical needs of  
your pet." ~John H. Porter DVM



# Kirkman Road Veterinarian Clinic, Inc.

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We know sometimes you have questions about your pets' care, or just want to see when we have an open appointment available. Please fill out our simple contact form and let us help you get the answers you need. If you'd like to request an appointment time please provide us with the time you'd like in the message box and we'll contact you within 24 hours to let you know if that time is available and to schedule your appointment.

Name

Phone

Email

Message

**Submit**

Address: 38 South Kirkman Road  
Orlando, FL 32811-1406

Phone: (407) 297-7528

Fax: (407) 297-5758

Email: [info@mykrvc.com](mailto:info@mykrvc.com)

Clinic Hours:

Monday-Friday: 8am-6pm

Saturday: 8am-4pm

Sunday: Closed

[Edit this form](#)

# Kirkman Road Veterinarian Clinic Web User Test Questionnaire

I would like to say thank you for participating in this questionnaire today.

This questionnaire is going to be utilized in the enhancement of the Kirkman Road Veterinarian Clinic website so that current and future users have a better user experience when trying to find out about the clinic, the services that are provided and for current and future customers to find the clinics information in a timely fashion so that they can get the best possible care for there beloved family member(s).

Here is a link to the site for quick access: [http://jlynn81.github.io/wsp/activities/code\\_prototype/index.html](http://jlynn81.github.io/wsp/activities/code_prototype/index.html)

Thank you for your time and participation, your responses are greatly appreciated and will help aid in the user experience of anyone coming to the site in need of a regular check up or an emergency situation.

\* Required

**On a scale of 1 to 5 would you consider the site to be user friendly? \***

Please select from the below rating...

1 2 3 4 5

Horrible      Outstanding**What strikes you first? \***

Please explain...

**Please give me your initial impressions about the layout and design of this page by choosing one of the following options:**

\*

Please select from the list provided...

- There are some areas of the site that I feel might be visually incomplete or unfinished
- The site genuinely satisfies the site's intent and targeted audience
- Somewhere between the first and second options

**What do you feel is the purpose of the site? \***

Please explain

**Who, specifically, do you think might visit the site regularly? \***

Please check all that apply

- Someone looking for just Veterinarian advice
- Someone looking for Veterinarian services
- Someone new to the area in need of a Vet
- Someone who needs their pet boarded
- Someone in need of local information

**Were you able to access the Pet Portal Link from anywhere?**

\*

Please select from the options below...

- Yes
- No

**When going through the site, where you easily able to get back to the Home page? \***

Please tell us about your experience...

**Where you able to find the information you were looking for upon your visit?**

Please select from the below rating...

1   2   3   4   5

Had difficulty finding the  
information



Found information  
with ease

**If you had difficulty finding the information that you were looking for, please let us know how we can make your experience better. \***

Type your answer below...

**Is the information within the site clearly laid out? \***

Please explain your experience...

**After viewing the site how likely are you to bring your pet to Kirkman Road Veterinarian Clinic, Inc.? \***

Please select from the list below...

**Overall how would you rate the site and its intended purpose? \***

Please select from the below rating...

1 2 3 4 5

No clear purpose      Very clear purpose

### Why do you feel this way?

Please explain...

[Submit](#)

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Jennifer Brown

[Edit this form](#)

# 4 responses

[View all responses](#)

## Summary

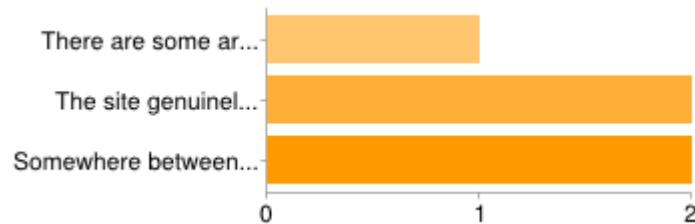
**On a scale of 1 to 5 would you consider the site to be user friendly?**



### What strikes you first?

The backgrounds look cool, but they may be a little too distracting. The header/logo/nav area is very large. Because of its size, it pushes most information below the fold. The background, a bit over powering, maybe change the opacity and bring out the paragraph content to make it less distracting. Easy to navigate and read.

**Please give me your initial impressions about the layout and design of this page by choosing one of the following options:**



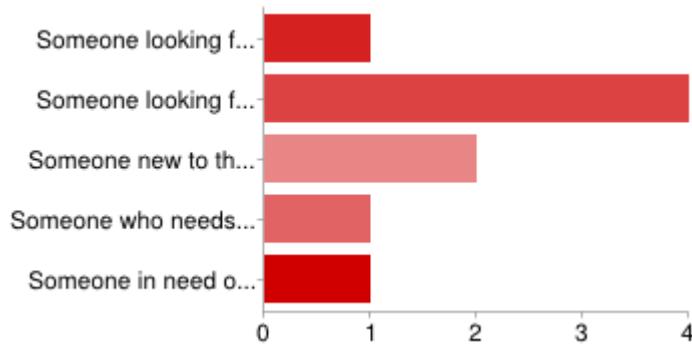
There are some areas of the site that I feel might be visually incomplete or unfinished    1    20%  
The site genuinely satisfies the site's intent and targeted audience    2    40%

Somewhere between the first and second options

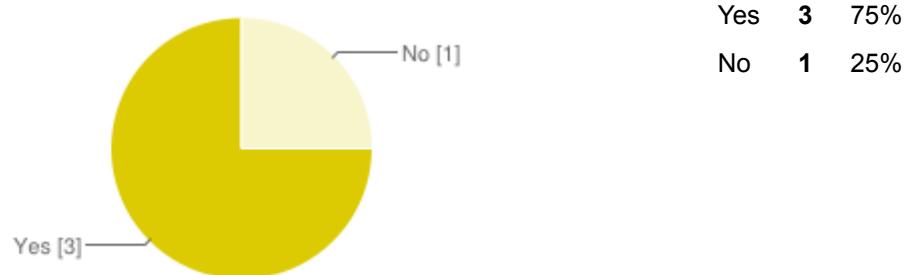
2 40%

**What do you feel is the purpose of the site?**

Show what the vet clinic does, and to set appointments.    Gather information about the vet clinic    Veterinarian services    Pet care

**Who, specifically, do you think might visit the site regularity?**

Someone looking for just Veterinarian advice	<b>1</b>	11%
Someone looking for Veterinarian services	<b>4</b>	44%
Someone new to the area in need of a Vet	<b>2</b>	22%
Someone who needs there pet boarded	<b>1</b>	11%
Someone in need of local information	<b>1</b>	11%

**Were you able to access the Pet Portal Link from anywhere?****When going through the site, where you easily able to get back to the Home page?**

Yes, I was able to find the home page link in the navigation menu, but I was looking for an

escape hatch by linking on the logo in the header first. Yes. But I usually expect the logo to be a escape hatch back to the homepage, so that was something I wish was implemented. Yes, the logo and the home link was located on all of the pages and it linked properly back to the home page. It was simple and easy to use.

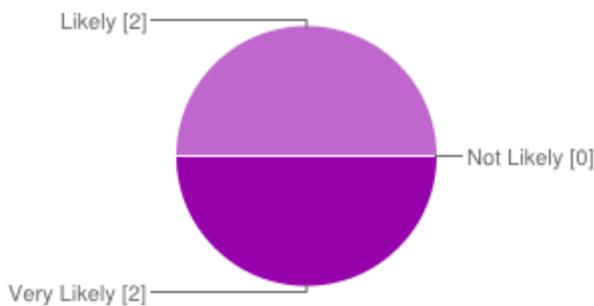
**Where you able to find the information you were looking for upon your visit?****If you had difficulty finding the information that you were looking for, please let us know how we can make your experience better.**

see answer below. Overall, I like the site's style and design. The link to the Pet Portal located in the footer nav did not take me the page I was expecting. All organized and easy to access. None

**Is the information within the site clearly laid out?**

Most of the pages were laid out well. I noticed that the coupon on the services page didn't do anything, I was not sure if you were planning on linking that later or if was an oversight. I feel that, because most of the information is located below the fold, some of it got lost. The text boxes are a bit unclear in there layout. Maybe try a box shadow to bring out the different sections. Yes

**After viewing the site how likely are you to bring your pet to Kirkman Road Veterinarian Clinic, Inc.?**



Very Likely	<b>2</b>	50%
Likely	<b>2</b>	50%
Not Likely	<b>0</b>	0%

### Overall how would you rate the site and its intended purpose?



### Why do you feel this way?

I think it could use a little work, but overall I like the site's style and design. Good work! I found the header area to be a tad large, and I find the background distracting. All of the information is clearly defined but it just needs to stand out more. See above statements.

### Number of daily responses



## Content Licensing and Copyright Information

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All images, content (verbiage) or data within the site re-design was obtained through the use of the originating site, which is located at my.krvc.com

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