

Date: 11/22

Client: Bluebow Research Consultancy

Region: United Kingdom

## **Introduction**

The Animal and Plant Health Agency (APHA) Vet Gateway provides a portal for vets to access APHA's services, systems, operating instructions, guidance, news and intelligence on new and re-emerging animal health threats. ~ Websit

## **Problem**

The aim was to gather and organise the opinions and user experience of a wide range of users, understand their frustrations and their breakthroughs and apply user centred design principles to address their users' pain points.

The APHA Vet Gateway is used by a number of different people (vets, health professions). Therefore the challenge was to improve the website for a diverse range of individuals each with their own needs.

## **Solution**

We incorporated a user-centred approach to the project, by aiming to understand users' pain points in situations while attempting to complete a task.

We conducted a mixed method approach to the research to ensure that rich insights were gathered to inform the revised design.

