

# Design a Pet registration flow for a veterinarian

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Adil Sami

# Project overview



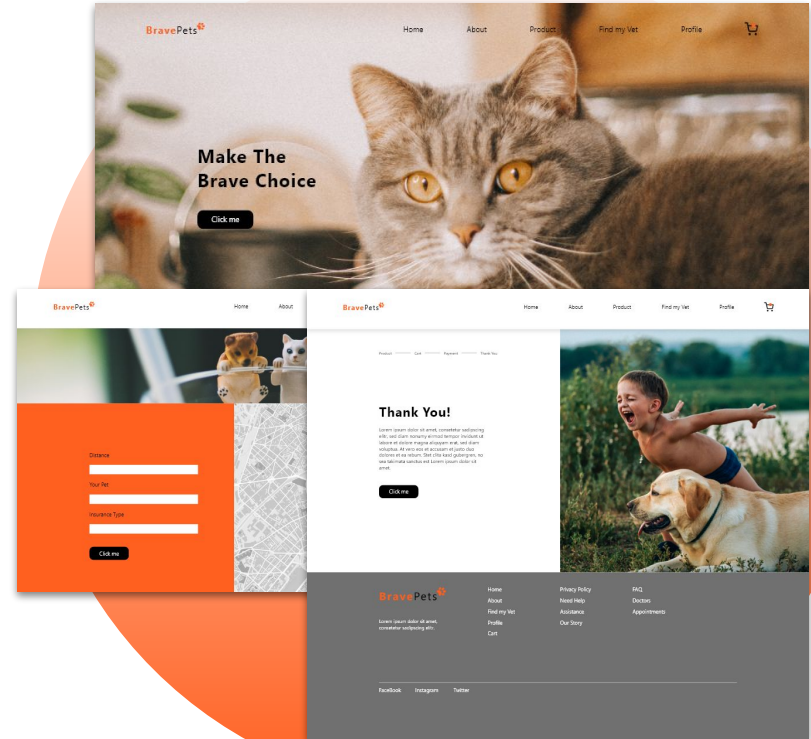
## The product:

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 their 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

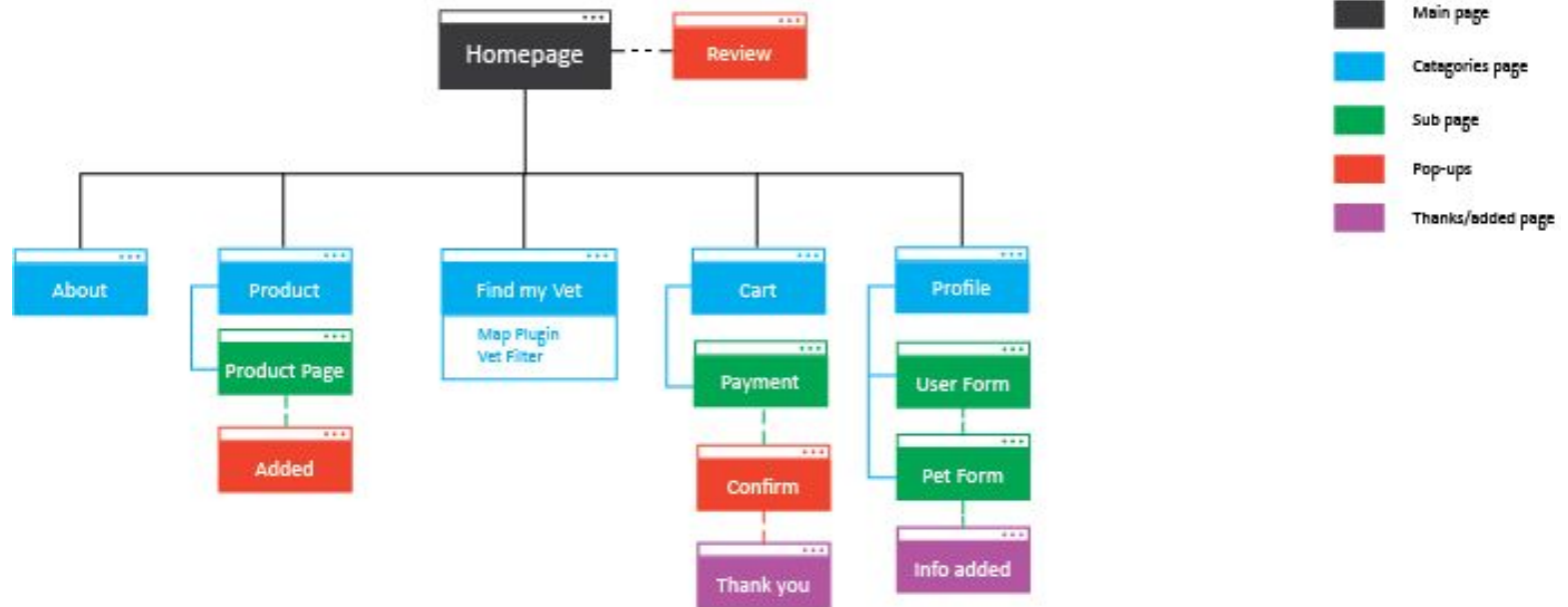
## Persona: Shane

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

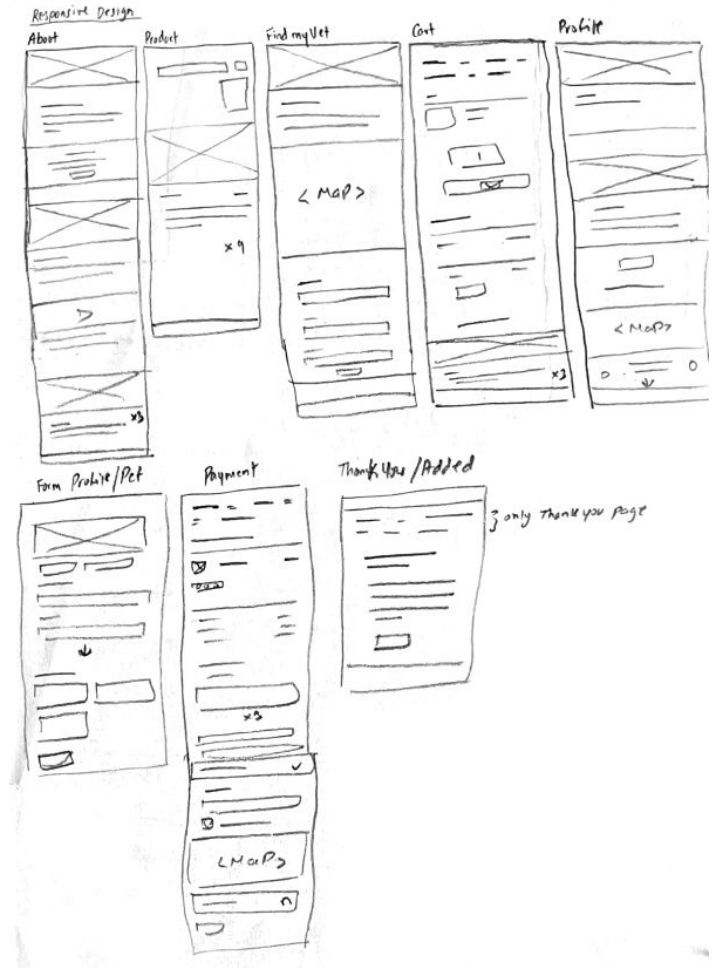
2nd UX Test Project [Design a pet registration flow for a veterinarian] Web based responsive

- Home page hero will be covered with sticky form back access.  
 - About section simple image with description.  
 - Call to action  
 - Map or general info  
 - News info is great for old & new users.  
 - Footer > About / Product

- Product page  
 - Form (Profile: User & Out)  
 - Confirm - popup  
 - Thank you popup

# 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.

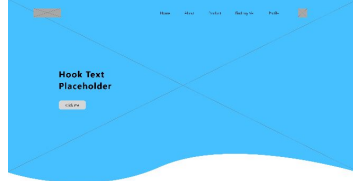


# Digital wireframes

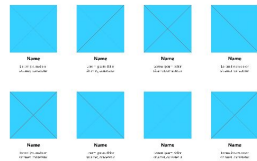
The whole design thought process was to keep things simple.

Name  
\*\*\*\*\*

Review with pop-up feature



Title name  
[Placeholder text]



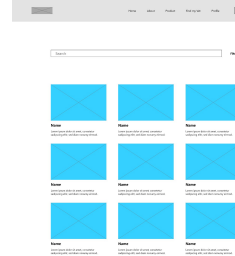
Section title name



Section title name



Section title name



Featured  
Price Low  
High  
Price High  
Low  
Popular



Product find with search and filter options



Product page where you can customize items

Find local vets

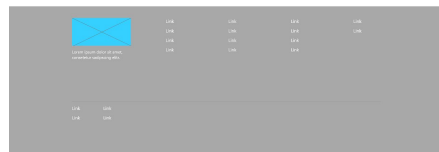
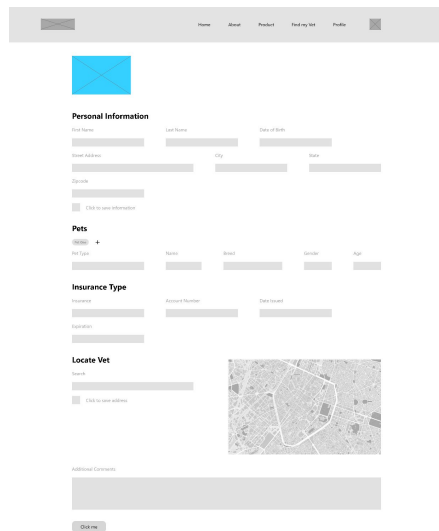


Profile page where you can fill forms or upload new info

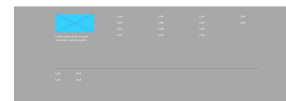
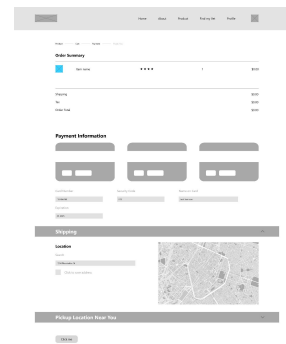
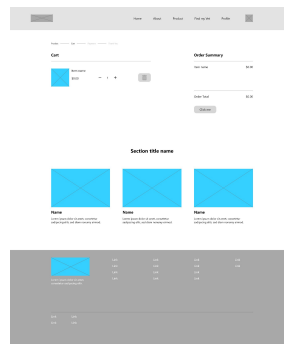


# Digital wireframes

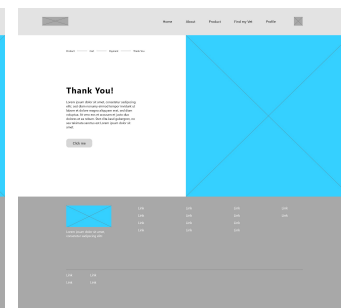
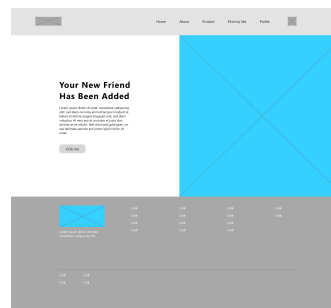
On the functionality side of things I wanted to let users have the freedom to add or remove info and make the checkout process as simple as possible.



Pet form information

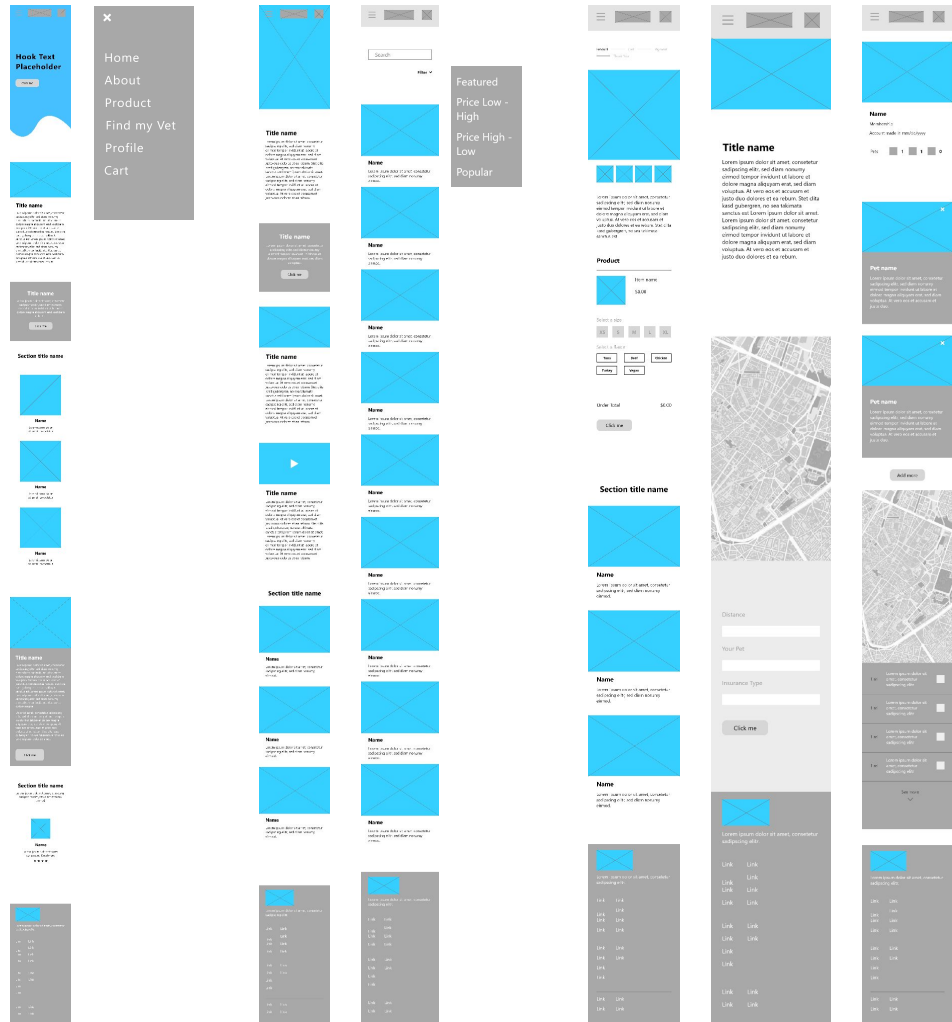


Cart Payment system with pop-up

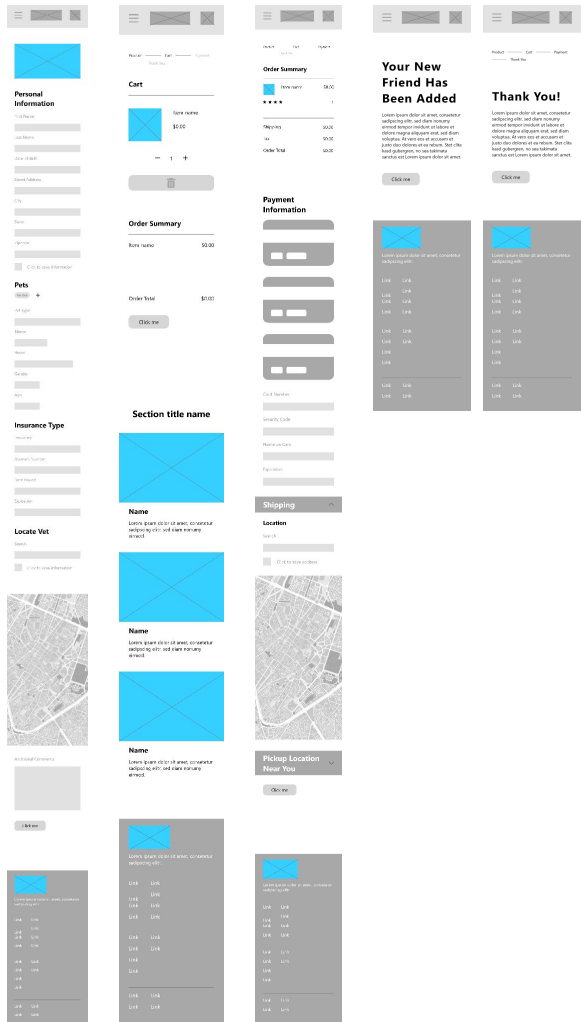


# Digital wireframe screen size variation(s)

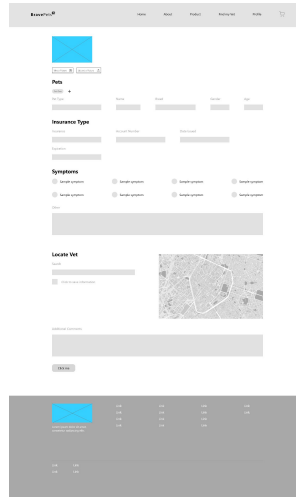
The responsive view is designed to harbor all the design elements without losing structure.



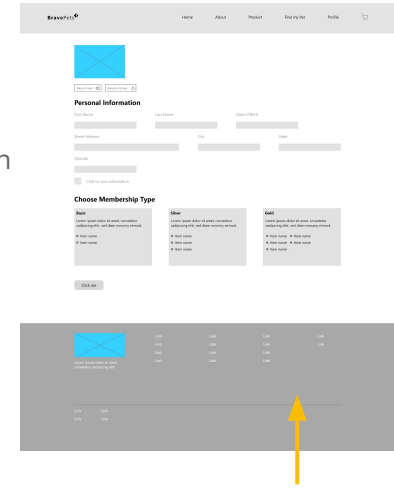
# Digital wireframe screen size variation(s)



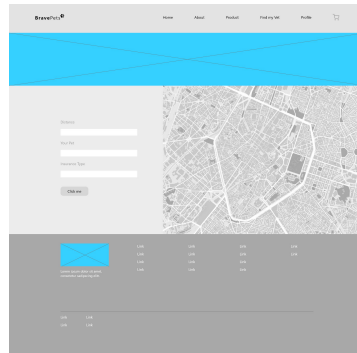
# After Usability Test



Added a button to upload picture and removed personal information section



Added a new form for users personal information



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

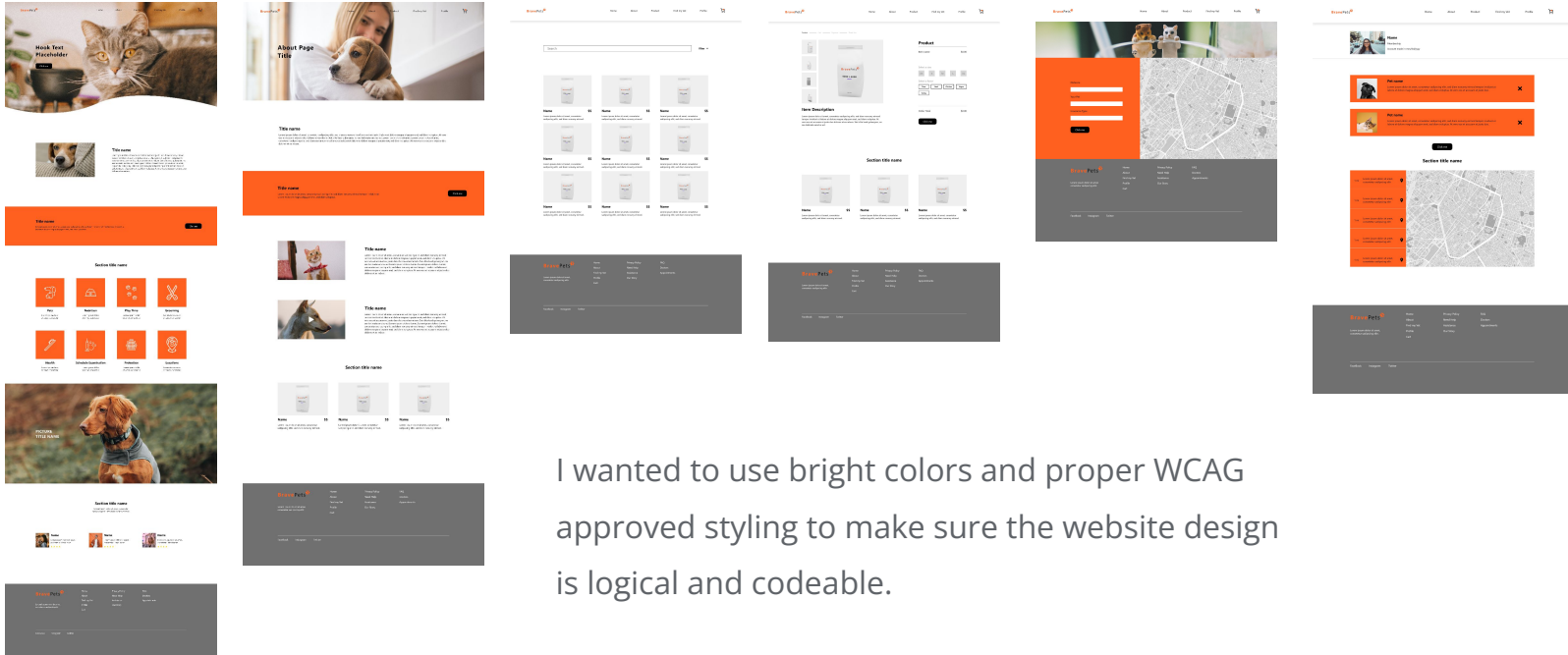
Made sure to include functionality for users by adding ways to add images.

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

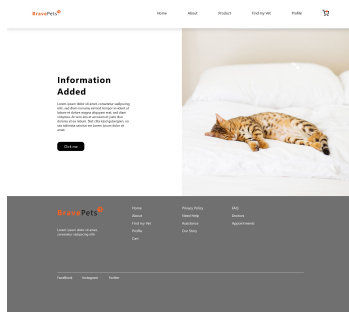
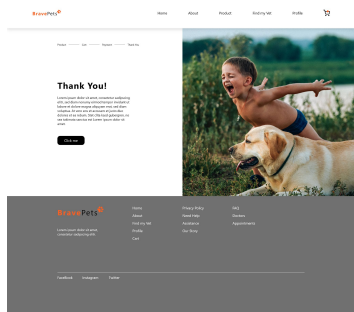
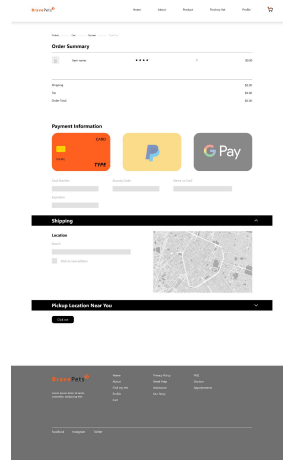
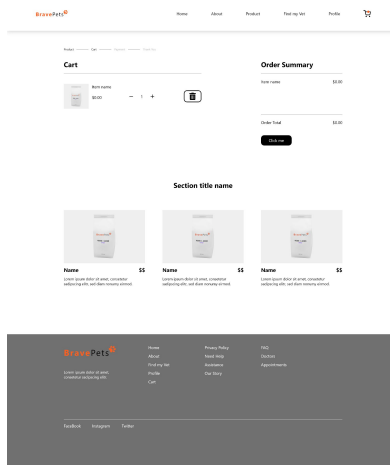
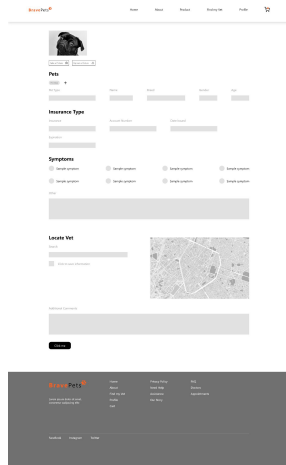
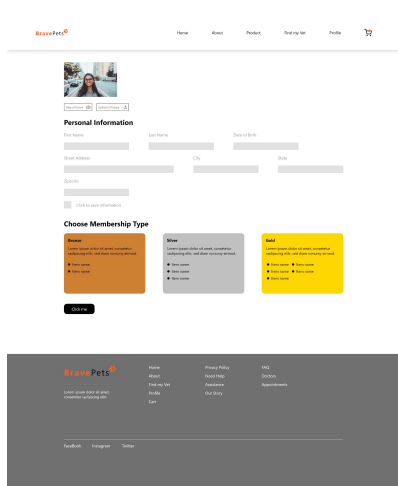


# Mockups: Original screen size



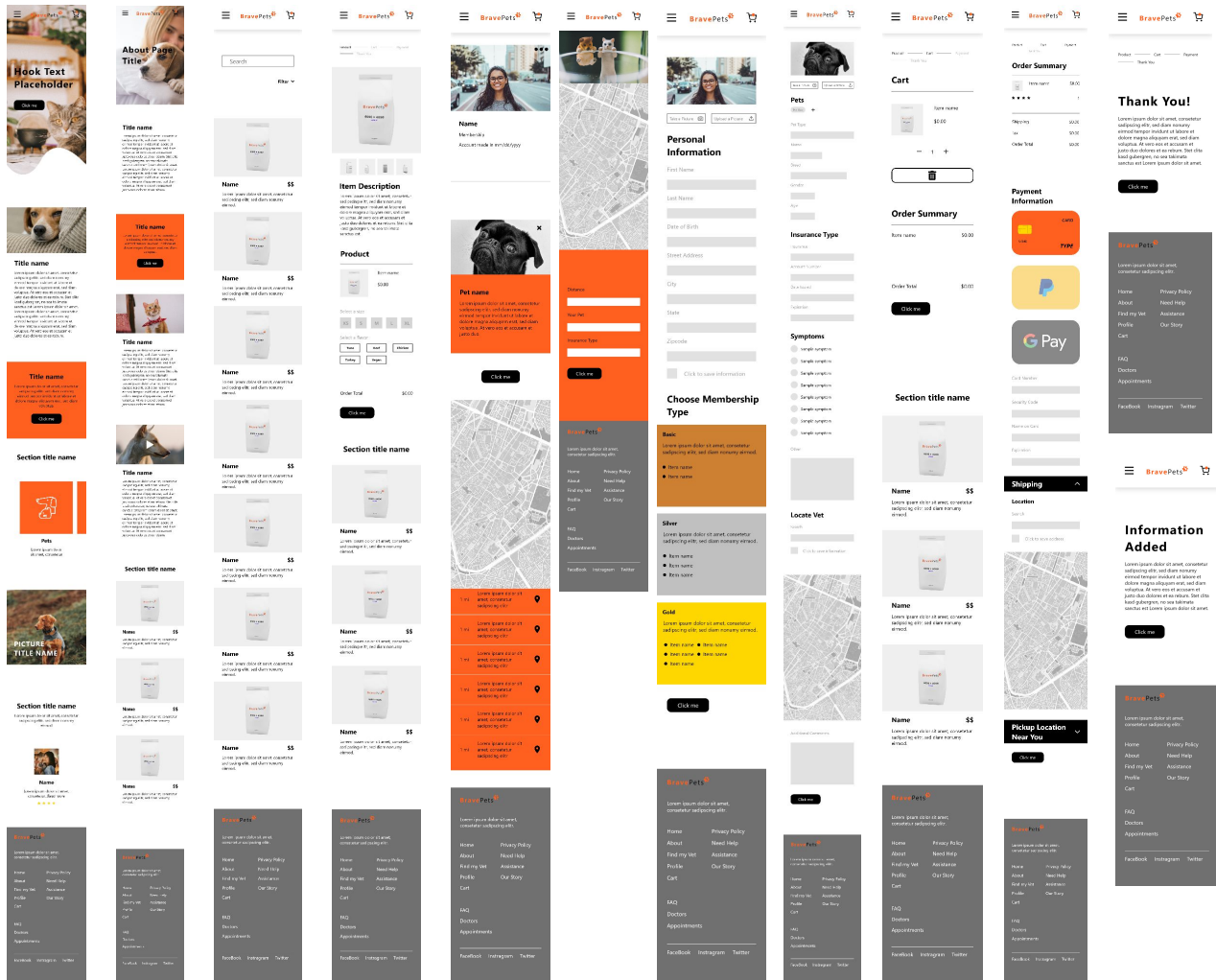
I wanted to use bright colors and proper WCAG approved styling to make sure the website design is logical and codeable.

# Mockups: Original screen size



# Mockups: Screen size variations

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



# 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 - EXCELENTI

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

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- 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 to see more or get in touch my contact info is down below.

Email: [adisiddque6@gmail.com](mailto:adisiddque6@gmail.com)

Website: [adilasami.com](http://adilasami.com)