USER EXPERIENCE: DESIGN & STRATEGY

A Helping Paw

PAMELA CAMPOS

Upon arriving to the emergency vet, pet parents are often met with overwhelming paperwork, hourslong wait times, high care costs, and sometimes even turned away.



A mobile application designed to help pet parents quickly and efficiently find the best emergency care for their fur babies.

View wait times in advance.

Learn about available services.

Handle paperwork before arriving.

Receive status updates from your vet.

TARGET MARKET

Pet parents

Ages 25-45

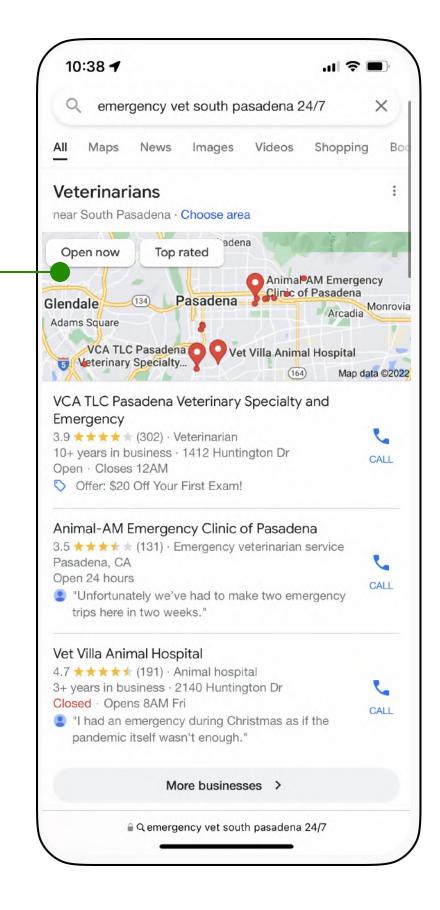
In major U.S. cities

Who are willing to invest in their pet's health.



Positives

Meaningful filters that are user friendly and easy to locate.



Positives

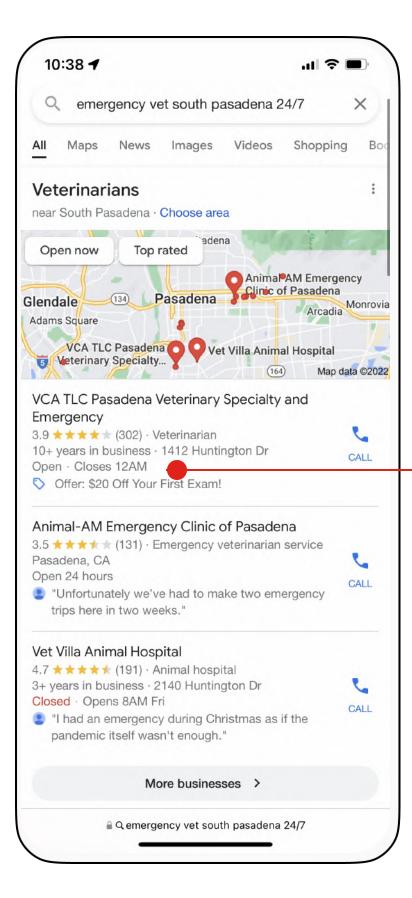
Easy to call.

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Positives

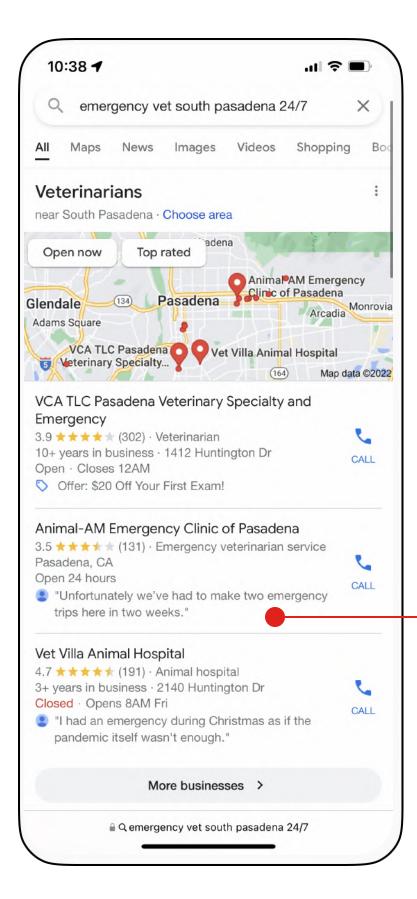
Reviews stand out.

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Negatives

I searched for 24 hour emergency veterinarians. Only one result meets this criterion.

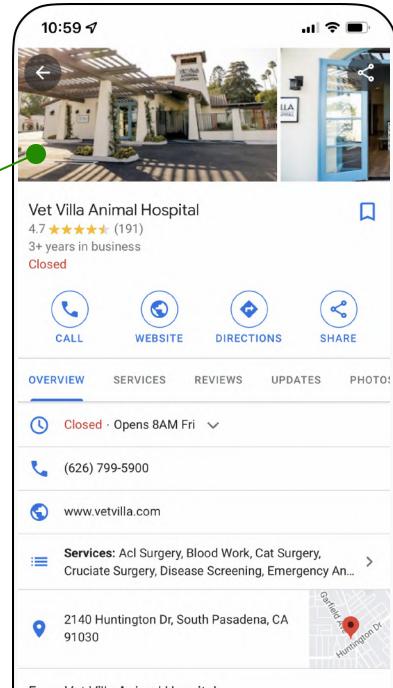


Negatives

These highlights are completely useless to me.

Positives

When I arrive, I know exactly what the place looks like.



From Vet Villa Animal Hospital

"Vet Villa Animal Hospital is a family owned and operated state of the art veterinary facility. Doctor's starting appointment times vary for each day. Please call us to schedule an appointment. We look forward to meeting you!"

🔒 Q Vet Villa Animal Hospital South Pasadena, CA

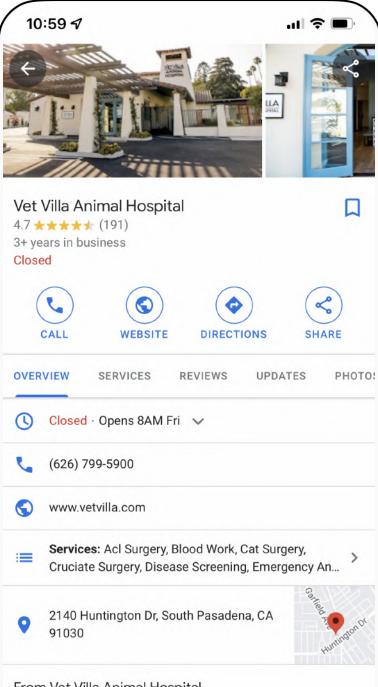
Positives

Services offered are listed.

10:59 🗸 Vet Villa Animal Hospital 4.7 ***** (191) 3+ years in business Closed (ح) 5 CALL WEBSITE DIRECTIONS SHARE OVERVIEW SERVICES REVIEWS UPDATES PHOTO: 🕓 Closed · Opens 8AM Fri 🗸 (626) 799-5900 www.vetvilla.com Services: Acl Surgery, Blood Work, Cat Surgery, > Cruciate Surgery, Disease Screening, Emergency An... 2140 Huntington Dr, South Pasadena, CA 9 91030 From Vet Villa Animal Hospital

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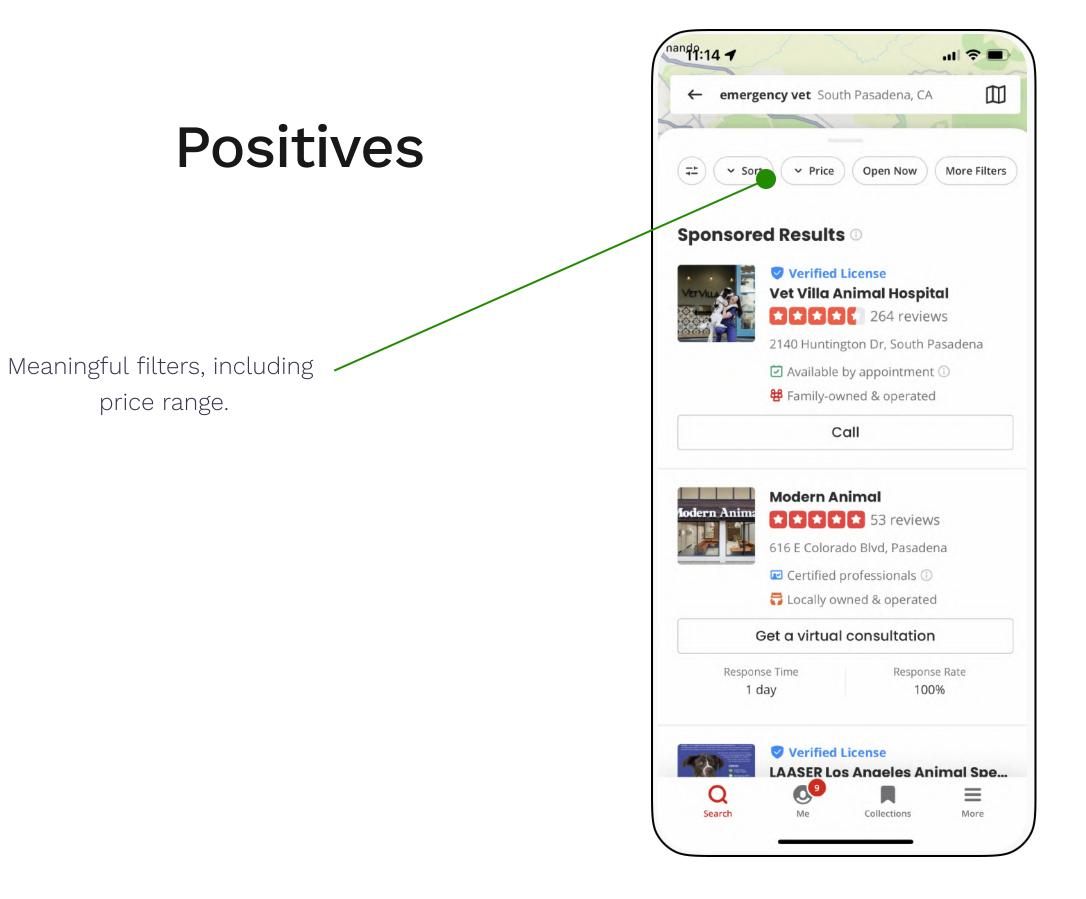
From Vet Villa Animal Hospital

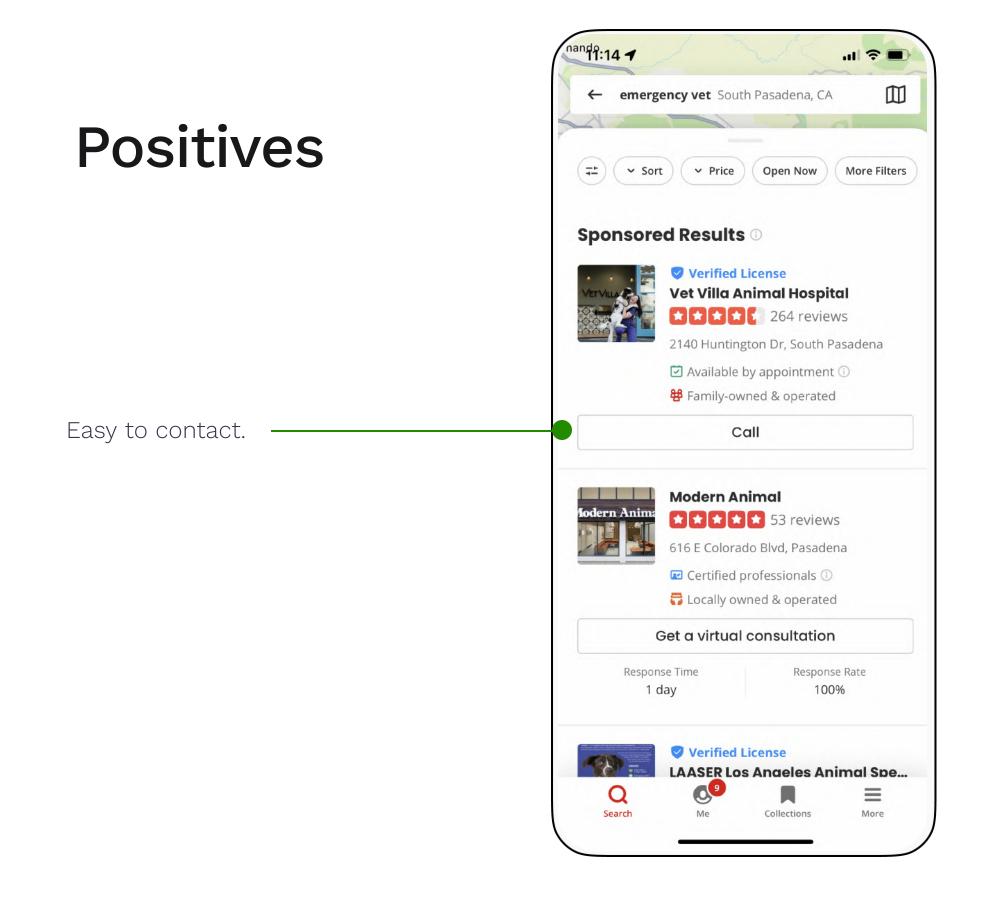
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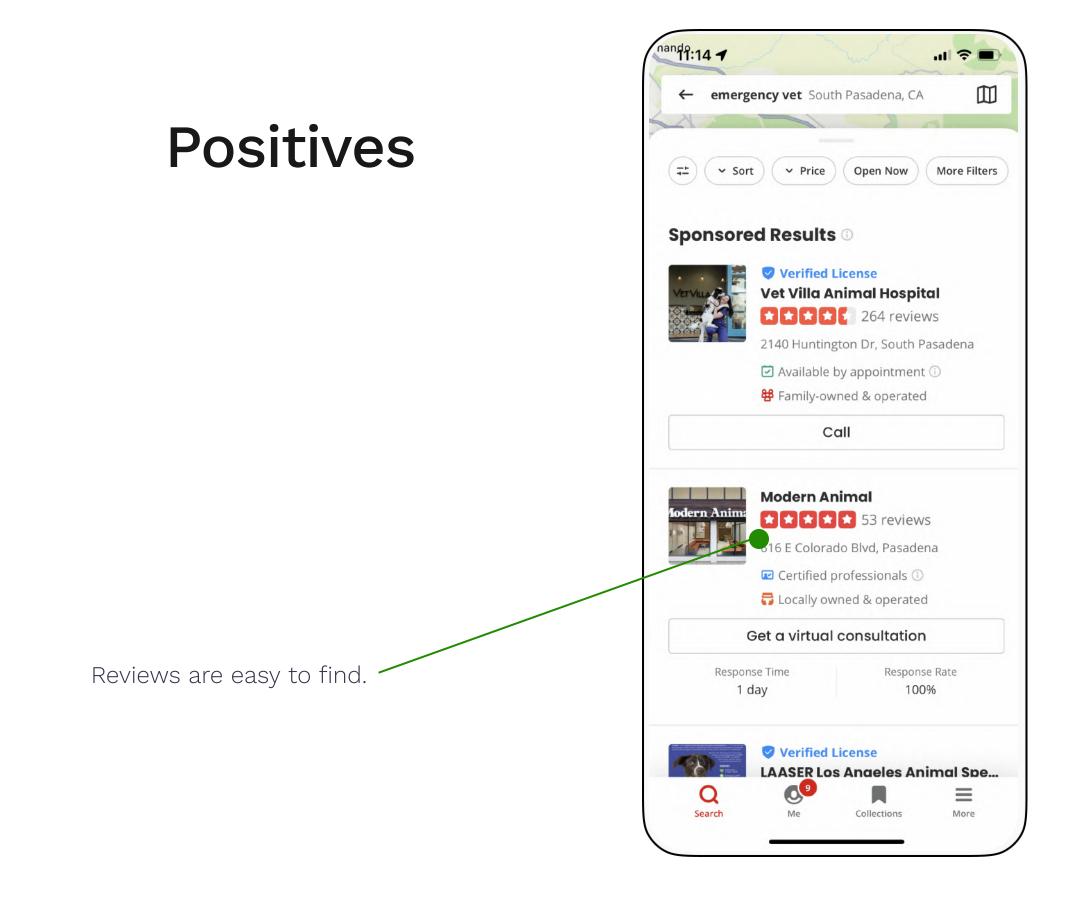
🔒 Q Vet Villa Animal Hospital South Pasadena, CA

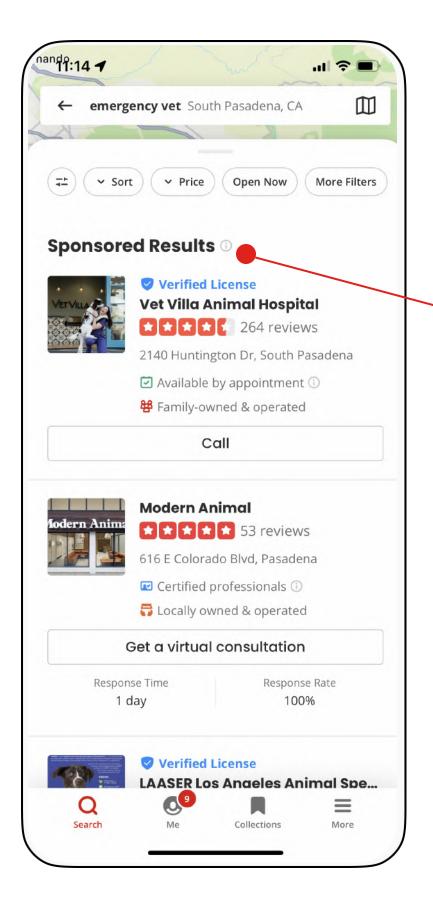
Negatives

This isn't an ER. Appointments are required.



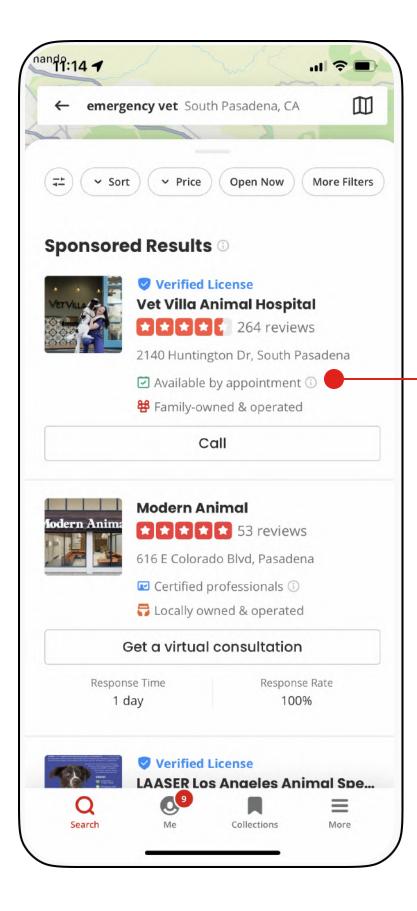






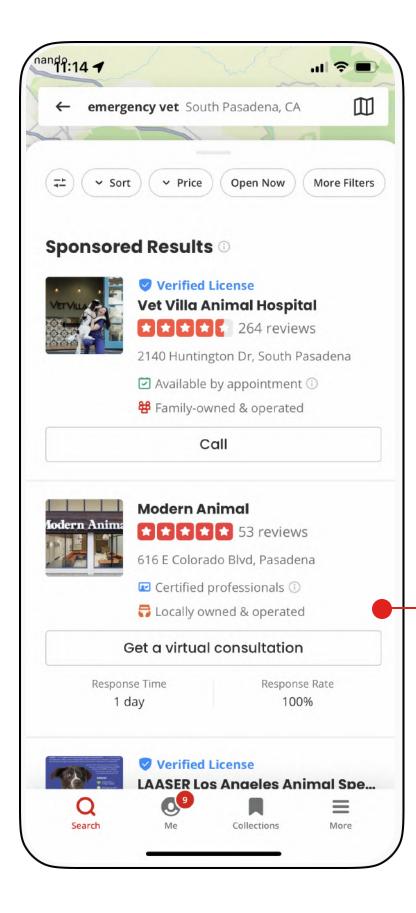
Negatives

Immediately slammed with sponsored results.



Negatives

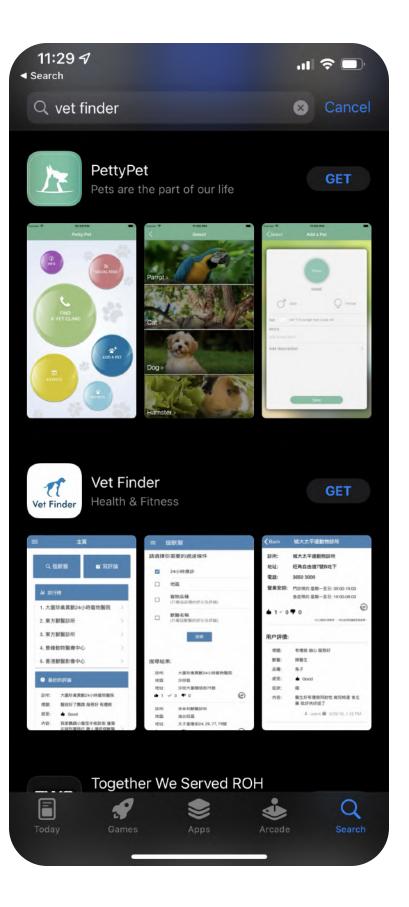
Appointments only. Not what I'm looking for.



Negatives

Meaningless stickers. Where are the hours?!

COMPETITIVE LANDSCAPE: OTHER





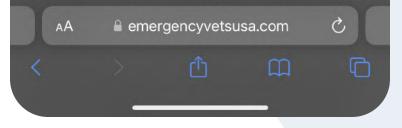
Helping People Find Qualified Emergency Vets In Their Area

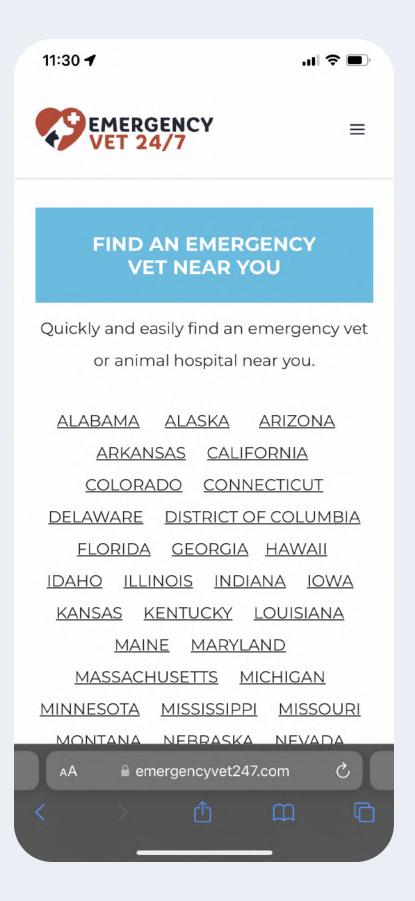
Qualified Emergency

Veterinarians

- Local Animal Hospitals
- ✓ 24 Hour ER Vets

Every day people are looking for emergency vets in their local area. Our pets are part of our family and so we would do anything to keep them





Market Opportunities

Pet emergencies happen everyday. Google and Yelp should consider investing in resources to enhance the UX for healthrelated searches.

Vet-specific search engines do exist, but their UI is in serious need of improvement. They are visually unpleasant and take too much effort to navigate.



Preliminary Interviews

"They wanted to charge me, like \$1000 to keep her overnight."

"[The biggest challenge that I faced was] filling out paperwork while I was flustered and panicking."

"After they examined my dog at the first vet, they sent me to another one because they didn't do the kind of surgery that she needed. It was horrible having to drive around in the middle of the night."

"My dog had complications during surgery and I didn't find out until hours later."

Hypotheses & Methods

USERS WANT TO KNOW ESTIMATED WAIT TIMES.

01

"I would like to know estimated wait times for emergency animal hospitals before I take my pet."

USERS WANT TO KNOW WHAT SERVICES ARE OFFERED.

02

"I would like to know what services are offered at an emergency hospital before I decide to take my pet there for treatment."



USERS WANT TO KNOW HOW MUCH SERVICES WILL COST.

"I would like to know how much the emergency services that my pet needs will cost (\$) BEFORE arriving to the emergency animal hospital.

Hypotheses & Methods

USERS WANT THE ABILITY TO CHECK-IN ONLINE.

04

"If it were an option to check-in online, I would like the ability to read paperwork, sign paperwork, and upload my pet's medical history."

USERS WANT ONLINE STATUS UPDATES FROM THE VET.

05

"I would like to receive frequent online updates regarding my pet's. status during their visit (e.g. We are measuring vitals)."

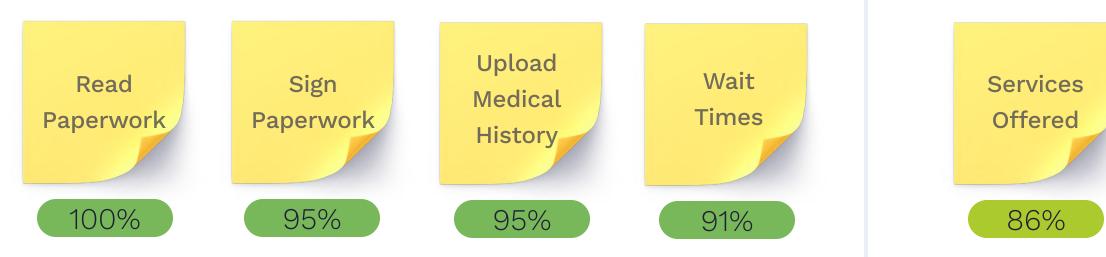


USERS WANT TO PAY FOR SERVICES ONLINE.

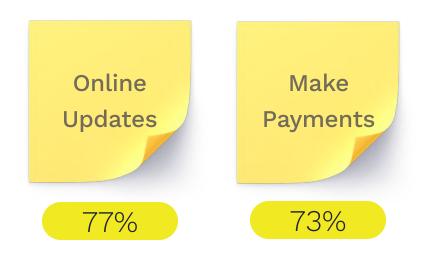
"I would like the ability to pay for the care that my pet received online."

PRIORITIZED FEATURES

Must Have



Could Have







% of participants who desired the feature; n = 22



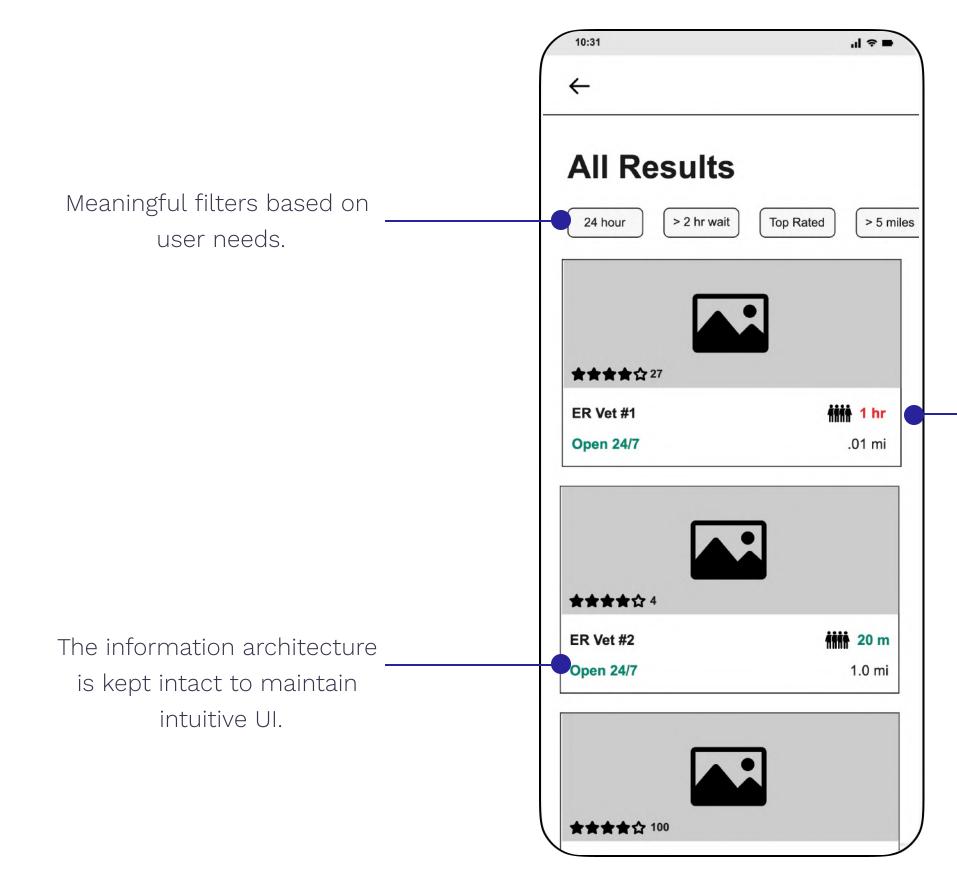








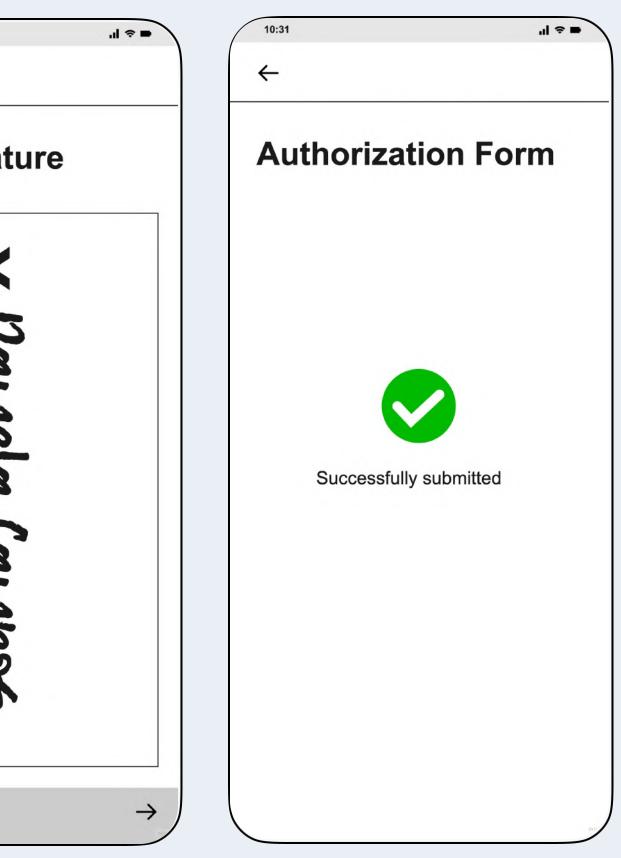
STATIC WIREFRAMES: WAIT TIMES



Wait times appear on each card in either green or red to indicate speed.

STATIC WIREFRAMES: READ & SIGN PAPERWORK

10:31	10:31 .il 📚 🖿	10:31
<i>←</i>	\leftarrow	←
Review Forms	Authorization Form	Draw Signat
	Anesthesia, Surgical, and Medical Release Clients Name: Pet's Name: Date: Reason for Admission: DVM:	
 New Client Form 	I, the undersigned, certify that I am the owner, or authorized agent for the owner of the pet(s) named above. I do hereby consent and authorize University Animal Hospital (UAH) and its staff to hospitalize this pet and perform the above described procedure(s), and administer vaccinations, medications, tests, surgical procedures, radiological, anesthetics, treatments and/or emergency care that the doctors doem necessary for the health, safety, and well-being of this pet while it is under the care and supervision of UAH. I have been advised as to the nature of the procedure(s) and the potential risks, and I understand the reason why such medical and/or surgical treatment is considered necessary, as well as its advantages and possible complications, if any. I also understand that no guarantee of successful treatment or outcome can be made. It is impossible to accurately estimate the total charges involved because the total extent of the injuries or illness	
	may not be immediately apparent. The results of blood tests, urinalysis, radiographs, etc. may be needed before the doctor can approximate a total expense. Additionally, it is impossible to accurately estimate the time and individual animal needs to respond to a treatment plan and this factor might affect the total cost. If additional treatment is needed that exceeds the estimated range, the hospital will contact me with an updated treatment plan and estimate to obtain my permission to proceed, and I will increase my deposit accordingly. In the event that any upgent care requirements arise and the hospital makes a reasonable attempt but is not able to contact me. If additional treatments are deemed necessary by the UAH doctors and staff. I agree to pay for these emergency and life-stabilizing treatments even if they exceed this estimate. I assume full financial responsibility for all charges and services incurred to my pet while in the hospital and agree to pay for all such charges at the time of release of my pet. I hereby certify that I have read and fully understand this authorization for medical and/or surgical treatment.	Wer
• Authorization Form	I, We, or My Agent, can be reached at the following numbers: 1 ^{at} : Contact at this number 2 ^{ad} : Contact at this number 3 rd : Contact at this number	
	My pet last ate (TIME): (DATE): My pet is on the following medication(s): DENTAL RELEASE RIDER University Animal Hospital has informed me that a routine dental procedure may not be limited to a routine scaling and polishing. Removal of tarter may reveal a decayed tooth or teeth and/or an area of the mouth which may require additional procedures. Dental radiographs, tooth extraction(s) and/or minor surgery of the gum may	l l
 Canine Pre-Exam Questionnaire 	be required. THESE PROCEDURES ARE NOT PART OF THE ORIGINAL ESTIMATED COSTS. I understand that undresseen procedures may have to be performed on my pet and I consent to have these additional dental procedure(s) performed. Signature: Print Name: Date:	
	DECIDUOUS (BABY) TEETH A small percentage of dogs retain their deciduous (baby) teeth after their adult teeth grow in. We strongly recommend that these teeth, if present, be removed at the time that your pet is under anesthesia. [] Please remove my pet's deciduous teeth today [] I decline to have my pet's deciduous teeth removed teitialer	



STATIC WIREFRAMES: UPLOAD MEDICAL HISTORY

Entering a pet's medical history on the app prior to your arrival saves time and speeds up the overwhelming check-in process.

10:31 ,,, l ≎ ■ ←	
Pet Medical History	
Date of last Rabies vaccination	
MM/DD/YYYY	
List ALL medications that your pet takes.	
Medication 1	
Medication 2	
Medication 3	
Predictive Text	
QWERTYUIOP	
123 123 Go	
©	

Key Findings

Pet parents are in a rush. Participants were most interested in features that sped up the check-in process.

Pet parents have different priorities. In interviews, all participants felt very strongly about the cost of vet care. However, that pattern didn't appear in our survey data.

Pet parents are open to new technology. Interviewees expressed interest in a vet-specific search engine and survey respondents were extremely open to potential digitalization of parts of the ER vet experience.



NEXT STEPS

Recommendations

Blast the survey again. Acquiring a larger sample size will help us confirm whether the features are actually desired.

Explore the B2B side. Interview veterinarians and vet staff to determine whether the proposed features are feasible.

Begin prototyping. Use the insights to build a working prototype and test it with potential users.



