

USER EXPERIENCE: DESIGN & STRATEGY

A Helping Paw

PAMELA CAMPOS

Upon arriving to the emergency vet, pet parents are often met with overwhelming paperwork, hours-long 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.

Pet parents

Ages 25-45

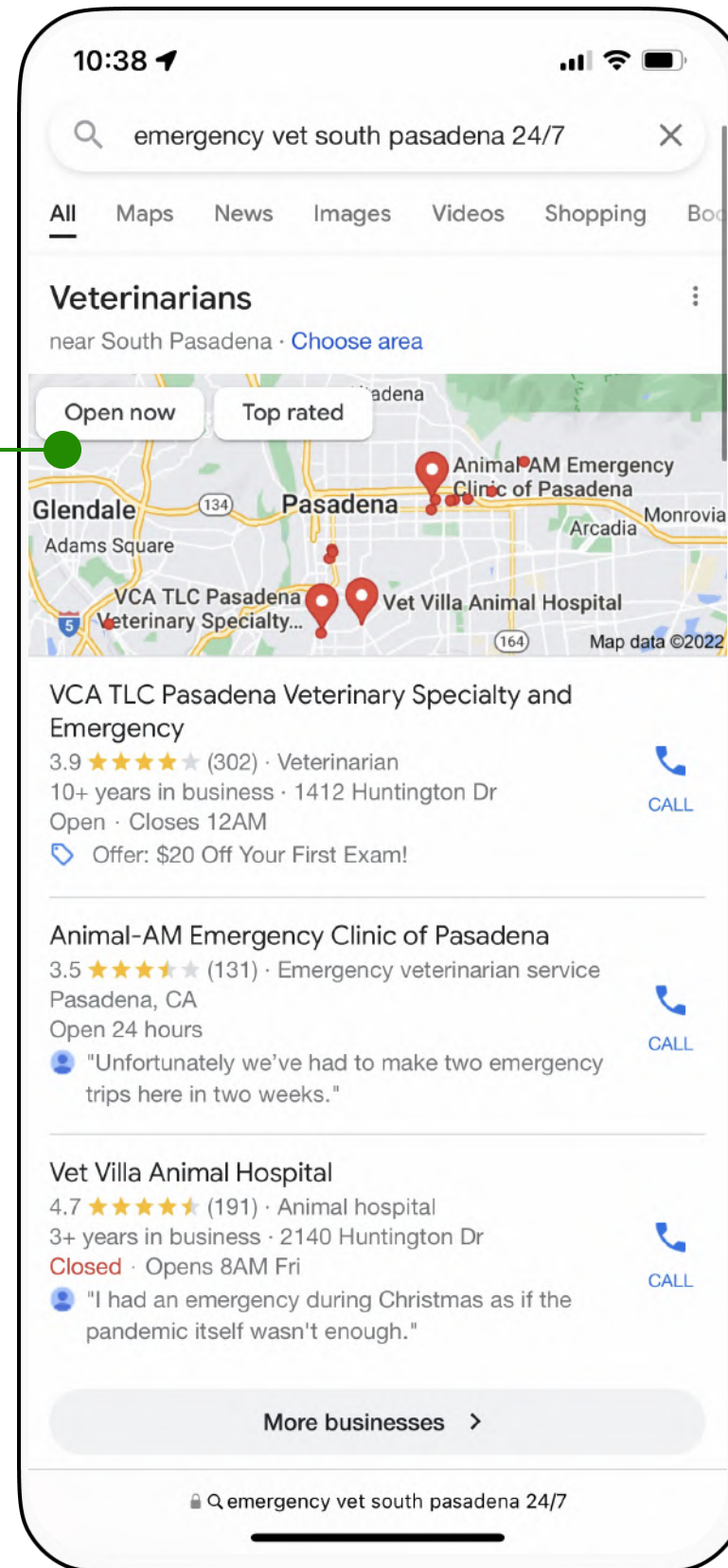
In major U.S. cities

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



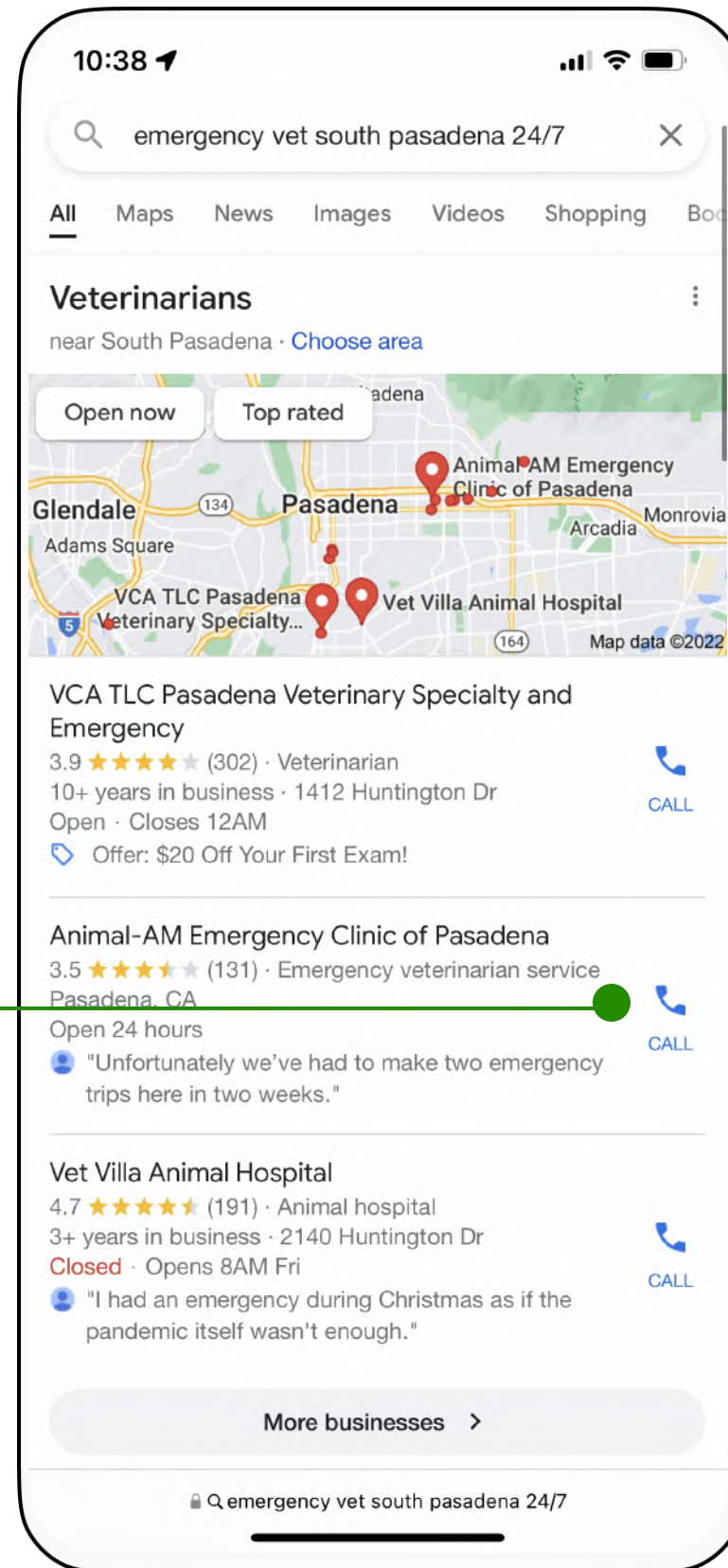
Positives

Meaningful filters that are user friendly and easy to locate.



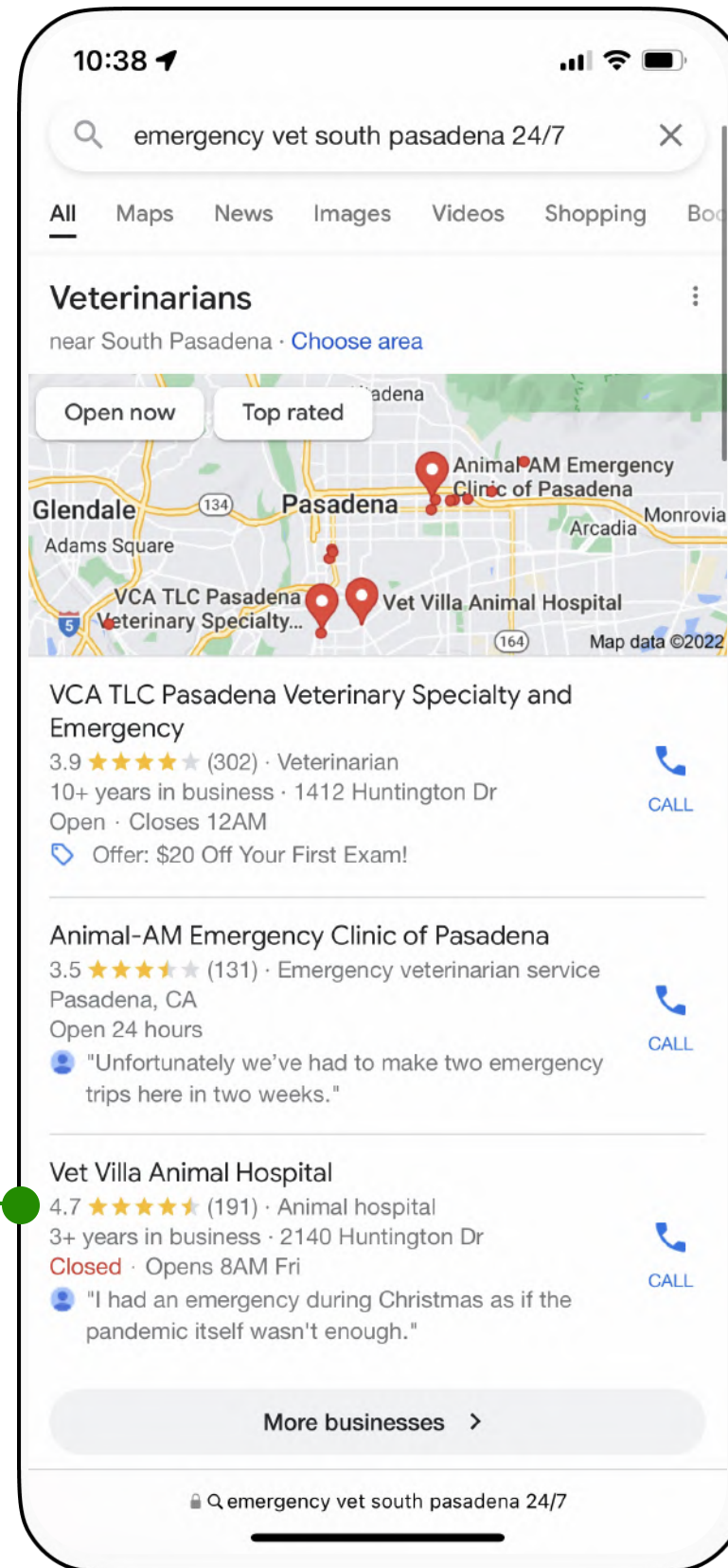
Positives

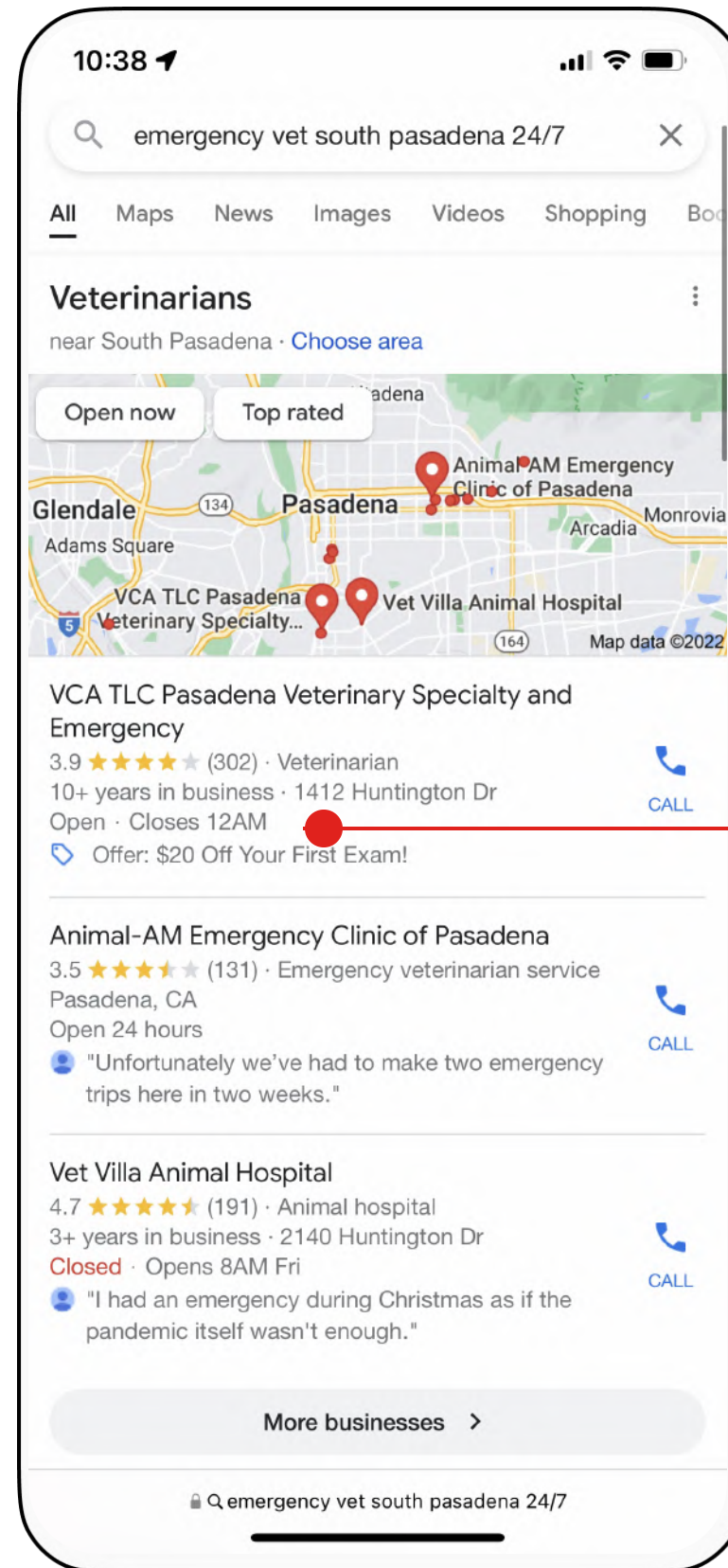
Easy to call.



Positives

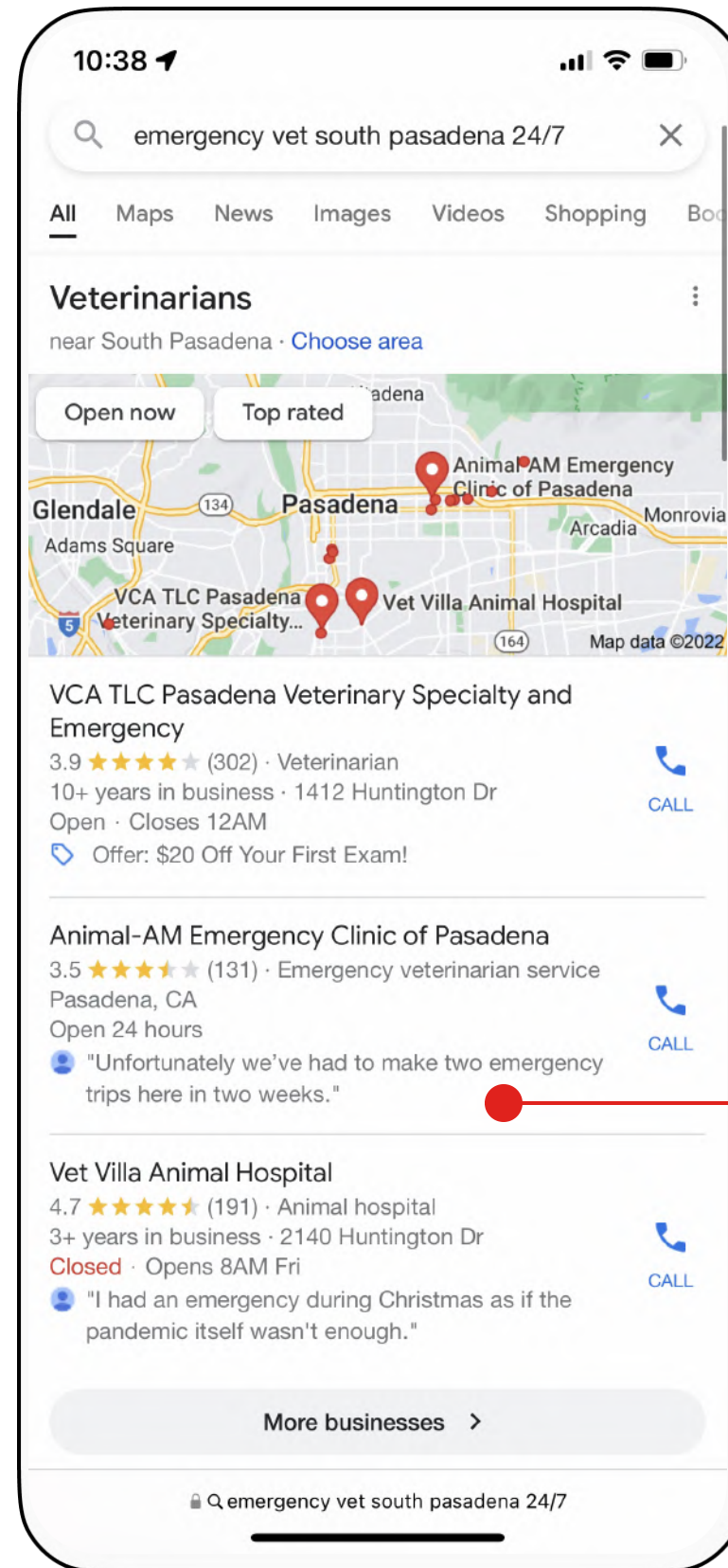
Reviews stand out.





Negatives

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

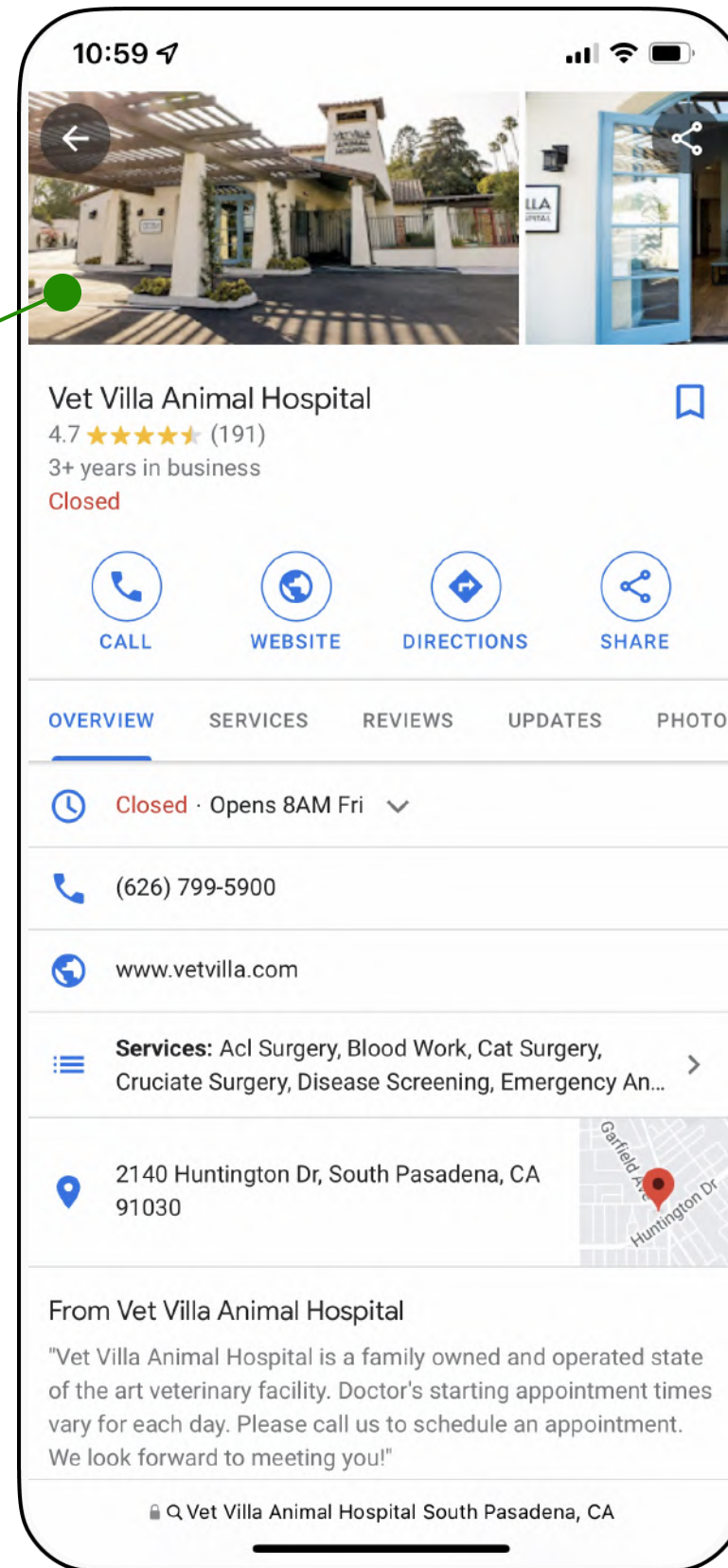


Negatives

These highlights are completely useless to me.

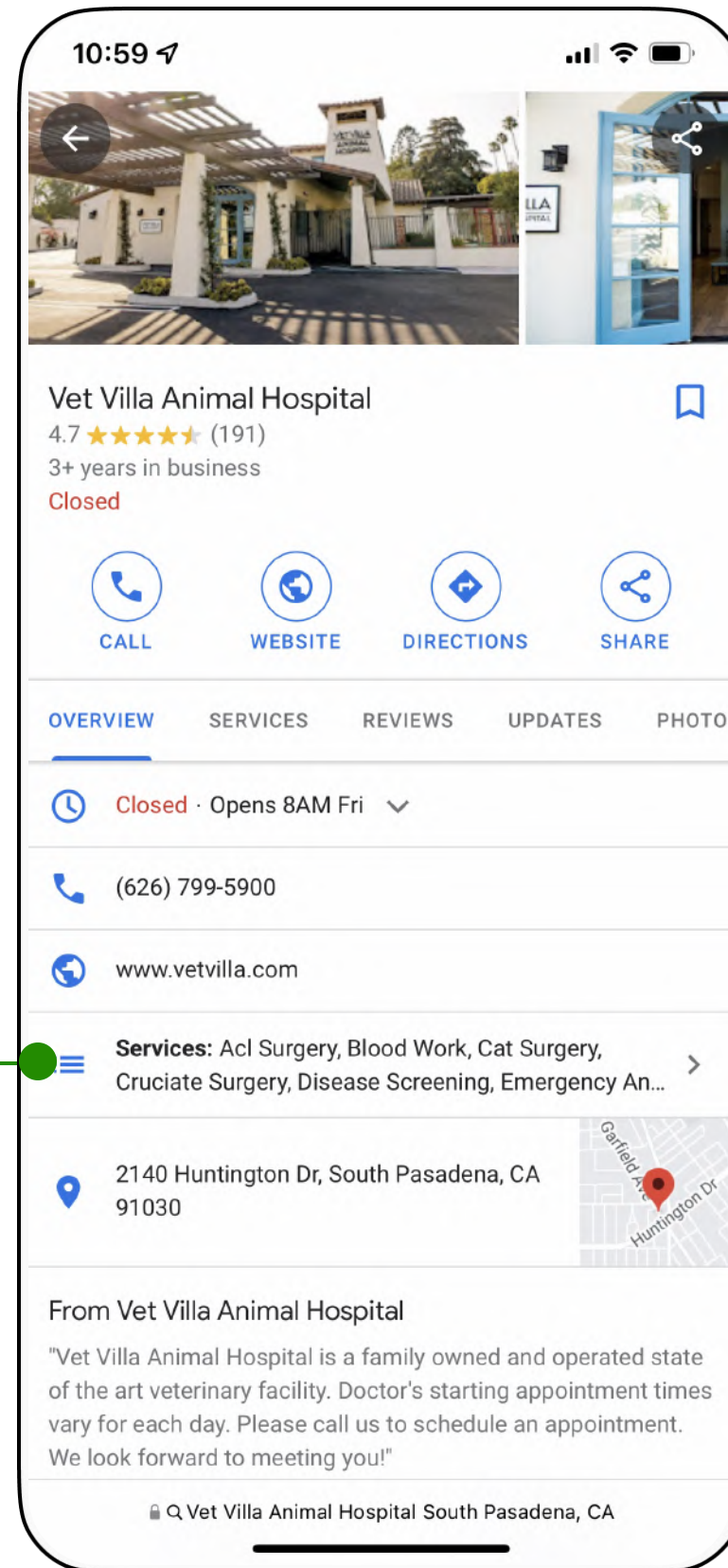
Positives

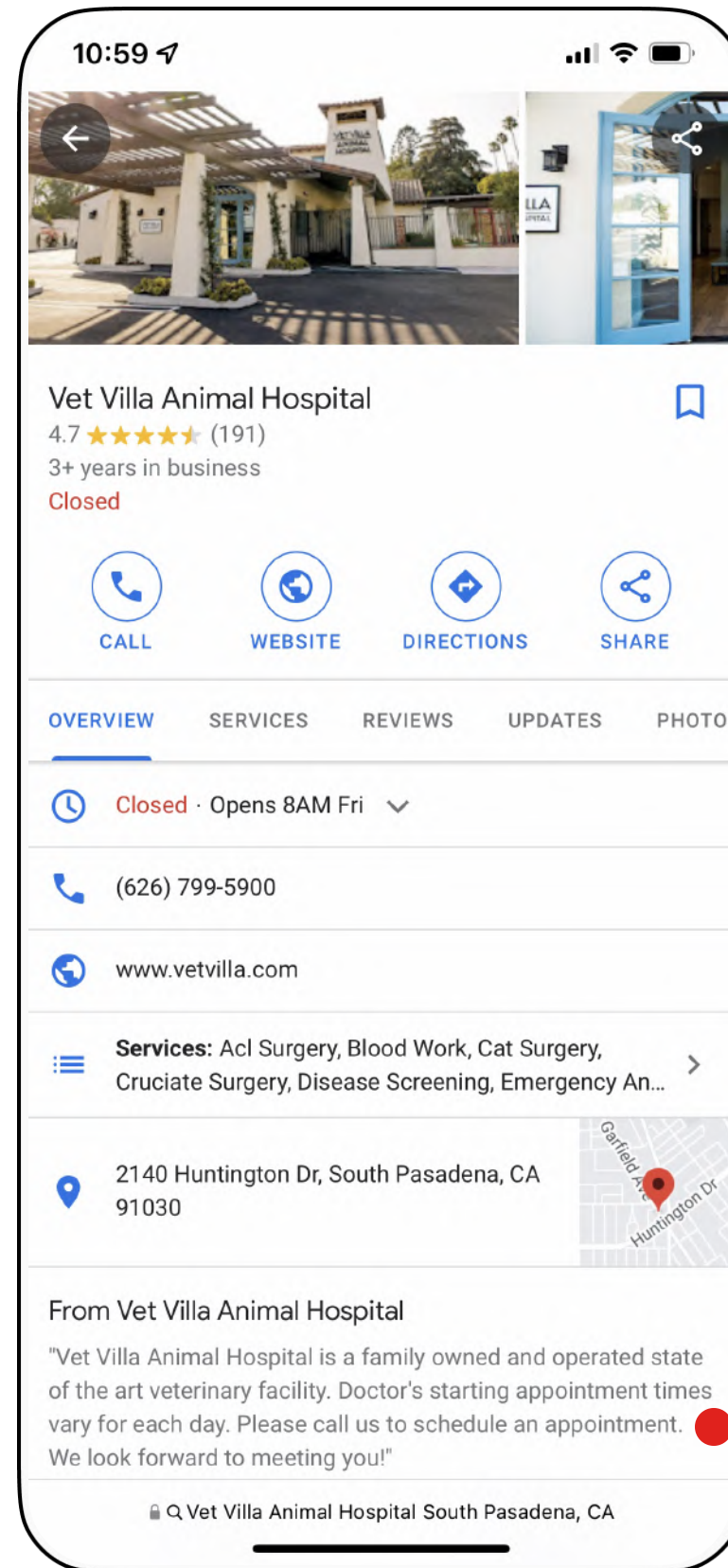
When I arrive, I know exactly what the place looks like.



Positives

Services offered are listed.



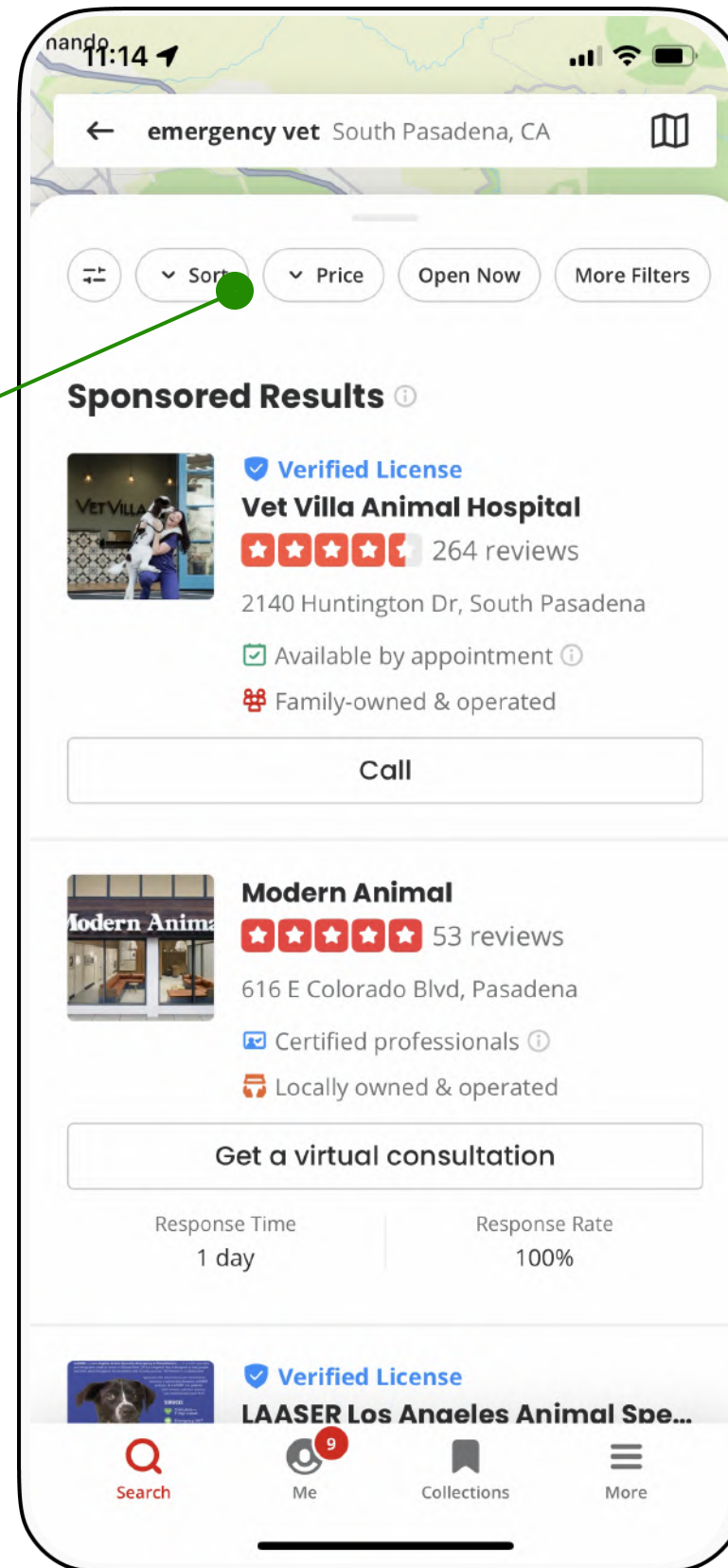


Negatives

This isn't an ER. Appointments are required.

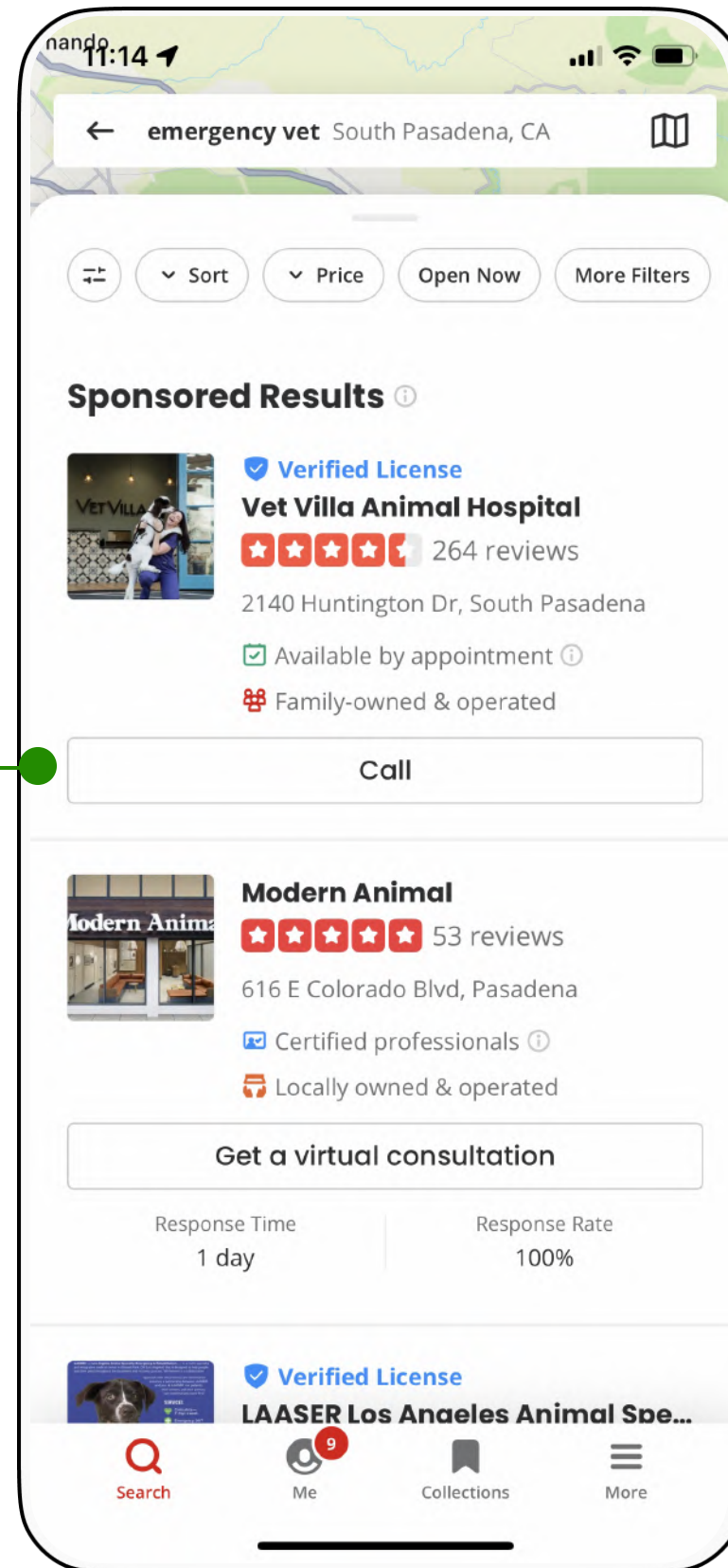
Positives

Meaningful filters, including price range.



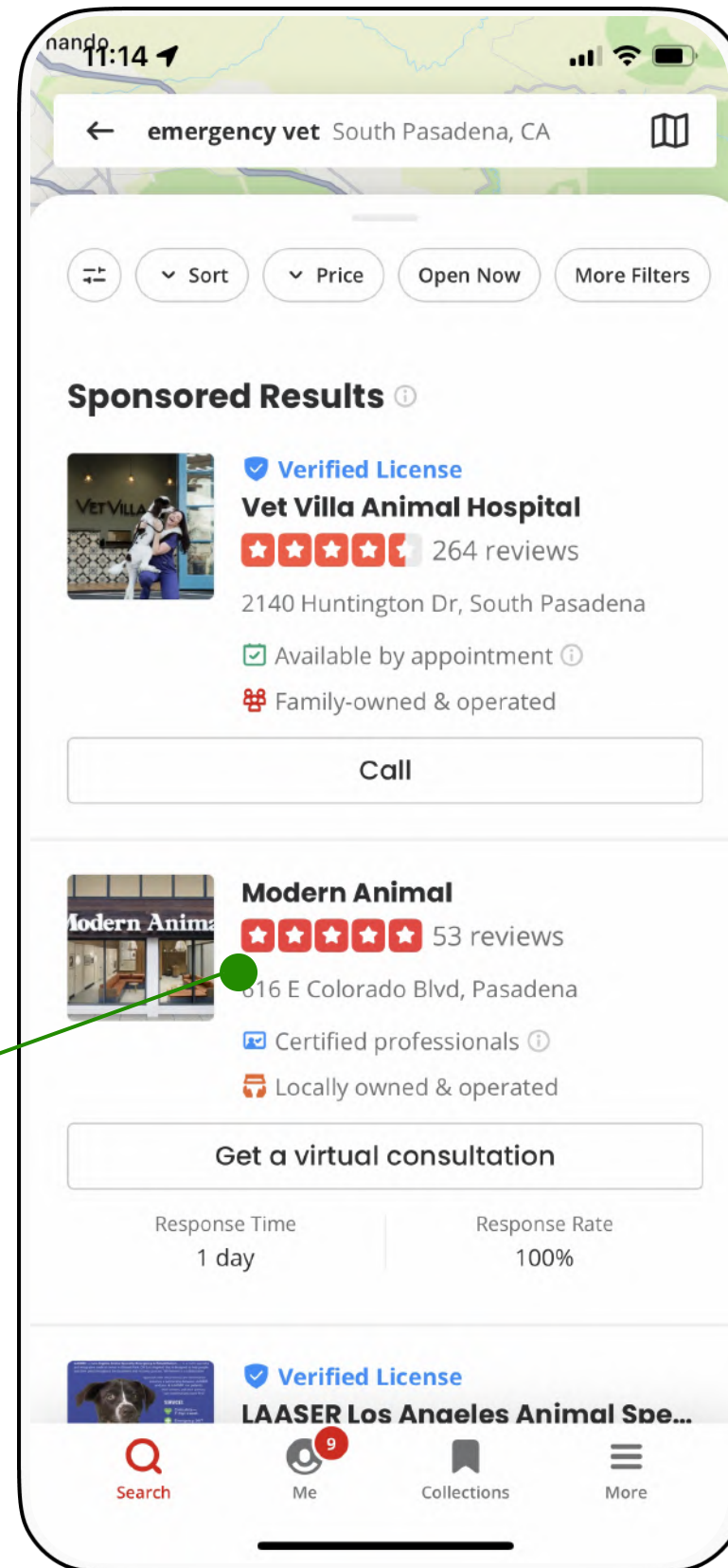
Positives

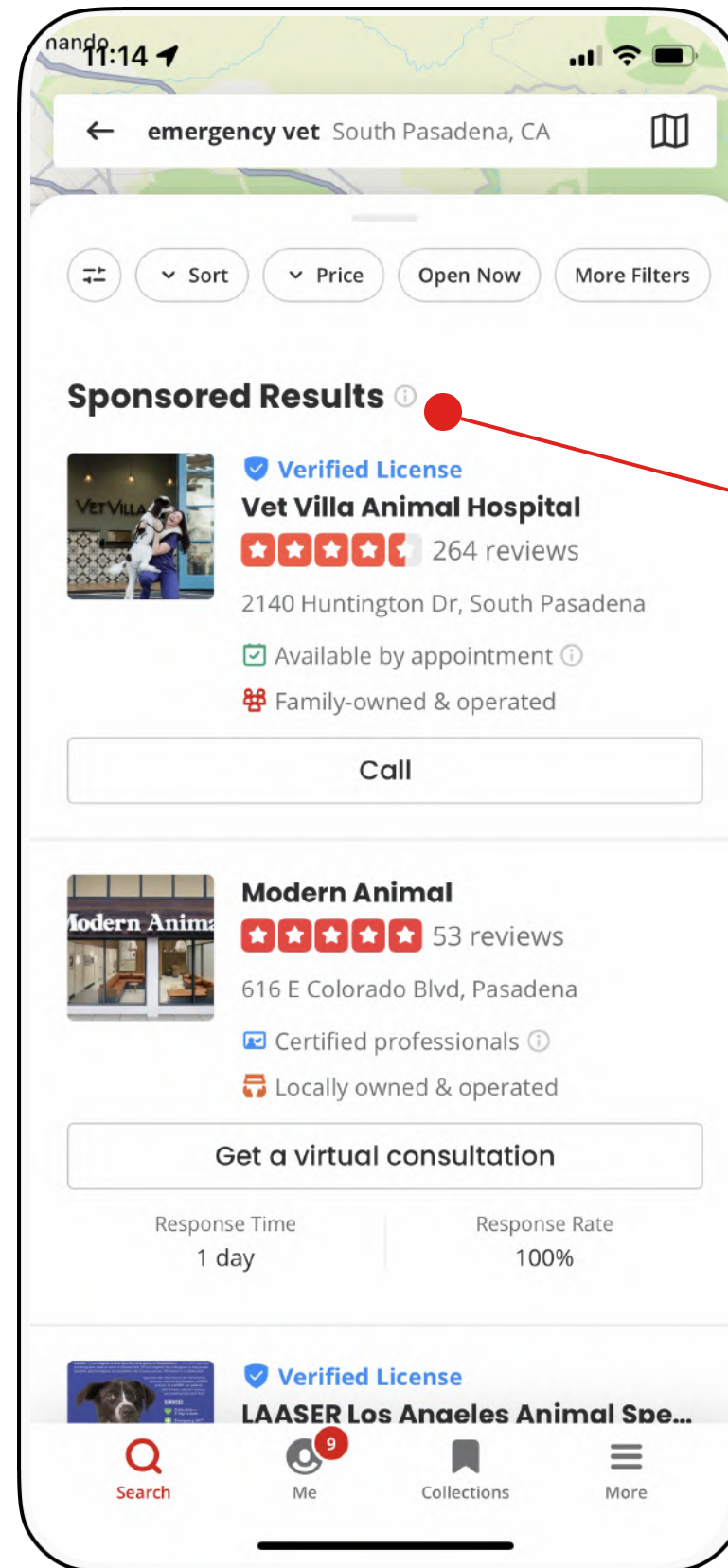
Easy to contact.



Positives

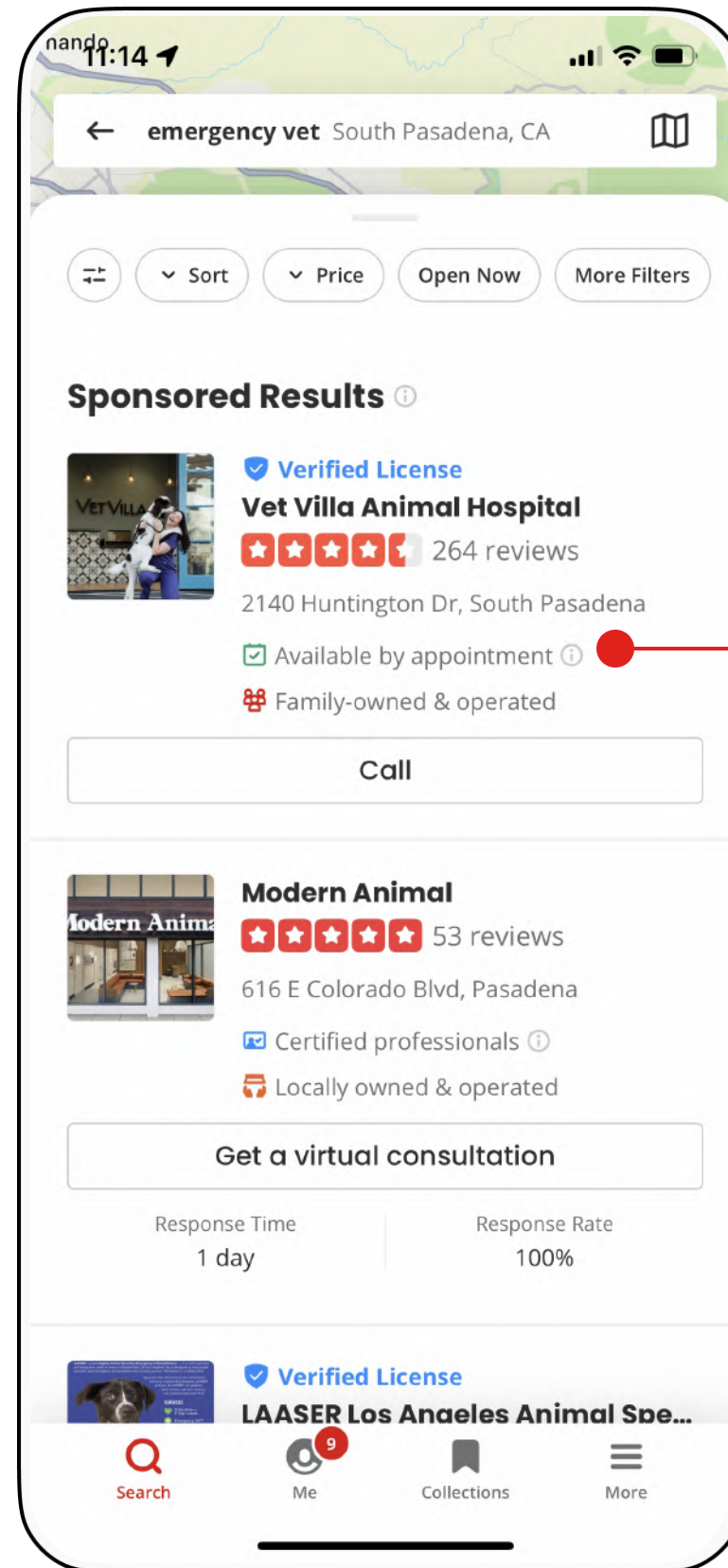
Reviews are easy to find.





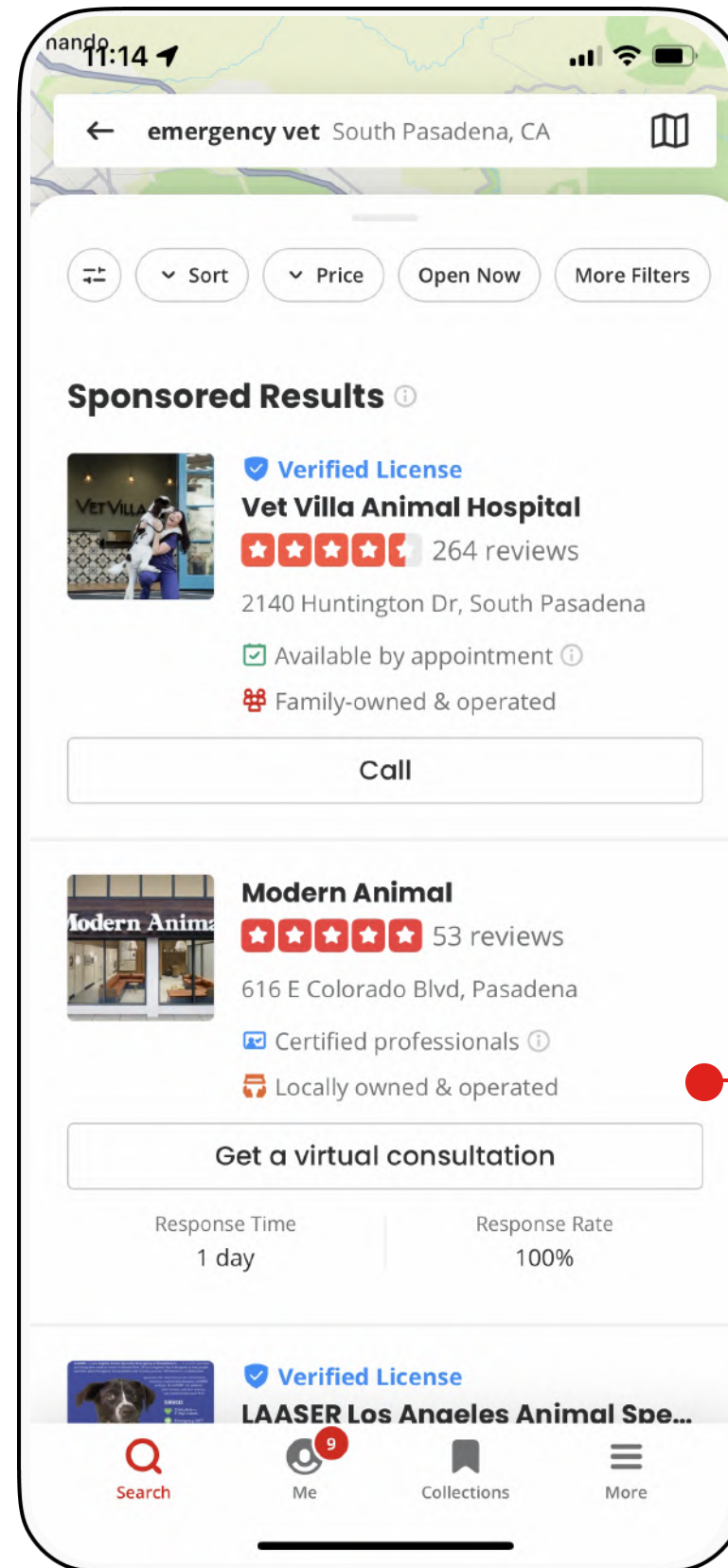
Negatives

Immediately slammed with sponsored results.



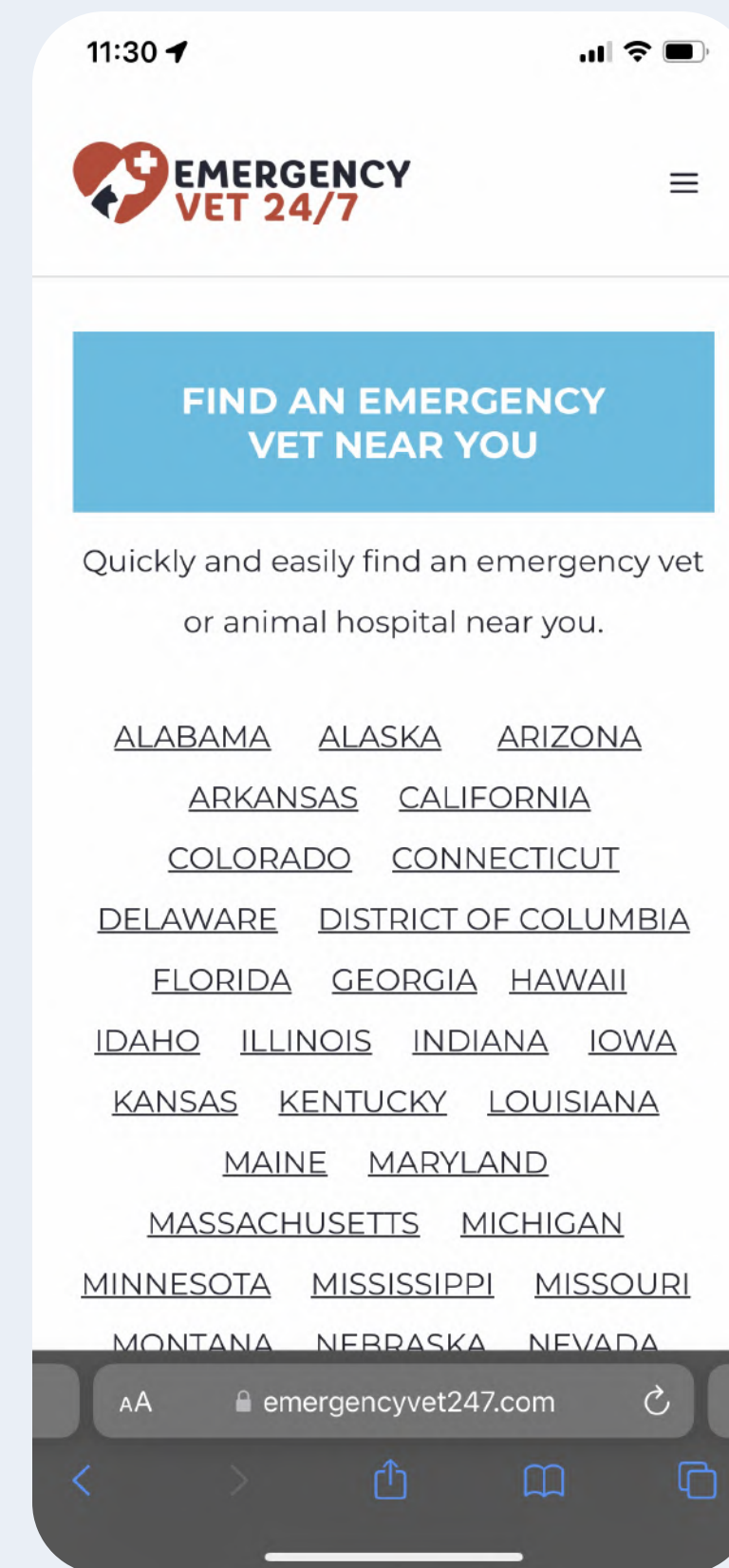
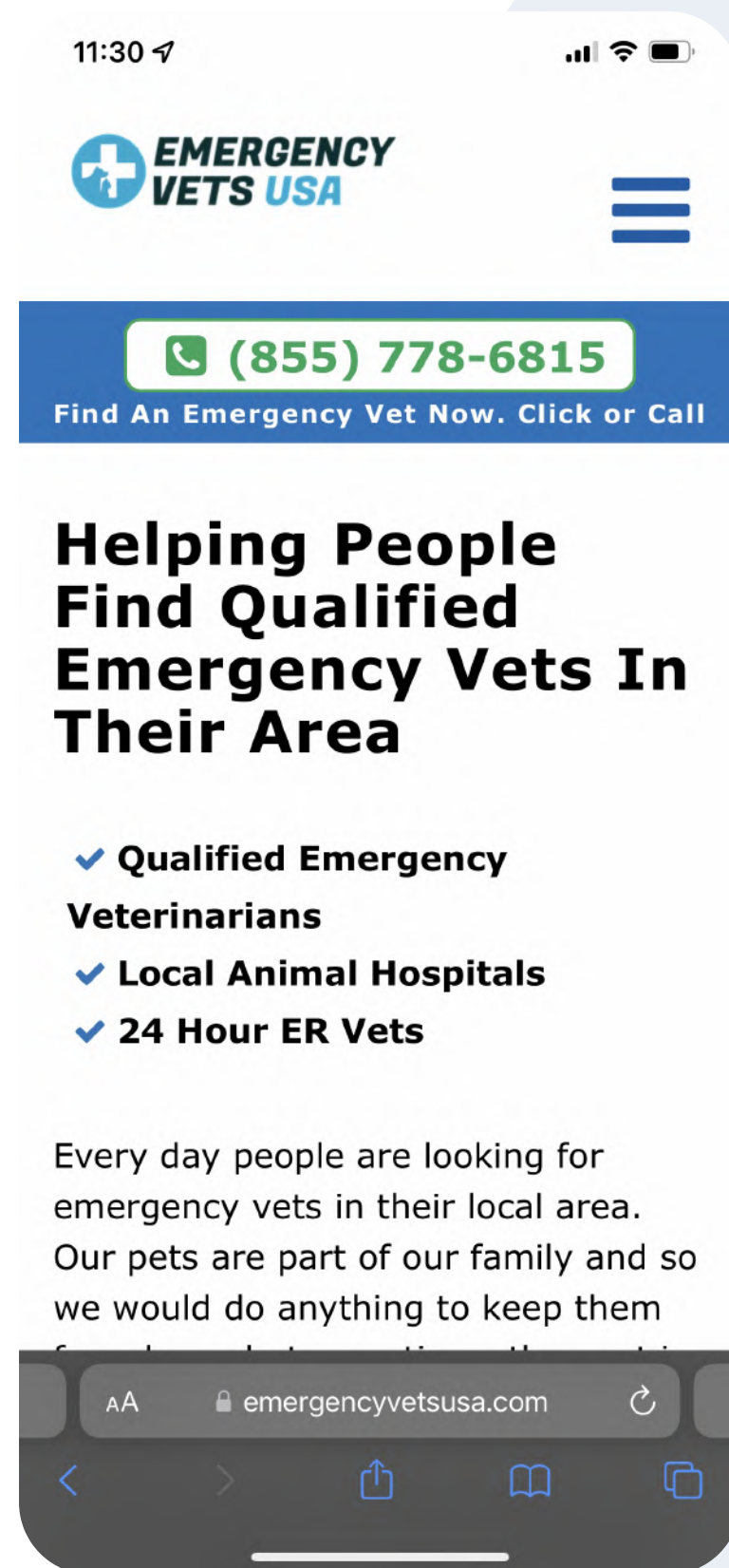
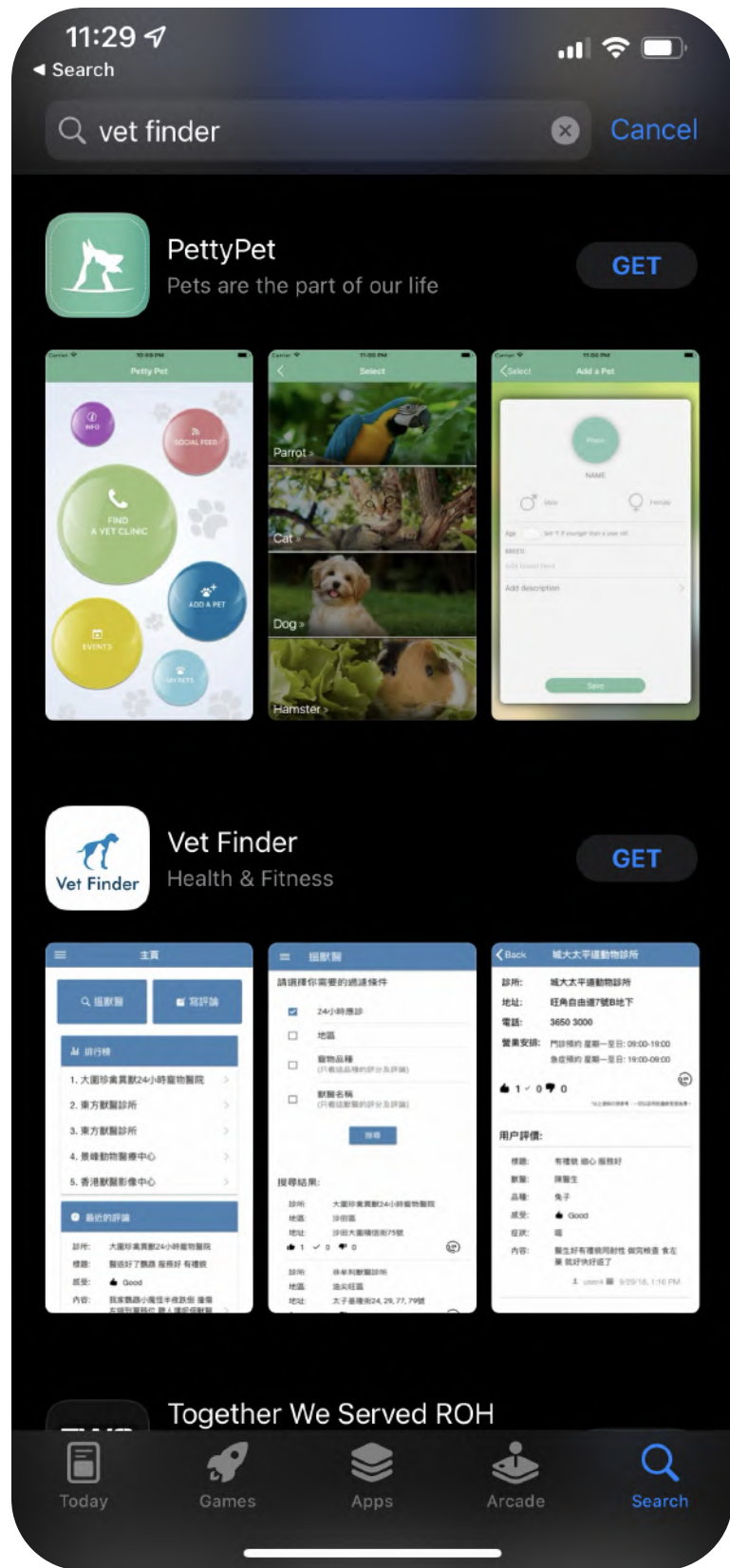
Negatives

Appointments only. Not what I'm looking for.



Negatives

Meaningless stickers. Where are the hours?!



Market Opportunities

Pet emergencies happen everyday. Google and Yelp should consider investing in resources to enhance the UX for health-related 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

01

USERS WANT TO KNOW ESTIMATED WAIT TIMES.

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

02

USERS WANT TO KNOW WHAT SERVICES ARE OFFERED.

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

03

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

04

USERS WANT THE ABILITY TO CHECK-IN ONLINE.

"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."

05

USERS WANT ONLINE STATUS UPDATES FROM THE VET.

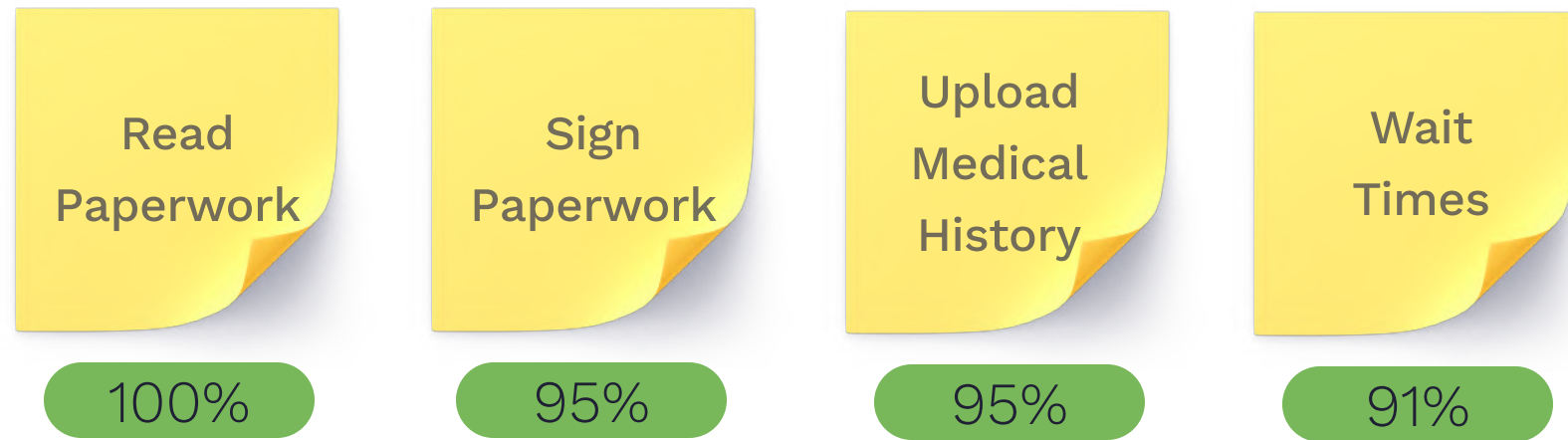
"I would like to receive frequent online updates regarding my pet's status during their visit (e.g. We are measuring vitals)."

06

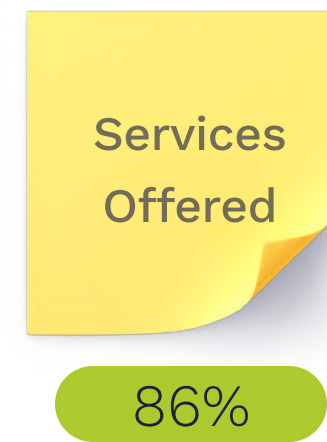
USERS WANT TO PAY FOR SERVICES ONLINE.

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

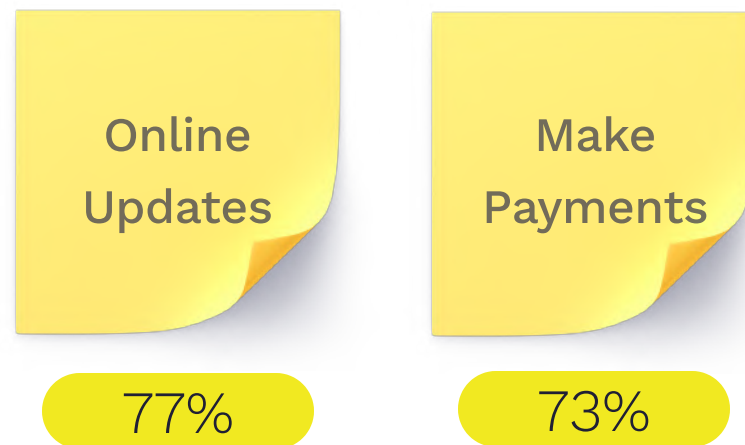
Must Have



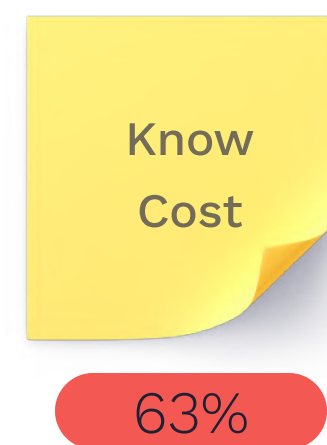
Should Have



Could Have

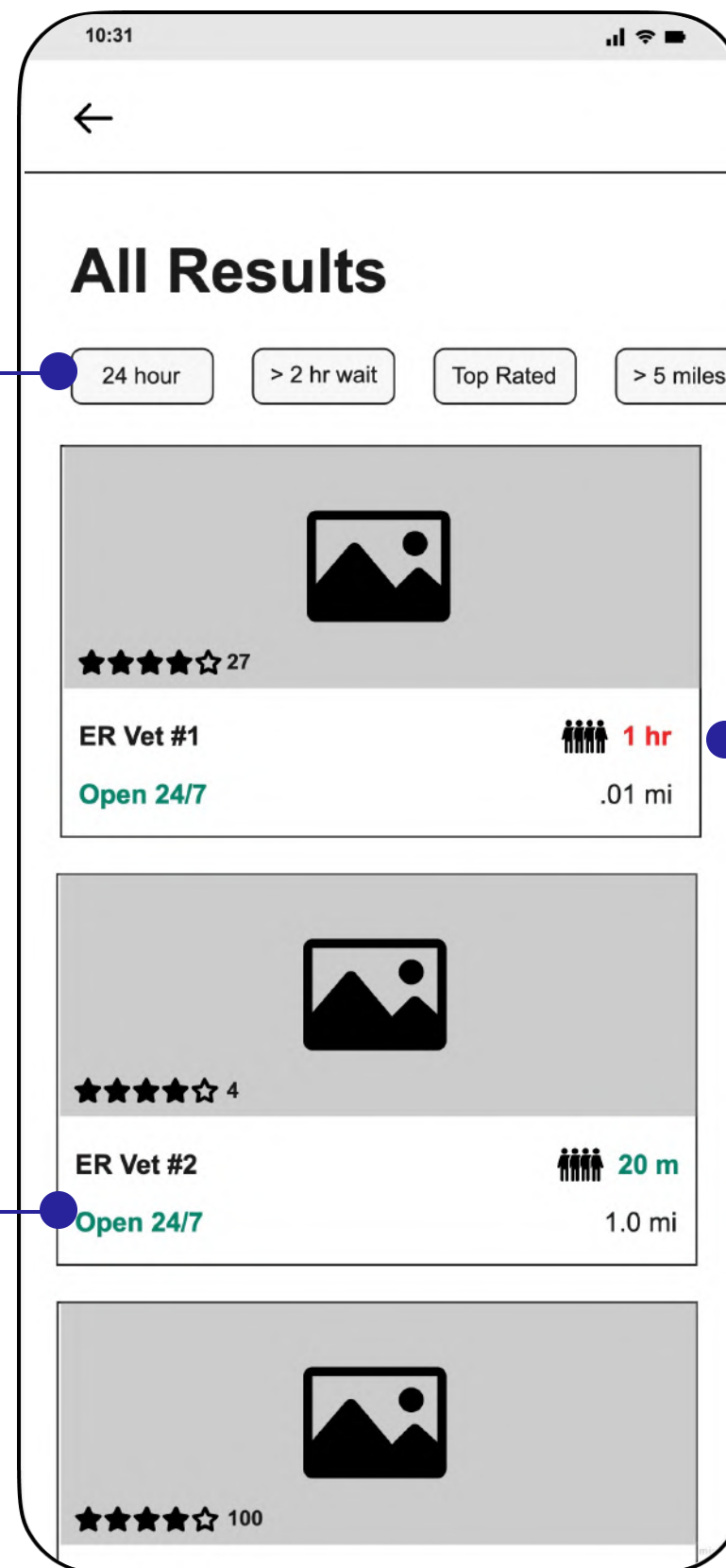


Won't Have

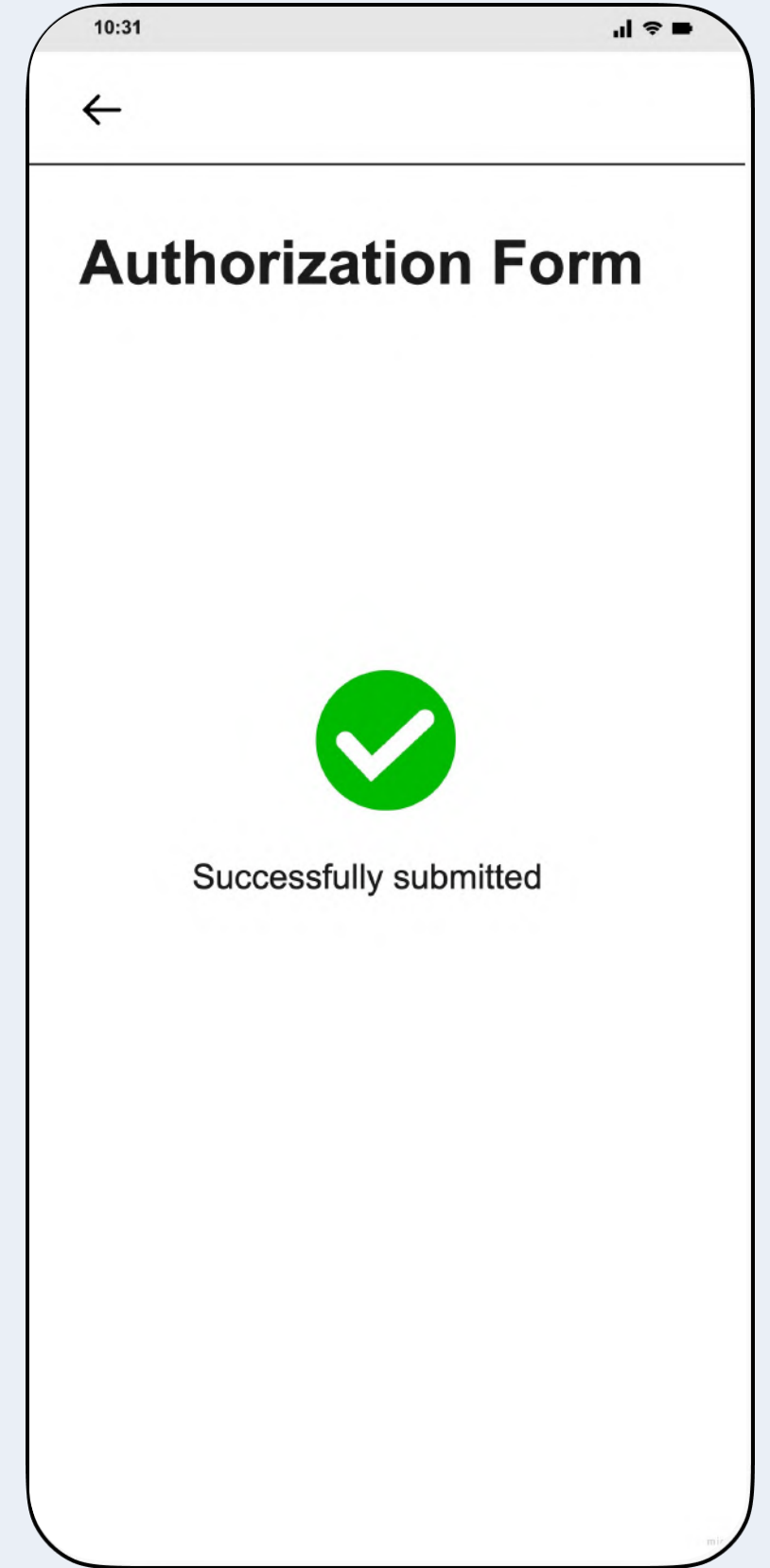
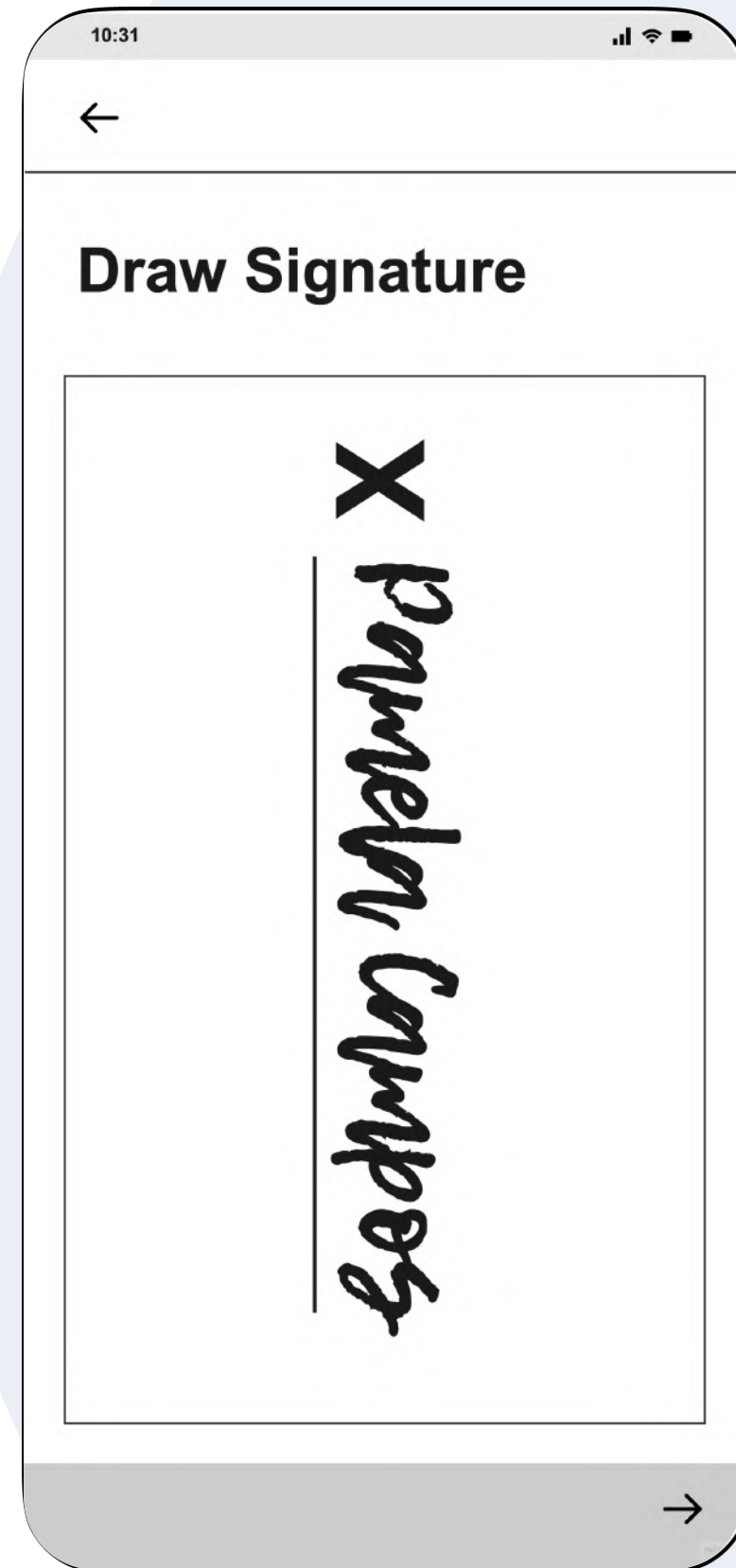
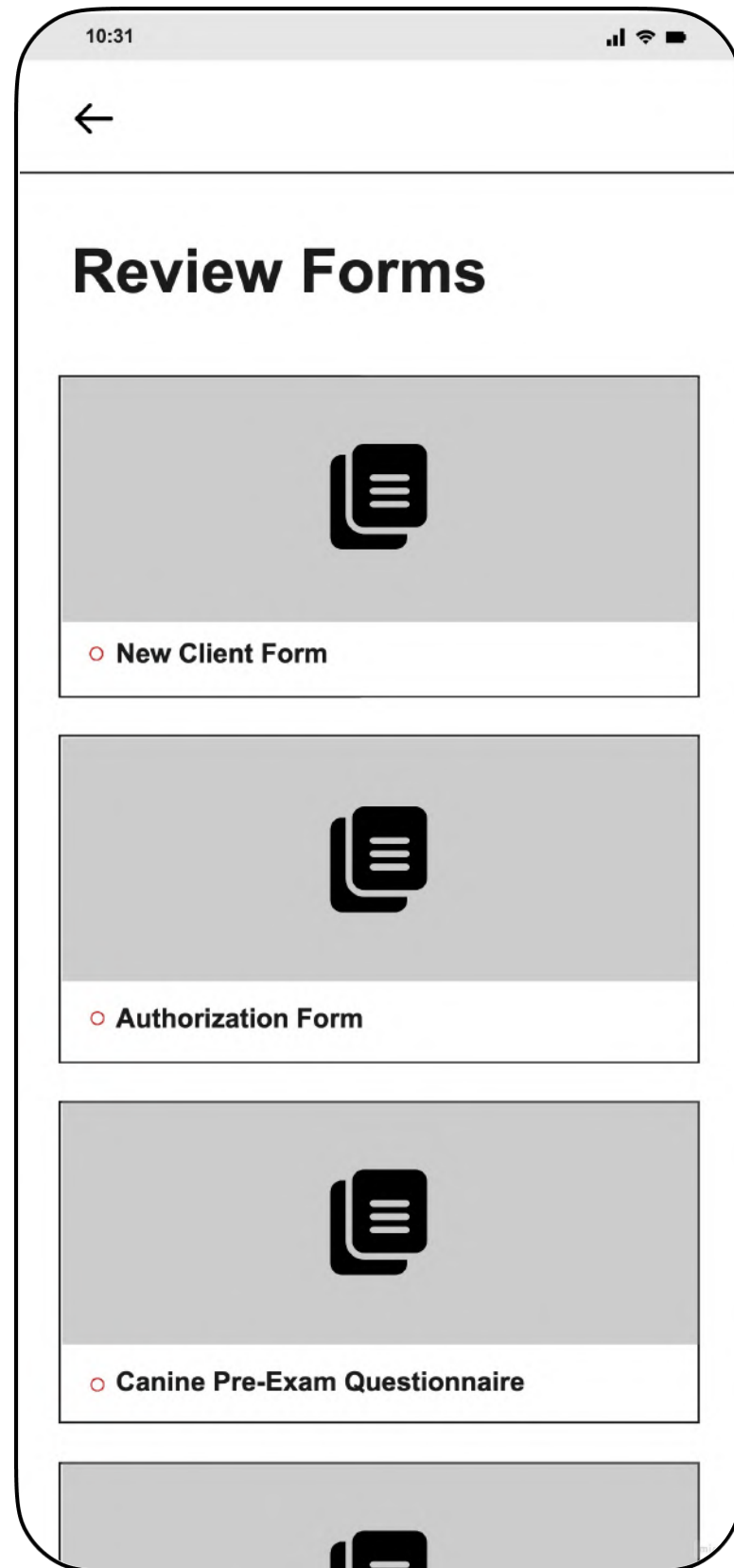


Meaningful filters based on user needs.

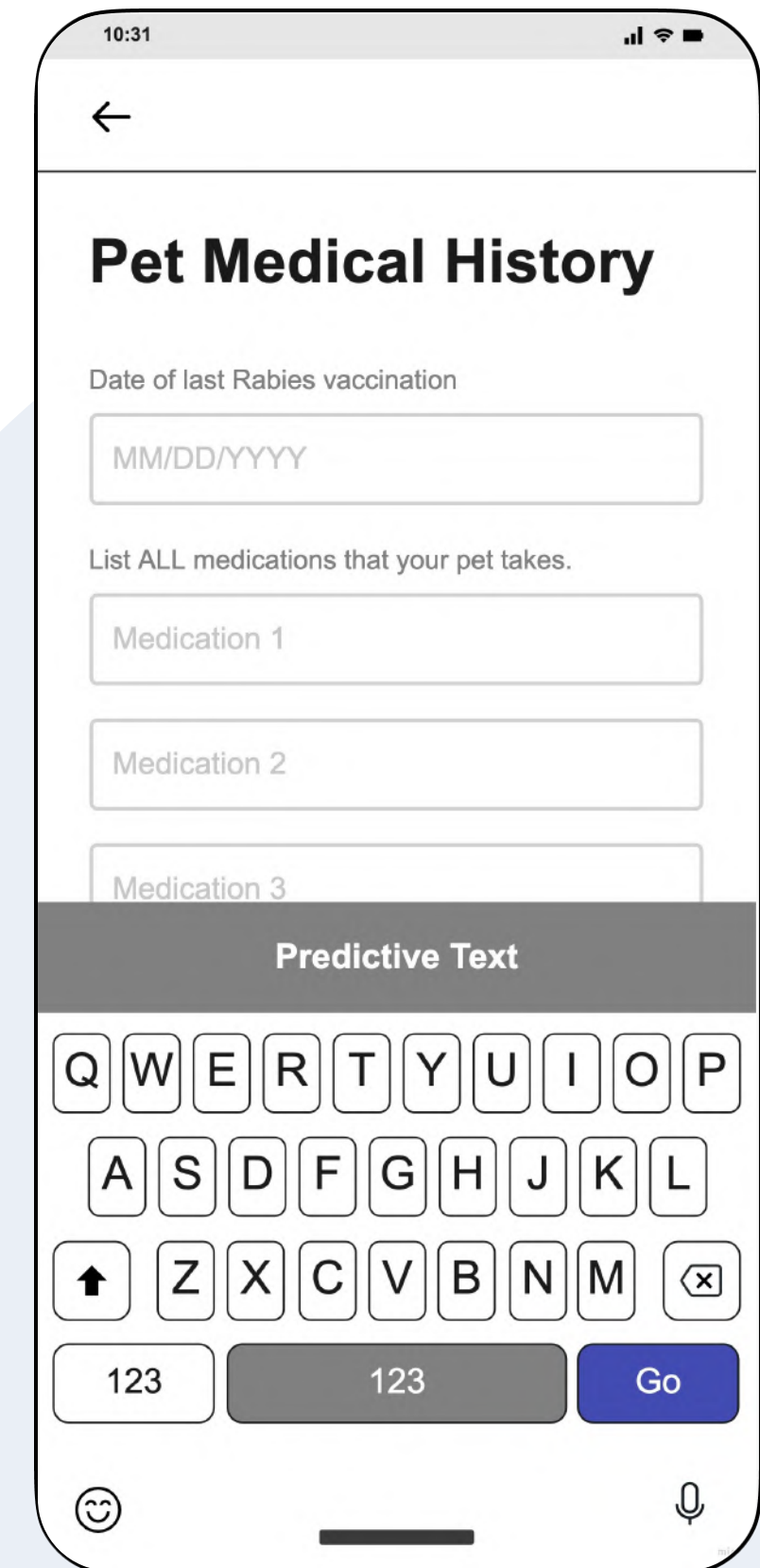
The information architecture is kept intact to maintain intuitive UI.



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



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



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.



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.



Thank You!

