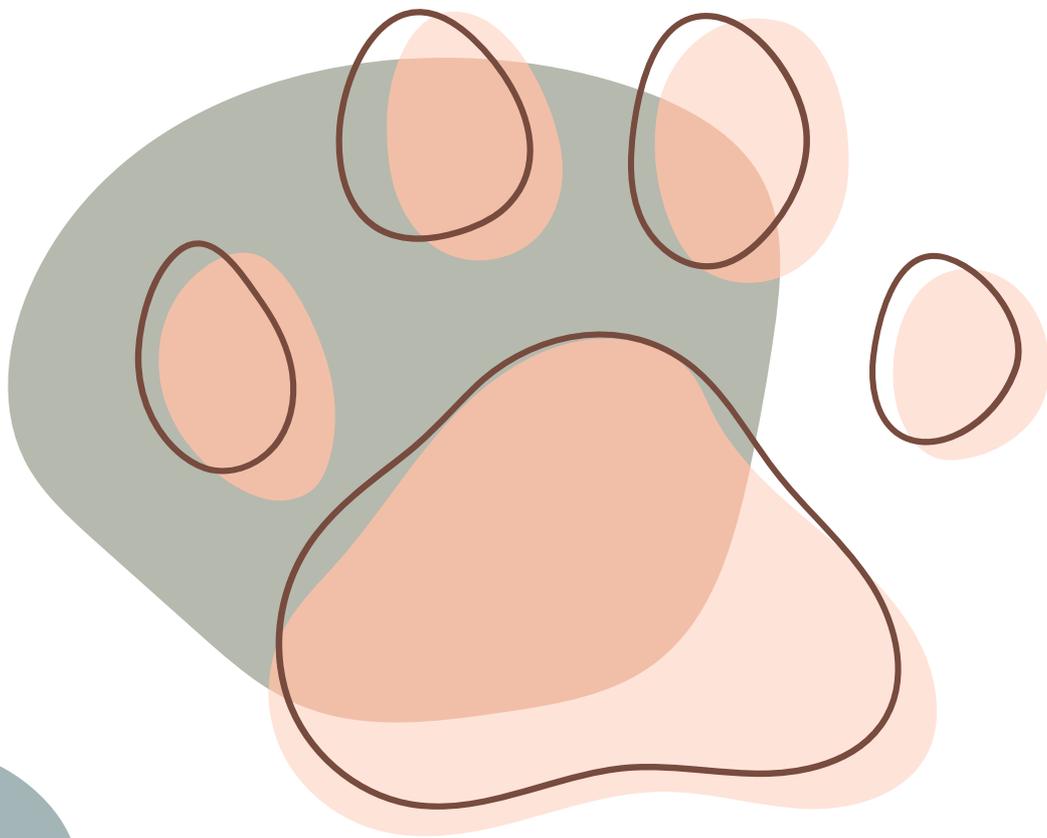


PETPLUS APP

PROJECT PROPOSAL



HANNA PHRITAGOLDA

PROJECT OVERVIEW



Introduction

Companionship has always been essential for us as a society. Aside from relying on each other for company, humans have also been known to rely on animal companionship for as long as we can remember. To most, pets have had a positive impact and have considered them to be a core part of their identities, lives and families.

I wanted to create a platform to help and provide opportunities for pet owners with the best quality of care for their furry companions. Although there are existing websites in the current Australian market, most of them are difficult to navigate and not accessible from a user perspective. This project aims to make pet medical records easier to access for both pet owners and vets, creating an industry standard that currently does not exist.

PetPlus

PetPlus aims to bridge the gap between vets and pet owners to provide the best care for their pets. 69% of households in Australia owns a pet in 2023 and up to 28.1 million pets across the country (RSPCA, n.d.), they have found an opportunity that has not been explored within the animal health care industry. With the lack of standardised form to keep clear track of health records for pets, they have made it their mission to make the journey of being a pet owner easier.

Problem Statement

"How can we improve the experience of tracking health records for pets?"

Existing solutions for keeping track of pet health records are often hard to navigate for both pet owners and vets. Paired with the lack of a standardised system, records are often lost or forgotten.

For PetPlus, the final solution that should consider a website that is:

- Accessible for pet owners and vets
 - Reliable
 - Easy to navigate
 - Functional
 - Consistent
- 

PROJECT OVERVIEW

Proposed Concept

With the problem statement established, my proposed solution is a medical logging website designed for pet owners and vets. The product will be designed to keep important information such as pet medical and vaccination history.

The website will have two access levels for vets and pet owners, consisting of:

VETS

(ADMIN LEVEL ACCESS)

VIEW MEDICAL INFORMATION

ADD MEDICAL INFORMATION

EDIT MEDICAL INFORMATION

DELETE MEDICAL INFORMATION

PET OWNERS

(LOWER LEVEL ACCESS)

VIEW MEDICAL INFORMATION

ADD NEW PETS

EDIT PET PROFILE

DELETE PET PROFILE

Project Goals

With project concept established, the problems that this PetPlus is aiming to solve are as followed:

- Provide a nationwide standardisation and easy compilation of information for pet medical records.
- Allows for easy access to medical records for pet owners, no matter where or who they see.
- Accurate medical history records for vets, allowing the best possible solutions for their clients' pets.
- Provide easy one-stop solutions for household with multiple pets.

USER GROUPS & GOALS

As outlined in the proposed concept, the user groups for the PetPlus website will be categorised into vets and pet owners. These categories will differ from one another, assisting the users in achieving their unique goals by establishing different access levels.

The needs, goals and attributes of the two user groups are as followed:

VETS

Ability to search database for pet medical history and information

View pet medical history and information

Add, edit and delete pet medical history and information

Make the best medically informed decisions and treatments based on pet medical history

Provide best quality of life for the pets

Keep accurate timeline of treatments, vaccinations and medications

Accurate cross referencing and comparison of information

PET OWNERS

Easy access to pet medical history and records

Ability to keep track of multiple pet medical history and records

Standardised system for lighter mental load if seeing different vets

Higher awareness of pets health and general well being of their animals

Provide best quality of life for the pets

Creates an easier process when seeing a new vet

Accurate cross referencing and comparison of information

USER PERSONAS

Persona 3

Jenn Dickinson



AGE 35
EDUCATION Veterinary Medicine
STATUS Single
OCCUPATION Pet clinic owner, vet
LOCATION Melbourne, Vic

Personality

Practical Serious Stoic
Strong Wise Focused

Motivations

- Creating a better work flow for the clinic
- Creating a better organisational solution for the clinic.
- Focusing her effort into other parts of her practice.

Technical Skills

Internet ●●●●●●●●●●
Social Networks ●●●●●●●●●●

Goals

- Finding a good organisational solution.
- Spend less time trying to figure out how to keep record of everything properly.

Frustrations

- Current software used is hard to navigate.
- Spending too much time to sort and organise all of the pet records.

About

Jenn is a vet and pet clinic owner, recently opening up her own clinic in the outer suburbs of Melbourne. She has always wanted to open her own clinic, jumping at the opportunity to finally make her childhood dreams come true (second to working with animals of course). In the first few months of opening, she became increasingly frustrated with the administration system they were using, especially when trying to organise or add more information into different animal health records. Jenn found the current system to be unintuitive and hard to navigate, especially with trying to find and sort all the records.

Quote: " I need a good software to find and sort animal health records. "

Persona 4

Andrew Mann



AGE 28
EDUCATION Bachelor's Degree
STATUS Single
OCCUPATION Software Engineer
LOCATION Perth, WA

Personality

Extroverted Friendly Direct
Outgoing Cheerful Excitable

Motivations

- Not having to worry about his dogs' when moving houses.
- Having reliable access to his pets' health records.
- Having easy access to his pets' health records.

Technical Skills

Internet ●●●●●●●●●●
Social Networks ●●●●●●●●●●

Goals

- Having a digital copy of the dogs' vaccination records.
- Easy information transfer for when the dogs' need to see a new vet.

Frustrations

- Finds it hard to keep track of physical notes and books.
- Dislikes the thought of having to call up for his dogs' medical information.

About

Andrew is a software engineer, currently living in the outer suburbs of Perth with his two dogs. Growing up in a small family without any pets, Andrew was happy to own his own house and finally have two golden retrievers as companions. He's come to discover after getting a dog that there's really no good or consistent way for him to access the health record of his dogs. Andrew have even recently lost the books for one of his dog's vaccination record and found it a hassle to try getting it from the clinic. He's thinking of relocating and see a different vet for his dogs, yet there's really no easy way to transfer the records.

Quote: " I wish I could easily keep track of my pet's health record. "

USER SCENARIOS

John's Scenario

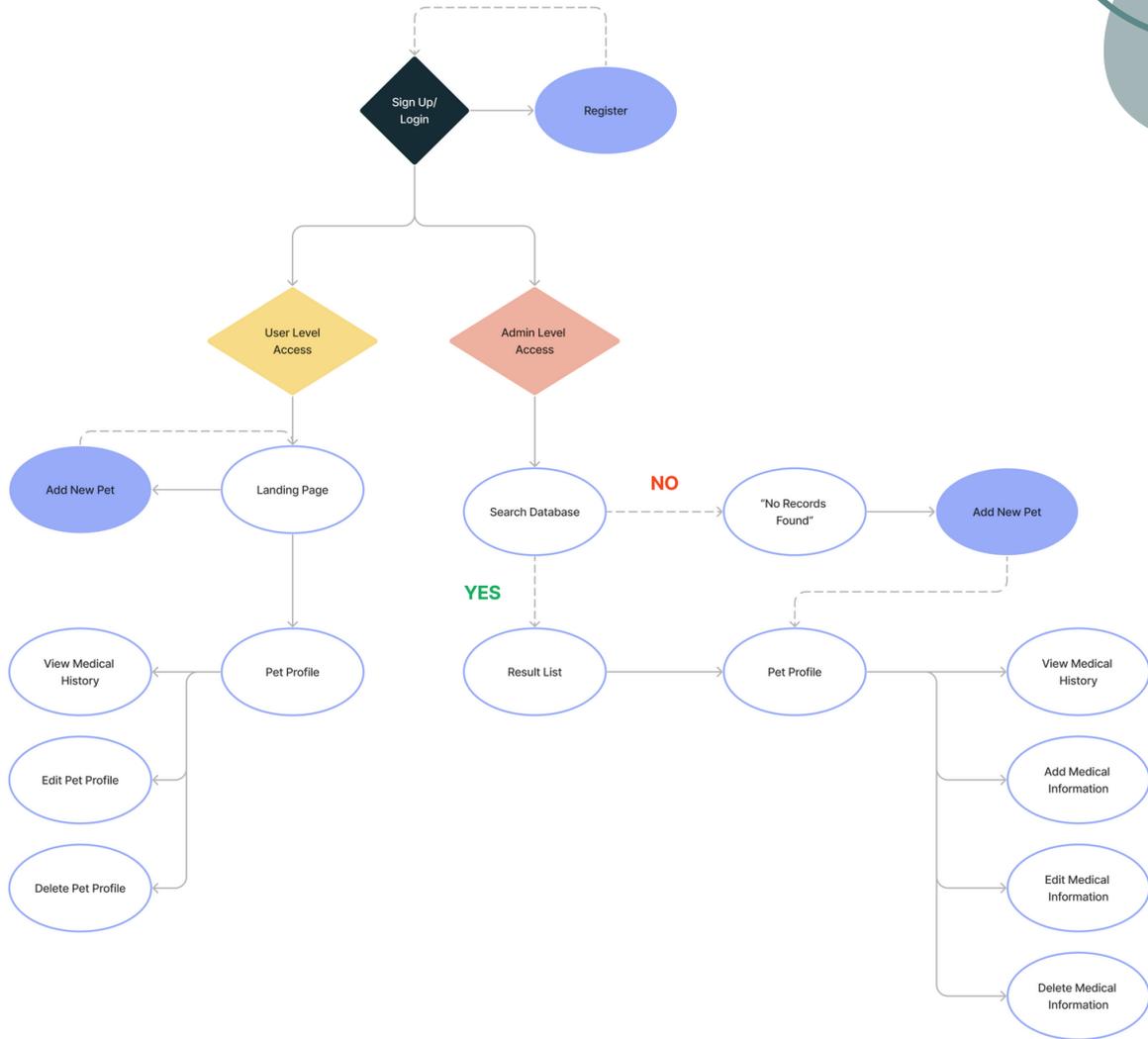
It started a quiet, but steady morning when John came into the clinic. He was happy to think that it was going to be one of those rare days where he could breathe in between sessions, as appointments would usually be back to back on Mondays. That was until an emergency appointment for a very sick senior cat, who had recently ingested a paracetamol tablet. It took a while for John to stabilise the cat and thankfully he was able to. In panic, the owners had no recollection of what kind of medications their cat was on and they were new to the clinic. John, however, was able to look up the cat's medical records on PetPlus and was able to find the correct solutions that wouldn't further compromise the condition of the cat by giving incorrect medications. The cat owner was thankful and John was happy that he was able to bring the cat back, as any wrong movement would have killed the cat.

Amanda's Scenario

Amanda's day was jam packed with a thousand appointments and errands to do throughout. It was mostly catching up with odd jobs that has been piling up in the back of her mind, there was so much to the point where she had to take a paid day off in order to do them all. One of her tasks today was to take the dog for a vaccination appointment, where the vet had found an irritated patch of skin that was close to getting infected. Amanda was about to fall asleep on the couch from exhaustion, before remembering that the vet had given her some cream and medication to give the dog along with some instructions. She couldn't remember whether the dog needed to be fed before the medication, but thankfully she was able to access the vet's appointment notes through PetPlus on her phone. Amanda was able to give her husband the correct instructions straight from the vets and was happy to see that the dog seemed to be less irritated by the sore now.

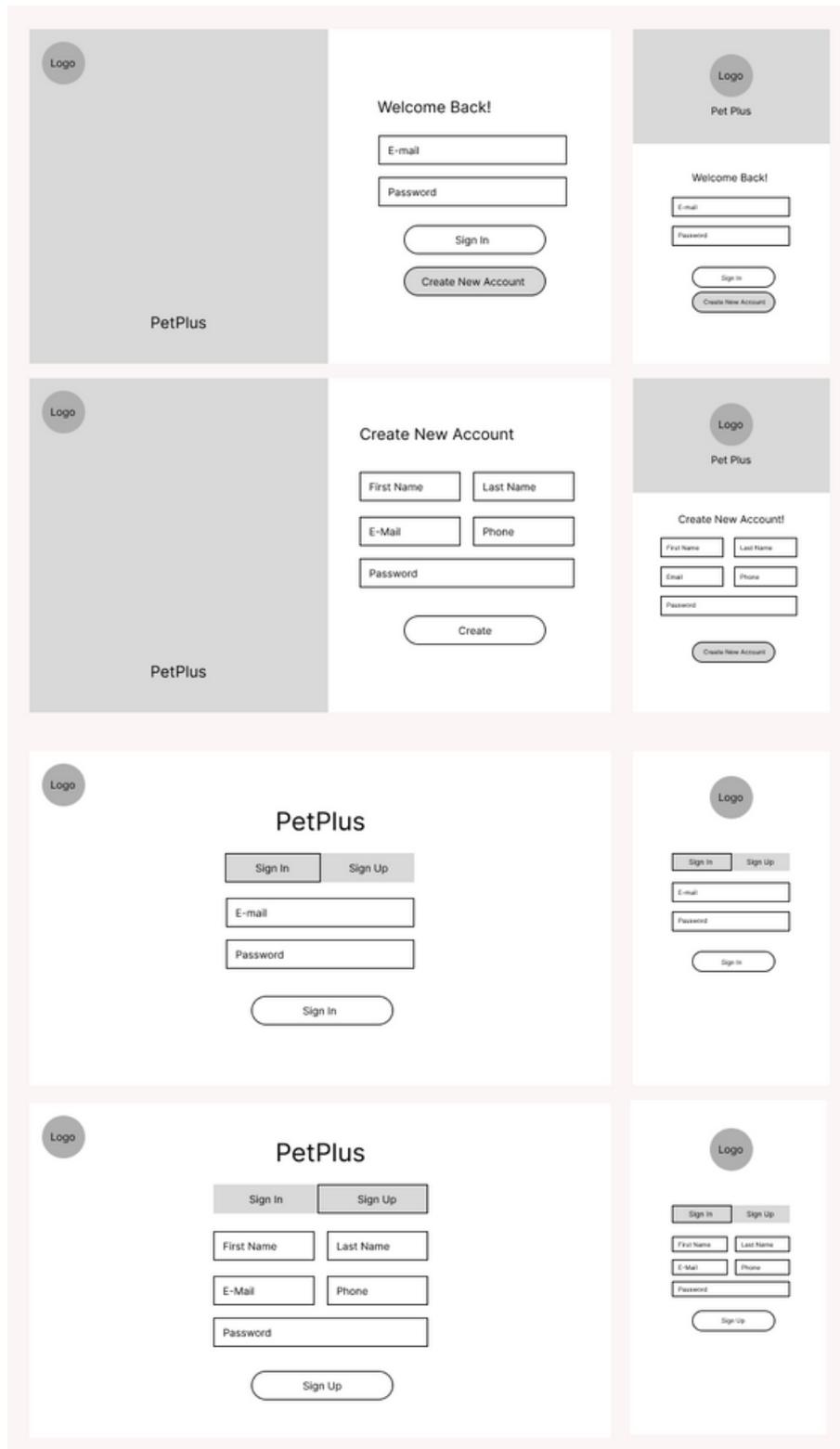
INFORMATION ARCHITECTURE SITEMAP

PetPlus App



INFORMATION ARCHITECTURE LAYOUT IDEATION

Sign In/Sign Up Screen



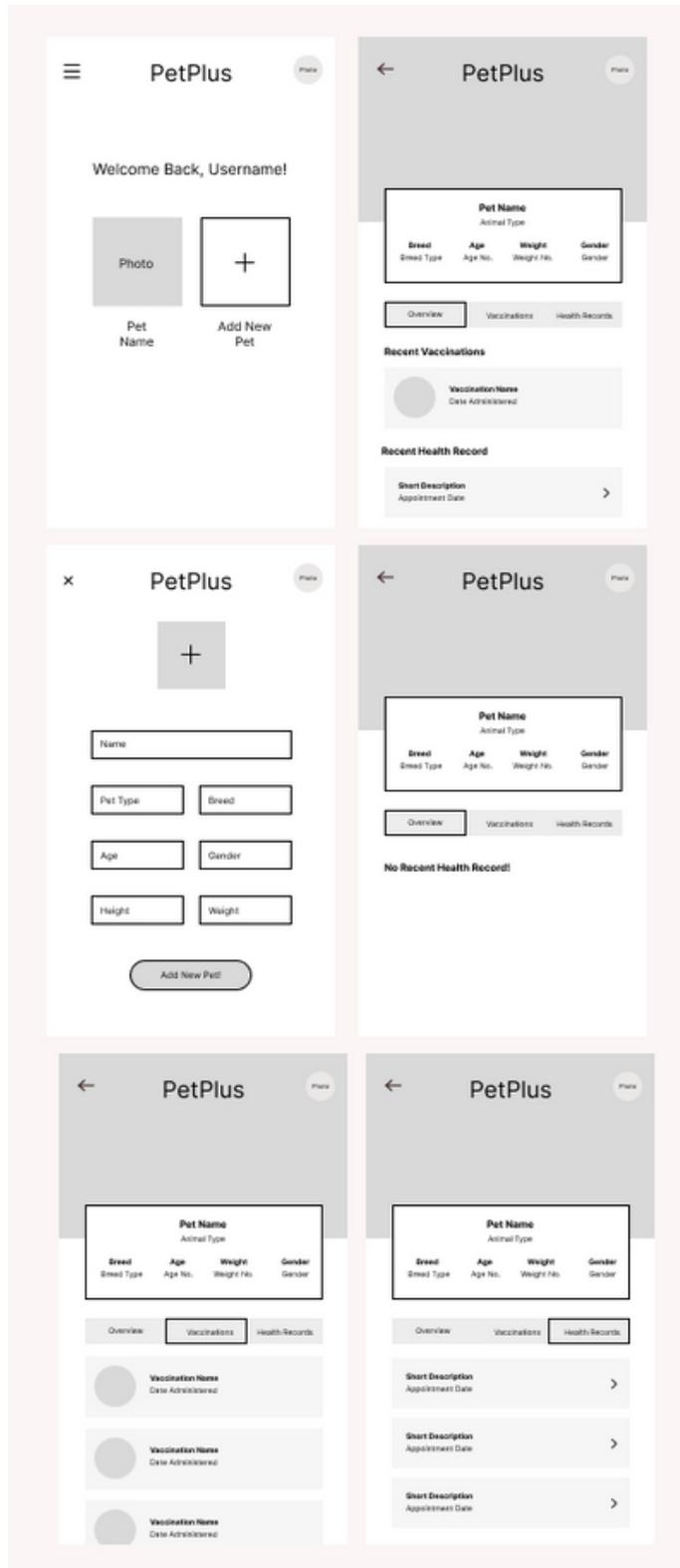
Web and mobile view

Utilising hero images to immediately establish visual hierarchy and interest.

More minimalistic approach- would rely on effective utilisation of colours to create visual interest.

INFORMATION ARCHITECTURE LAYOUT IDEATION

User Screens



Mobile view focus for user screens for quick and easy access

Landing screen will take them to their pets

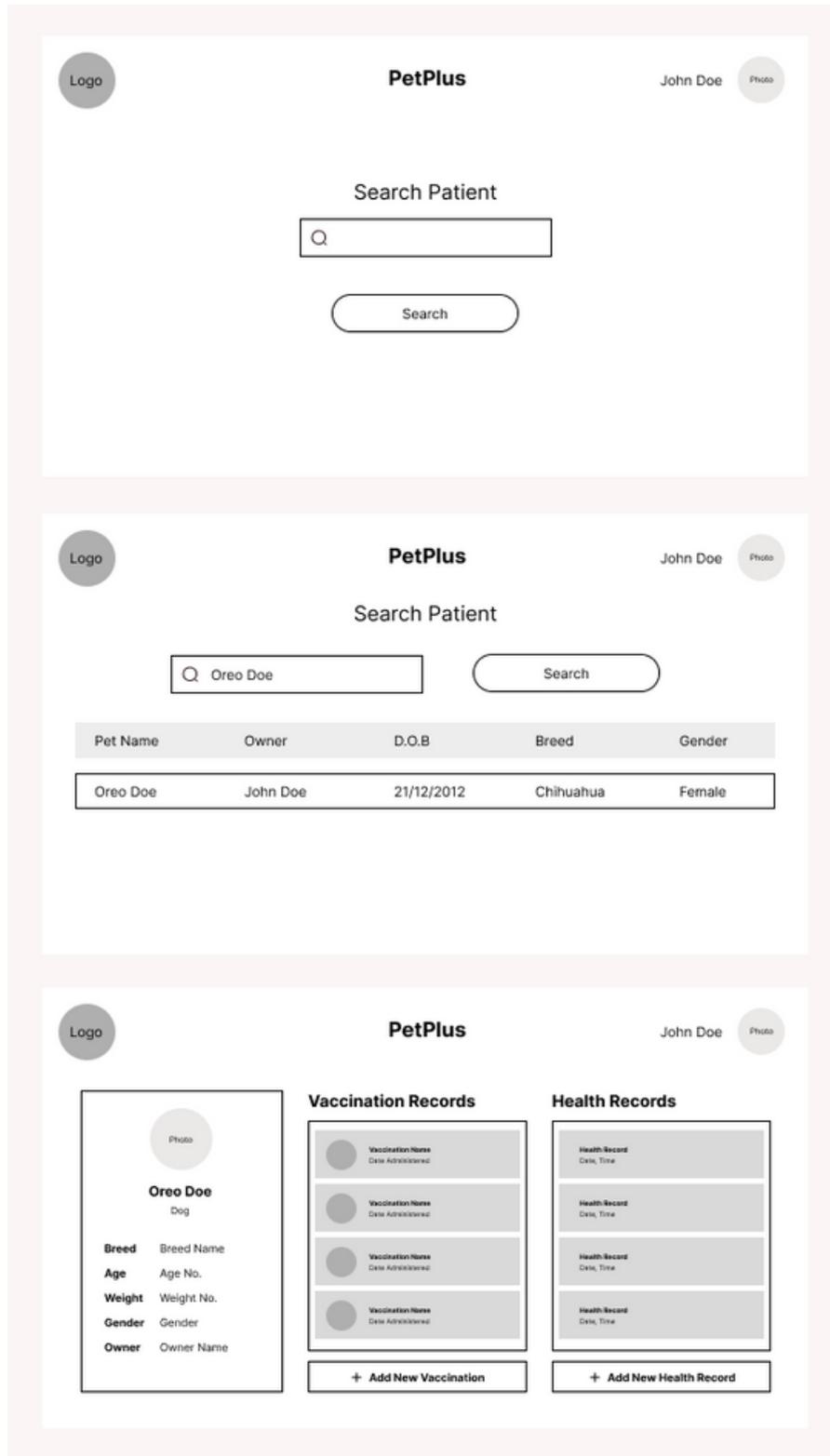
Users are able to see their pets and add new ones by tapping on "+"

Users are able to add their own pets into the app

Expanding to full pet profile with overview, vaccination details and health records

INFORMATION ARCHITECTURE LAYOUT IDEATION

Admin Screen



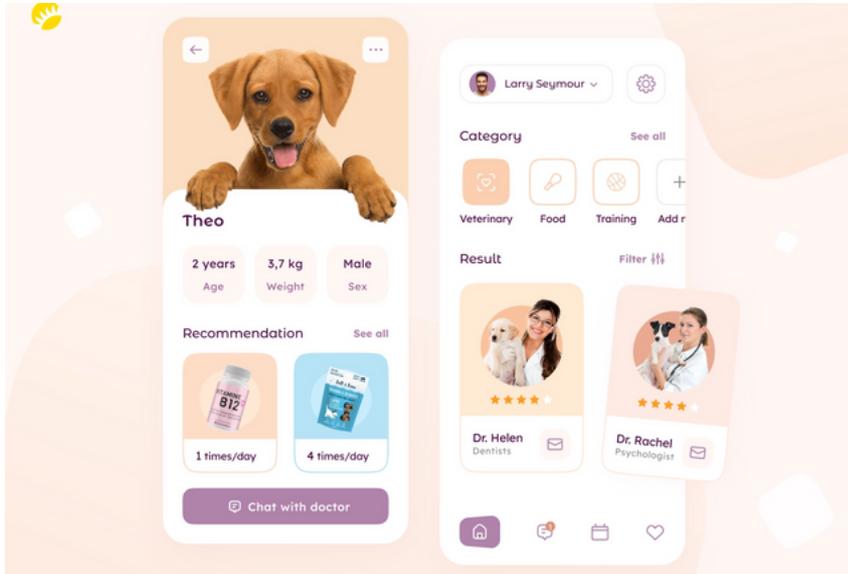
Web view for admin access

Simple landing page for quick search through the database

Pet profile dashboard

Admin will be able to add new vaccination and health record, as well as delete or update them.

VISUAL DESIGN RESEARCH



Veterinary App Design (Andersen Design)

Description

Veterinary App Design by Andersen Design aims to make it easier for users to take care of their pets. Covering different aspects of a pet's life, this app is created for mobile users.

Analysis

- Minimal, yet effective approach to achieve a visually interesting app.
- Use of light colours communicates a sense of ease and friendliness; coming across as an app that everyone can use even to access pet medical records.
- Clear visual hierarchy utilised, especially on the pet profile to highlight the visual order of importance.

Applicable Ideas

- Mobile first approach, especially for the pet owner access level.
- Consistency in UI design to ensure quick learnability and adaptability as users continue to use the app.
- Interactive animation elements to further drive visual interest and further encourage users to interact with the app.

VISUAL DESIGN RESEARCH



Pet Healthcare App

Description

The Pet Healthcare App was conceptualised based on the need to take care of your pets in an interactive and engaging way. It is designed to not only be visually appealing, but also informative and useful in a day in a life of a pet owner.

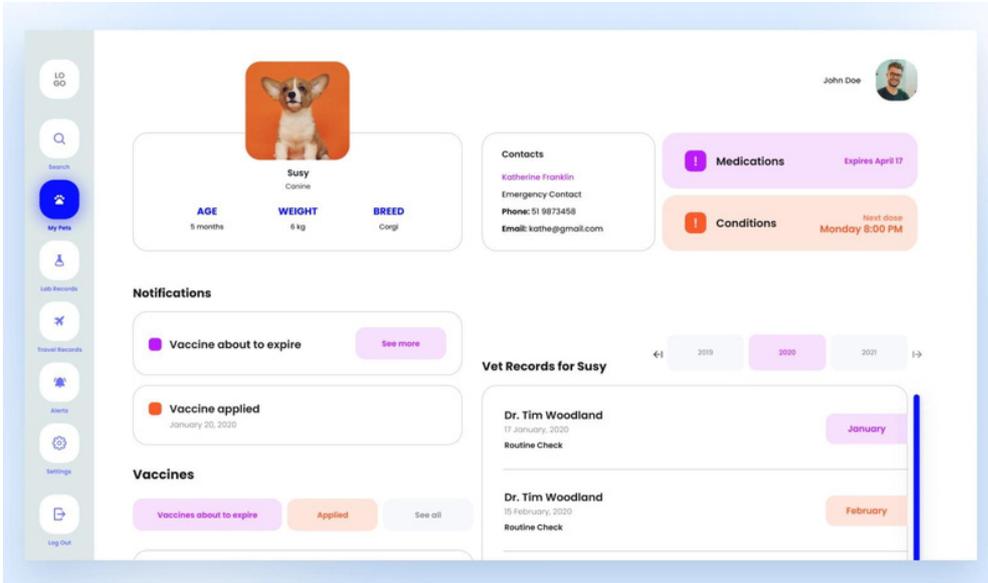
Analysis

- Information displayed is not overwhelming, each section consists of small summaries and sub-headings that could be expanded with more details.
- Combination of flat design and shadows provides further visual interest.
- Symmetrical design balances the overall layout, making it easy for users to browse through.

Applicable Ideas

- Pet list layout will be applied, which will be useful especially for users with multiple pets.
- Rounded edges make the app feel approachable and not intimidating.
- Effective highlighting of important information; creates a nice contrast and easy navigation as users scroll down the app for important information.
- High contrast colours allow for much more visually accessible experience for users.

VISUAL DESIGN RESEARCH



Pet App

Description

The Pet App is a web app created for pet owners, pet sitters and vets as a one-stop platform. Design to contain everything you have to know about your pets, it aims to effectively provide all the information you need in one app.

Analysis

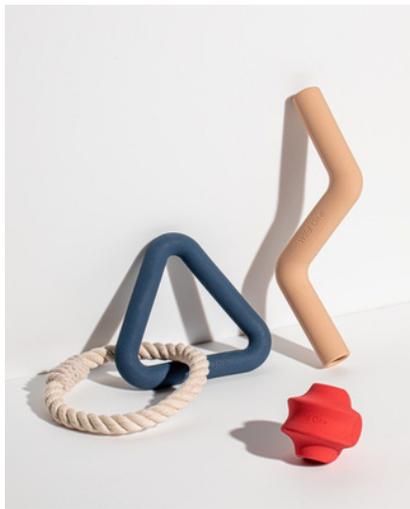
- Effective use of colours to highlight important information.
- A little bit too much negative space, seems a bit empty despite displaying a lot of information.
- Odd spacing in between different blocks of information, makes it feel a bit cluttered.
- Great example of information that should be included for admin level access for the vets.

Applicable Ideas

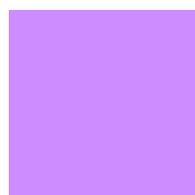
- Great layout for the admin level access, especially as vets would need a much more detailed version of pet information.
- Effective use of the Gestalt Principle of grouping; gives great ideas of which relevant information can be grouped together in the final mock up.

VISUAL DESIGN CONCEPT 1

Summer Sunsets

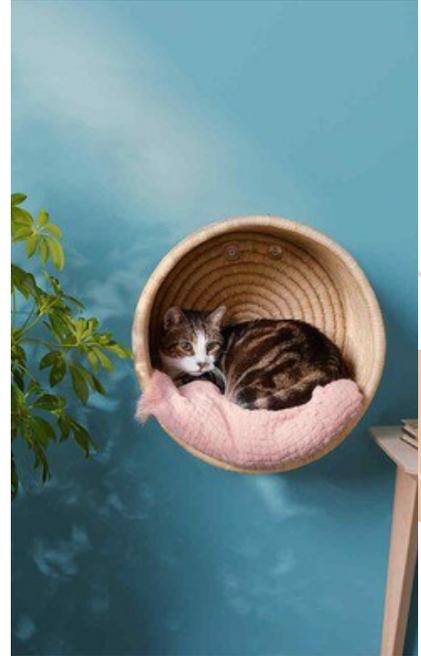


Colour Palette

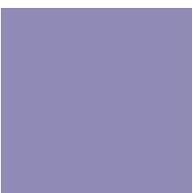


VISUAL DESIGN CONCEPT 2

Life in Pastels



Colour Palette

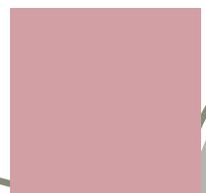
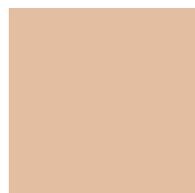
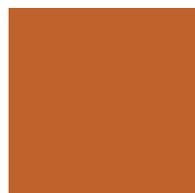
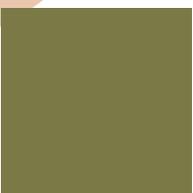


VISUAL DESIGN CONCEPT 3

Warm & Cozy



Colour Palette



VISUAL DESIGN TYPOGRAPHY

Headings + Subheadings

Rubik Mono

PETPLUS

Comfortaa Bold

PetPlus

Bevan

PetPlus

Rubik One

PetPlus

Patua One

PetPlus

Fredoka One

PetPlus

Body Text

Rubik

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Quisque
pulvinar rhoncus libero a commodo.

Helvetica World

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Quisque
pulvinar rhoncus libero a commodo.

Avenir

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Roboto

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Arial

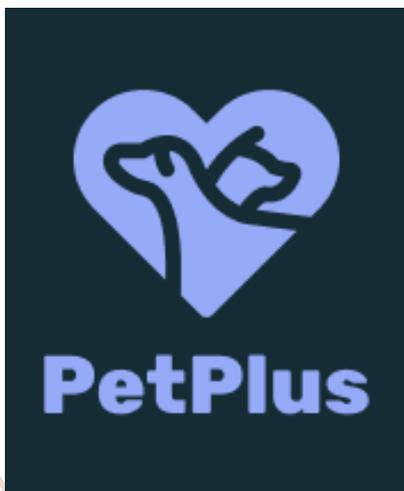
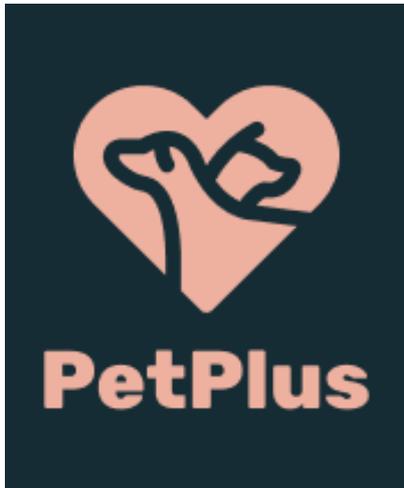
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consectetur adipiscing elit. Quisque
pulvinar rhoncus libero a commodo.

Glacial Indifference

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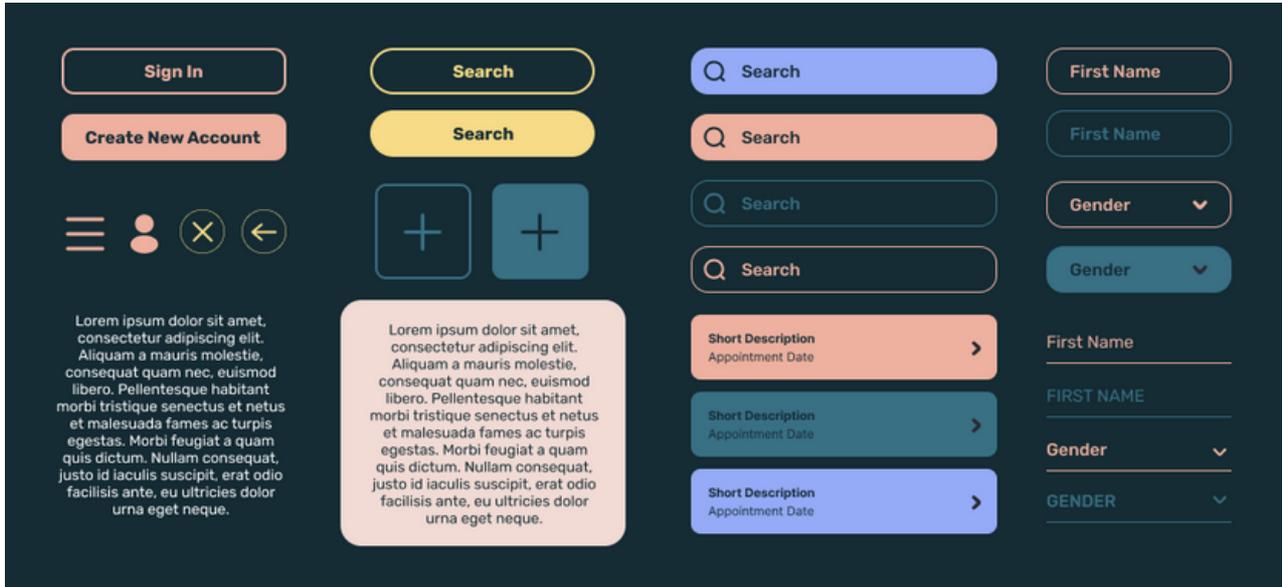


VISUAL DESIGN COLOURS & BRANDING

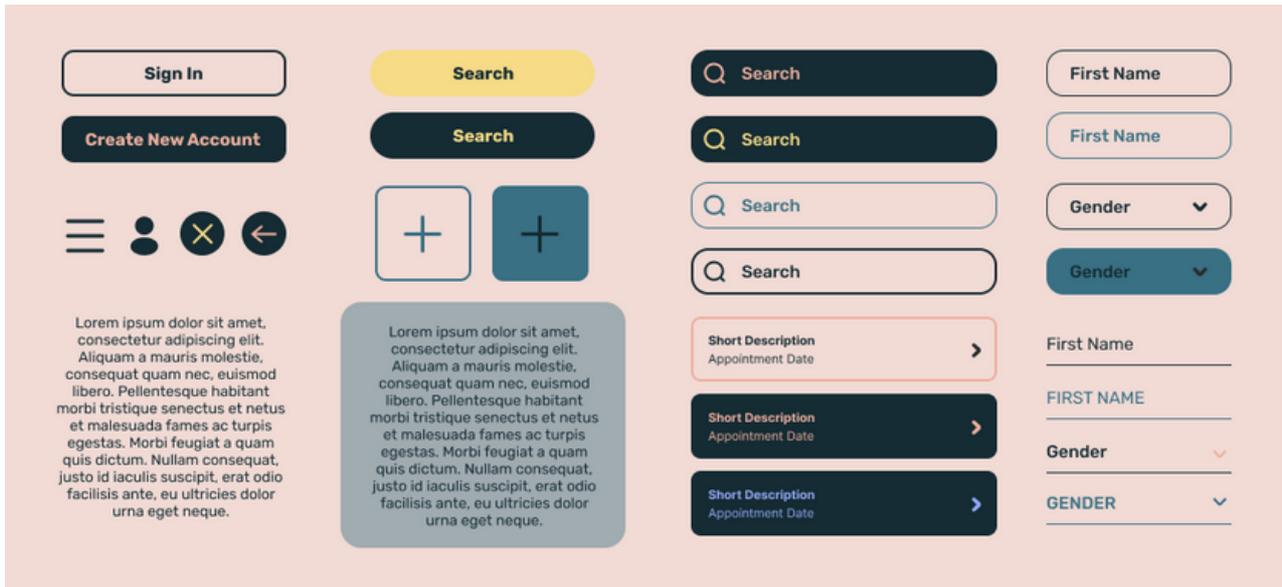


VISUAL DESIGN UI DESIGN

Dark

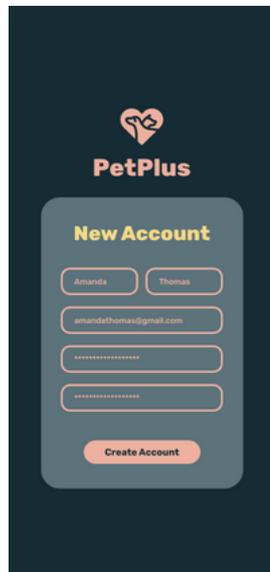
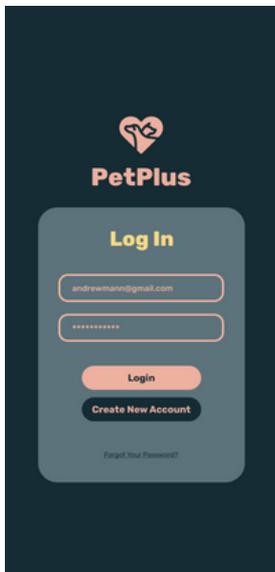
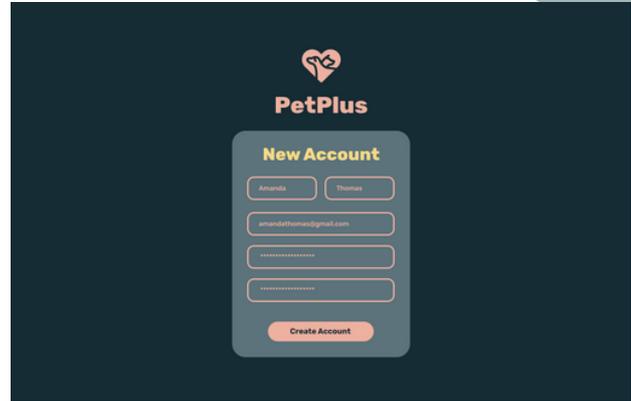
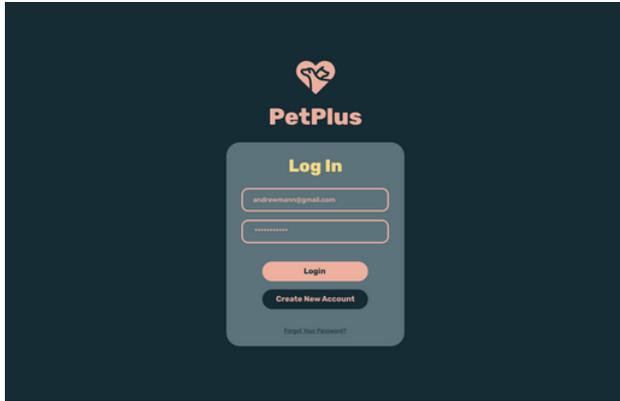


Light



MOCK UP

Login Screens (Desktop & Mobile View)



Login screens are displayed in both mobile and desktop view, with pet owners accessing the mobile version much more frequently compared to desktop.

There are three possible routes that the user can take: **Logging in with their existing account**, **create a new account** and **password reset**.

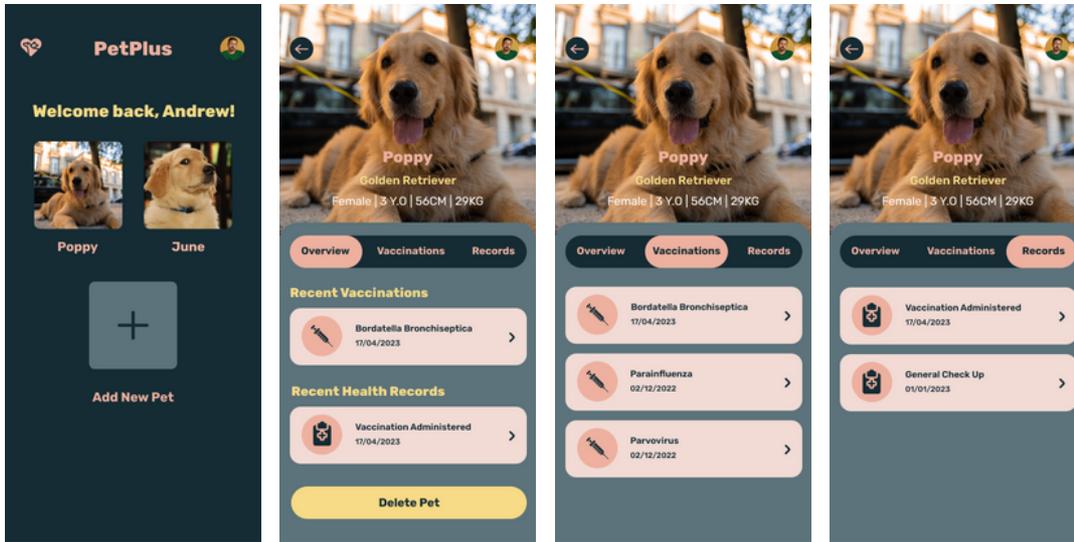
Logins for existing accounts will require the user's e-mail and password.

Creating new account will require the user to enter in their details. The button used to create a new account has been designed to look different from a normal login account, just to further provide a sense of differentiation.

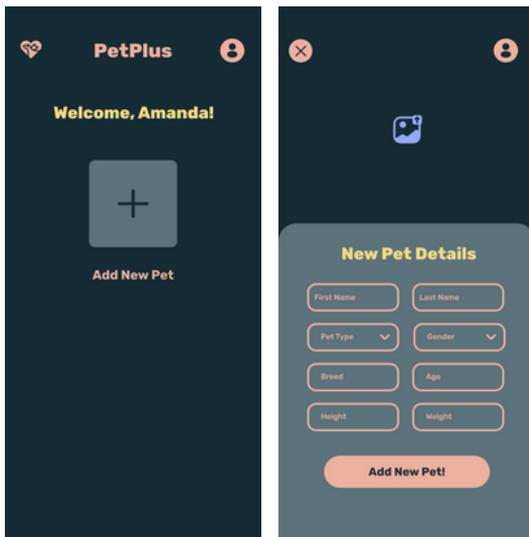
Password reset link has been included to give other option for users who has forgotten their login.

MOCK UP

User Screens (Mobile View)



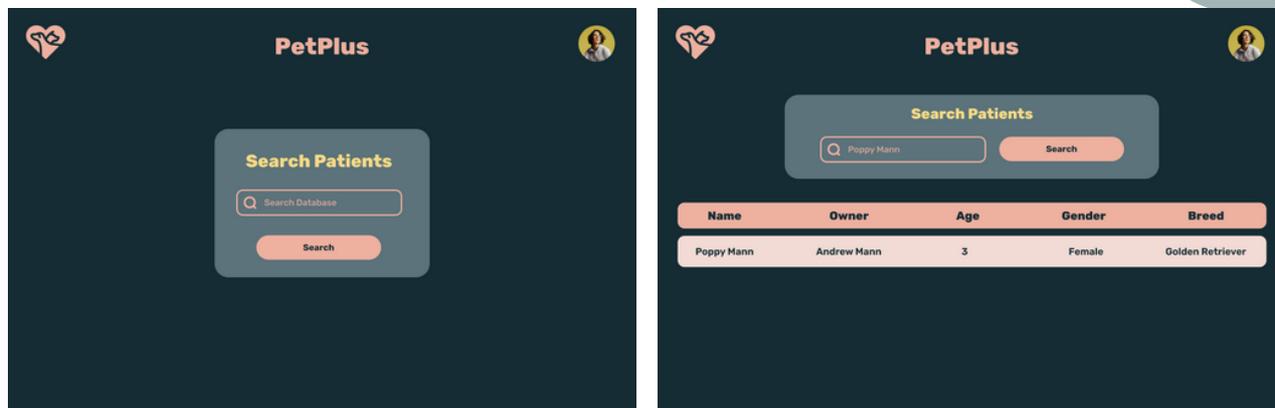
Focusing on **mobile view for User Access Level**, **existing users** are able to see a **list of pets** and **add new pets** onto the app. Clicking on the photo will take users to their pet's **full profile**, with an **overview of recent procedures or health records** for their pets. If users requires their pet's full vaccination or health records, they are able to **filter groupings of information** through the tab above. Users are able to get further details on vaccinations or health records by clicking on each item, which will **expand to much more detailed recorded information**. Furthermore, users are able to **delete pet profiles** if they need it.



New users will be able to **add new pets** to their account immediately, with a **new pet details form** that can be filled out. New users will be able to **add their own profile picture**. The form will look the same for existing users, as it would set up pet profile based on the information provided.

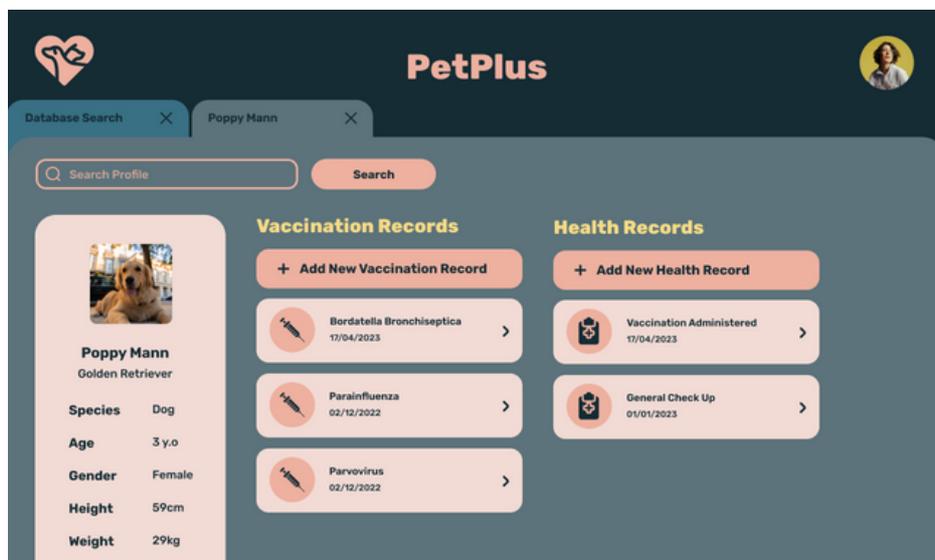
MOCK UP

Admin Screens (Desktop View)



Focusing on **Desktop view for Admin Access Level**. Ideally, vets would have gone through a **different sign up process** to allow access at admin level. If all login details are correct, they will reach **the search patients screen** with the ability to access pet information from the database.

To ensure correct selection of profile, details such as **the pet's name, pet owner's name, age, gender and breed** will appear. If profile not found, it will come back with a message saying **"Patient Does Not Exist"**.



When clicking on a pet, the page will expand and display a **full profile dashboard**. This will include a much more **detailed profile** of the pet, **list of vaccinations** and **health records**. Users will be able to **search profile for specific information**, especially if they don't have time to look through the list. Vets will be able to **add** new vaccination records and health records, as well as **edit** and **delete** information from the pet's profile.

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