



BondVet

Website Redesign

By Julia Kaufman



Project Brief

Bond Vet tasked me to redesign the Bond Vet website to **improve the overall user experience** with a focus on 3 main goals:

- **Pinpoint drop-off on site**
- **Understand how users feel about brand & messaging**
- **Increase appointment bookings**

Assessment of Current Site

Analytics Review Goals

(Dec 2019 - Jan 2020)

Google Analytics

- What device do visitors use most?
- What are the most visited pages?
- Which page has the highest conversion rate?
- **Where are visitors dropping off the site?**

Hotjar

- How do visitors currently interact with the pages?
- Which pages, sections or elements are they viewing/interacting with most?
- **Where are visitors dropping off the site?**

Analytics Review

Google Analytics

- **Mobile is most used device**, out of 842 total bookings, 533 came from mobile
- UES and Home Page are the **most visited** pages, have **high bounce rates** and **lead to most conversions**

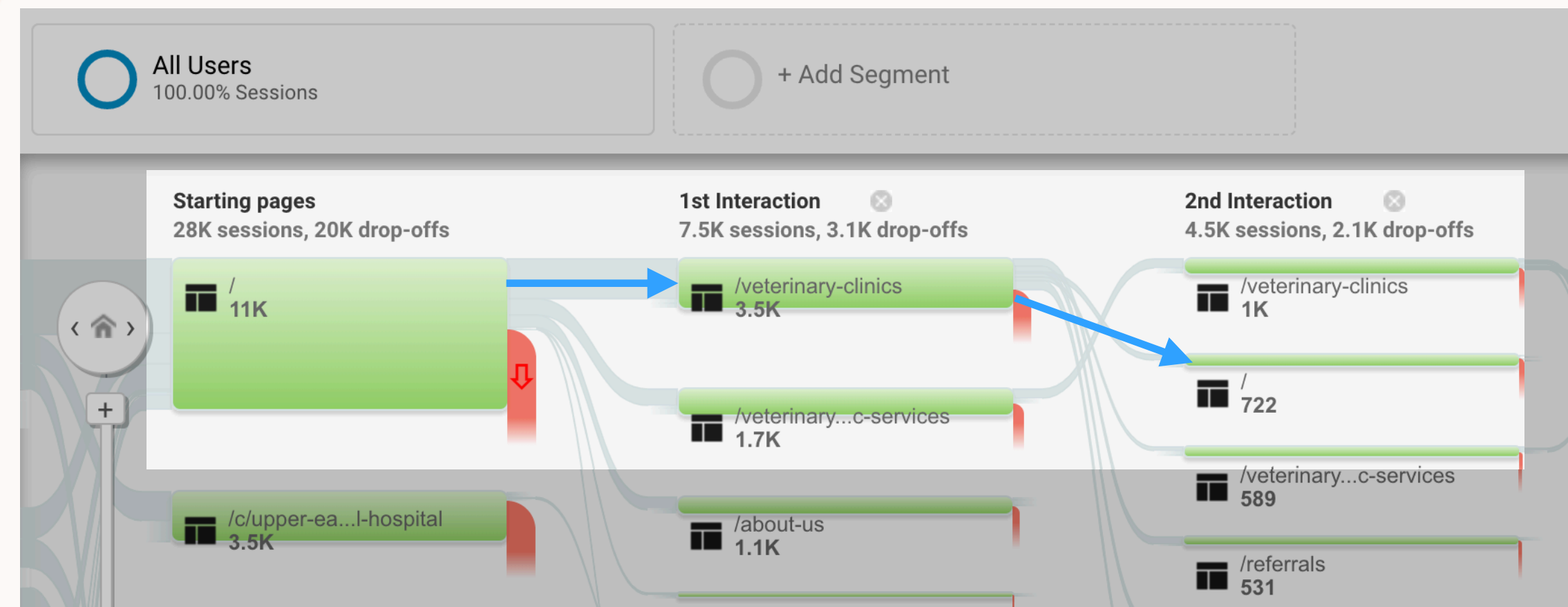
Landing Page ?	Acquisition			Behavior			Conversions Goal 1: Booking		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Booking (Goal 1 Conversion Rate) ?	Booking (Goal 1 Completions) ?	Booking (Goal 1 Value) ?
	67,092 <small>% of Total: 100.00% (67,092)</small>	69.57% <small>Avg for View: 69.56% (0.03%)</small>	46,679 <small>% of Total: 100.03% (46,666)</small>	77.65% <small>Avg for View: 77.65% (0.00%)</small>	1.52 <small>Avg for View: 1.52 (0.00%)</small>	00:00:51 <small>Avg for View: 00:00:51 (0.00%)</small>	1.25% <small>Avg for View: 1.25% (0.00%)</small>	842 <small>% of Total: 100.00% (842)</small>	\$842.00 <small>% of Total: 100.00% (\$842.00)</small>
1. /c/upper-east-side-animal-hospita	25,929 (38.65%)	70.90%	18,383 (39.38%)	85.76%	1.25	00:00:33	0.43%	112 (13.30%)	\$112.00 (13.30%)
2. /	18,989 (28.30%)	49.53%	9,406 (20.15%)	61.14%	2.01	00:01:31	2.49%	473 (56.18%)	\$473.00 (56.18%)

Most Viewed Pages

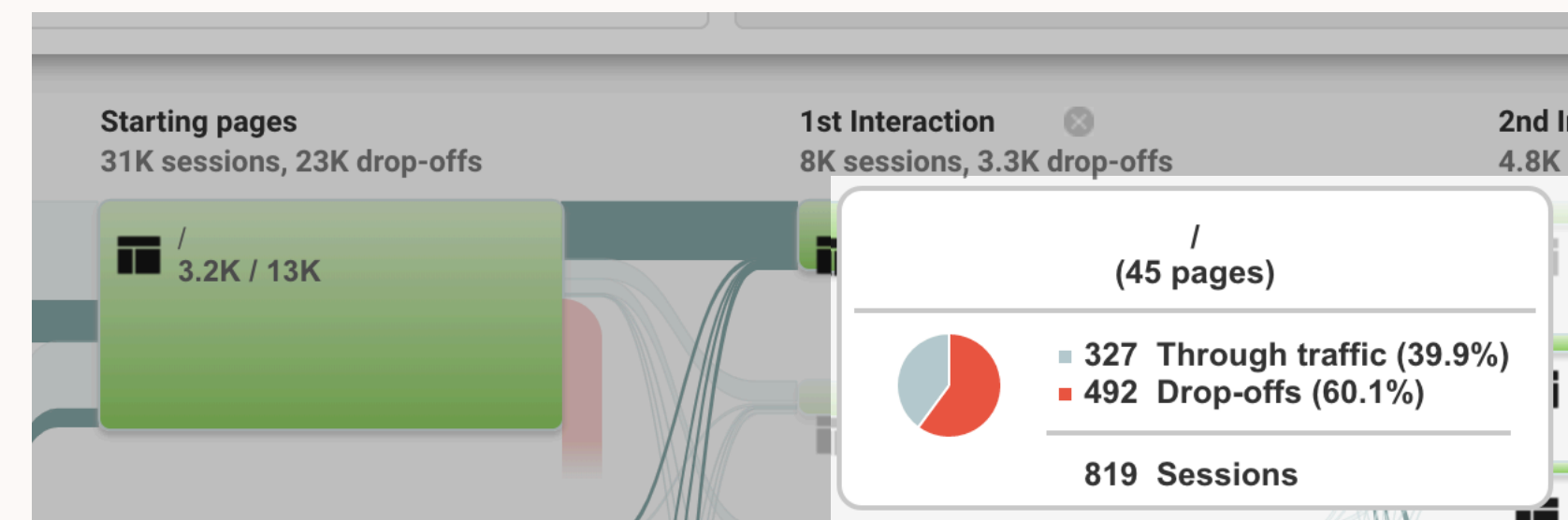
Analytics Review

Google Analytics

- Most users start on **home page**, navigate to **clinics page**, then return to **home page**, drop off rate is **60%** for this flow
- Users that start on home page & then navigate to **services page**, stay on **site longer**
- Still need to understand **why this is happening**



Overall Behavior Flow

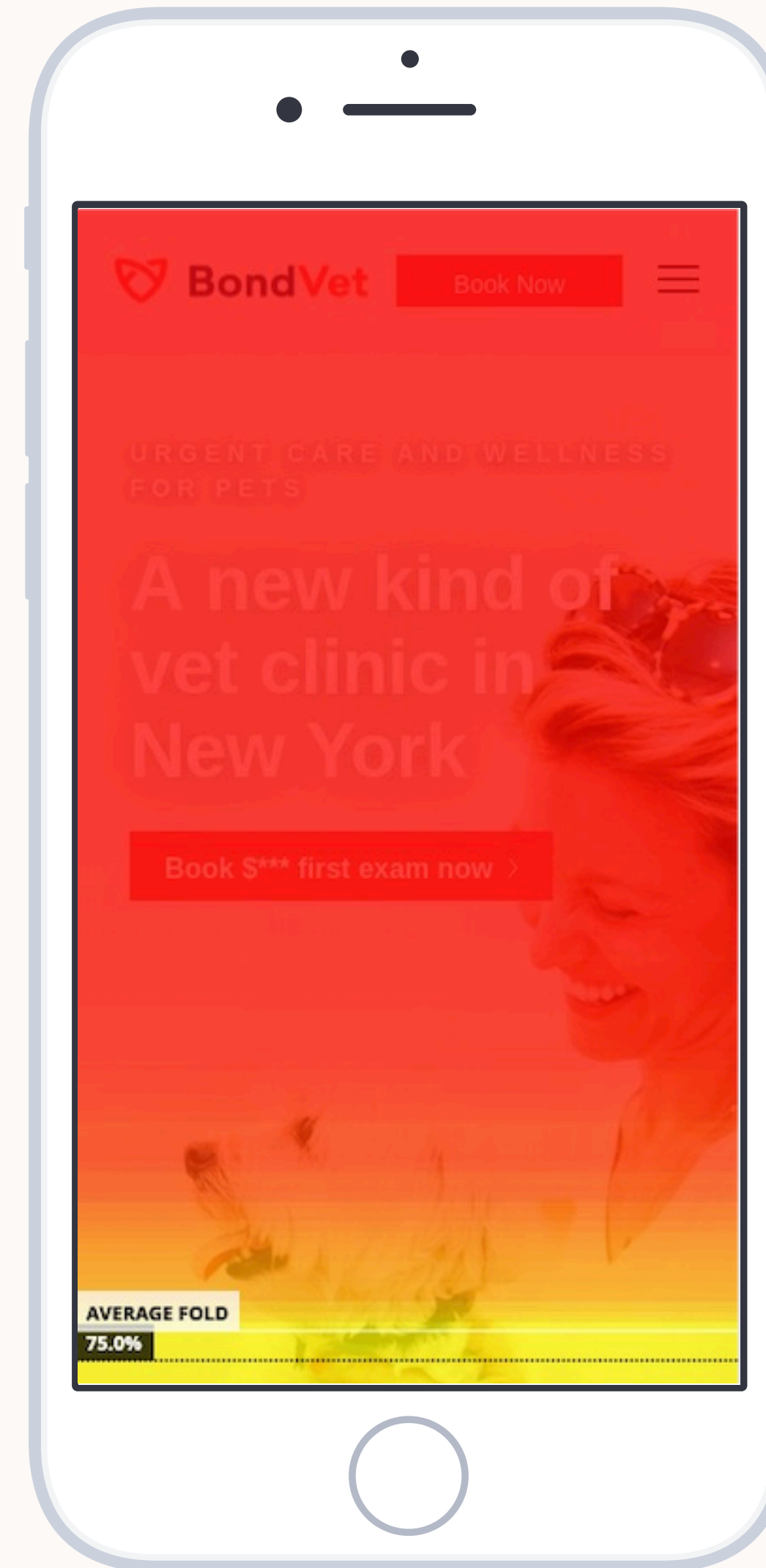


Home to Clinics Page Behavior Details

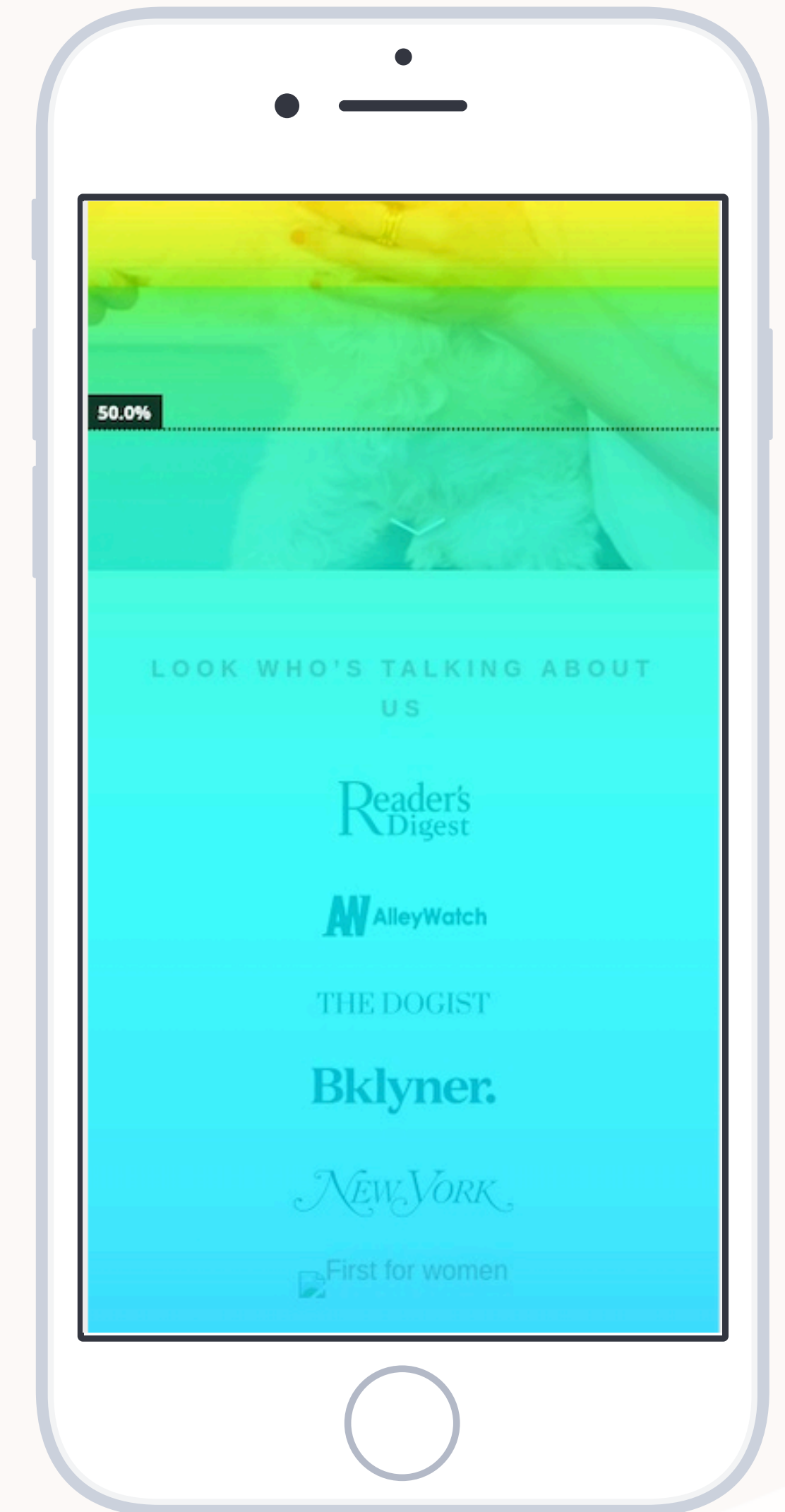
Analytics Review

Hotjar

- Heatmap recorded **1,000 users** since last week (Jan 13th - Jan 20th, 2019)
- Home Page: **50% of visitors** scroll below the header image
- Still need to understand **what info is important enough to them to stay on the page**

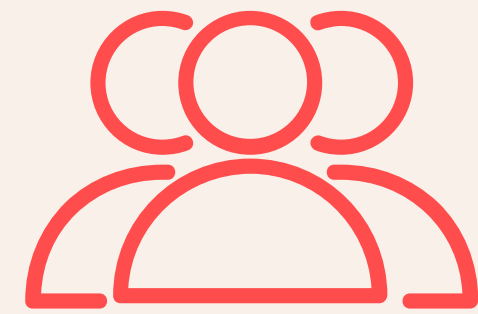


Home Page



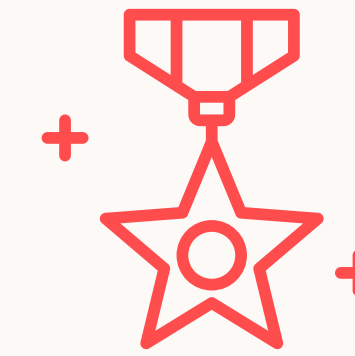
Look Who's Talking About Us

Testing Current Website Usability



Participant Information

- 6 participants (2 male, 4 female)
- Pet owners living in NYC
- Ages 24 - 46
- iPhone users



Test Goals

- Understand what users want to know when looking for a vet
- Observe how they navigate through site
- Learn what users think of current Bond Vet site
- Identify problem areas

Current Site Usability Test Overview



Questions Asked

- How did you find your current vet?
- What information did you look for when choosing a vet?
- How do you book appointments with your vet?



Scenario & Task

- **Scenario:** You are looking for a new vet clinic to take your pet to and want to make sure it's the right fit.
- **Task:** Explore the Bond Vet website and find out about what they do and anything else you would want to know before making an appointment.

What did we learn?

- **6/6** users thought the site **looked professional** and **liked the brand colors and graphics**
- **6/6** users **read reviews** and looked at the **star rating** on Google or Yelp when searching for a vet
- **6/6** users mentioned that **nearby location and pricing** are most important to them
- **6/6** users **call to book appointments** with their current vets
- **4/6** users learned about their current vet through **word-of-mouth** or **referral**
- **5/6** users **stay loyal** to their vet once they've **established a good relationship** with them

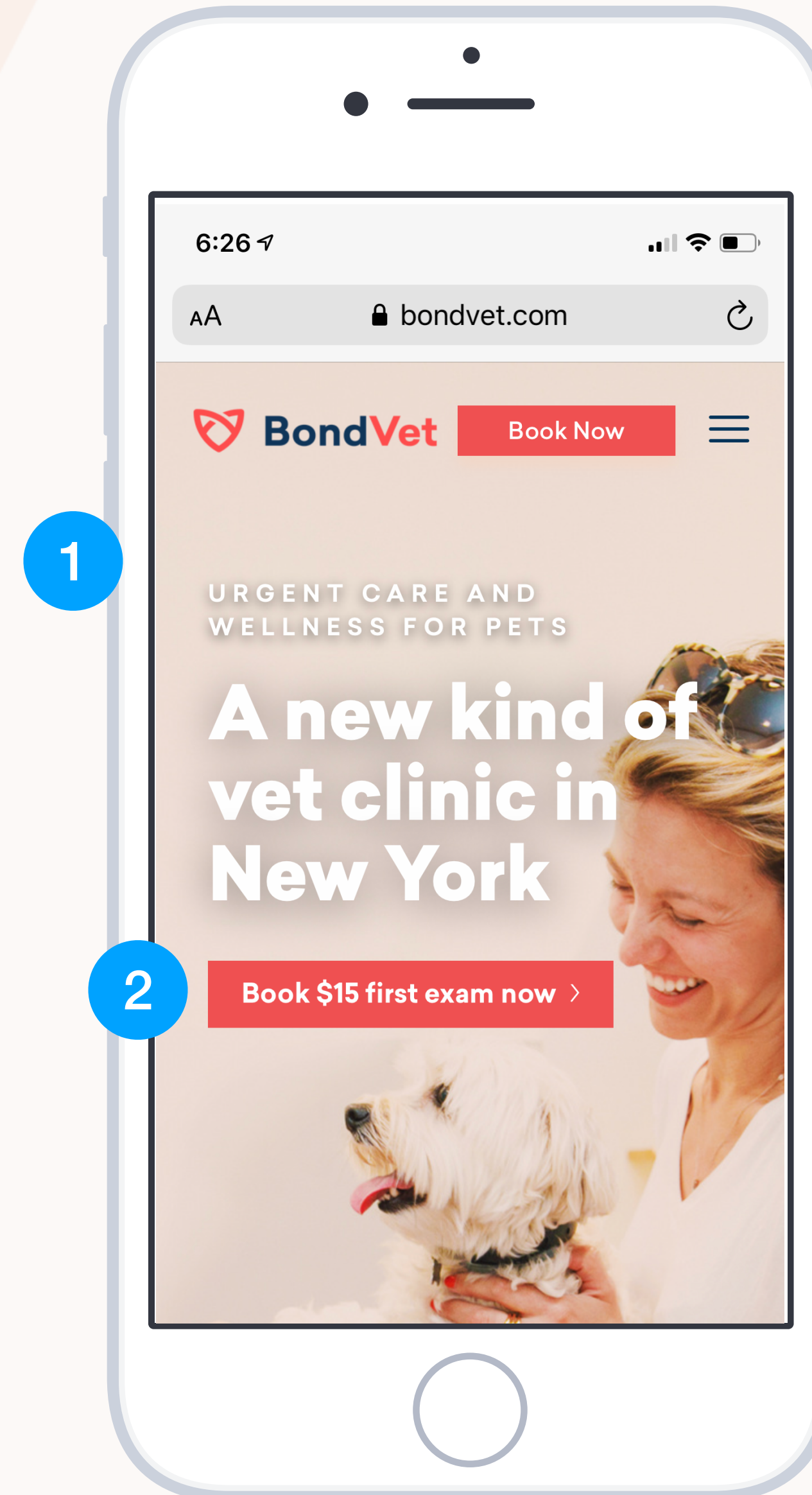
Results From Usability Testing

While 6/6 users completed the task of learning about what Bond Vet does, **some users encountered some moderate issues.**

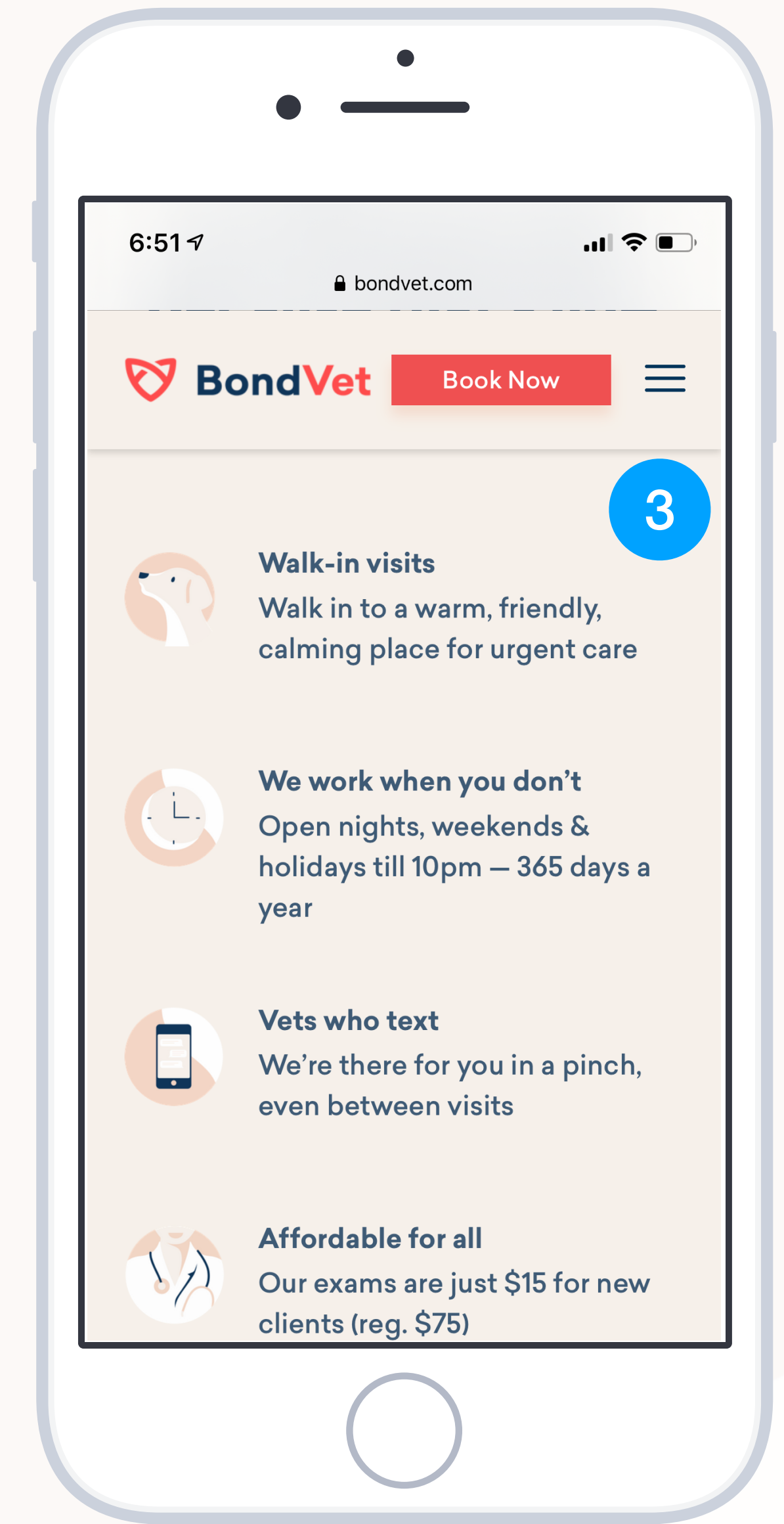
Home Page Key Insights:

- 1** 4/6 users thought that the **header image took up too much space and top line text was hard to read**
- 2** 3/6 users expected the “Book \$15 first exam” button to take them to a page with more **info on exams and pricing**
- 3** 6/6 users were **interested to learn more about the info under the “We're Different” section**

“This is the information I’m actually looking for!” - User



Home Page

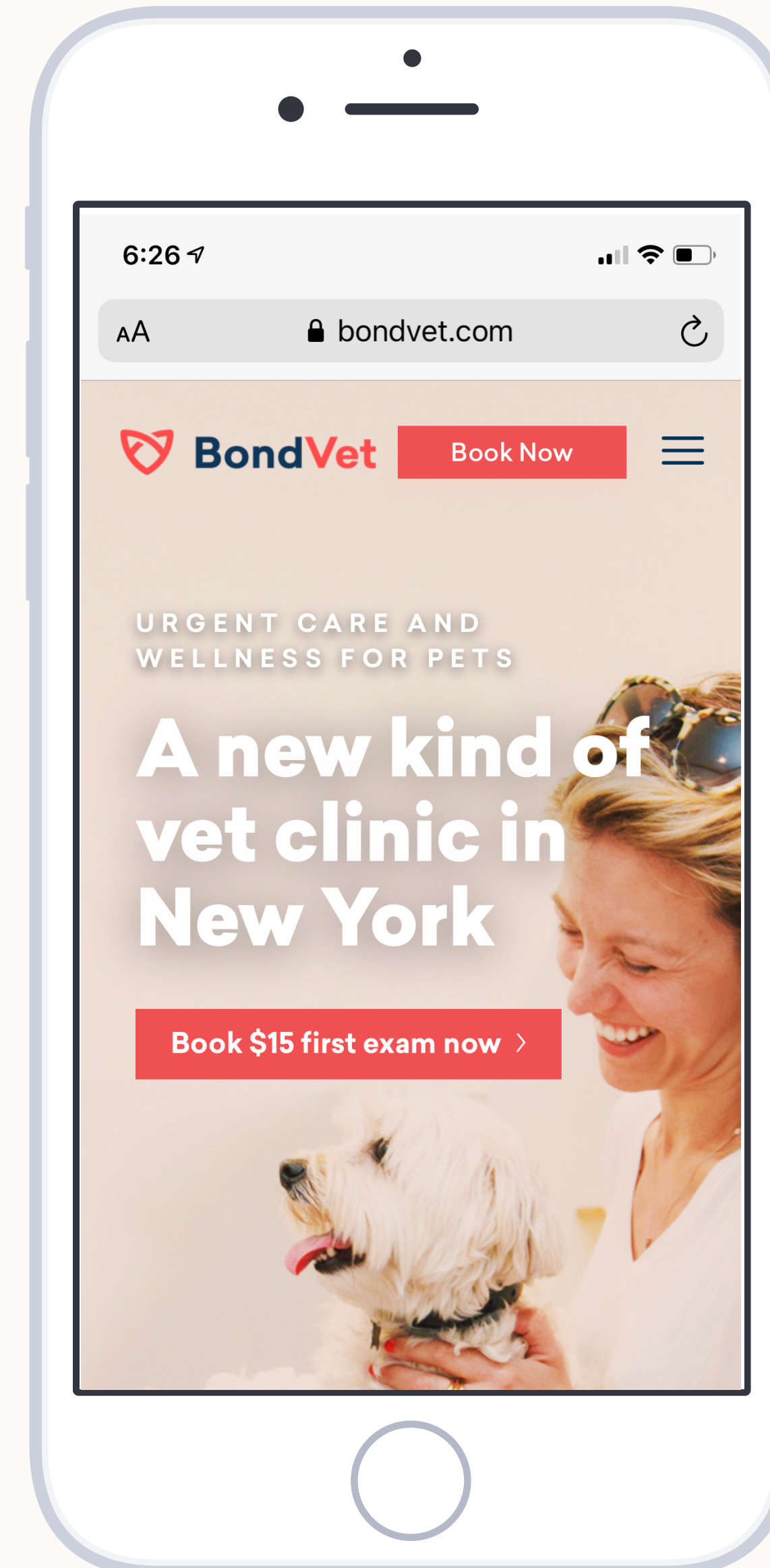


We're Different Section

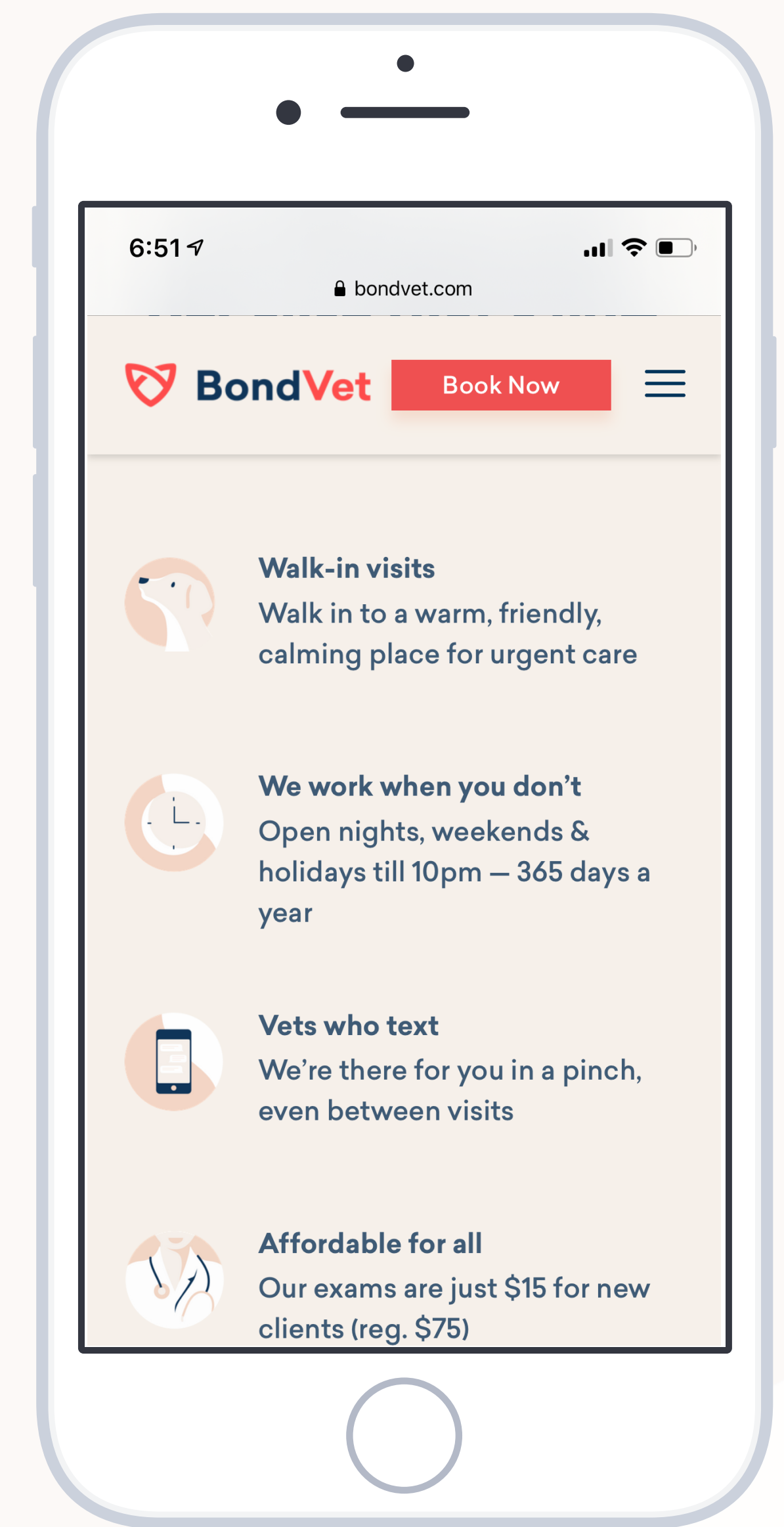
Results From Usability Testing

Home Page Recommendations:

- **Remove text** from top line. **Clarify language** on or above “Book \$15 exam” button to describe where button will take users.
- Link button to **Pricing section** on Services page or create separate page for this info.
- **Move info** in We’re Different section to **peek above the fold**.



Home Page



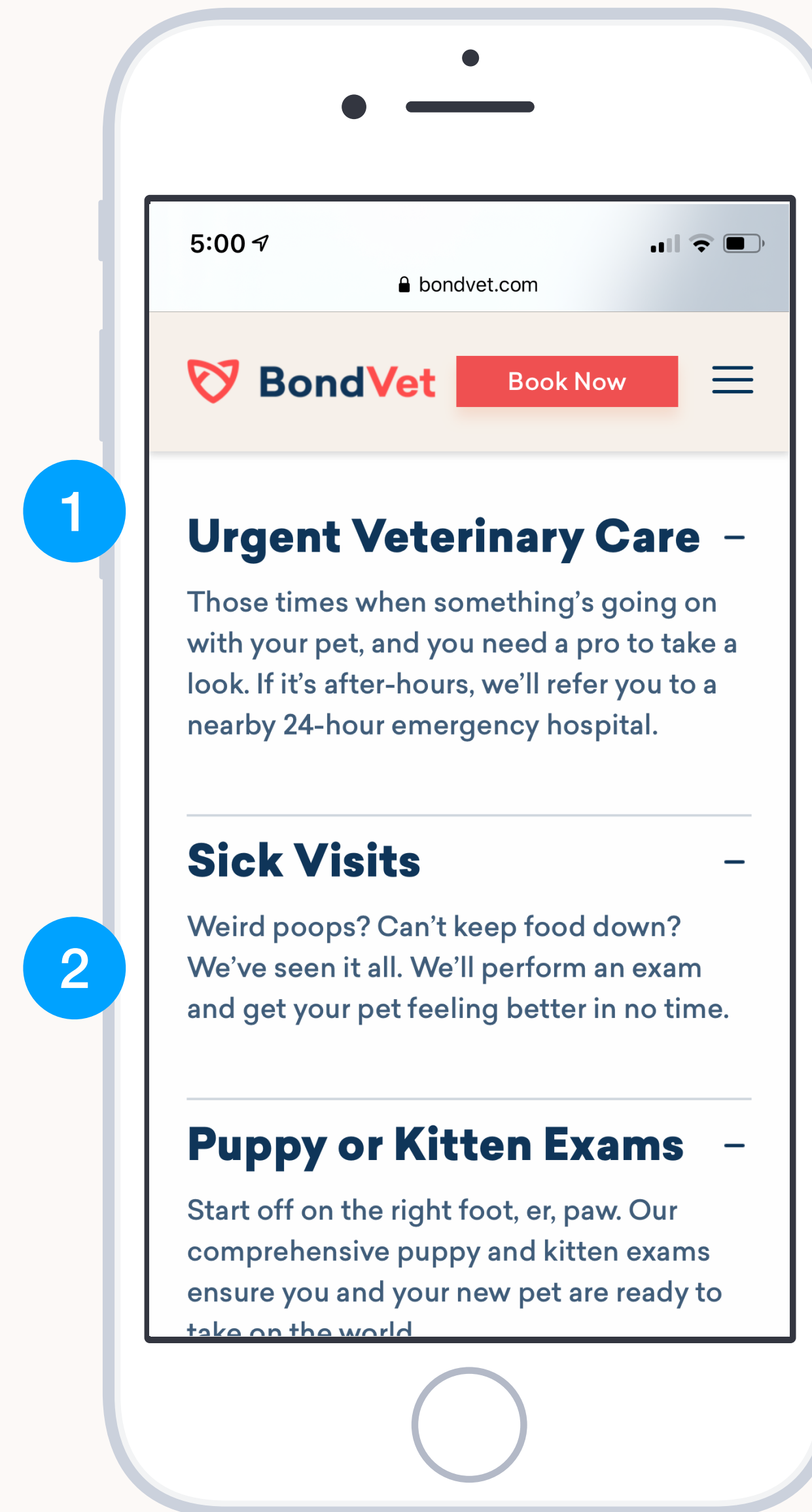
We're Different Section

Results From Usability Testing

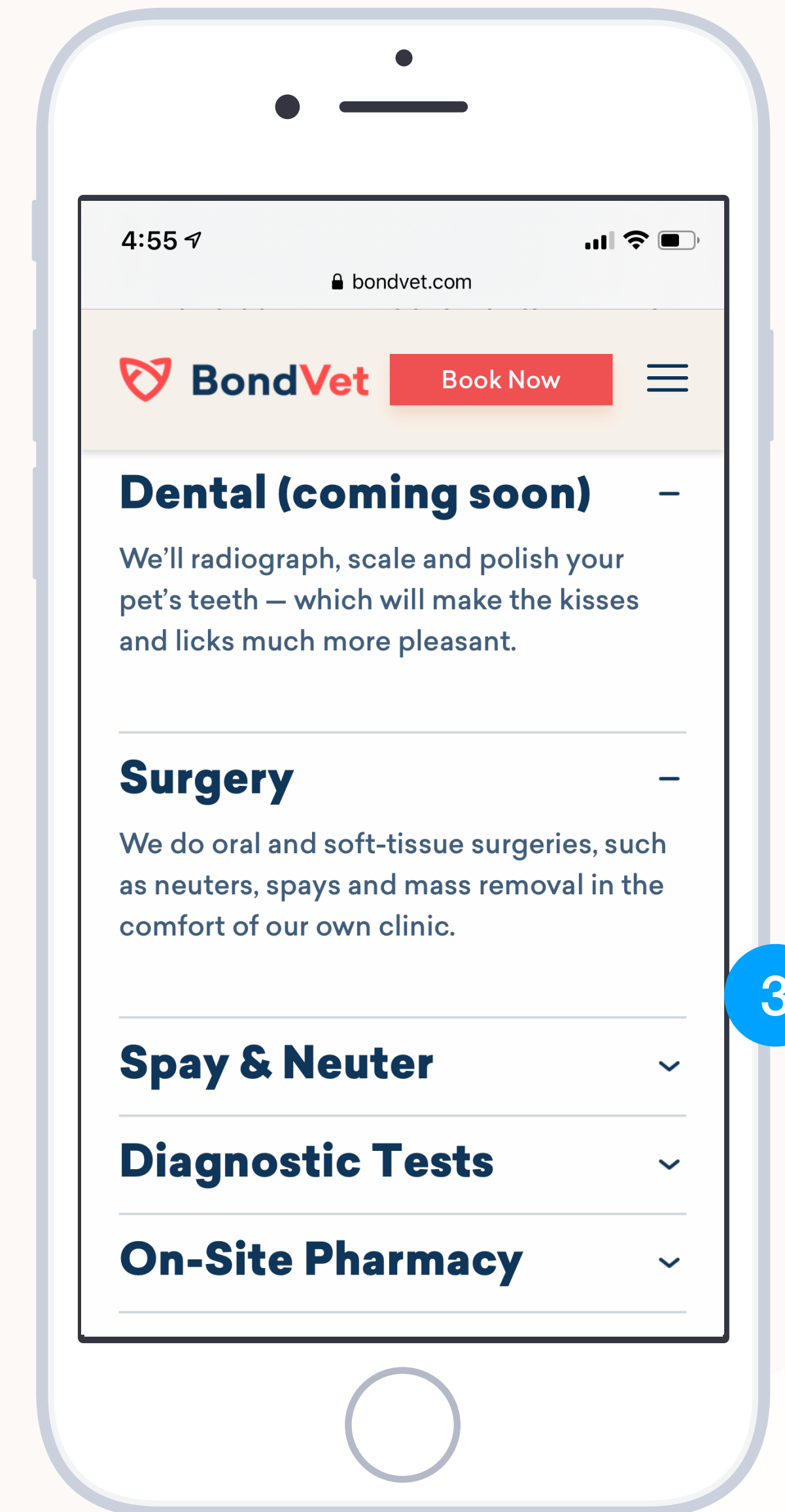
Services Page Key Insights:

- 1 **3/6** users mentioned they **weren't sure** what exactly BV **could treat** and what they **couldn't**
- 2 **3/6** users tried to **click on items in accordion menu**, expecting it to **take them to another page**
- 3 Users were **confused** why some services in the menu were **open and others were closed**

“Would I be able to bring my cat here if he broke a bone? Is that urgent care?” - User



Services Page

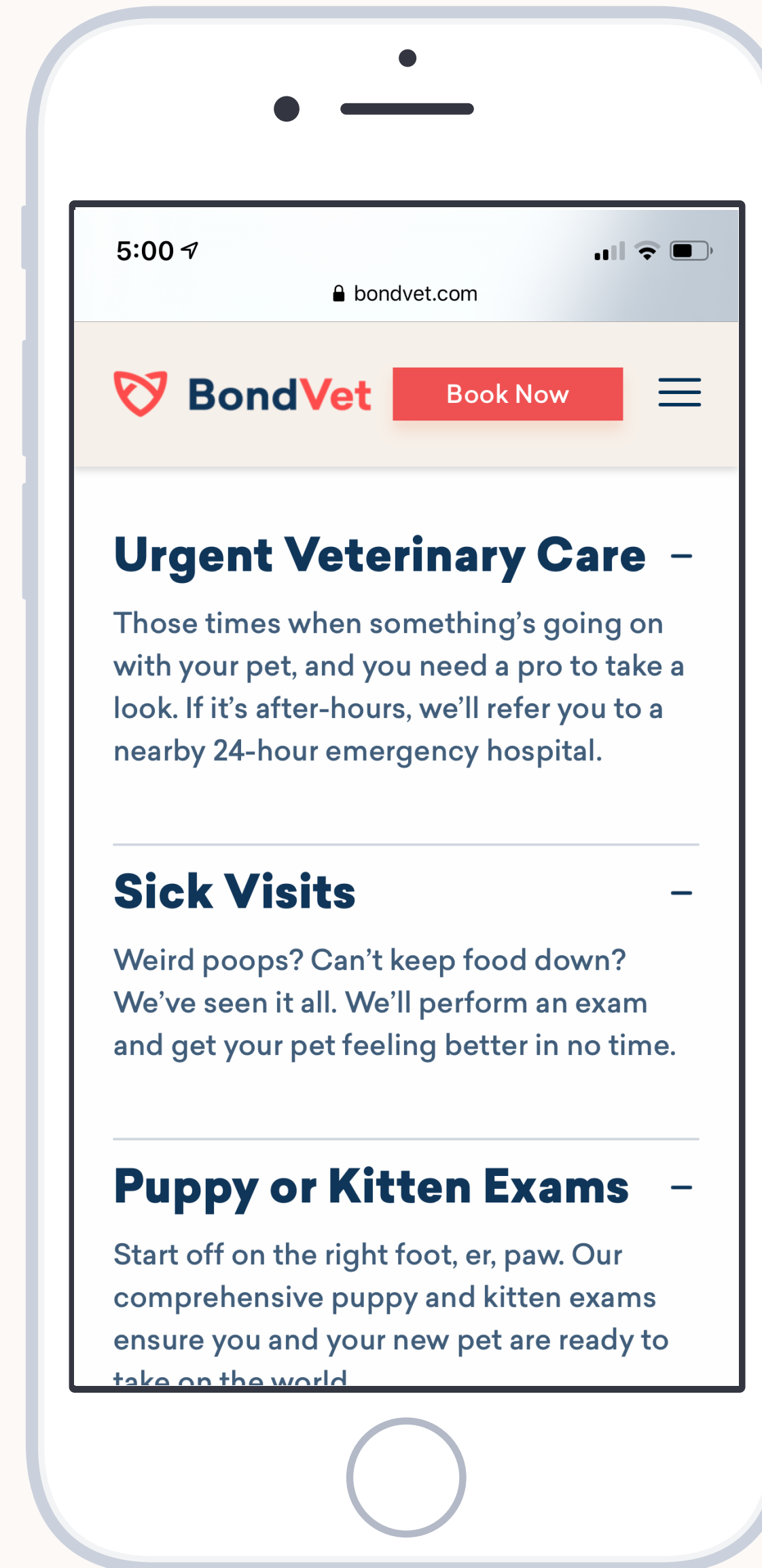


Services List Scroll

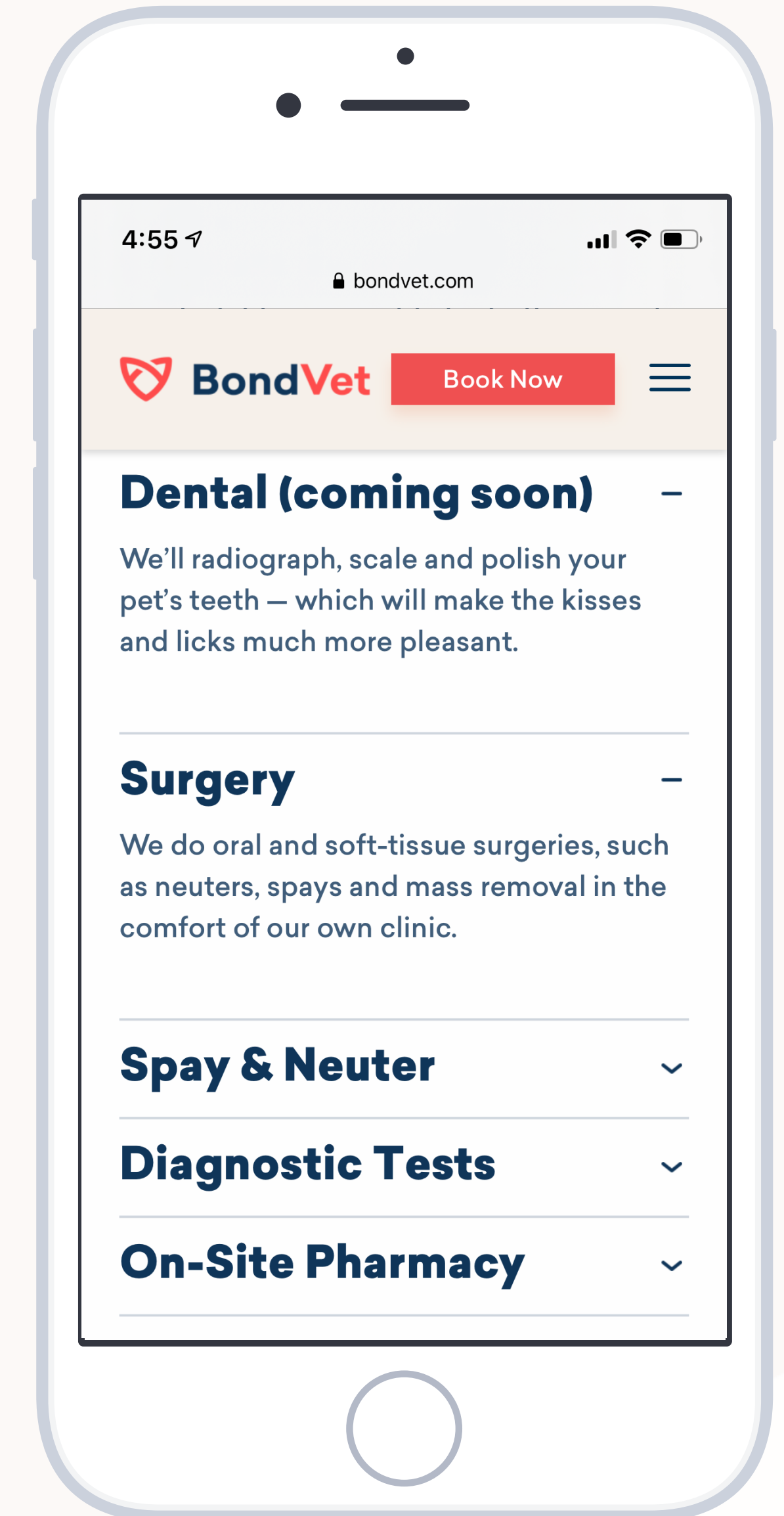
Results From Usability Testing

Services Page Recommendations:

- Change services accordion menu to **all open or all closed**
- When menu item is **open**, change “-“ to up arrow to **indicate it can be closed**
- **Clarify language** in Urgent Veterinary Care description to **explain what you can treat and what you can't**. (ie: "If it's after hours, a serious injury or life-threatening illness, we'll refer you to a nearby 24-hour emergency hospital.")



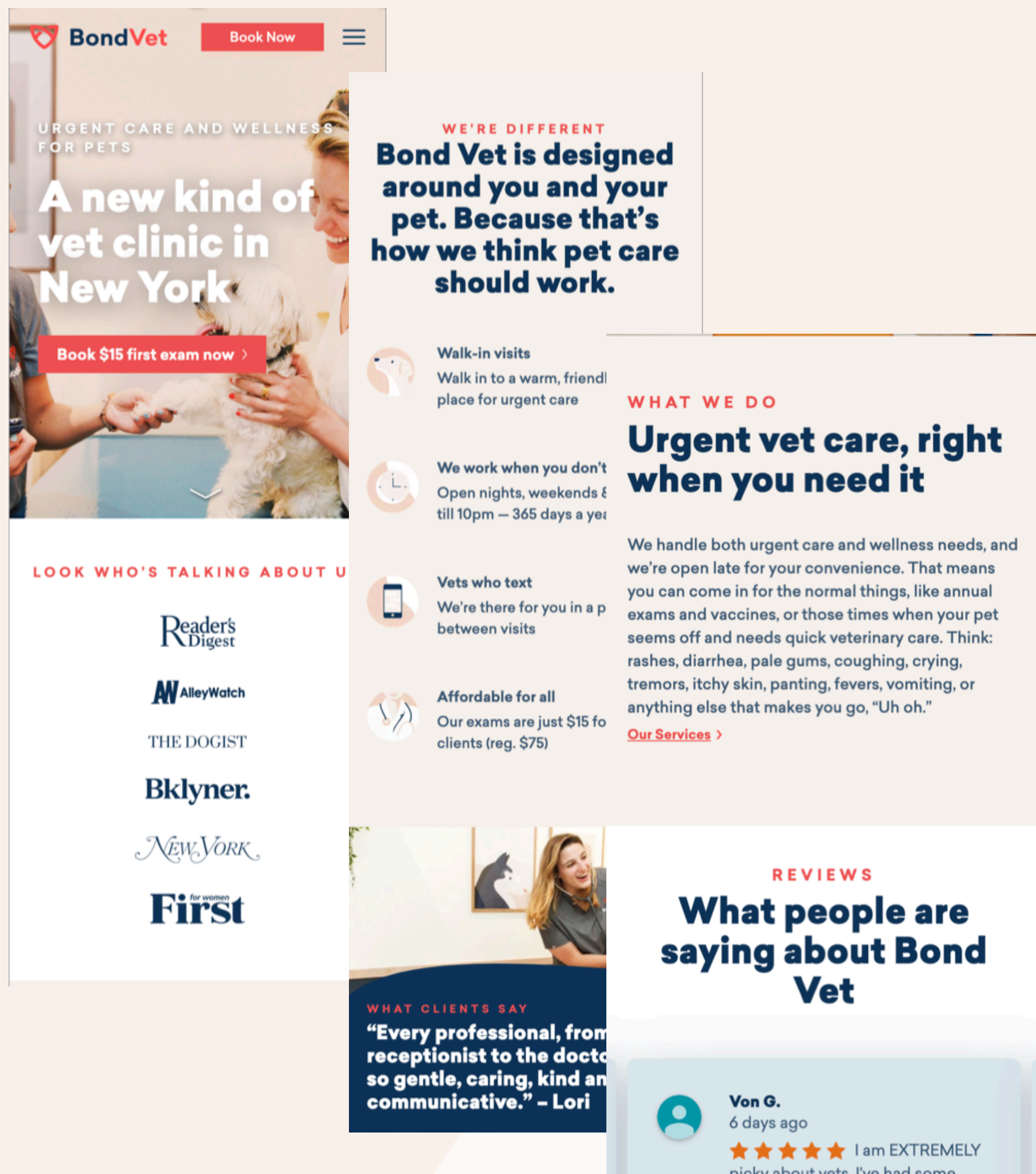
Services Page



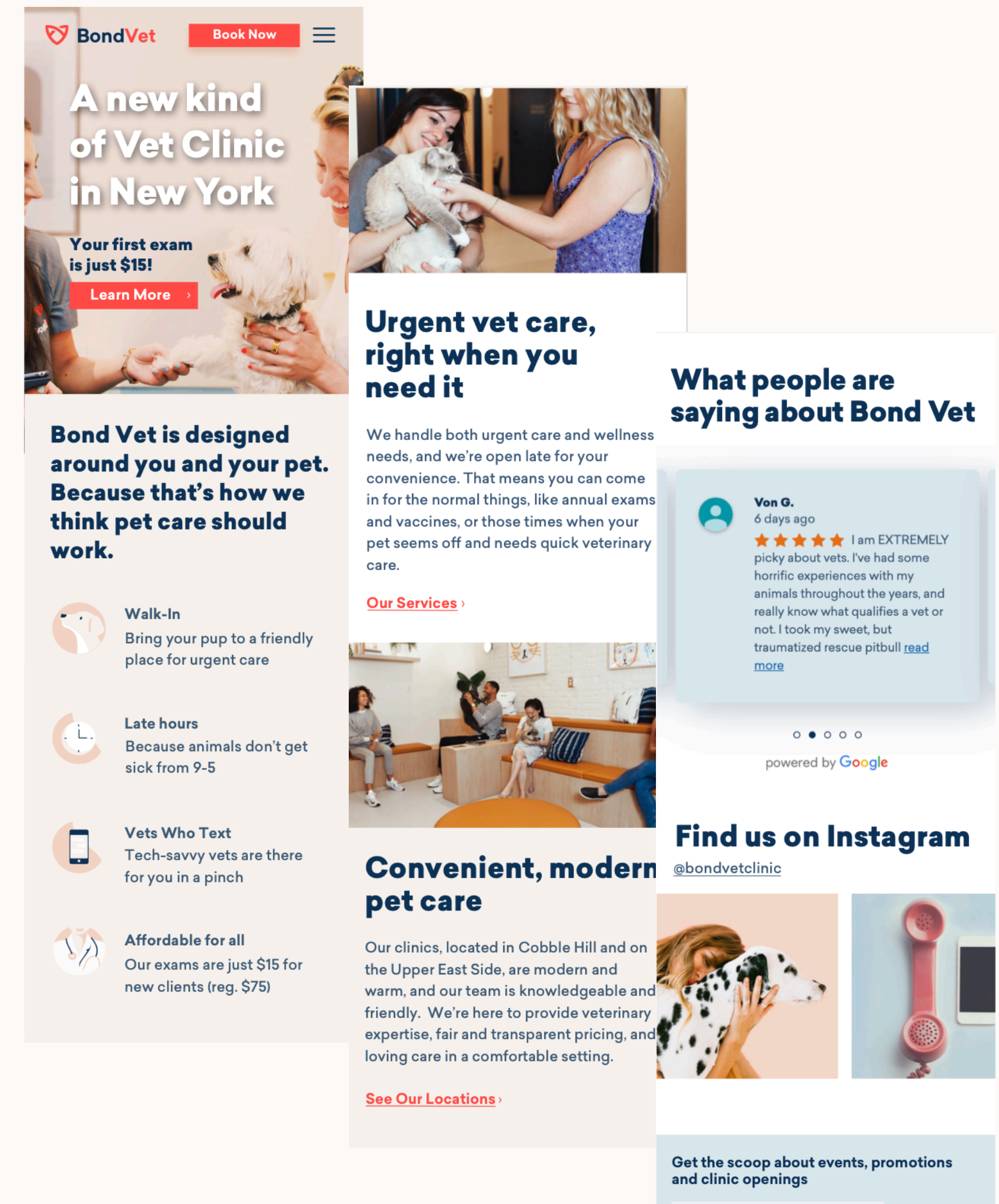
Services List Scroll

Redesign & Test

Home Page Design Changes

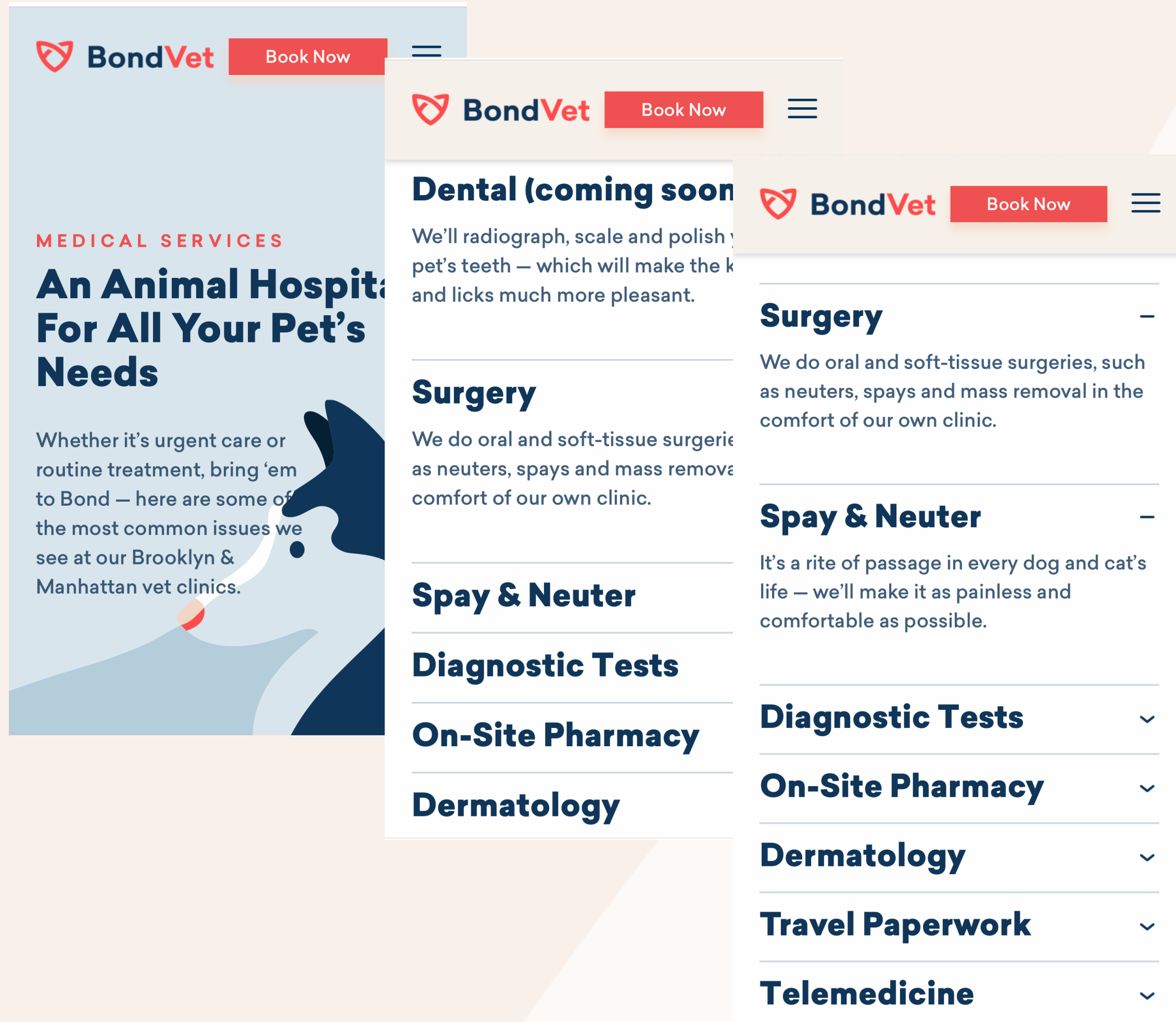


Old Home Page



Redesigned Home Page

Services Page Changes



BondVet Book Now

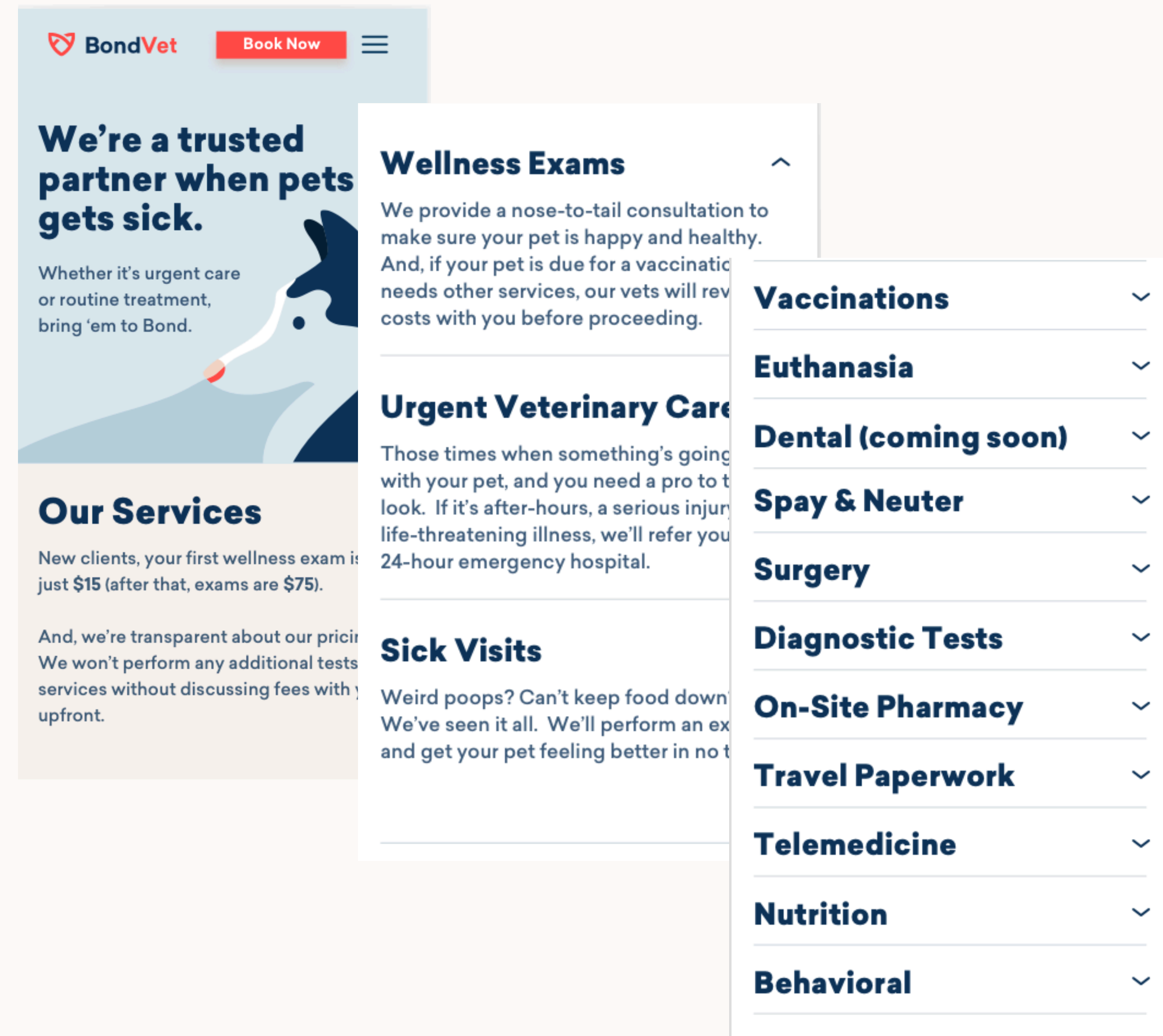
MEDICAL SERVICES

An Animal Hospital For All Your Pet's Needs

Whether it's urgent care or routine treatment, bring 'em to Bond — here are some of the most common issues we see at our Brooklyn & Manhattan vet clinics.

- Dental (coming soon)**
We'll radiograph, scale and polish your pet's teeth — which will make the kisses and licks much more pleasant.
- Surgery**
We do oral and soft-tissue surgeries, such as neuters, spays and mass removal in the comfort of our own clinic.
- Spay & Neuter**
It's a rite of passage in every dog and cat's life — we'll make it as painless and comfortable as possible.
- Diagnostic Tests**
- On-Site Pharmacy**
- Dermatology**

Old Services Page



BondVet Book Now

We're a trusted partner when pets gets sick.

Whether it's urgent care or routine treatment, bring 'em to Bond.

Our Services

New clients, your first wellness exam is just \$15 (after that, exams are \$75).

And, we're transparent about our pricing. We won't perform any additional tests or services without discussing fees with you upfront.

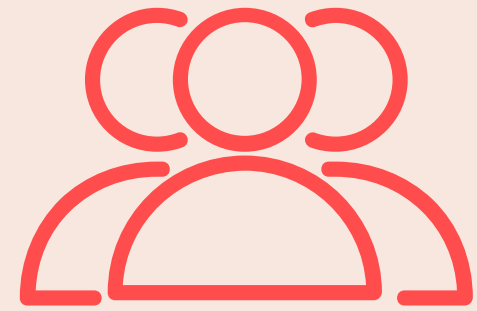
- Wellness Exams**
We provide a nose-to-tail consultation to make sure your pet is happy and healthy. And, if your pet is due for a vaccination, we'll discuss other services, our vets will review costs with you before proceeding.
- Urgent Veterinary Care**
Those times when something's going wrong with your pet, and you need a pro to take a look. If it's after-hours, a serious injury or life-threatening illness, we'll refer you to a 24-hour emergency hospital.
- Sick Visits**
Weird poops? Can't keep food down? We've seen it all. We'll perform an exam and get your pet feeling better in no time.
- Vaccinations**
- Euthanasia**
- Dental (coming soon)**
- Spay & Neuter**
- Surgery**
- Diagnostic Tests**
- On-Site Pharmacy**
- Travel Paperwork**
- Telemedicine**
- Nutrition**
- Behavioral**

Redesigned Services Page

Clickable Prototype

<https://bondvet.invisionapp.com/console/share/E711AXOMC3>

Testing Redesigned Website Usability



Participant Info:

- Tested 6 people
- Ages 23 - 56
- 4 dog owners, 2 cat owners
- 6/6 said **location** was most important to them when looking for a vet



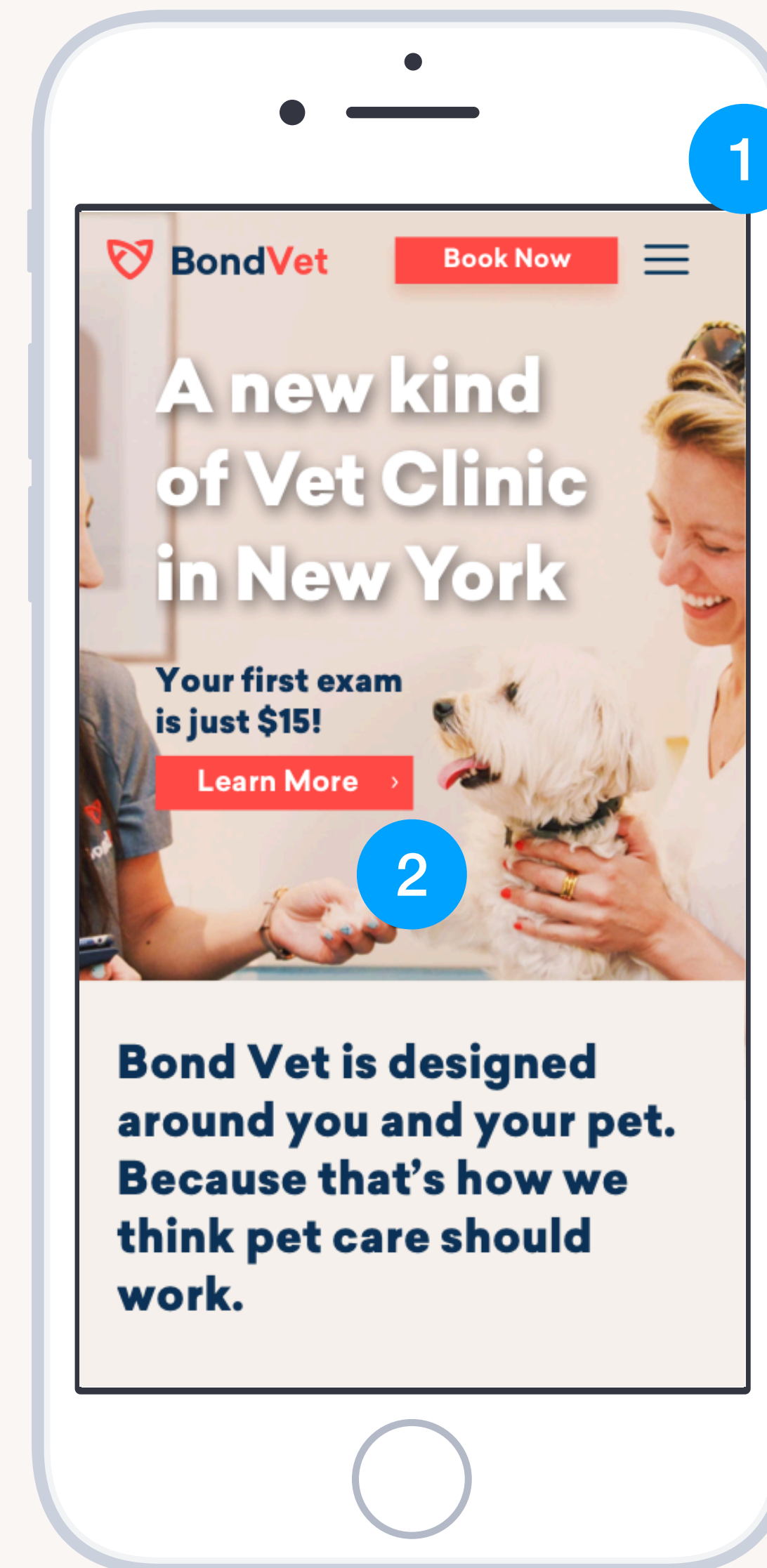
Scenario & Task

- **Scenario:** You are looking for a new vet clinic to take your pet to and want to make sure it's the right fit.
- **Task:** Explore the Bond Vet website and find out about what they do and anything else you would want to know before making an appointment.

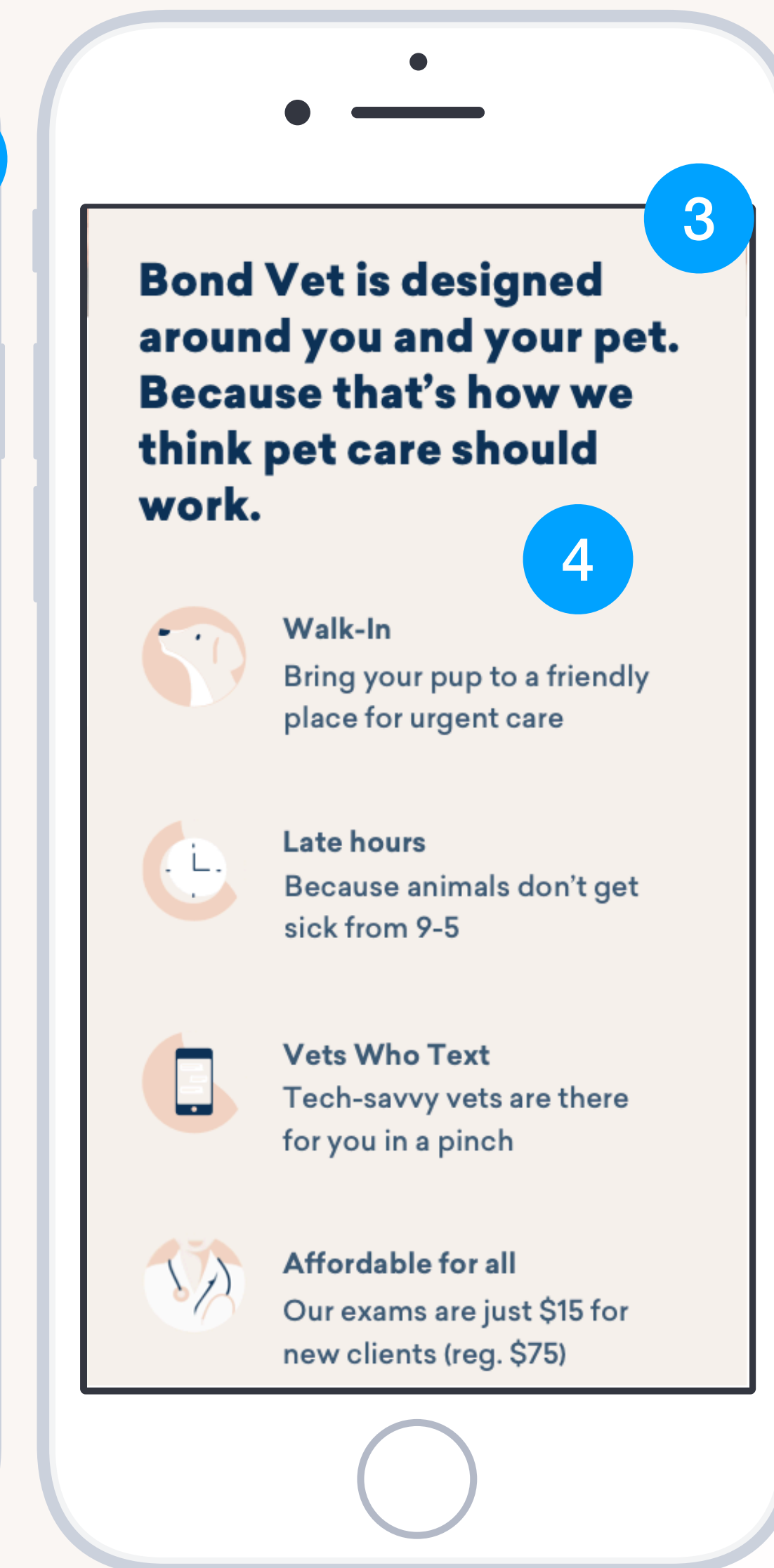
Results From Usability Testing Round 2

Homepage:

- 1 4/6 users' first click, was to the **menu** followed by the **Services** page.
- 2 6/6 users expected the **Learn More** button to take them to a page with **info on that exam**.
- 3 3/6 users wondered **how Bond Vet is a new kind of vet clinic** and **what is designed around them** and their pet, after reading copy on header.
- 4 6/6 users expressed **excitement** over the info in the **We're Different Section**



Updated Home Page



Updated We're Different Section

Recommendations

Homepage:

- Change “new kind of vet clinic” copy.
- Link “Learn More” button to Services page instead of Clinics Page
- Consider changing “designed around you and your pet” copy to avoid confusion.

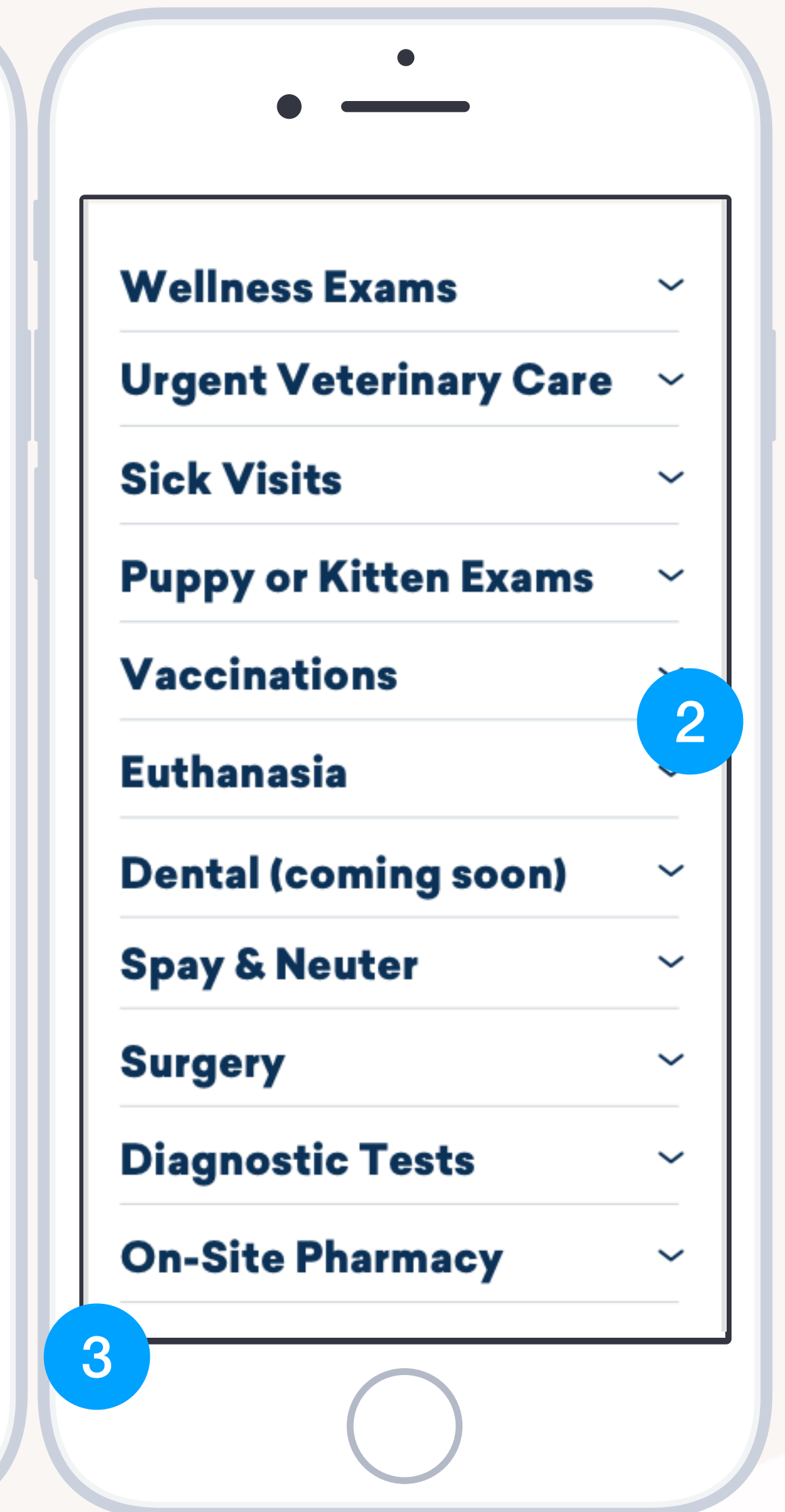
Results From Usability Testing Round 2

Services Page

- 1 **5/6** users **read service descriptions** & enjoyed that they were **clear & concise**
- 2 **3/6** users were **shocked** to see **Euthanasia** so high up in the menu.
- 3 **3/6** users were looking for info on **insurance and payment** options.



Services List Expanded

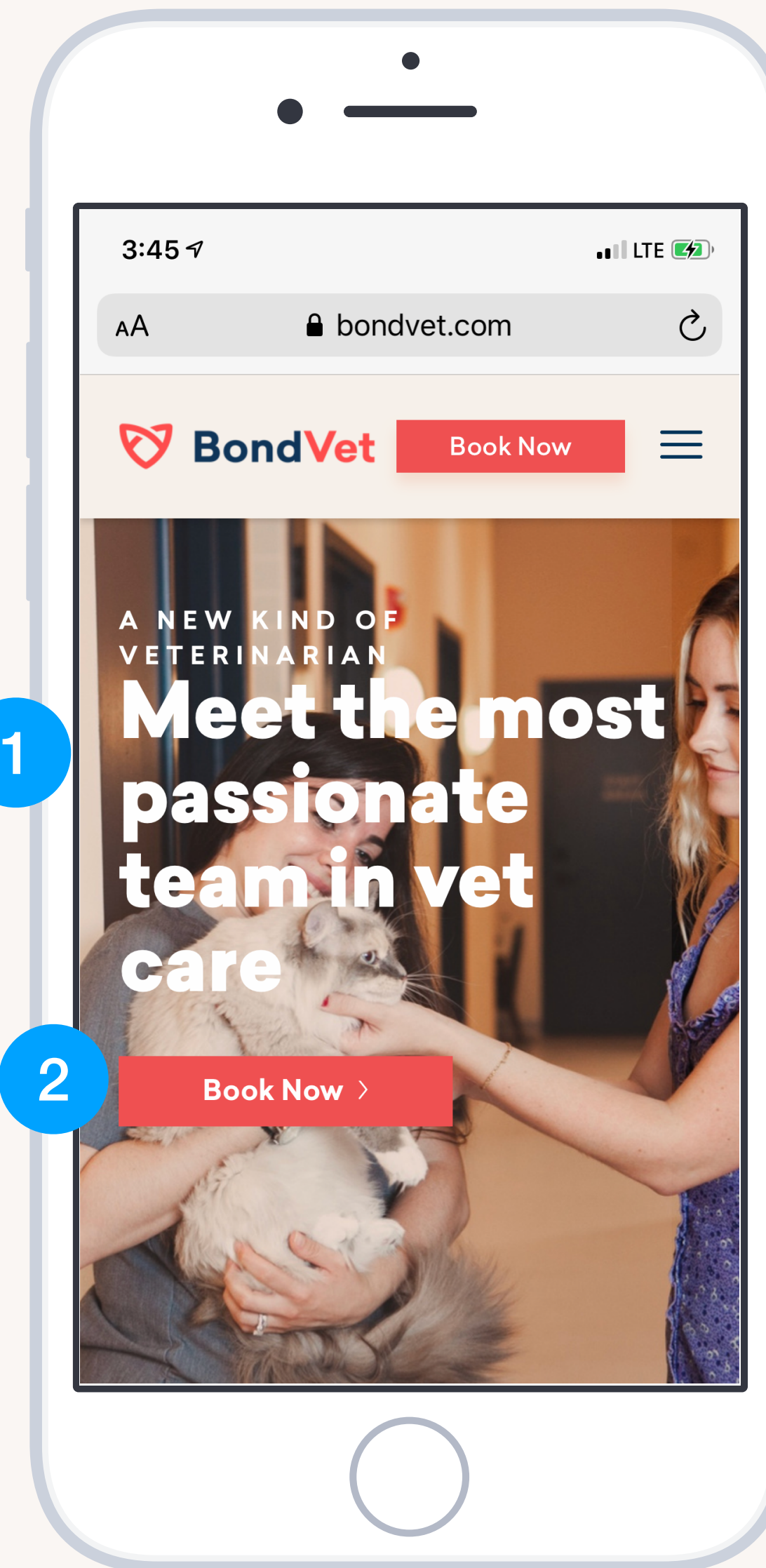


About Us Page

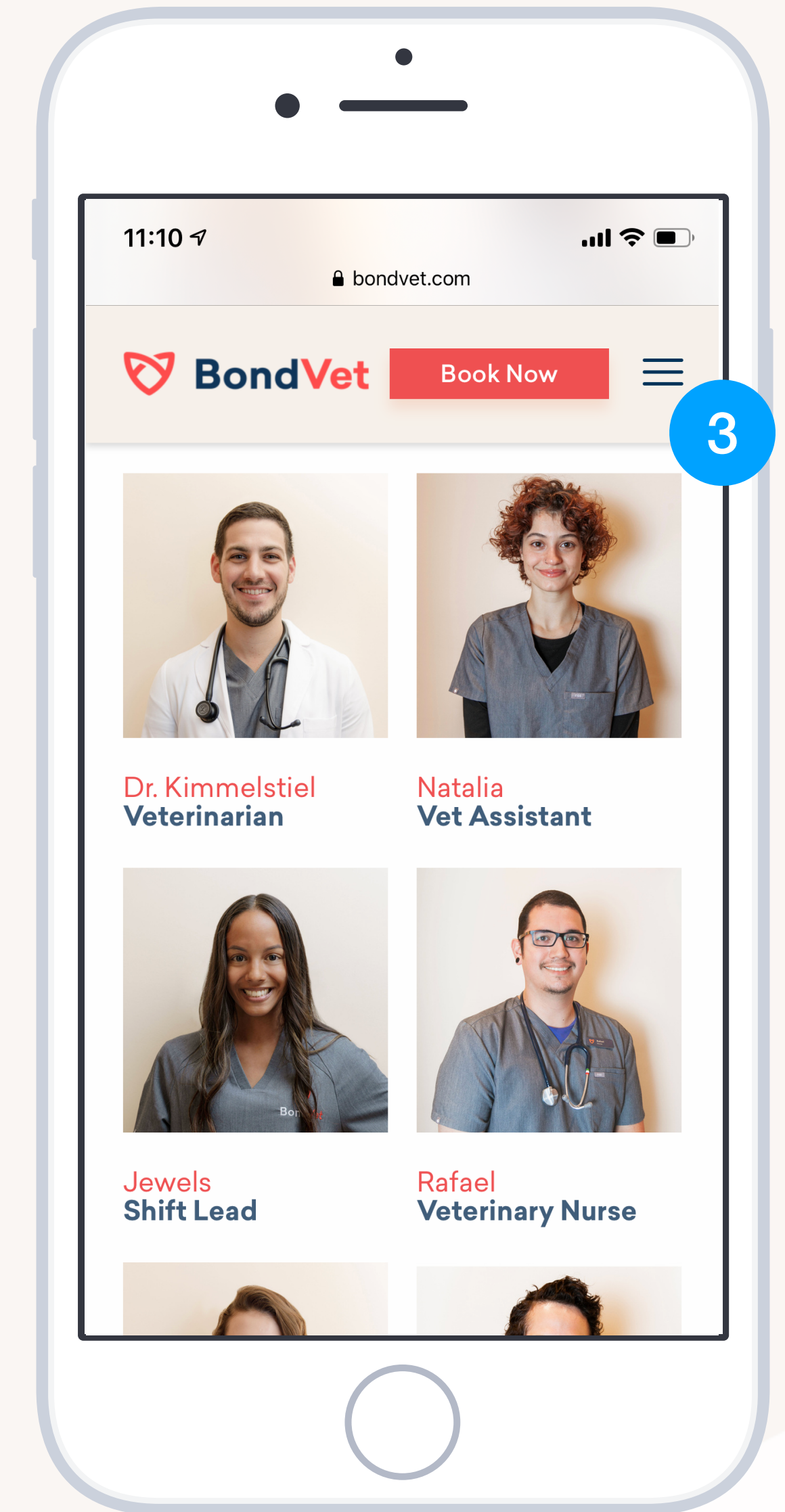
Results From Usability Testing Round 2

About Us Page

- 1 **4/6** users mentioned the **copy** on the **hero image** is **hard to read**.
- 2 **3/6** users said they **didn't expect to see the Book Now button** right up front on a page about meeting the team.
- 3 **4/6** users mentioned that seeing **photos & bios of the doctors & staff** made them **feel more at ease and trusting of vets**.



About Us Page



Meet the Team Section

Recommendations

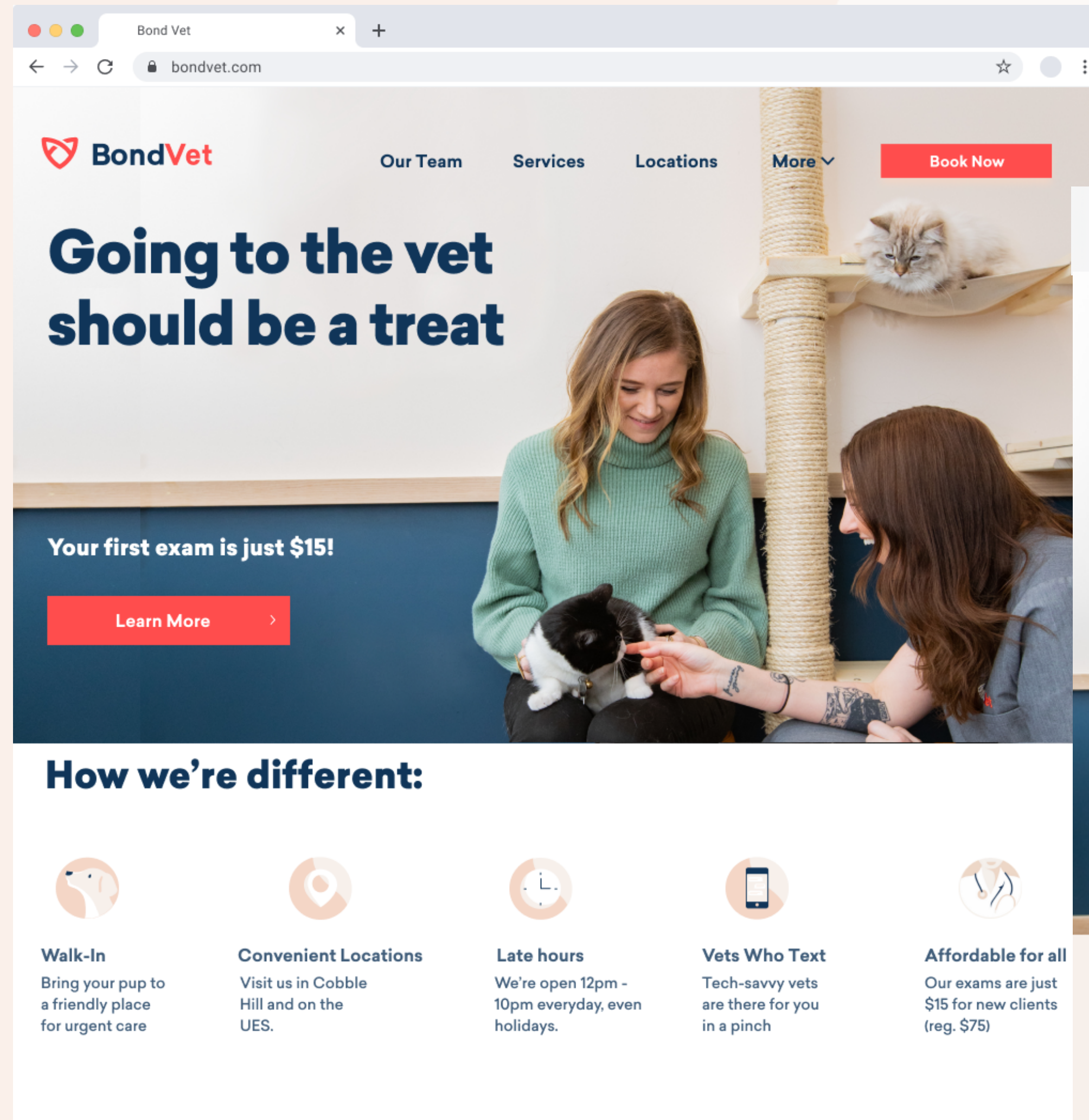
Services:

- Move Euthanasia to be last in menu.
- Add section on accepted insurance plans and payment methods.

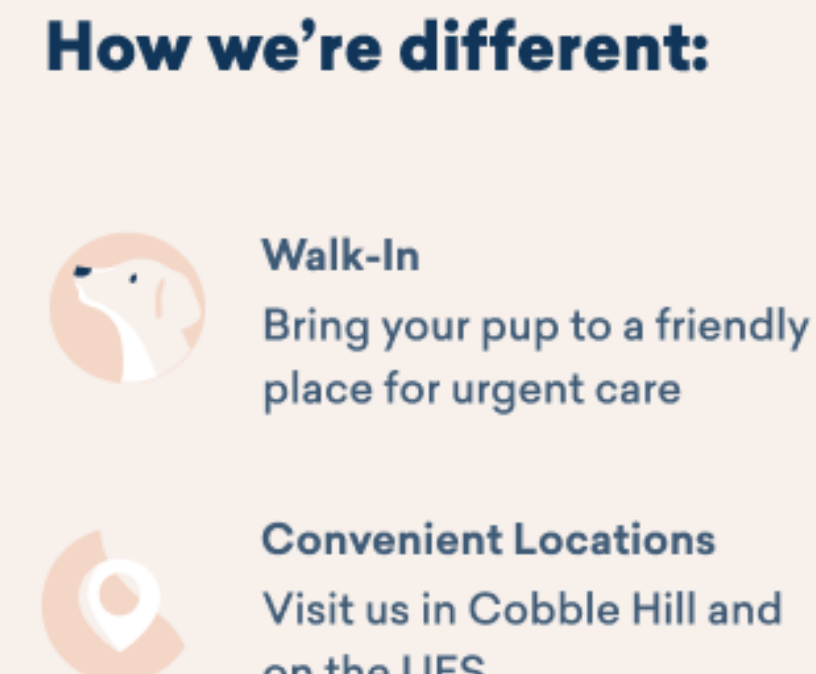
About Us:

- Remove Book Now button from header.
- Change hero image or edit copy to make easier to read

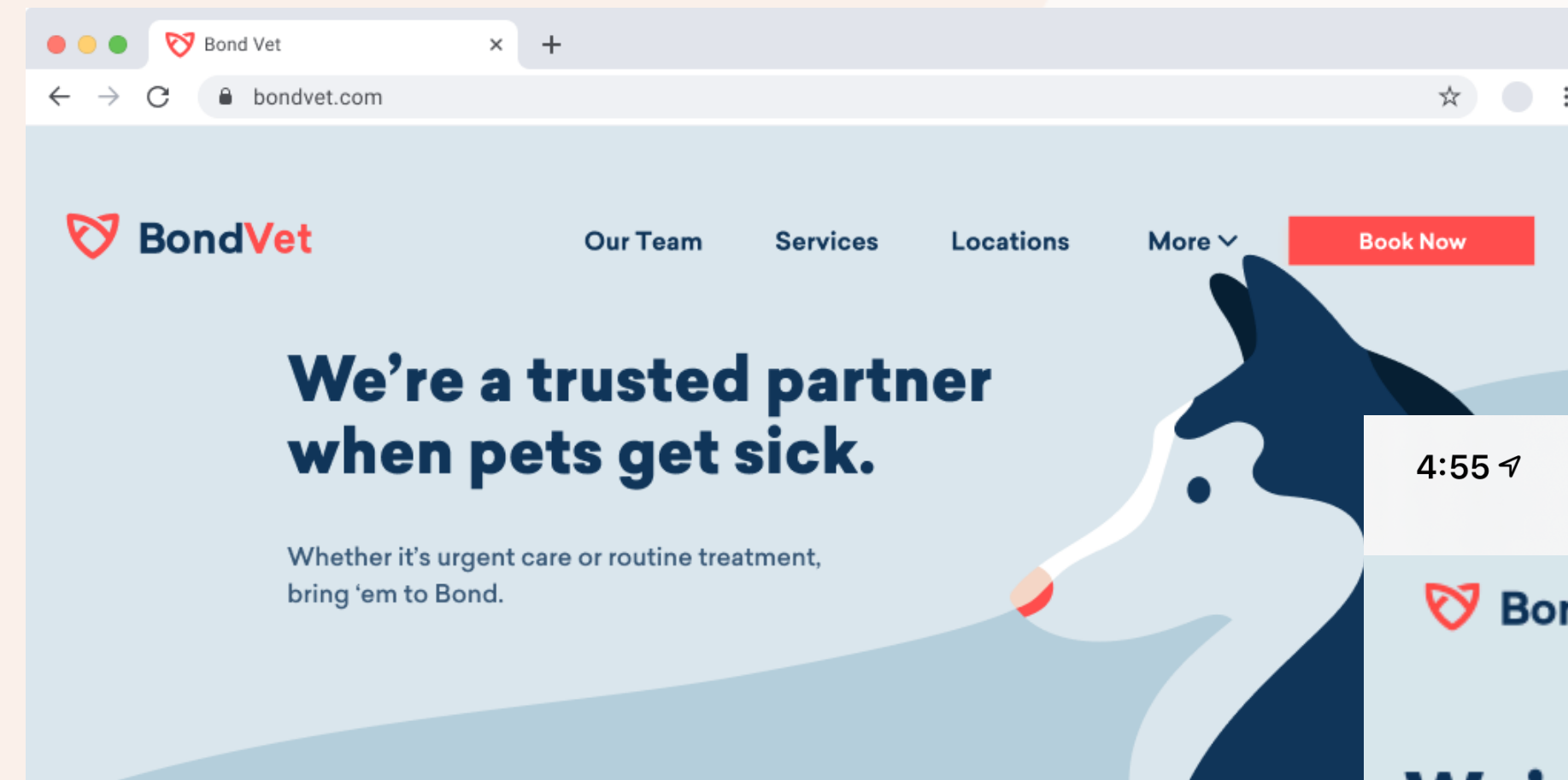
Responsive Design Updates - Home Page



**Urgent vet care,
right when you
need it**



Responsive Design Updates - Services Page



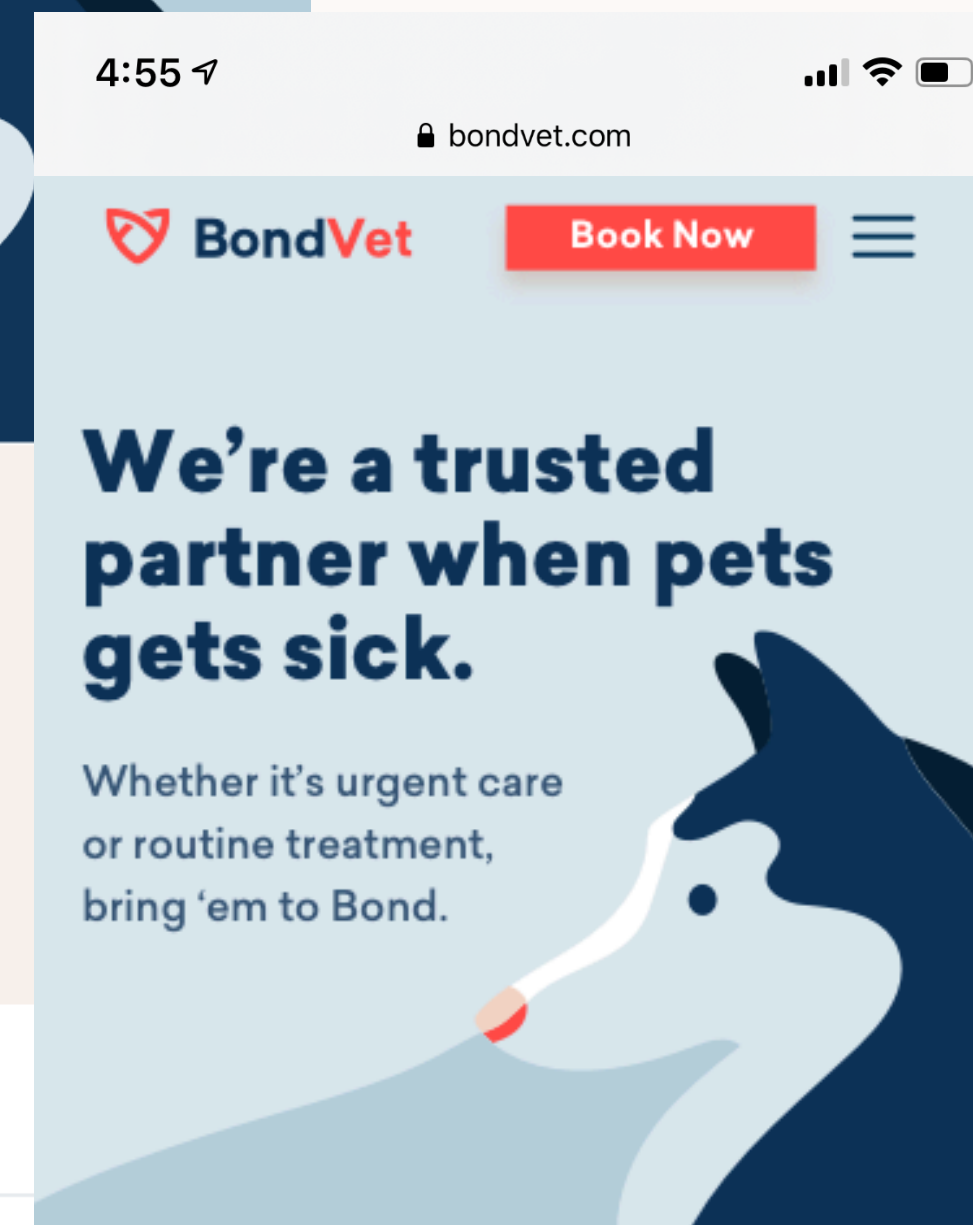
Our Services

New clients, your first exam is just \$15 (after that, exams are \$75).

And, we're transparent about our pricing. We won't perform any additional tests or services without discussing fees with you upfront.

- Wellness Exams
- Urgent Veterinary Care
- Sick Visits
- Puppy or Kitten Exams
- Vaccinations
- Dental (coming soon)
- Spay & Neuter
- Surgery

- Diagnostic Tests
- On-Site Pharmacy
- Travel Paperwork
- Telemedicine
- Nutrition
- Behavioral
- Euthanasia



Our Services

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Next Steps

- Collaborate with developer to implement changes
- Monitor Google Analytics & Hotjar to track conversion improvements
- Test & Redesign booking flow
- Meet with clinic staff to understand in-clinic processes and how the website could help make them more efficient