

# 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** 



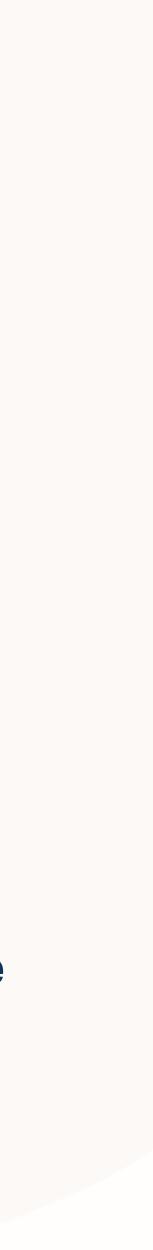
## Analytics Review Goals (Dec 2019 - Jan 2020)

## **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**

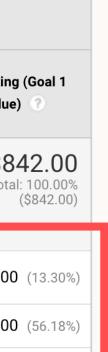
### **Google Analytics**

- 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 ⑦	Booking (Goal 1 Conversion Rate)	Booking (Goal 1 Completions)	Booking Value
		<b>67,092</b> % of Total: 100.00% (67,092)	69.57% Avg for View: 69.56% (0.03%)	<b>46,679</b> % of Total: 100.03% (46,666)	<b>77.65%</b> Avg for View: 77.65% (0.00%)	<b>1.52</b> Avg for View: 1.52	00:00:51 Avg for View: 00:00:51 (0.00%)	<b>1.25%</b> Avg for View: 1.25%	842 % of Total: 100.00% (842)	\$84 % of Total
						(0.00%)		(0.00%)		
1. /c/upper-east-side-animal-h	ospita д	25,929 (38.65%)	70.90%	18,383 (39.38%)	85.76%	1.25	00:00:33	0.43%	<b>112</b> (13.30%)	\$112.00
2. /	Ð	18,989 (28.30%)	49.53%	<b>9,406</b> (20.15%)	61.14%	2.01	00:01:31	2.49%	<b>473</b> (56.18%)	\$473.00

#### Most Viewed Pages

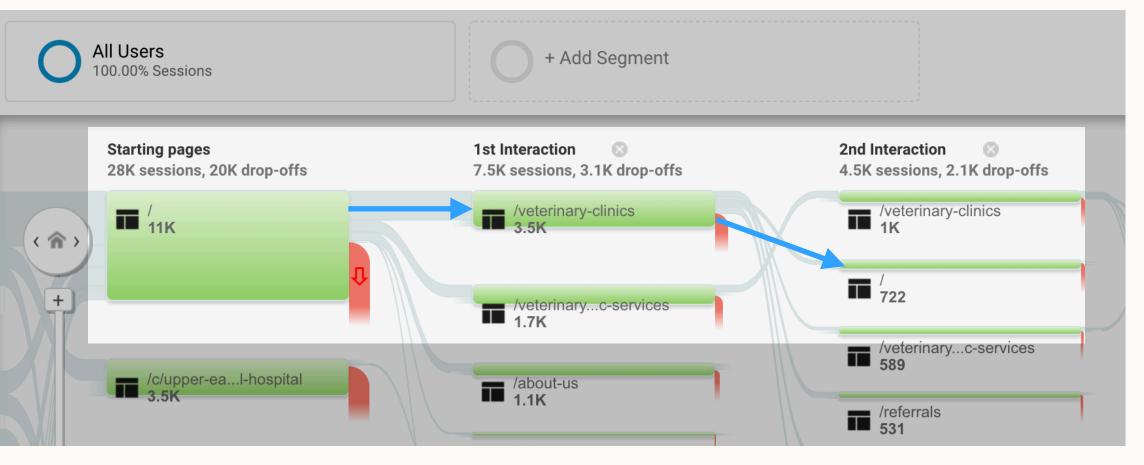




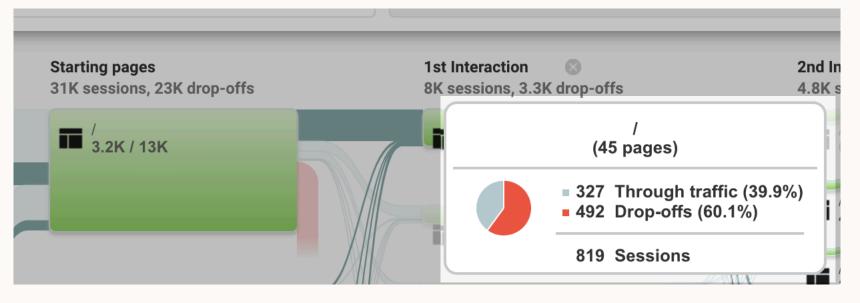
# **Analytics Review**

### **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**



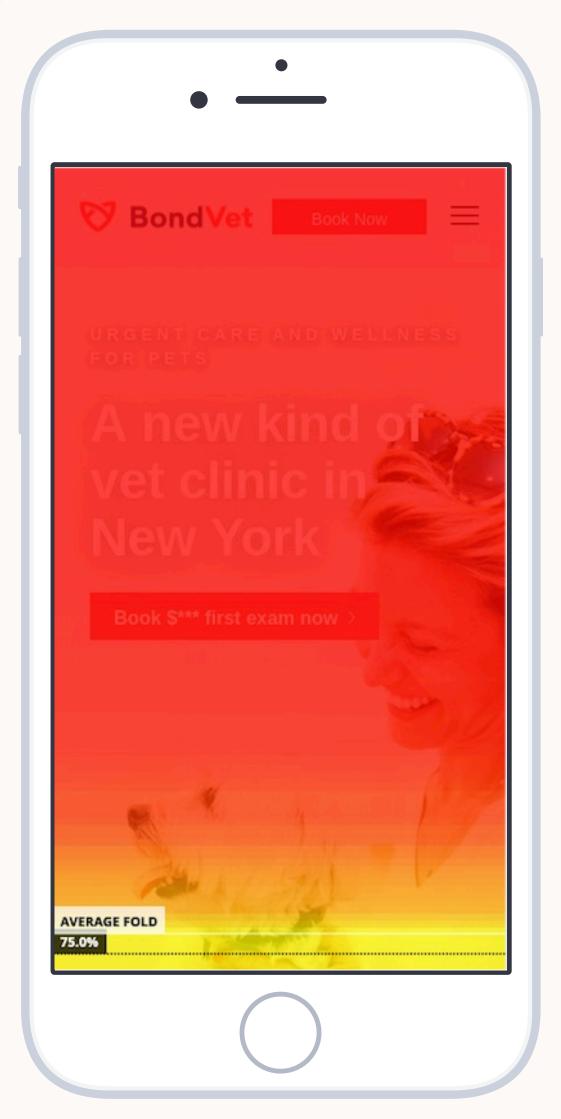
Home to Clinics Page Behavior Details

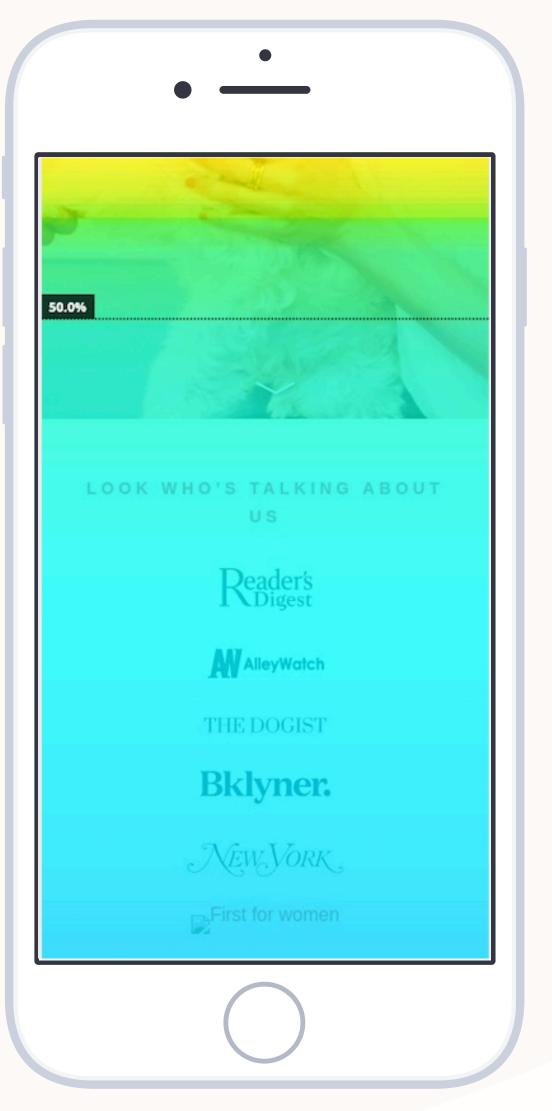


## **Analytics Review**

### 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



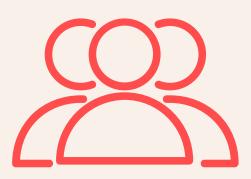


Home Page

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



- 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: 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



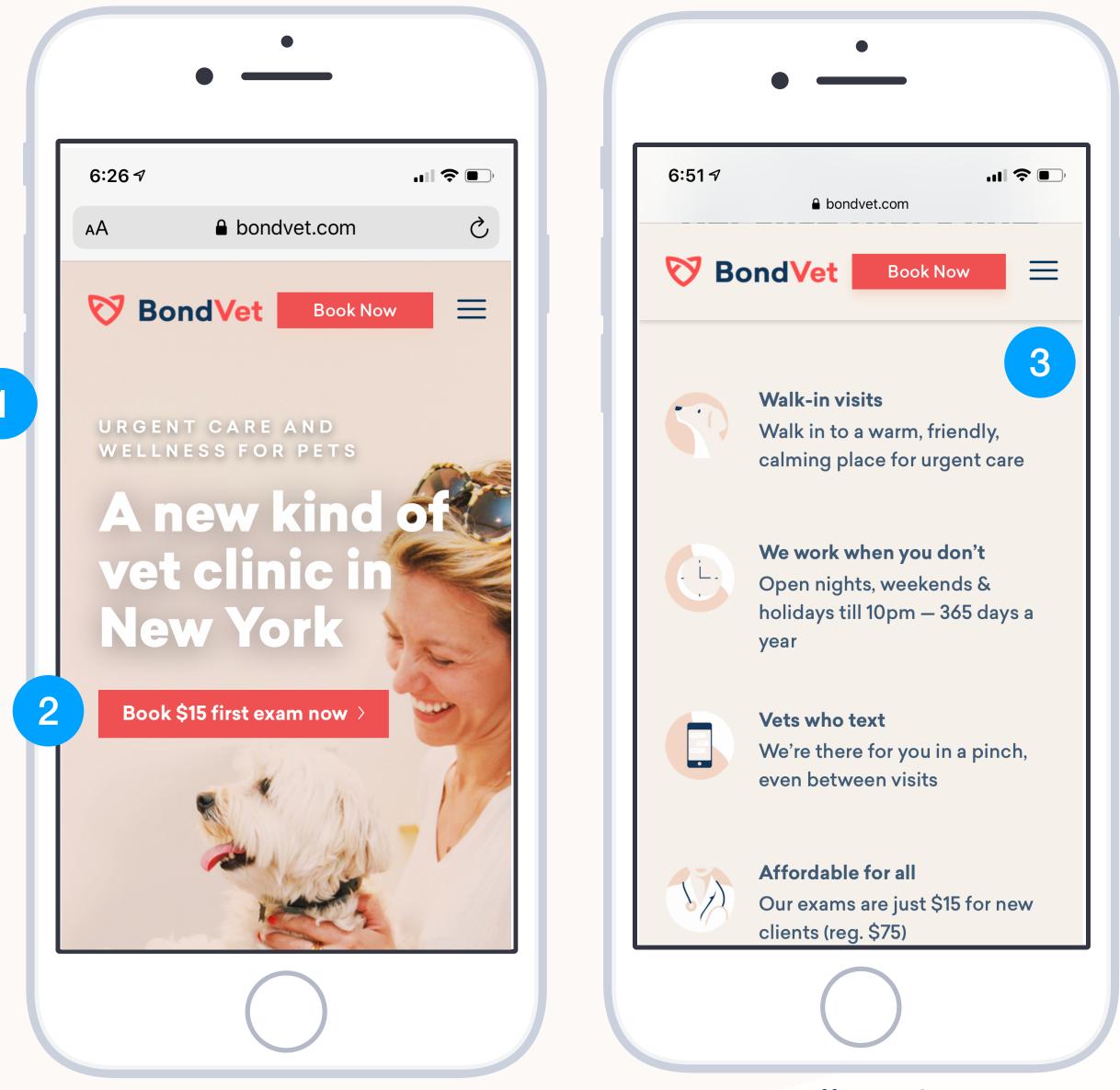


While 6/6 users completed the task of learning about what Bond Vet does, **some users encountered some moderate issues.** 

### 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



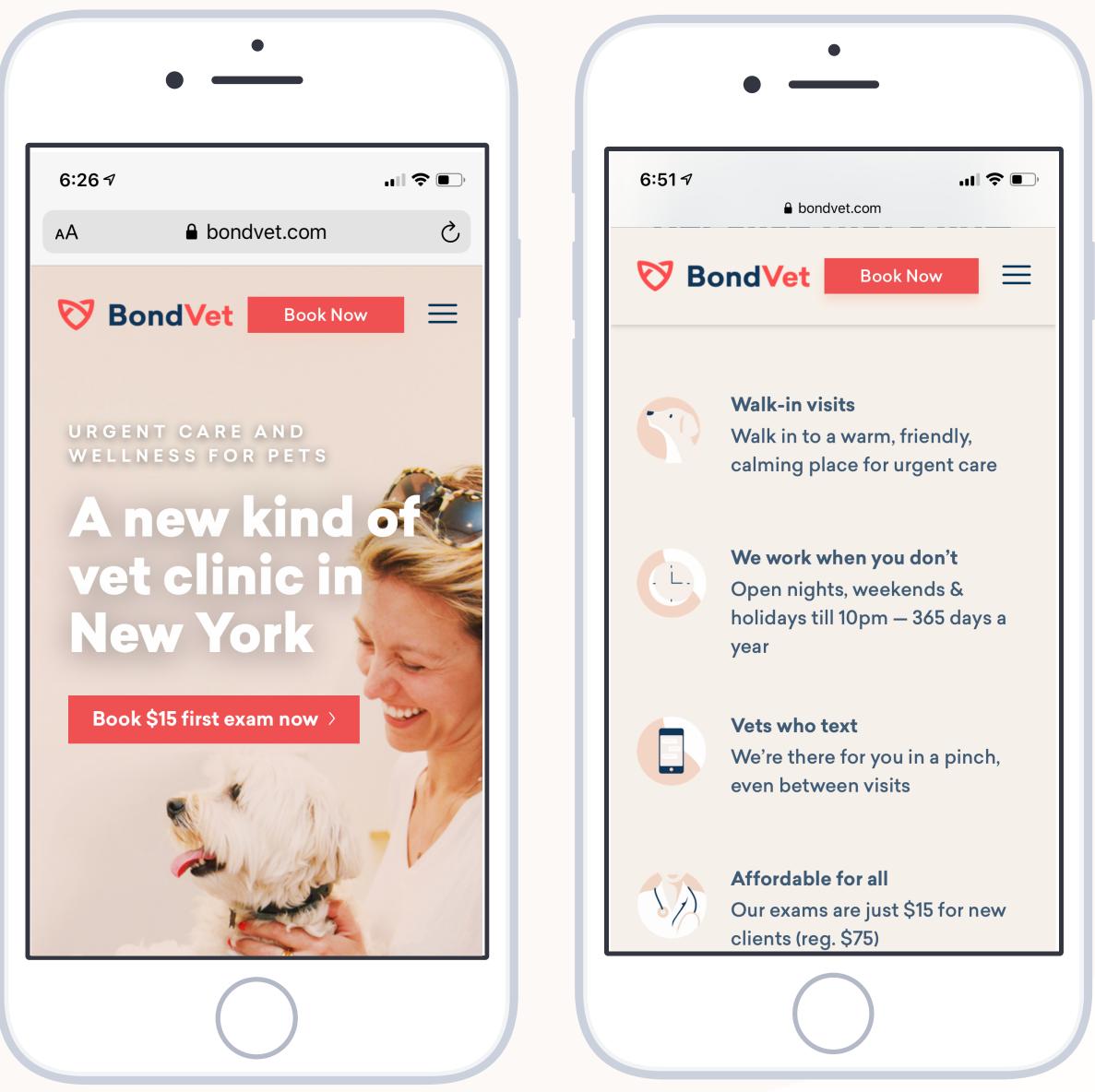
Home Page

We're Different Section



### 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



2

### Services Page Key Insights:

- 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

5:00 √ ₽ bond	lvet.com	<b> 🕈 </b>
<b>♡</b> BondVet	Book Now	≡

#### **Urgent Veterinary Care** -

Those times when something's going on with your pet, and you need a pro to take a look. If it's after-hours, we'll refer you to a nearby 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.

#### Puppy or Kitten Exams

Start off on the right foot, er, paw. Our comprehensive puppy and kitten exams ensure you and your new pet are ready to take on the world

(	• —	•	
	<b>4:55 </b> ⊅ ● bon	dvet.com	''I S
	<b>⊘</b> BondVet	Book Now	

#### 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

**Diagnostic Tests** 

#### **On-Site Pharmacy**

Services List Scroll

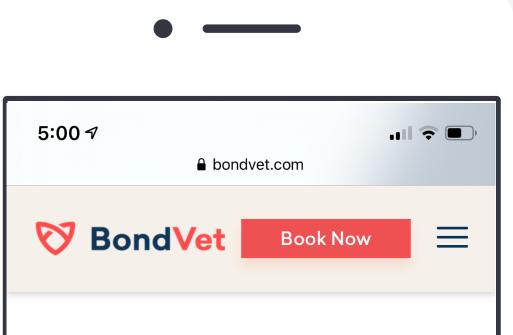
#### Services Page





### **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.")



#### **Urgent Veterinary Care** -

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**Diagnostic Tests** 

#### **On-Site Pharmacy**

Services List Scroll

#### Services Page





# Redesign & Test

### **BondVet**

RGENT CARE AND WELLNESS OR PETS

Book Now

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BondVet

### new kind of et clinic in lew York

Book \$15 first exam now

LOOK WHO'S TALKING ABOUT U

Reader's

AlleyWatch

THE DOGIST

Bklyner.

NewYork

First

around you and your pet. Because that's how we think pet care should work.

WE'RE DIFFERENT

**Bond Vet is designed** 



We work when you don't Open nights, weekends & till 10pm – 365 days a yea



Vets who text We're there for you in a p between visits

Affordable for all Our exams are just \$15 fo clients (reg. \$75)

#### WHAT WE DO

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

We handle both urgent care and wellness needs, and we're open late for your convenience. That means you can come in for the normal things, like annual exams and vaccines, or those times when your pet seems off and needs quick veterinary care. Think: rashes, diarrhea, pale gums, coughing, crying, tremors, itchy skin, panting, fevers, vomiting, or anything else that makes you go, "Uh oh." Our Services >



"Every professional, from receptionist to the docto so gentle, caring, kind an communicative." – Lori

### What people are saying about Bond Vet Von G.

REVIEWS

6 days ago 🚖 🚖 🚖 🚖 I am EXTREMELY nicky about yets. I've had some

### Old Home Page

## Home Page Design Changes

🕅 BondVet

### **A new kind** of Vet Clinic n New York

Your first exam

Learn More

is just \$15!

Book Now 📃

Bond Vet is designed around you and your pet. Because that's how we think pet care should work.

Bring your pup to a friendly

Because animals don't get

Tech-savvy vets are there

Our exams are just \$15 for

new clients (reg. \$75)

place for urgent care

Walk-In

Late hours

sick from 9-5

Vets Who Text

for you in a pinch

Affordable for all



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

We handle both urgent care and wellness needs, and we're open late for your convenience. That means you can come in for the normal things, like annual exams and vaccines, or those times when your pet seems off and needs quick veterinary care.

Our Services



#### Convenient, modern <u>@bondvetclinic</u> pet care

Our clinics, located in Cobble Hill and on the Upper East Side, are modern and warm, and our team is knowledgeable and friendly. We're here to provide veterinary expertise, fair and transparent pricing, an loving care in a comfortable setting.

See Our Locations

#### What people are saying about Bond Vet



6 days ago 🚖 🚖 🚖 🌟 I am EXTREMELY picky about vets. I've had some horrific experiences with my animals throughout the years, and really know what qualifies a vet or not. I took my sweet, but traumatized rescue pitbull read <u>more</u>

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### Find us on Instagram





Get the scoop about events, promotions and clinic openings

#### **Redesigned Home Page**



**V** BondVet

## Services Page Changes

#### MEDICAL SERVICES

### **An Animal Hospit 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.

**V** BondVet

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**Book Now** 

Book Now

#### **Dental (coming soon**

We'll radiograph, scale and polish pet's teeth – which will make the k and licks much more pleasant.

#### Surgery

We do oral and soft-tissue surgerie as neuters, spays and mass remove comfort of our own clinic.

#### **Spay & Neuter**

#### **Diagnostic Tests**

**On-Site Pharmacy** 

#### Dermatology

**♡** BondVet

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**Book Now** 

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#### 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	~
<b>On-Site Pharmacy</b>	~
Dermatology	~
Travel Paperwork	~
Telemedicine	~

#### **Old Services Page**

**V** BondVet

 $\equiv$ 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 i just \$15 (after that, exams are \$75).

And, we're transparent about our pricir We won't perform any additional tests services without discussing fees with 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 vaccinatic needs other services, our vets will rev costs with you before proceeding.

#### **Urgent Veterinary Care**

Those times when something's going with your pet, and you need a pro to t look. If it's after-hours, a serious injur life-threatening illness, we'll refer you 24-hour emergency hospital.

#### **Sick Visits**

Weird poops? Can't keep food down We've seen it all. We'll perform an ex and get your pet feeling better in no t

### Vaccinations

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Euthanasia

Dental (coming soon)

**Spay & Neuter** 

Surgery

**Diagnostic Tests** 

**On-Site Pharmacy** 

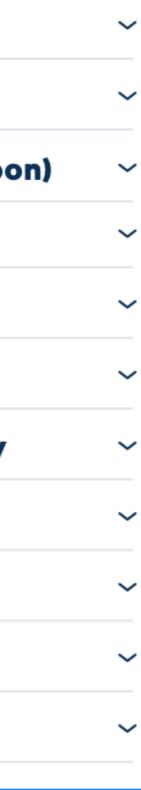
**Travel Paperwork** 

Telemedicine

Nutrition

**Behavioral** 

**Redesigned Services Page** 



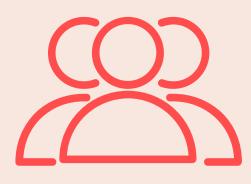


## **Clickable Prototype**

### 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



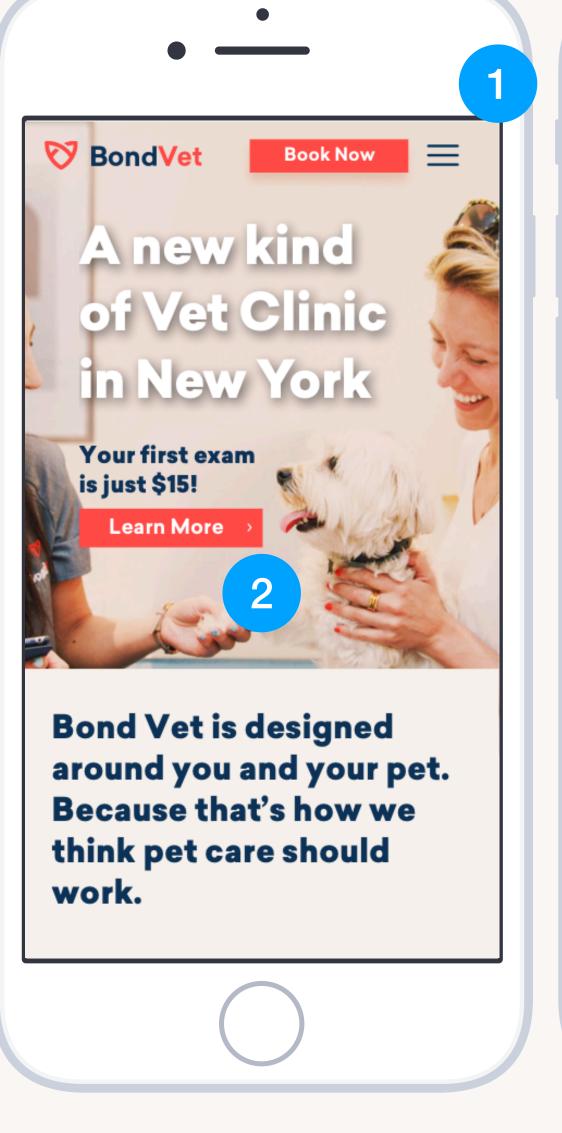
### Scenario & Task

- 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.



### Homepage:

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



**Bond Vet is designed** around you and your pet. Because that's how we think pet care should work.



Walk-In Bring your pup to a friendly place for urgent care

Late hours Because animals don't get sick from 9-5



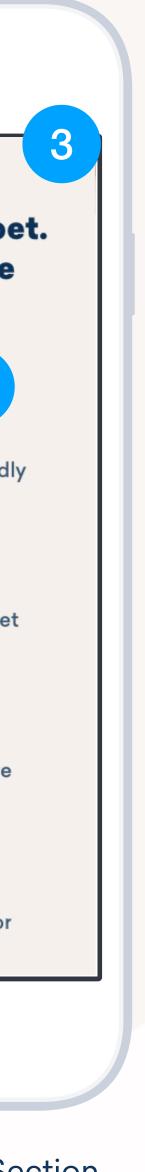
Vets Who Text Tech-savvy vets are there for you in a pinch



Affordable for all Our exams are just \$15 for new clients (reg. \$75)

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.



### **Services Page**



**5/6** users **read service descriptions** & enjoyed that they were **clear & concise** 



**3/6** users were **shocked** to see **Euthanasia** so high up in the menu.



**3/6** users were looking for info on **insurance and payment** options.

#### **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 or needs other services, our vets will review costs with you before proceeding.

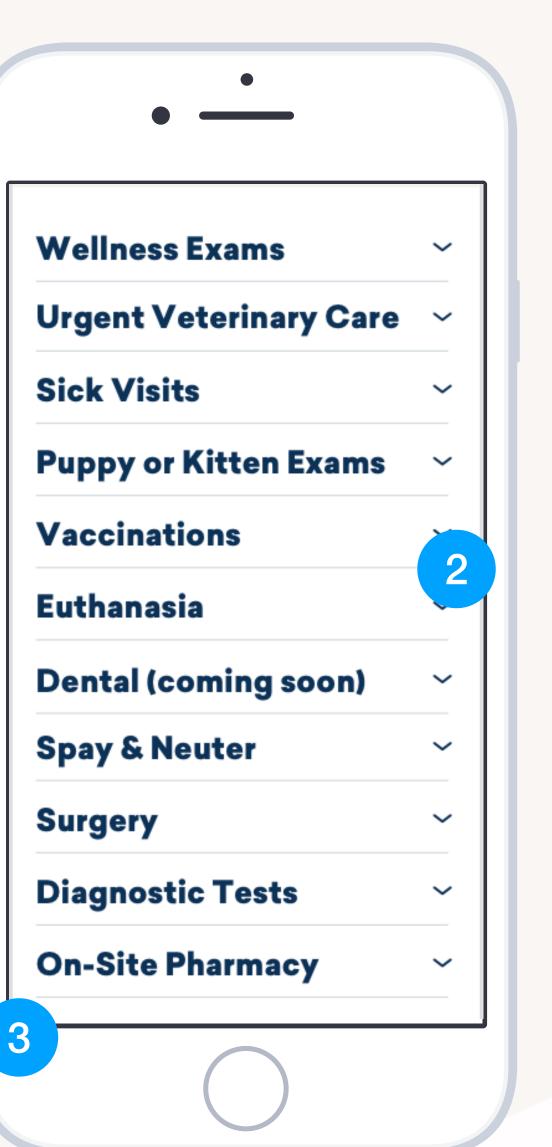
#### Urgent Veterinary Care ^

Those times when something's going on 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.

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Services List Expanded

About Us Page

1



### **About Us Page**



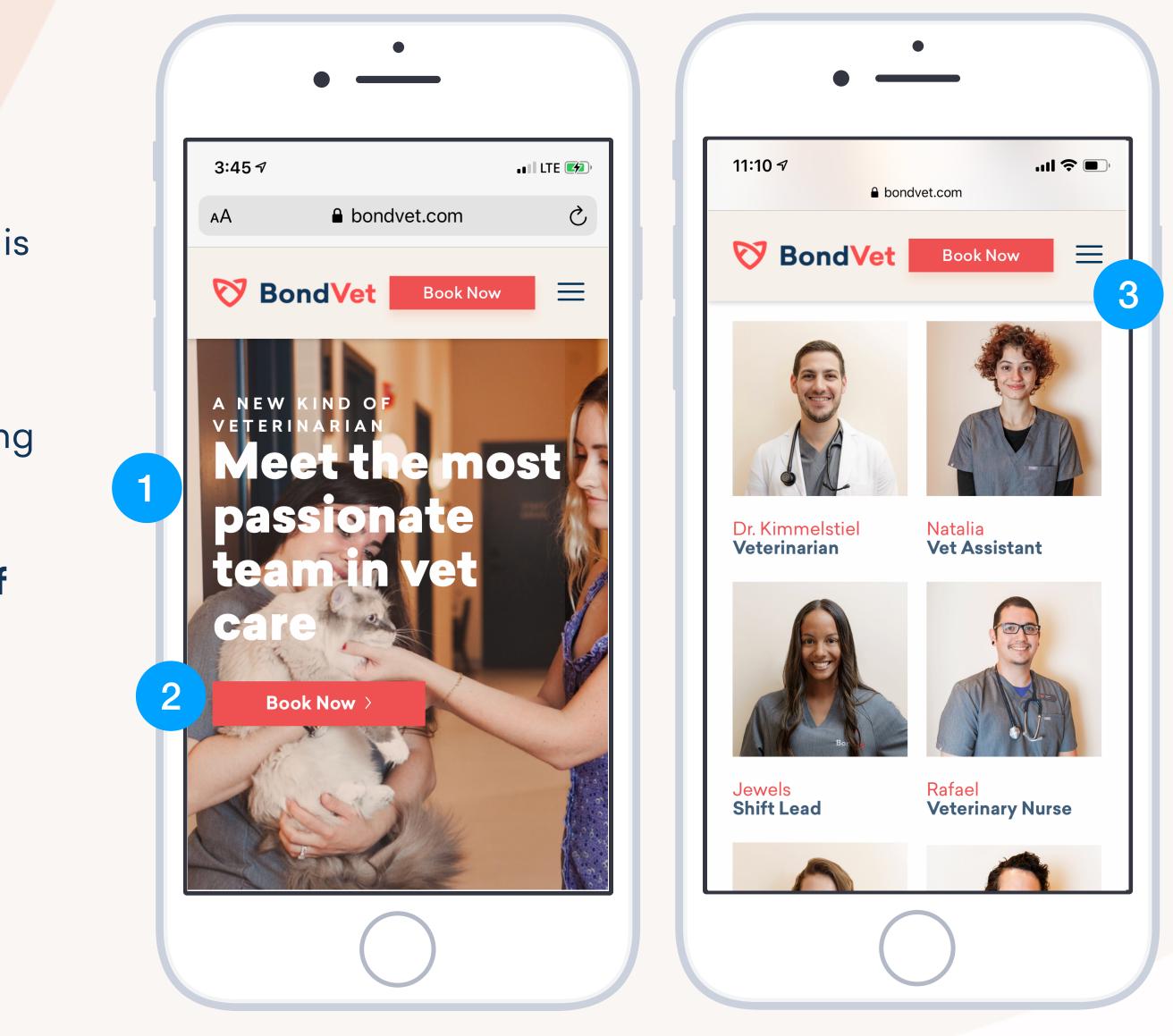
**4/6** users mentioned the **copy** on the **hero image** is **hard to read.** 



**3/6** users said they **didn't expect to see the Book Now button** right up front on a page about meeting the team.



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.

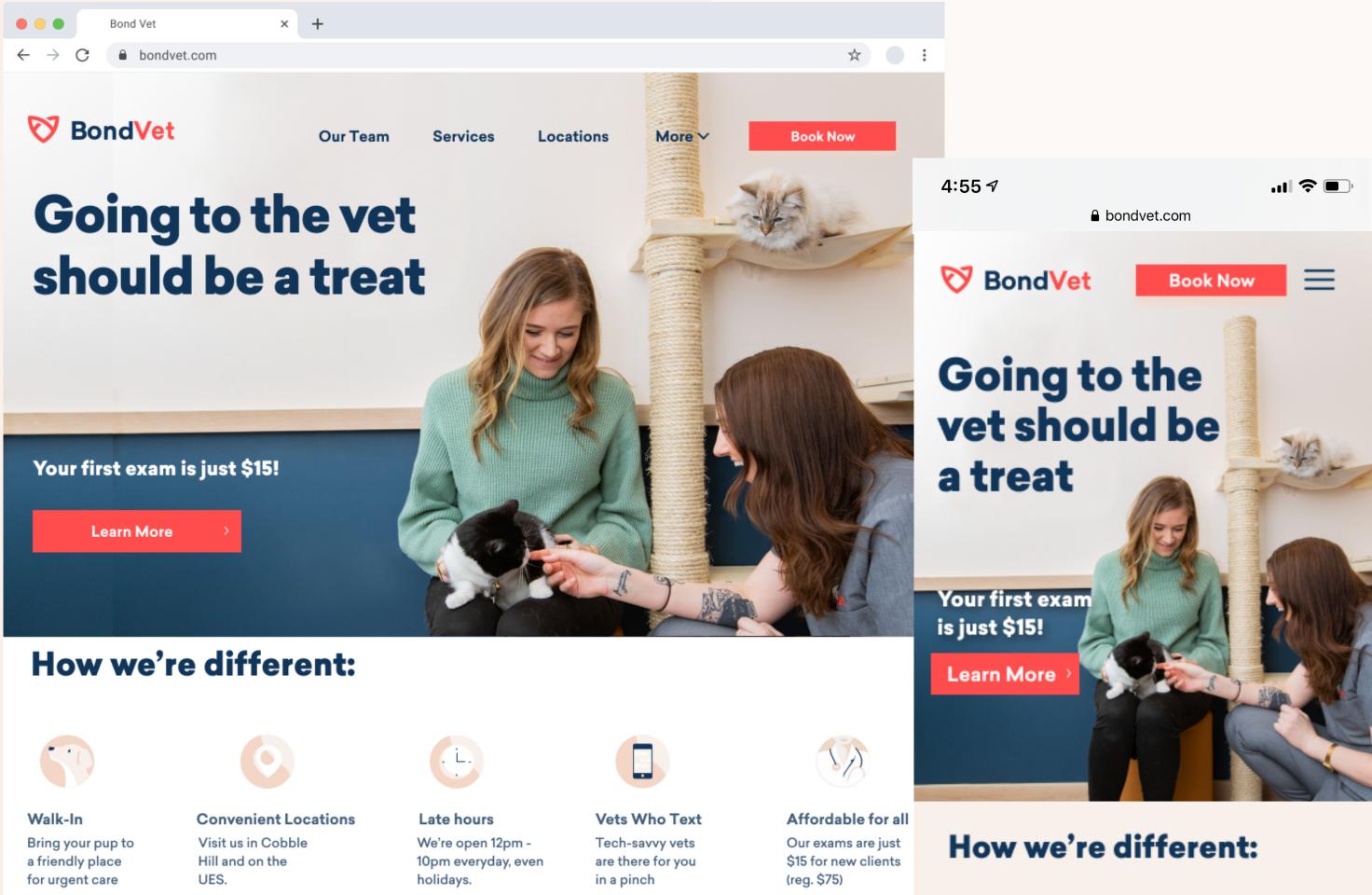
### **About Us:**

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

• Add section on accepted insurance plans and payment methods.



## **Responsive Design Updates - Home Page**













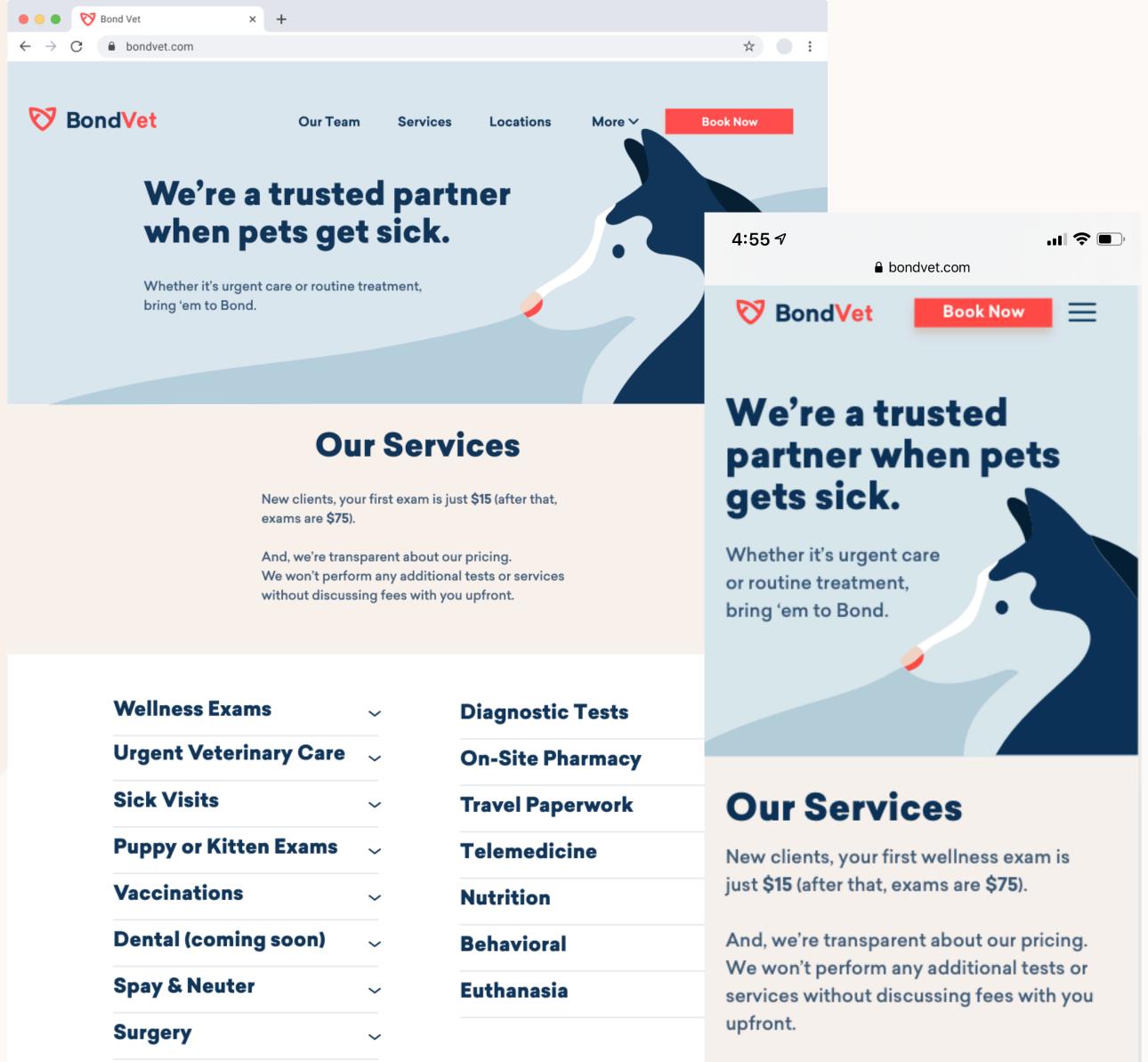
### **Urgent vet care**, right when you need it

Walk-In Bring your pup to a friendly place for urgent care

**Convenient Locations** Visit us in Cobble Hill and n the LIES



## **Responsive Design Updates - Services Page**



Vellness Exams	~	Diag
Jrgent Veterinary Care	~	On-
Bick Visits	~	Trav
Puppy or Kitten Exams	~	Tele
/accinations	~	Nutr
Dental (coming soon)	~	Beha
Spay & Neuter	~	Euth
Surgery	$\checkmark$	



# 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