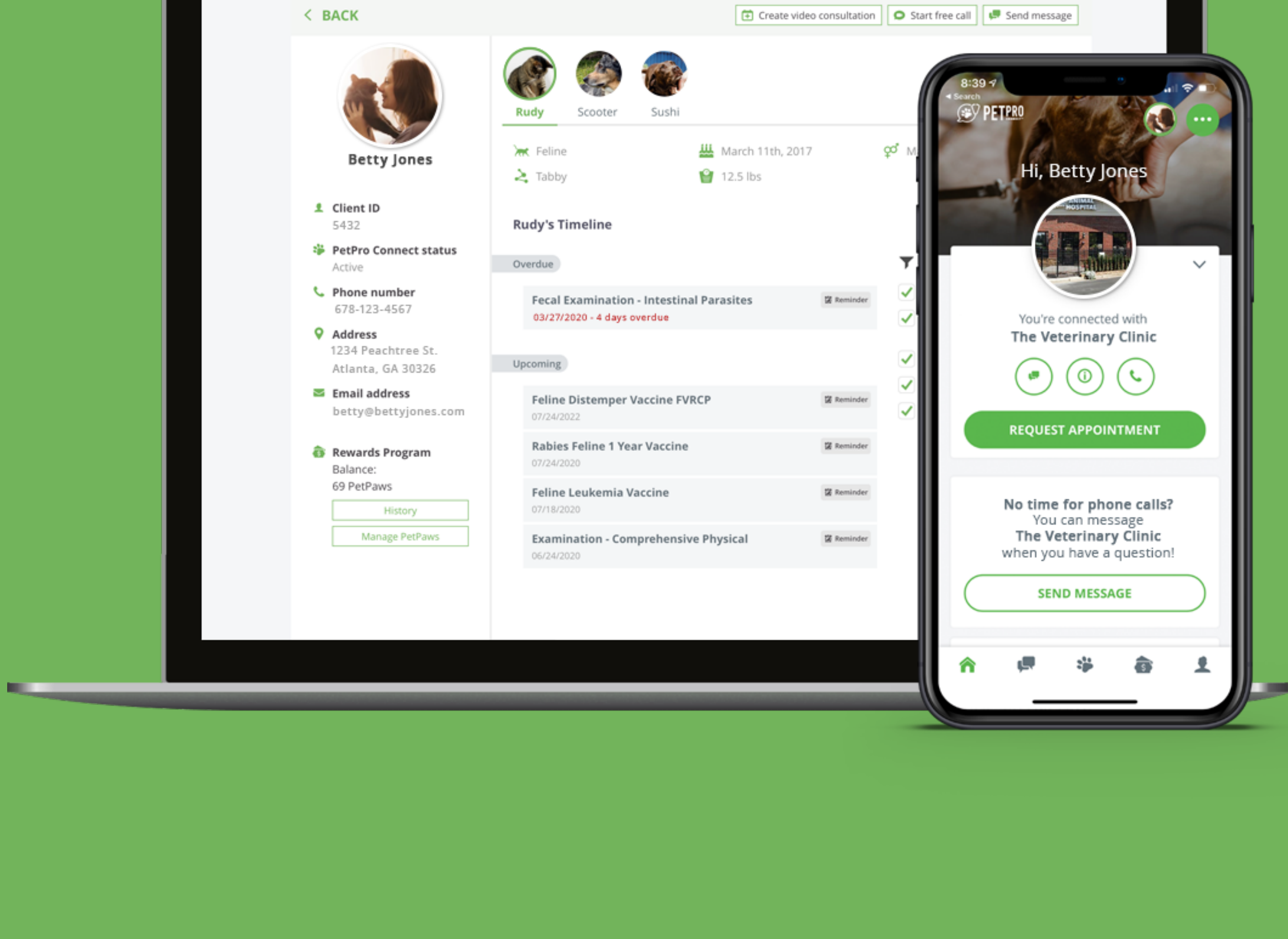


PetPro Connect platform

PetPro Connect is a digital platform by BI Animal Health, redefining pet care by seamlessly connecting veterinarians and pet owners. It offers simple access to advanced care through innovative services, fostering collaboration and information sharing between pet owners and veterinary staff. The goal is to provide a unique and unparalleled experience in caring for pets.



Business Goals

Successfully onboard 100 veterinary clinics to the PetPro Connect platform within a six-month timeframe.

Encourage and incentivize clinics to actively invite pet owners to join and engage with the platform.

Discovery Empathize

Improving User Experience
Focus on enhancing the overall user experience for both veterinarians and pet owners. Emphasize the importance of the clinic portal as a key component in the user acquisition process.

Admin Dashboard Creation
Introduce the need for an admin dashboard to facilitate clinic onboarding. Specify the goals of the admin dashboard, such as ease of use, efficient data entry, and minimal developer involvement.

Prototpersonas



More Information

Age: 38 Education: Commerce
Status: Married Location: Suburban
with two children area

About

Dr. Sarah, a Veterinary Doctor with over 10 years of experience, is dedicated to animal welfare, emphasizing continuous learning and patient care.

Goals

- Efficiently manage patient care.
- Stay updated on the latest in veterinary medicine.

Painpoints

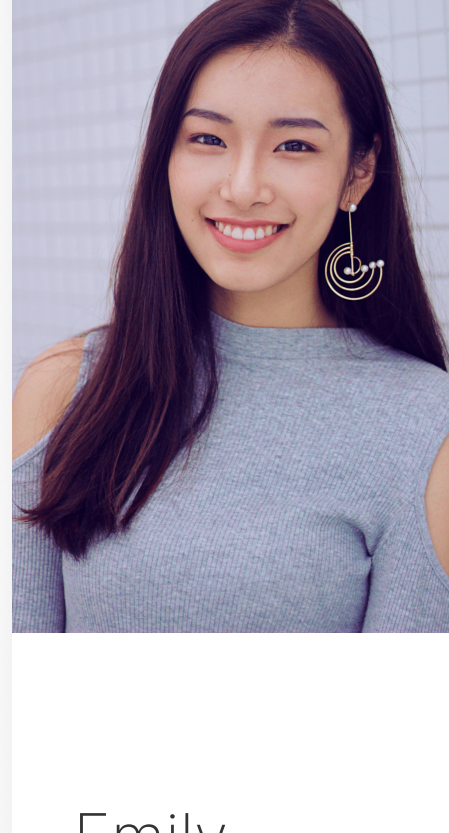
- Limited time for admin tasks and challenges in quick access to patient information during consultations.

Reason to Use PetPro:

- Optimize patient care and access pet health records. Stay current with PetPro's educational resources on veterinary practices.

Dr. Sarah Thompson

Vet at the Clinic



More Information

Age: 30 Education: Bachelor's in Business Administration
Status: Single Location: Urban area

About

Emily, with a Bachelor's in Business Administration, is an organized and friendly receptionist. With 5 years of experience, she excels in multitasking and creating a positive client experience.

Goals

- Ensure seamless appointment scheduling.
- Create a welcoming and organized clinic environment.

Painpoints

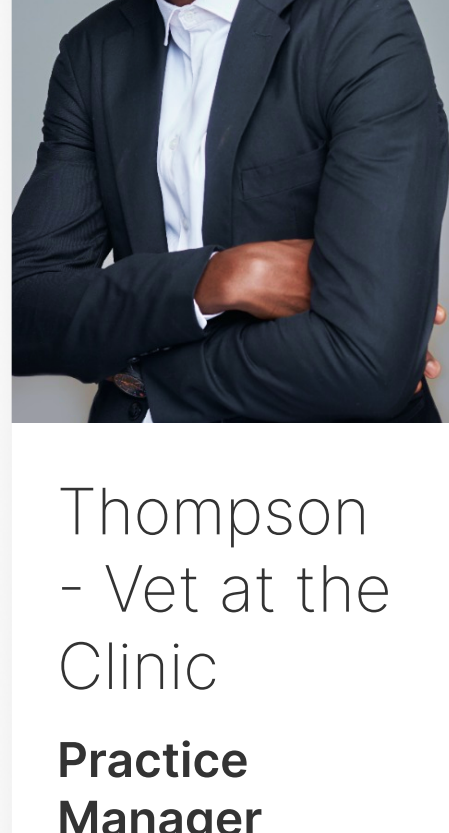
- Juggling multiple tasks during peak hours.
- Managing diverse client needs efficiently.

Reason to Use PetPro:

- Efficiently manage appointment scheduling and client interactions.
- Access user-friendly tools for smooth clinic operations.

Emily Rodriguez

Front-Desk Receptionist



More Information

Age: 45 Education: Master's in Healthcare Administration
Status: Married Location: Suburban
with one child area

About

Mark, a seasoned practice manager with a Master's in Healthcare Administration, excels in team coordination and client relations.

Goals

- Ensure smooth clinic operations.
- Optimize workflows for better efficiency.
- Manage staff schedules and resources effectively.

Painpoints

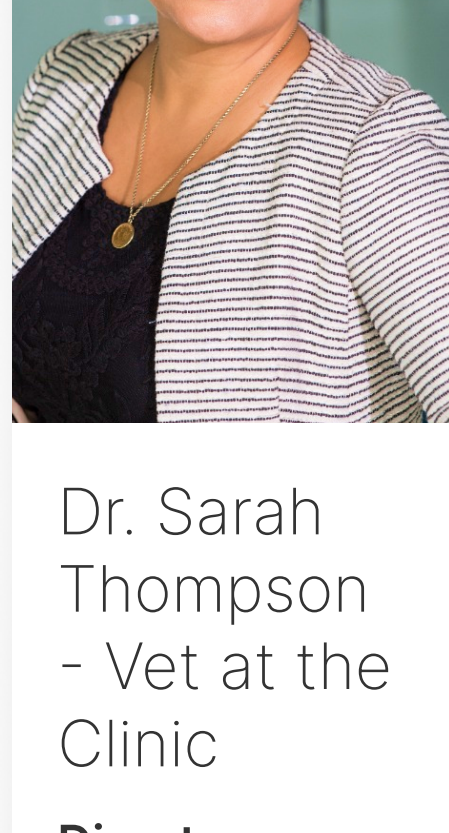
- Balancing administrative duties with team management.
- Adapting to evolving industry regulations.

Reason to Use PetPro:

- Optimize clinic workflows and manage resources effectively.
- Ensure the team operates efficiently using data-driven insights.

Thompson - Vet at the Clinic

Practice Manager



More Information

Age: 50 Education: Doctor of Veterinary Medicine and MBA
Status: Divorced Location: Urban area

About

Dr. Olivia, with a dual background in Veterinary Medicine and an MBA, is a visionary director committed to clinic growth and reputation.

Goals

- Strategic planning for clinic development.
- Ensuring the clinic's financial sustainability.

Painpoints

- Navigating industry trends and competition.
- Balancing business decisions with a commitment to animal welfare.

Reason to Use PetPro:

- Strategic planning for clinic development and growth.
- Utilize advanced analytics for informed business decisions.

Dr. Sarah Thompson - Vet at the Clinic

Director

Interviews and Usertesting

Customer Journeys
Mapped out end-to-end user experiences, identifying crucial touchpoints and interactions.

Clinic Visits for Interviews and Usertesting
Conducted on-site visits to clinics, engaging in interviews and usability testing to understand user workflows.

Insights Leading to New Features

Define + Ideate

Inefficient Clinic Onboarding Process:

Problem: The current onboarding process is time-consuming and lacks efficiency, causing delays in clinics joining the PetPro Connect platform.
Solution: Admin Dashboard for streamlined onboarding.

Limited Functionality for Video Consultations:

Problem: The existing platform does not support multiple users conducting video consultations simultaneously, limiting the clinic's ability to provide timely care.
Solution: Roles per user in the Clinic Portal for simultaneous video consultations and defined permissions.

Lack of Internal Collaboration:

Problem: Internal communication among team members is fragmented, leading to misunderstandings and potentially impacting patient care.
Solution: Assign Conversation between internal users for improved collaboration.

Time-Consuming Client Communication:

Problem: Clinic staff spends excessive time crafting individual responses to common client queries, leading to inefficiencies in client communication.
Solution: Saved Replies feature for efficient client communication.

Lack of Accountability in Communication Tasks:

Problem: The absence of a structured approach to assigning and tracking client conversations makes it challenging to hold team members accountable for timely responses.
Solution: Assign Conversation between internal users to introduce a system where tasks are assigned, tracked, and completed.

Ineffective Use of Time and Resources:

Problem: Inefficiencies exist in various aspects of clinic operations, impacting the effective use of time and resources.
Solutions: Admin Dashboard, Roles per User, Assign Conversation, and Saved Replies features collectively address these inefficiencies, optimizing clinic workflows.

Design Process

Prototype + Test

1.Wireframing

Objective:

- Define the basic structure and layout of the user interface.

Tools:

- Use wireframing tools like Figma, or even pen and paper.

Process:

- Identify key features and content placement.
- Create low-fidelity wireframes outlining the basic elements and their placement.
- Focus on layout, navigation, and overall information architecture.
- Iterate and refine based on initial thoughts and requirements.

2.Prototyping

Objective:

- Develop an interactive representation of the product's interface.

Tools:

- Utilize prototyping tools within design software / Figma

Process:

- Convert wireframes into clickable prototypes, linking different screens and interactions.
- Incorporate basic functionality to simulate user flows.
- Ensure the prototype reflects the intended user experience.
- Share the prototype with stakeholders for initial feedback.

3.Feedback Collection

Objective:

- Gather insights from stakeholders to refine the design.

Tools:

- Collaboration tools, project management platforms and Figma - commenting.

Process:

- Share the prototype with relevant stakeholders, including team members, clients, or potential users.
- Encourage feedback on design elements, functionality, and overall user experience.
- Prioritize and categorize feedback for clear action items.
- Iterate on the design based on the received feedback.

4.Iterative Process

Objective:

- Iterate on the design by incorporating insights and suggestions gathered from collected feedback. Make necessary adjustments to enhance the user experience and address any identified issues or concerns.

Process:

- Analyze feedback to identify common themes and critical issues.
- Make necessary adjustments to the wireframes and prototype.
- Update the prototype to reflect changes and improvements.
- Share the revised prototype for further feedback or validation.

5.Testing and Validation

Objective:

- Ensure the design meets user needs and expectations involves a comprehensive evaluation of the user experience to guarantee it aligns with the intended goals.

Process:

- Conduct usability testing with actual/internal users, if possible.
- Gather quantitative and qualitative data on user interactions.
- Validate design decisions based on user feedback and behavior.
- Make final adjustments to improve usability and address any remaining issues.

6.Handoff for Development

Objective:

- Effectively provide developers with the necessary assets and information for implementation.

Process:

- Create design specifications and documentation.
- Export assets for various screen sizes and resolutions.
- Collaborate with the development team to address any questions or concerns.
- Ensure a smooth transition from design to development.

Explore the mobile claim submission prototype by tapping here >

Results - Outcomes

+ 200 Clinics registered using the Admin Dashboard Product in 4 Months

90% Clinics using internal Users and Roles - Features as : Assign conversation and saved replies as the most used functionalities

The introduction of features like Roles per User and Assign Conversation contributed to efficient task management in veterinary clinics.