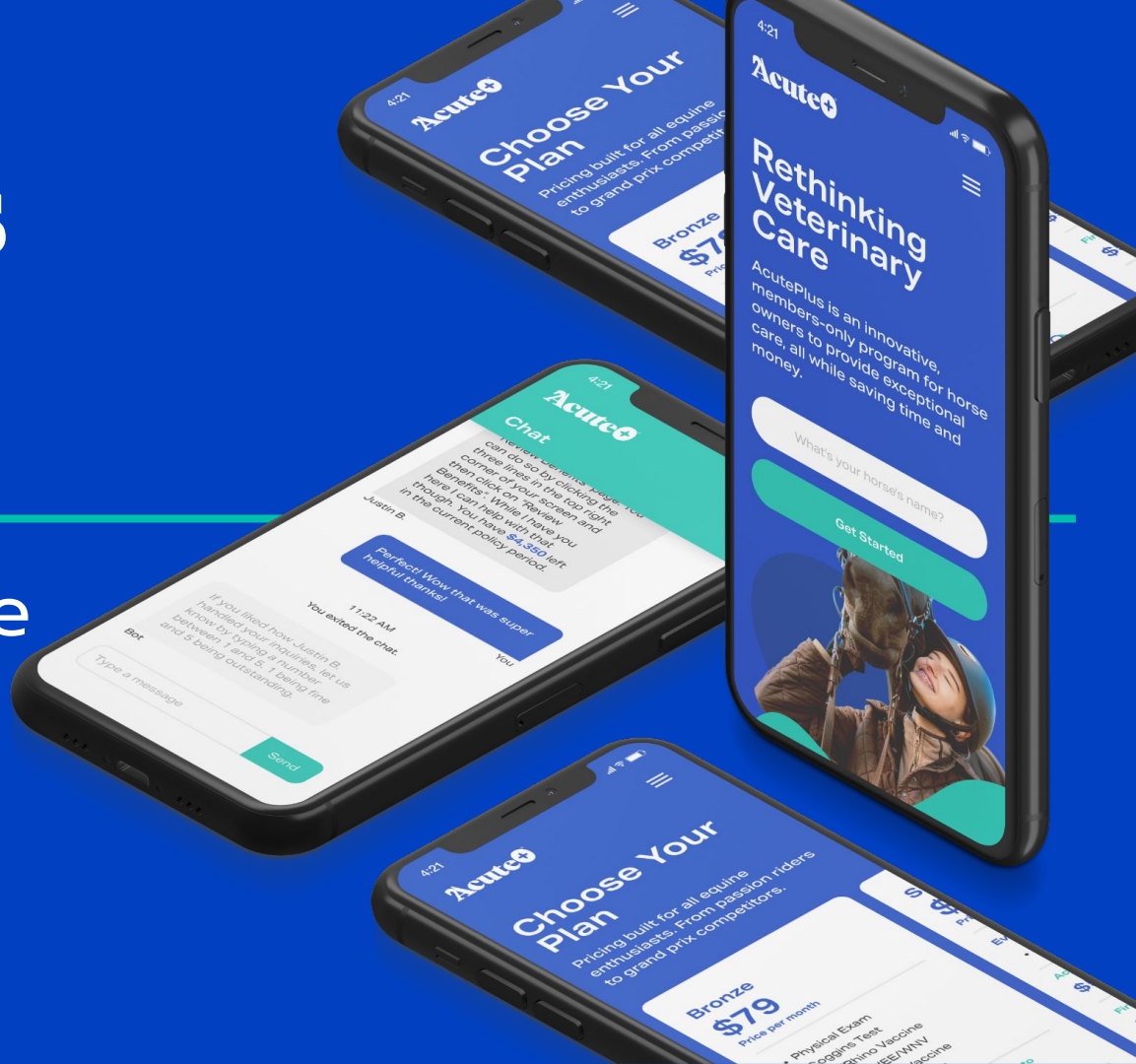
AcutePlus Web App

Responsive website and companion member portal.



Project Overview

The Product:

AcutePlus is an exclusive member benefit program crafted for equine veterinarians to offer benefits for a range of essential services, acute medical care, and final expense coverage.

Project Duration:

June 2022 to August 2022

Project Overview

The Problem:

Equine clinics struggle incentivize horse owners to improve horse healthcare and encourage clinic loyalty.

The Goal:

Design a responsive website that educates and enrolls users to an equine benefit program with a companion portal for members.

Project Overview

Role:

UX director / Lead UI designer. Crafting a responsive web app from conception to delivery.

Responsibilities:

Ideation, design sprints, conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understand the User

- User research
- Personas
- Problem statements
- User journey maps

User Research: Summary

Through interviews, journey maps, and competitive audits, we gained insights into the needs of the end user we are designing for: the traveling equestrian. Our research confirmed that a website with a clear user flow for educating and enrolling new members is key. It also uncovered additional challenges faced by this user group, such as time constraints, finding care, and structure in routine horse wellness.

User Research: Audits

Competitive audit	Goal: Compare the user experience and features of each product.							
	General information							
	Competitor	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size	Target audience	Unique value proposition
Fetch	Indirect	New York, NY	Pet insurance and health advice	$$	https://www.fetchpet.com/	Medium	Dog and cat owners	Covers up to 90% of vet bills
Trupanion	Indirect	Seattle, WA	Pet insurance	$$$	https://www.trupanion.com/	Large	Dog and cat owners	Unlimited payouts for life
Healthy Paws	Indirect	Bellevue, WA	Pet insurance & foundation	$$$$	healthypawspetinsurance.com	Large	Dog and cat owners	Claims processed within 2 days

An audit of a few competitors' products provided direction on gaps and opportunities with the AcutePlus web app.

	UX (rated: needs work, okay, good, or outstanding)				
	First impressions	Interaction			Visual design
	App or mobile website experience	Features	Accessibility	Navigation	Brand identity
Fetch	**Good** • Fully Responsive - Busy	**Good** - Need to enroll to see pricing • Coverages are really clear	**Good** • High contrast for screen reader - Must have email to do anything	**Okay** • Sticky menu makes it easy to navigate - Not clear where to go next	**Good** • Consistant and clear colors, fonts, and style • Strong brand identity - Varying styles of imagery
Trupanion	**Good** • Fully Responsive - Some screen sizes are rough	**Need work** - Need to enroll to see pricing - Coverages are hard to find	**Okay** • High contrast for screen reader - Must have email to do anything - Buttons don't always work	**Outstanding** • Sticky menu makes it easy to navigate • Great flow	**Good** - Inconsistant colors, fonts, and style - Weak brand identity
Healthy Paws	**Okay** • Adaptive - Not all content is there on small screens	**Need work** - Need to enroll to see pricing - Coverages are hard to find	**Needs work** - Must have email to do anything - Buttons are rough	**Needs work** - Overloaded with links - Some buttons have breaks	**Needs work** - Inconsistant colors, fonts, and style - Very old looking

User Research: Pain Points

Time:

Equestrians are too busy to go through confusing information.

Usability:

Other websites with similar functions don’t have a defined user flow.

Personas

Miranda | She/Her - Barn Manager - 52 - Netherlands

Miranda used to be a dressage rider, but now she manages and trains riders to ride competitively. She takes her clients' horses to get routine checkups and vaccines.

Abi | He/Him - Olympic Rider - 47 - Mexico

Abi is an olympic sport jumper, and he owns a barn and his own show. His horses regularly go for routine well-checks. Sometimes he brings his horses, but usually someone else does it for him.

User Journey Map: Miranda

Mapping Miranda's user journey revealed how helpful it would be for users to keep track of their veterinary care.

Miranda **Goal:** Minimize friction in a stressful daily environment

Action	Practice	Reflect	Assess	Quantify	Improve
Task List	A. Wake up B. Warm up C. Go to barn	A. Check in B. Catch up C. Clean up	A. Review occupancy B. Review health charts	A. Determine which horses need extra care	A. Warm up the horses B. Save checking charts
Feeling Adjective	• Excited • Determined	• Hopeful • Optimistic	• Worried • Hopeful	• Determined • Relieved	• Excited • Hopeful
Improvement Opportunities	• Checklist • Examples	• Checklist • Examples	• Easy replay • Predetermined goals	• Planners	• Plannersl

User Journey Map: Abi

Mapping Abi's user journey revealed how helpful it would be for users to have an easy way to learn about the program.

Abi **Goal:** Improve overall competition level

Action	Practice	Reflect	Access	Quantify	Improve
Task List	A. Wake up B. Warm up C. Go to barn	A. Consider faults B. Record mistakes C. Review with team	A. Determine perfection B. Determine ability	A. Decide what would make it perfect	A. Train and train until the routine is right B. Cool down
Feeling Adjective	• Excited • Determined	• Annoyed • Hopeful	• Overwhelmed • Hopeful	• Glad • Relieved	• Overwhelmed • Hopeful
Improvement Opportunities	• Checklist • Examples	• Checklist • Examples	• Easy replay • Predetermined goals	• Planners	• Planners

Starting the Design

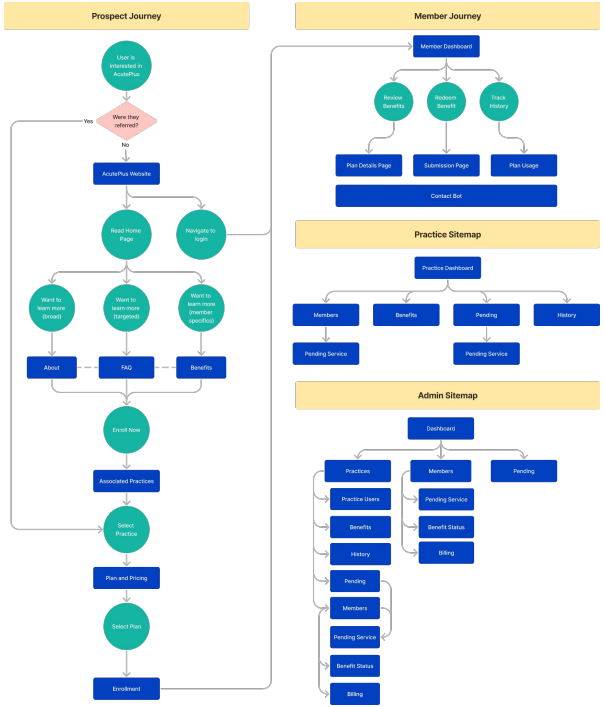
- Ideation
- User flow charts
- Wireframes
- Low-fidelity prototype
- Usability studies

Ideation

A quick ideation exercise was done to come up with ideas for how to address gaps identified in the competitive audit. Focus was specifically placed on the **funnel from prospect to member**.

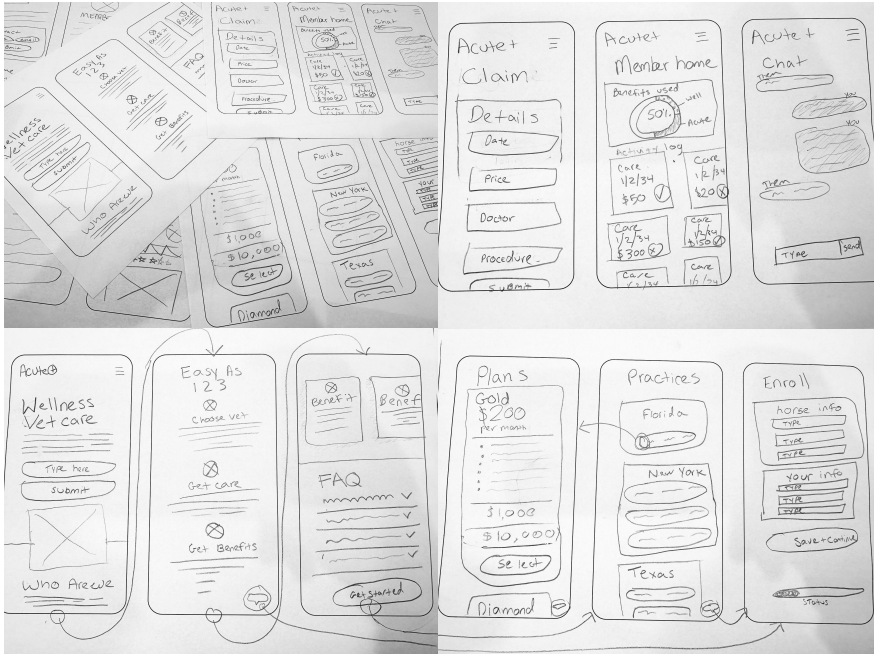
User Flow Charts

With the data and ideas developed from the ideation exercise, user flows were contemplated and recorded. Though four distinct flows have been determined, the main **focus is put on the prospect and the member** flows.



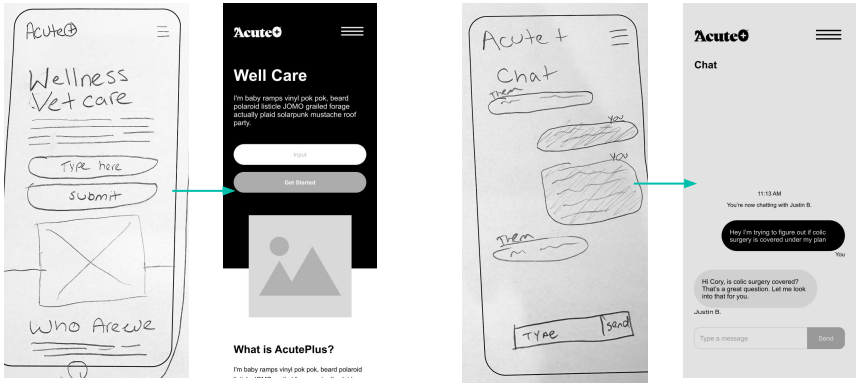
Paper Wireframes

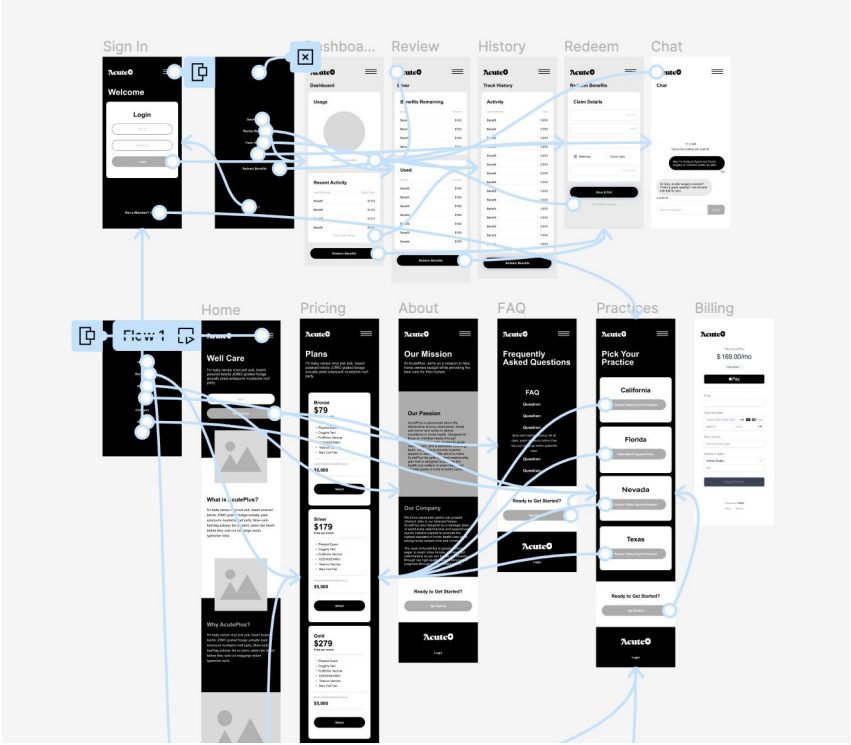
Taking the time to draft iterations of each screen of the website on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



Digital Wireframes

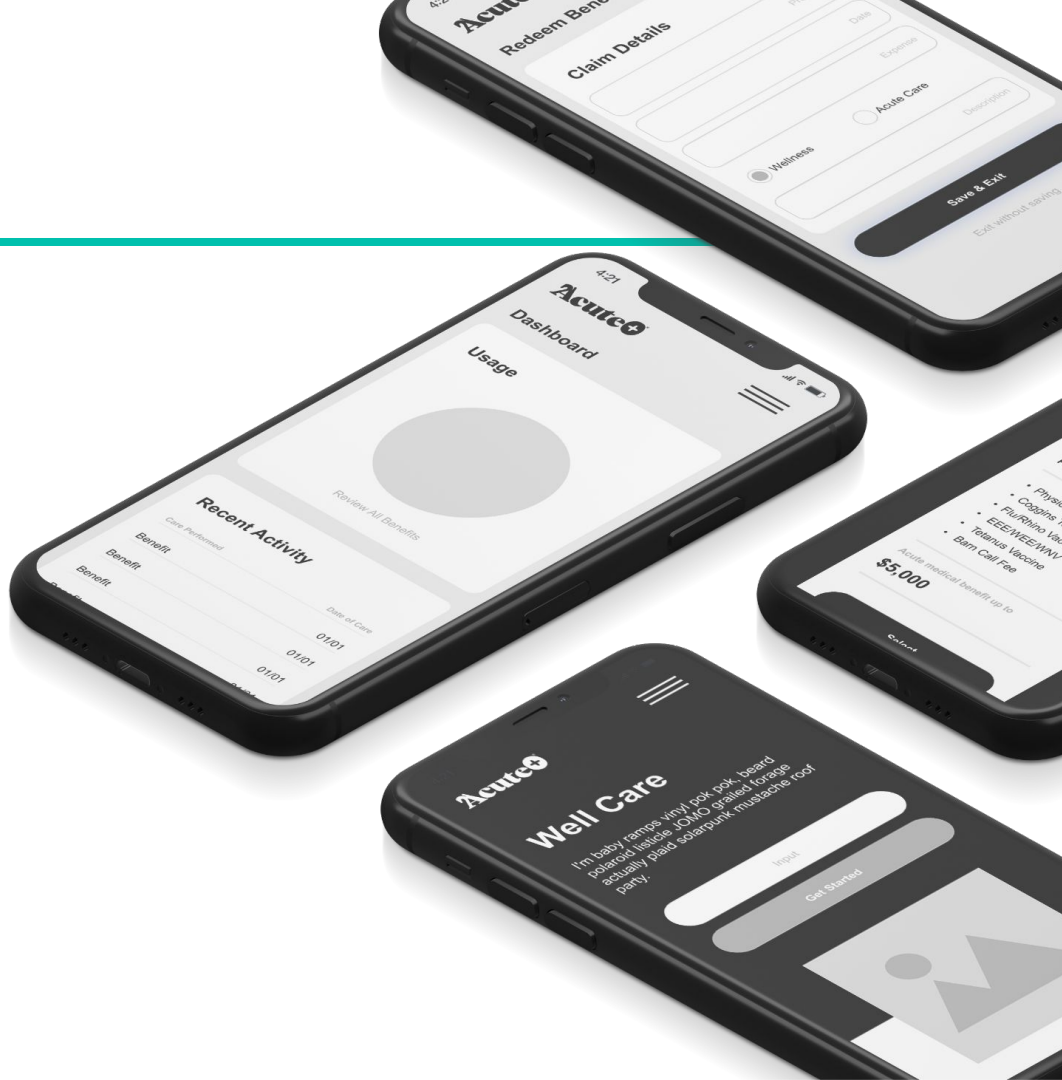
As the initial design phase continued, we made sure to base screen designs on feedback and findings from the user research.





Low-fidelity Prototype

Using the completed set of digital wireframes, we created a low-fidelity prototype. The main user flow we focused on was the reviewing and enrolling process.



View Lo-fi Prototype

Usability Study

Parameters:

1) Unmoderated usability study
2) 37 participants out of 50
3) Wellington, FL / Remote

Findings:

1) Want to understand quickly
2) Want streamlined navigation
3) Want easier comparisons

Refine the Design

- Accessibility
- Mockups
- High-fidelity prototype

Accessibility Considerations

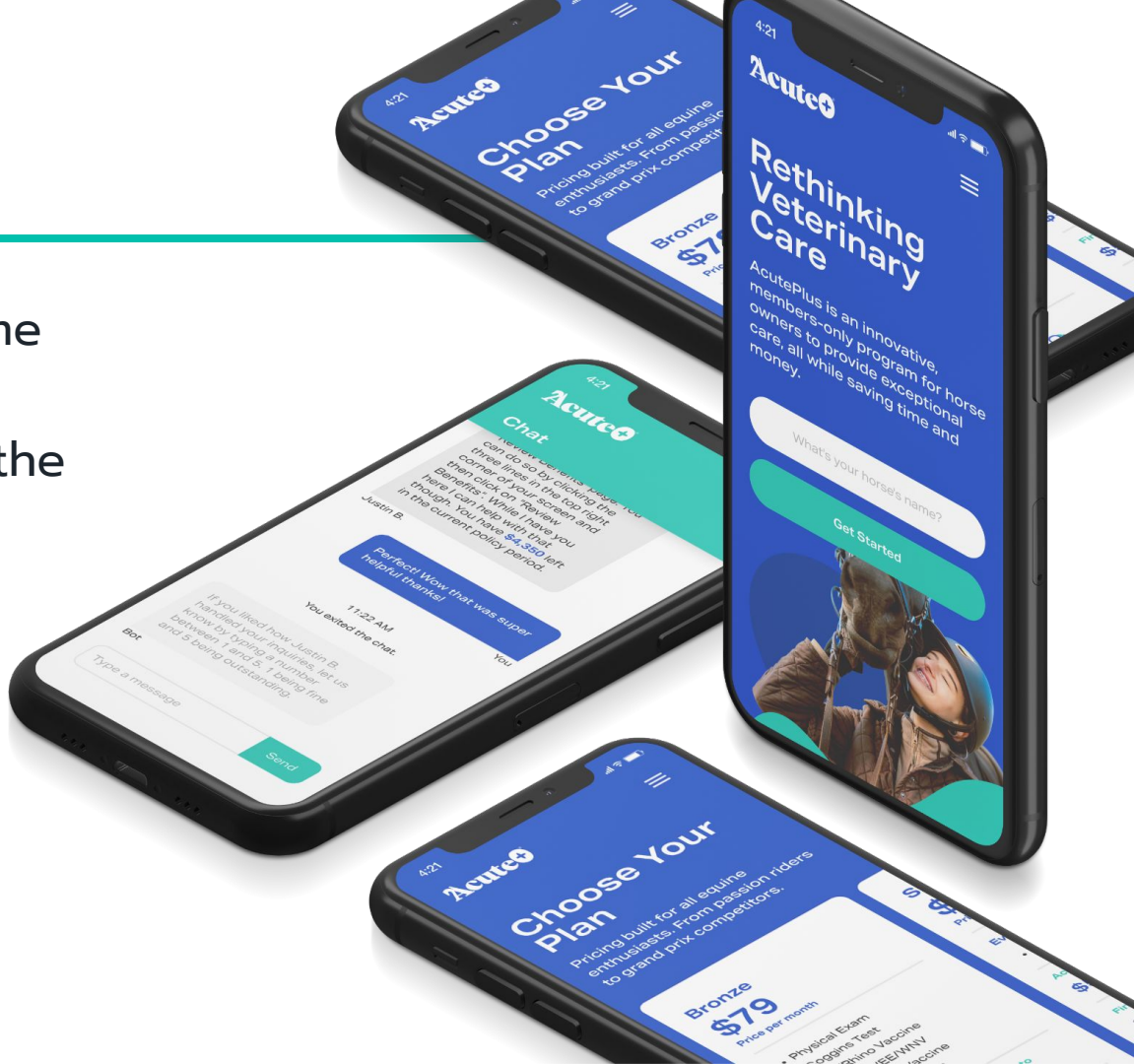
1
Used larger buttons for effortless clicking for users with limited motor functions.

2
Used sticky navigation menu to make navigation simple.

3
Enabled horizontal scrolling to make it easier to compare plans.

Mockups

Early designs allowed for some customization, but after the usability studies, we revised the design.



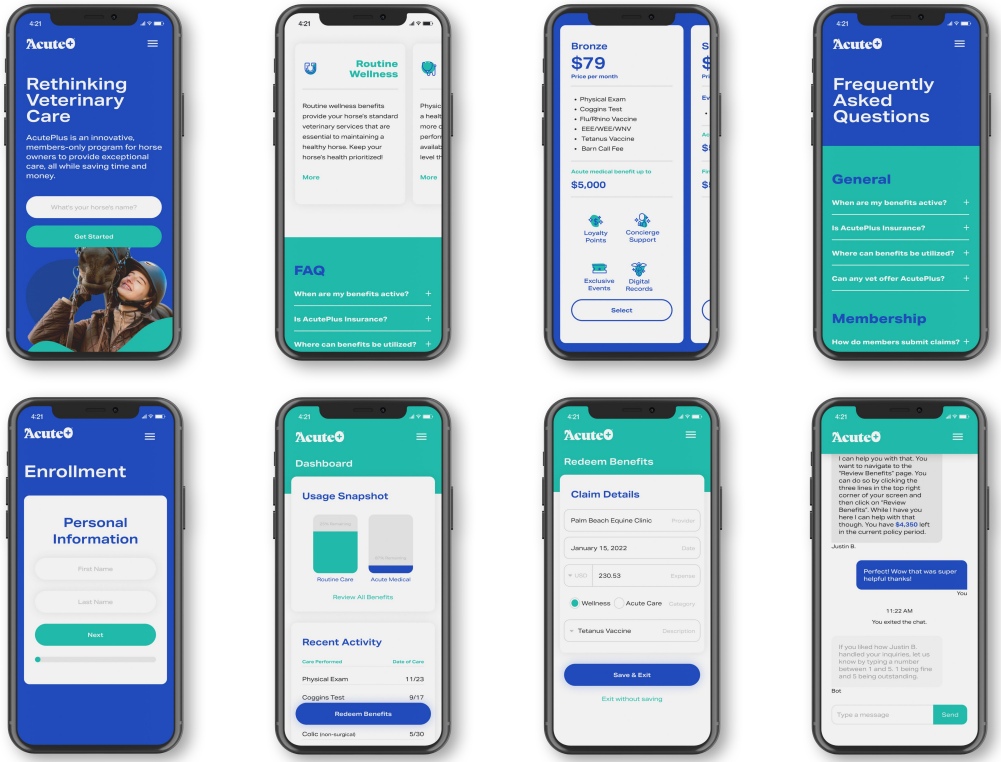
Key Mockups

Responsive Website:

1) Mobile first
2) Interaction design

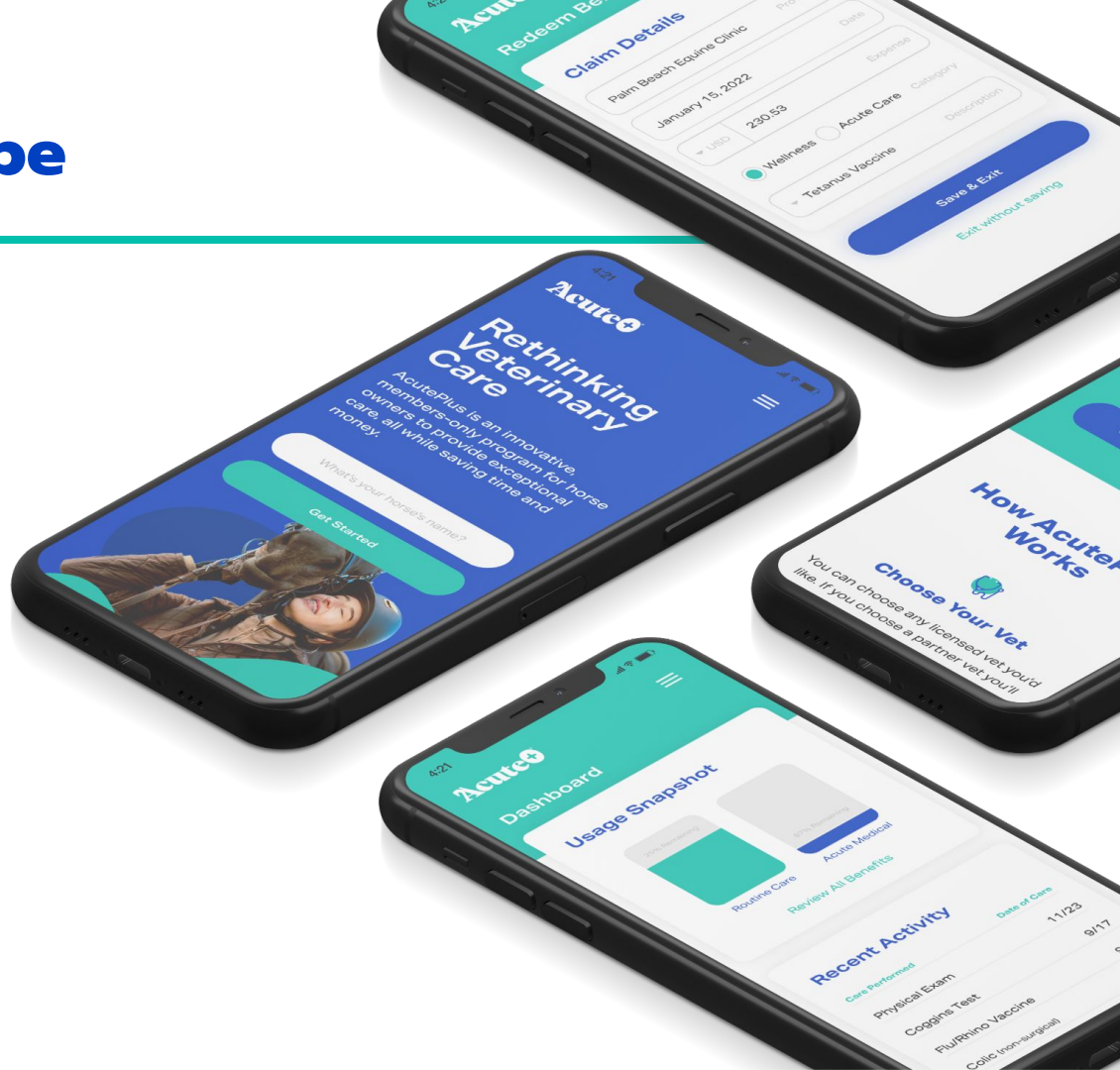
Member Portal:

1) Web based
2) Includes enrollment



High-fidelity Prototype

The final high-fidelity prototype presented cleaner user flows for learning and enrolling. It also reached users accessibility needs for navigating.



View Hi-fi Prototype

Usability Study

Parameters:

1) Unmoderated usability study
2) 13 participants out of 37
3) Remote

Findings:

1) Improved user flow
2) Easier navigation

Going Forward

- Takeaways
- Next steps

Takeaways

Impact:

The web app allows users to understand the product and enroll in the program.

Highlights:

Only used 50% of testing budget.
10,000+ users in year one.

Next Steps:

Periodically conduct more user research and usability studies to determine any new areas of need.

Questions?

Thanks!

Cory Ehrenberg

UXcory.com

CoryJEhrenberg@gmail.com

561 797 3823