


# UX Research Study — Pet Registration Flow

<b>Introduction</b>	<ul style="list-style-type: none"><li>● <b>Title:</b> Navigation and Importance of Pet Registration Flow for Veterinarian Office</li><li>● <b>Author:</b> Jeania Kimbrough, UX Researcher, jeaniakimbrough@privateemail.com</li><li>● <b>Stakeholders:</b> Vet office owner and employees, as well as human clients and their pets.</li><li>● <b>Date:</b> 2/16/2023</li><li>● <b>Project background:</b> In researching vet officer pet registration models I was unable to find a vet office that seemed to do a registration component to their site in house. I found it to be done one of three ways: 1) a conglomerate owns a lot of vet offices and all their branding goes back to the conglomerate; 2) a conglomerate owns a lot of vet offices but keeps the feel of independence; and 3) a small vet office outsources a registration portion to another company whose site is maintained separately to the vet office. It was actually somewhat sad to realize smaller vet offices are being acquired by larger corporations, perhaps in part because of the ability of larger companies to leverage technology better. As the third model, <i>VetScene App</i> site stated, “81% of your clients use smart phones...86% of their time is spent on smart phones using native apps (installed on their phone)...connect to them where they prefer.”</li><li>● <b>Research goals:</b> Determine interest and usability of the pet registration portion of the web site. Find out if users indeed prefer mobile to desktop and if a registration process would influence their choice in selecting a veterinarian.</li></ul>
<b>Research questions</b>	<ul style="list-style-type: none"><li>● Are users able to successfully navigate registration/onboarding?</li><li>● Do they prefer Website or Mobile for pet registration and vet office use?</li><li>● What paths of registration do users take?</li><li>● What feature of having your pet registered to users like the most?</li><li>● What features, if any, would users like to see for pet registration that are not there?</li></ul>
<b>Key Performance Indicators (KPIs)</b>	<ul style="list-style-type: none"><li>● The first two research questions can be answered quantitatively, the first by conversion rate and time on task. Time on task and user error rates can also be assessed through paths of registration. The second question is yes or no and also quantifiable. The last two questions are qualitative and can be part of the interview following the activities, along with the use of a system usability scale.</li></ul>

<p><b>Methodology</b></p>	<ul style="list-style-type: none"> <li>● Moderated usability study</li> <li>● Remote, United States, taking place via the web and phone call</li> <li>● 17<sup>th</sup> of February 2023, during normal business hours</li> <li>● Compensation \$10 gift card</li> <li>● Each session will last 20-30 minutes</li> <li>● After completing the first two activities the researcher will ask the final two research questions and give the participants and SUS to complete</li> </ul>
<p><b>Participants</b></p>	<ul style="list-style-type: none"> <li>● There will be five participants in this study: At least two male, two female, two cat owners and two dog owners. They will all have a vet they use regularly and be between the ages of 22 and 68.</li> </ul>
<p><b>Script</b></p>	<p>Thank you for taking part in this study and share your opinions. None of your personally identifiable information other than your first name and age will be kept for this study.</p> <p>Warm up:  Can you state your name and tell me what your age is? Can you tell me how many pets and what kind of pets you have? Have you registered your pets online before? What prompted you to do so?</p> <p>Begin study:  Today we are going to look at a prototype pet registration on a vet website. This is not a speed or ability test. We are doing two different activities on a desktop and mobile site, and then I will ask you some follow up questions. Are there any questions you have?</p> <p>Let's begin. Which device are you most likely to use to register your pet?:  Laptop:  Prompt 1) First, pretend like you will register your pet on this site. Click through the steps you would take.  Follow up: How easy or difficult was it to do this task? How did you go about deciding to do it?  Prompt 2) Navigate back to home if you are not already there.  Follow up: How easy or difficult was it to do this task? How did you go about deciding to do it?</p> <p>Mobile:  Repeat 1 and 2 Above  Questions:  Prompt 3) What feature of having your pet registered do you like the most?  Prompt 4) What features, if any, would you like to see for pet registration that are not there?</p> <p>Prompt 5) SUS  Scale of 1-5, strongly disagree to strongly agree, 3 being neutral  1) Owners <b>do not</b> need to register their pet online with a vet.  2) <b>I don't</b> think there are benefits to registering my pet with a vet office.</p>

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- 3) I would prefer to go to a vet office that could register my pet.
  - 4) I **don't** think registering for an account would be useful.
  - 5) I would sign up for an account on the site to make my life easier.
  - 6) It is important to me to be able to view my pet's records.
  - 7) A pet office these days should have an online registration for a pet.
  - 8) Having a pet registration component to a vet web site **does not** make it look more professional.
  - 9) Registering my pet would **not** make my life easier in caring for my pet.
  - 10) The pet office account would help me with my pet's records.

Thank you for your time. Please accept this gift card as a token of my appreciation.