



# Pet Owners: Finding Vet Care Made Simple

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# Executive Summary

This product is in the early stages and I am interested in determining the necessity for a vet care location finder product. I interviewed 23 pet owners on the frequency of their vet care, how vet care was booked and what factors were important in their choice for a vet care location.



# Key Findings

- Pet owners visit a vet care location 3 times a year on average with a high of 4+ visits (7 participants) and a low of 1 visit (5 participants).
- A majority of pet owners care most about the demeanor of the vet/vet staff and how quick/thorough the appointment is (15 participants).
- Reviews of the vet care location by other pet owners do matter when choosing a vet care location (17 participants)

# What did I want to learn?

I wanted to explore pet owners' experiences with their current or past vet care locations and how they found that location. The goal was to determine what opportunities may exist for creating a new product for pet owners to find a vet care location.

## Key Research Questions:

- [Needs] What characteristics of a vet care location matter most?
- [Behaviors] How do pet owners currently find vet care?

# 23 Participants

	Frequency of Vet Visits in a Year	How Vet Care Was Found
Participant 1	2	Searched Online
Participant 2	3	Vet care offered through breeder
Participant 3	3	Rescued a stray and the County offered free vet services
Participant 4	1	Searched Online
Participant 5	2	Searched Online
Participant 6	2	Family/Friend Recommendation
Participant 7	5	Searched Online
Participant 8	5	Family/Friend Recommendation
Participant 9	3	Searched Online
Participant 10	6	Searched Online
Participant 11	3	Searched Online
Participant 12	6	Searched Online
Participant 13	4	Family/Friend Recommendation
Participant 14	1	Searched Online
Participant 15	4	Searched Online
Participant 16	5	Searched Online
Participant 17	1	Searched Online
Participant 18	3	Searched Online
Participant 19	2	Searched Online
Participant 20	1	Family/Friend Recommendation
Participant 21	2	Family/Friend Recommendation
Participant 22	1	Searched Online
Participant 23	0	Family/Friend Recommendation

# Key Finding 1

Most users utilize a search engine to find a vet care location for their pet.

# Finding

- 65% of participants found their current vet location by searching online.
- Users preferred to search online for a new vet care location so that they could review the experiences of other pet owners prior to choosing a location for their pet.
- “When we got our dog a few years ago, we did a Google search to find the best vet office around where we live.” – *Participant 7*

# Recommendation 1

My new product should provide users a way to easily search for vet care locations near them that also provides filtering options so they can ensure the locations shown are based on what matters to them.

## Things to Consider

- Have filters that allow users to search based on multiple key factors like reviews, ease of appointments, etc.
- Not all users will want to be forced to use filters, so a basic search option should be considered.



## Key Finding 2

A kind demeanor of the Veterinarian and their staff matter.

# Finding

- 16 out of 23 participants mentioned that their positive experiences at a vet care location were related to the friendly/kind staff at that location.
- Participants that felt the veterinarian and staff were friendly stated that it made them feel as if their pet truly mattered.
- “The staff was very friendly and caring of my pet. They made me feel as if my concerns were heard.” – *Participant 2*

# Recommendation 2

My new product should provide users with reviews from other pet owners for the different vet care locations in the search results.

## Things to Consider

- Since reviews matter for 74% of users, having an option for users to sort reviews from high to low is key.
- Users should have a way to see a general review score, but then also have the option to deep dive into pet owner reviews.

# Next Steps

- Validate findings with a survey.
- Conduct studies on a users process for choosing a vet care location after seeing the search engine results.
- Run a design sprint for brainstorming.

# Survey Results



# Key Finding 1

Most pet owners think that the hours of operation matter when searching for a vet care location.

# Finding

- 72.7% of participants said that the hours of operation mattered when searching for a vet care location.
- 41.4% of participants needed a vet care location that was open after 5 PM on weekdays.
- 31.3% of participants needed a vet care location that was open on weekends.

# Recommendation 1

My new product should provide users a way to filter their search for vet care locations to include offices that have weekend and late hours.

## Things to Consider

- Offer check boxes for the search to have locations that are open after 5 PM or open on weekends or both.
- Not all users will want to be forced to use filters, so making the option checkboxes would simplify that.



## Key Finding 2

Pet Insurance is not a requirement for choosing a vet care location for most participants.



# Finding

- 42.4% of participants, on a scale of 1 to 5 (with 1 being not important at all) chose 1 for the importance of pet insurance being offered at a vet care location.
- 18.2% of participants said the option wasn't important at all and the rest of the participants were neutral on the option.

# Recommendation 2

Have whether a location has pet insurance included in the facts about the vet care location in the results.

## Things to Consider

- Based on the results of the survey, a filter option wouldn't be necessary for pet insurance.

## Key Finding 3

Most participants find the attitude of the vet and their staff to be very important.



# Finding



- 84.8% of participants said that the attitude of the vet and their staff was very important when deciding whether to return to a vet care location.
- 0 participants said that the attitude of the vet and their staff was not important at all.

# Recommendation 3



Reviews of vet care locations matter to a majority of pet owners and should be included in the vet care location search results.

## Things to Consider

- All results that are shown should include a star rating for the location.
  - Users should have the option to read the reviews from other pet owners if they would like to.
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# Appendix



# Data Collection and Analysis

Choosing the most compatible vet care location

Scheduling

Call to Schedule

(P1) I call the vet office everytime I schedule an appointment for our dog

(P3) Calling the office to set up an appointment takes less than 5 minutes

Book Appointment Online

(P4) Being able to book our vet care appointment online is a key factor in choosing a location.

(P6) I love having the option to book a vet care appointment online instead of calling

(P7) Booking online makes it easy to see the date and time options all at once.

Location

Within 5-10 Miles

(P2) I like being within 10 miles just in case there is an emergency.

(P5) Our cat hates being in the car so it makes it easier to have the vet care close

(P7) Our dog has some anxiety in the car so having a closer location is helpful

(P3) Having a closer location makes going to an appointment after work easier

Distance Doesn't Matter

(P1) If the location 5 miles away had terrible reviews, I wouldn't mind driving an extra 10-15 minutes for a better location.

(P6) When we moved to the next town over, we stayed with the same vet just because we liked them.

Reviews

Reviews Influence Decision for Care

(P8) If my family and friends trust a vet care location, I would be more inclined to trust them with my pet

(P2) If a vet care location has less than 3.5 stars I wouldn't go there.

(P5) Our cat has a hard time at the vet so seeing how others felt their pet was treated is helpful

(P4) If the negative reviews outweigh the positive, I won't use that location.

Reviews Do Not Influence Decision

(P3) I've never really based our vet care decision on reviews, just our experience.

(P6) I will look at the worst reviews sometimes to see why they were given, but I don't base my decision on them.

Vet Care Staff

Thorough

(P2) I want a vet that takes the time to do a full exam for my dogs annual physical

(P4) Our last vet care location made me feel like our pets really mattered and they didn't rush through the exams.

(P8) The vet or vet tech needs to explain the diagnosis to me and how to treat it.

(P1) If I take my pet in for an annual check-up, I expect a hand-on exam with my pet, not just a quick visual look over.

Attitude

(P6) If the front desk staff is rude, I tend to look elsewhere for vet care

(P3) The vet should not have an attitude with the pet owners if they don't understand something involving care for their pet

(P7) At our last appointment, the veterinarian was very kind and thorough. We recommend her to our friends and family all of the time

(P5) We left a vet care location because the veterinarian was condescending

Frequency of Visits

Vaccines Only

(P5) We have an indoor cat, so we just go when she needs vaccines

(P3) Our cat has always been pretty healthy and we just take him in for vaccines

(P6) We have a cat so we usually just go for vaccines, which is why the distance doesn't matter as much.

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Vaccines + Other Care

(P7) We take our dog to the vet for vaccines, annual check-ups and dental cleanings

(P4) Mostly for vaccines, but we also take our pets once a year for a routine check-up

(P8) Our dog has some skin issues so we take her for that a couple times a year.

(P2) Our dog goes in for vaccines and dental cleanings mostly.

(P1) Annual exams, dental stuff, vaccines and any random needs during the year

Pet Insurance

Necessary

(P8) Since our dog has some skin issues, insurance has saved us tons.

(P2) Having insurance has saved us over \$200 a year on dental cleanings.

(P7) If pet insurance wasn't an option, I probably wouldn't go to that location

(P1) An option for pet insurance is definitely important. I wouldn't want the cost of care to ever stop me from helping my pet

Unnecessary

(P6) We've never spent more than \$600 a year for vet care so we never saw the need for insurance.

(P3) If our cat ever became an indoor/outdoor cat we may consider insurance but its not currently needed.