

Round 2 - Paper prototype creation ideation

Method: Think aloud testing

User Reached = 2

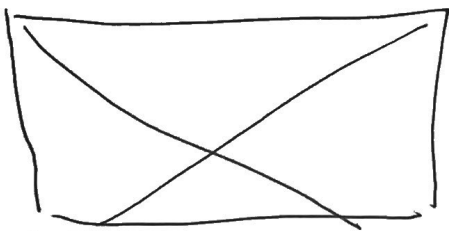
Key Findings

- We didn't see a reason to hide the emergency fund access on the individual pet pages, so we moved the emergency fund into the home screen.
- We decided to include a small summary of existing conditions on the pet's profile page, to save the owner digging through medical records to find it.
- We performed a/b testing to gather an understanding of preferences towards the way vet bills are displayed and paid. Our results revealed that 8/9 participants would prefer to view all the vet bills for all pets in as a full summary, versus split by each pet. Many had the recommendation of having a full summary of the bills with the option to go into each pet for further detail on individual bills. This idea will be explored further in our ideation process. Our changes to this process included my payments button on the home page and each individual pets "upcoming treatment" page that can be found in their individual profile.
- We choose to display the recurring payments as a calendar, to simplify the way are payments are visualised since scheduling is involved.

Concept iteration

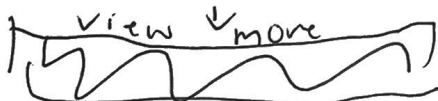
- + Educational brochure. We value the importance of education. Based on the decision matrix scores, we saw a lack of educational value in this solution. In order to address this drawback, we introduced an educational brochure of case studies and example costs of emergency treatment. Through this information, we can inform pet owners of the purpose and importance of our solution. Giving them a tangible souvenir to study and consider when first making the decision to opt-in.
- + Show them how much their fund will be if they contribute x amount every week

7 Rosie



upcoming treatment

8th medical name
dec cost



phone vet



view medical Record

7 Medical File

Rosie, 13



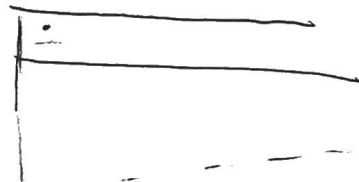
L Take, glade
Hello X
at upcoming 7th 9th 11th
January, 2019
Mon Tue Wed



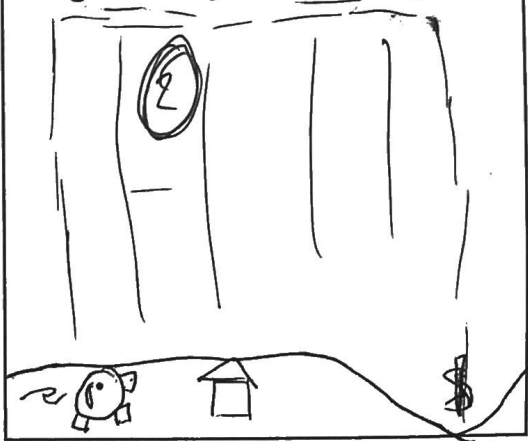
edit

set new

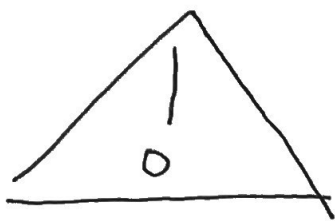
< What's coming
up?
2nd



January 2019



7



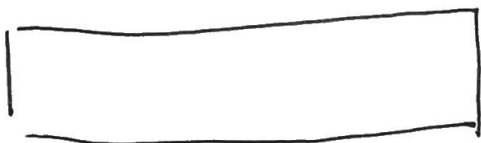
Find emergency vet

Rosie, 13

700m - st Lukes
2 min drive

10km - emergency vet
10 min drive

15km - wattle vet
10 min drive

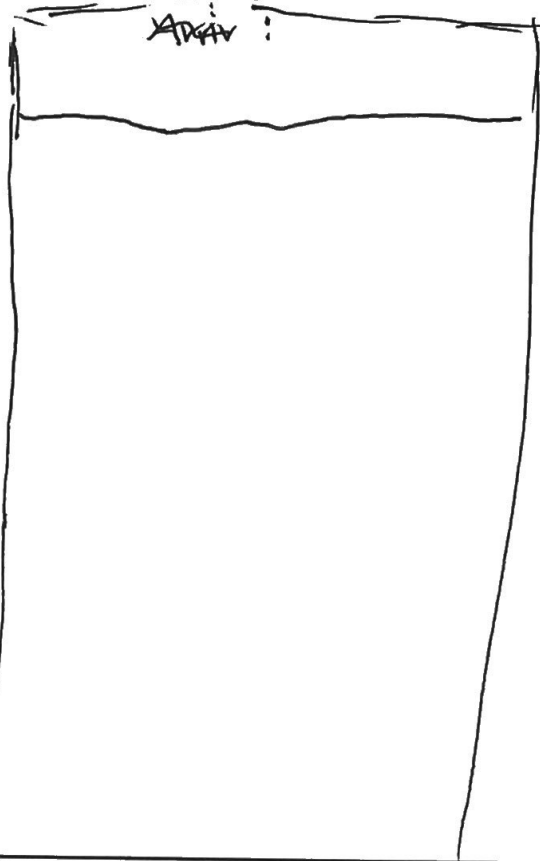


7

destination:
wattle vet

Arrival

Arrival:

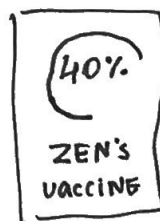


payment
plan

NEXT PAYMENT:
\$53

weekly \$

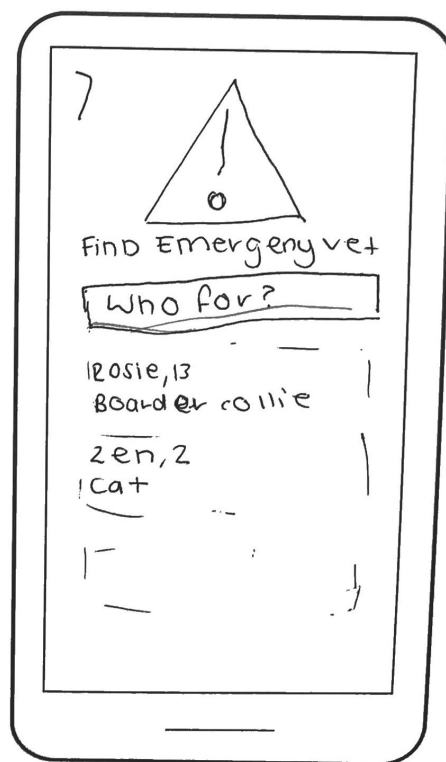
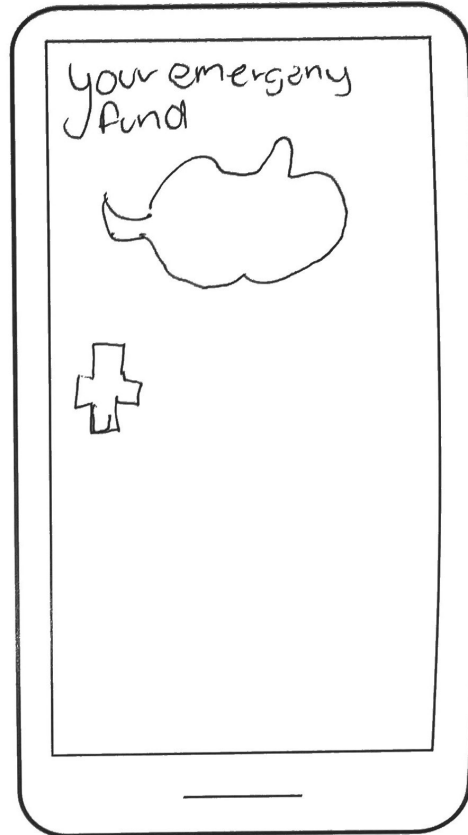
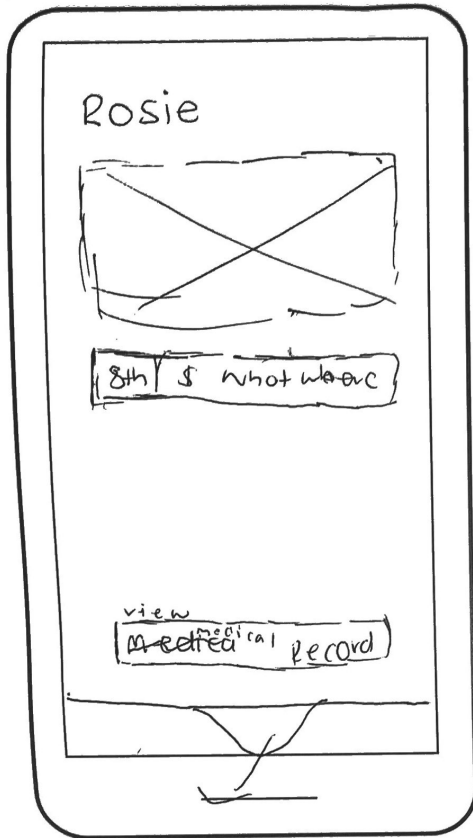
PROGRESS:

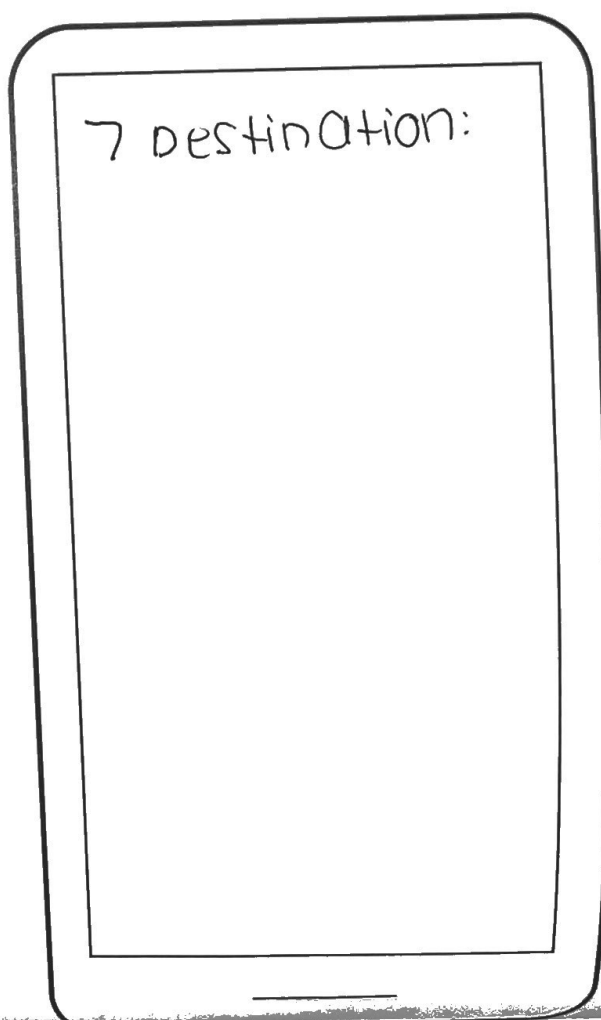
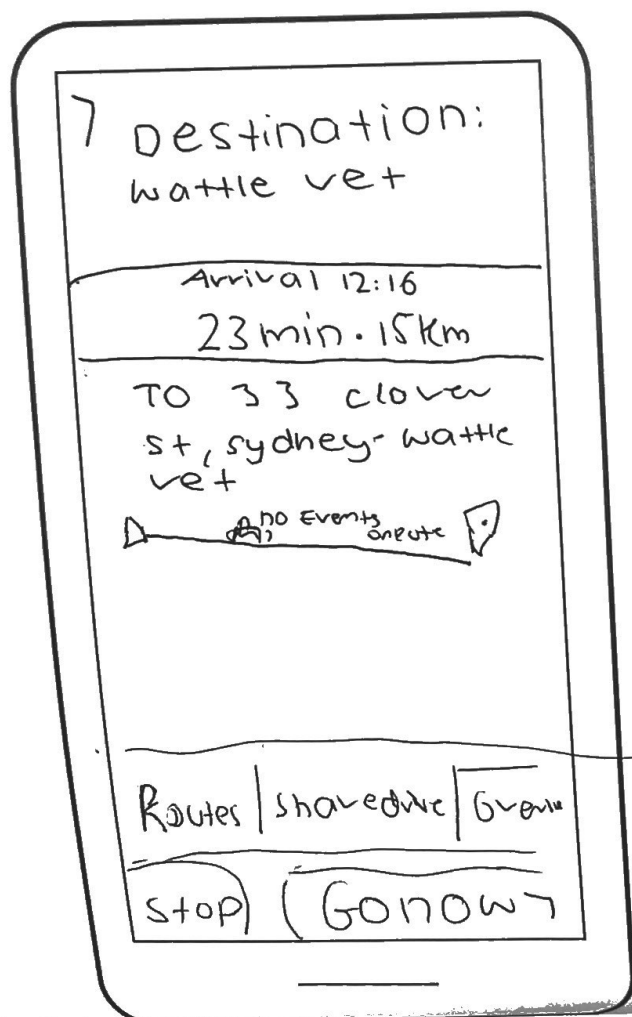
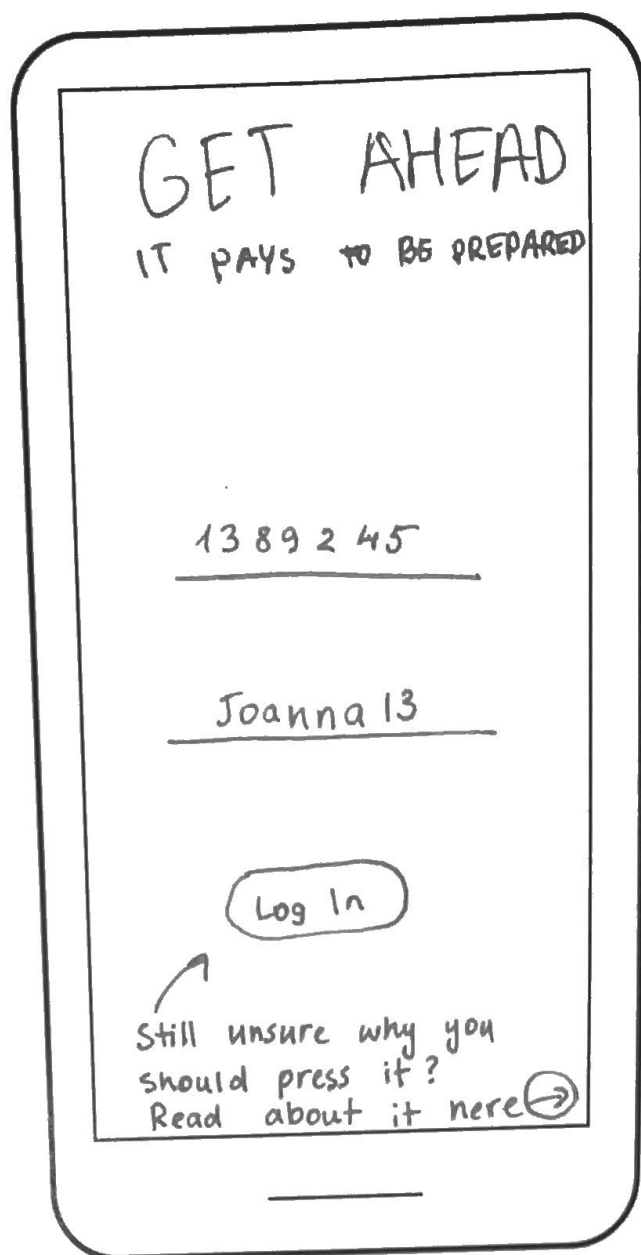
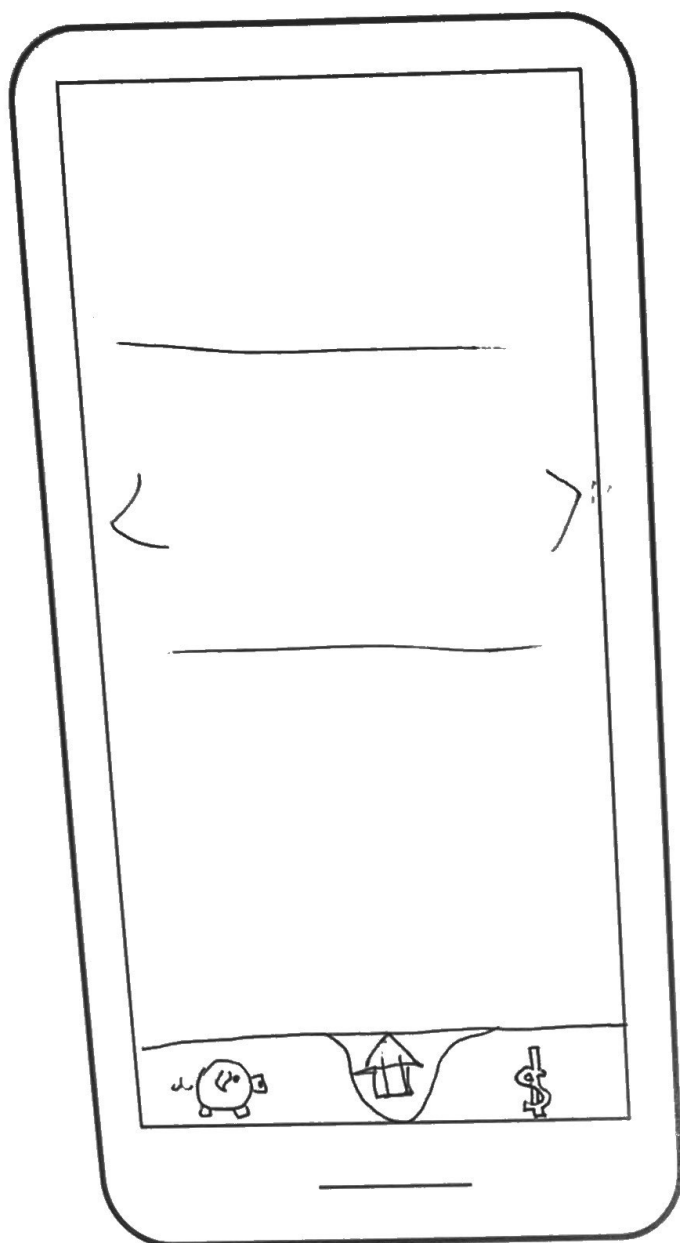


EDIT AMOUNT

\$79

PAID IN FULL BY
28/10/19





<

\$25.40

7 medical file
Rosie, 13



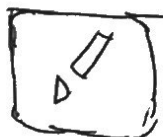
view pdf



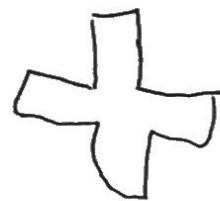
download
pdf

<

\$25.40



your emergency
fund



make contribution

\$50

selected card payment

700117a

Confirm

HELLO EMMA!

☒ ROSIE
BORDER COLLIE
ALLERGY: CARROT

UPCOMING APPOINTMENTS

MEDICAL HISTORY



FIND AN EMERGENCY VET

YOUR UPCOMING PAYMENTS AND APPOINTMENTS

< JANUARY ALL PETS V

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



APPOINTMENT

24th JANUARY
for ROSIE

12.30pm @ Ultimo Vet
22 Placeholder St. Ultimo >



PAID IN FULL



HOME



E-FUND



PAYMENT
PLAN



CALEND

☒ ROSIE, 13

BORDER COLLIE
ALLERGIES: CARROT

VIEW MEDICAL FILE

Rosie's next appointment:
13th October - Check-up

PAID ✓

VIEW OTHER APPOINTM..

GET AHEAD

IT PAYS TO BE PREPARED →

USER ID:

PASSWORD:

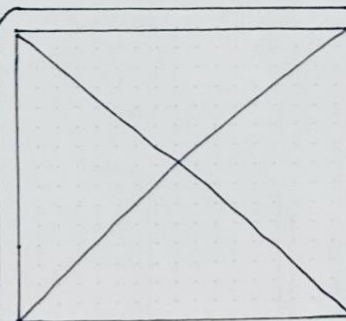
LOG IN

Still not sure why you should
press this button? Find out
how it helped Sandra
when the worst happened



HELLO EMMA!

FIND EMER-
GENCY VET



Rosie, 13
ALLERGIC TO CARROT

MORE ABOUT ROSIE



OVERSEEN



HOME



PAYMENTS

☒ PAYMENT PLAN

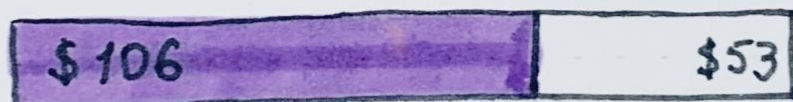
NEXT PAYMENT:

\$53.00

24/01/19

WEEKLY ✓

PROGRESS:



BREAKDOWN:

ROSIE'S
GROOMING

60%

DETAILS

ZEN'S
VACCINE

40%

DETAILS

YOUR EMERGENCY FUND:



MAKE CONTRIBUTION



FIND EMERGENCY VET WHO FOR?

ROSIE, 13
BORDER COLLIE



ZEN, 2
SIAMESE CAT



INDIE, 5
AMAZON PARROT



FIND EMERGENCY VET FOR ROSIE

ANIMAL HOSPITAL - 700m
2 minute drive



ROCKDALE VET - 1.3km
10 minute drive



SOUTH SIDE EXOTIC VET - 3km
20 minute drive



more ...



WHAT'S ON ... JANUARY 24th:



● - PAYMENT DUE - \$53 [DETAILS](#)

✓ - APPOINTMENT - ROSIE [DETAILS](#)

12.30pm - Ultimo [PAID](#)

< JANUARY [ALL PETS ✓](#)

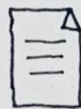
MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			



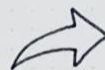
MEDICAL FILE ROSIE

CURRENT CONDITIONS >

CURRENT MEDICATION >



VIEW FULL
FILE



SHARE
FILE



YOUR EMERGENCY FUND:



MAKE A CONTRIBUTION

\$ _____

Payment method
VISA - 3875

[CHANGE](#)

[CONFIRM](#)