

Pet Medical Information Exchange and Support Platform

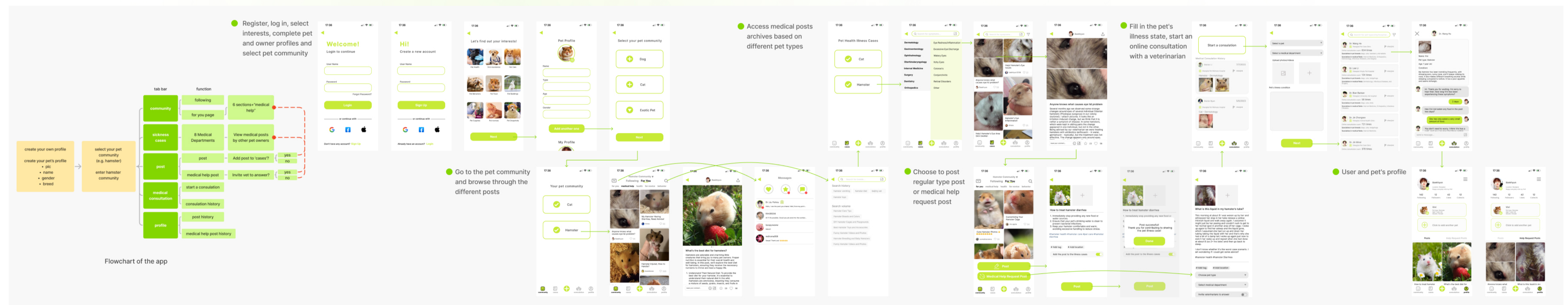
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Abstract

In China, the number of pet owners is increasing year by year, the size of the pet market is expanding, and the demand for pet healthcare is growing, but China's pet healthcare services are relatively lagging behind. The number of pet hospitals is positively correlated with the size of the city, and online medical services have many pain points.

User research was conducted by recruiting pet breeders to learn the pain points of the users. After prototype optimisation and iteration. Finally showed a pet medical service information exchange mobile application.

Diagram/ Design



Study Methodology

Interview: I interviewed five pet owners and asked a series of questions about the current state and future outlook of pet medical services.

User Journey Map: Explore the challenges users encounter throughout the journey from considering the idea of owning a pet to raising a pet.

Competitor Analysis: Existing apps offering pet healthcare services were analysed to understand the shortcomings of the current market.

Low-fidelity prototypes: The structure of the app was gradually completed through three iterations and modifications.

User Testing: The prototypes were tested by participants to get feedback.

High-fidelity prototypes: Modifications and optimisations were made based on user testing.

Conclusions & Future Work

This project created a platform for the exchange and sharing of information on pet medical services, which can meet the needs of different pet-owning populations and especially improve the focus on exotic pets. This app is currently for consumers, and in the future it is possible to create an app specifically for veterinarians and pet hospitals. Connecting the two apps in series can achieve synchronisation of medical consultation records, providing convenience for pet owners who consult online. Enhance the consistency of pet medical care and improve medical efficiency.

Introduction & Background

Existing pet medical services are unable to meet the needs of different pet-owning populations, especially exotic pet breeders. Dog and cat keepers' first choice is pet hospitals, but they also choose online consultation when time is inconvenient. However, offline exotic pet consultation resources are very limited, and they rely more on the experience sharing of others on the internet. The project aims to provide a convenient platform for pet owners to obtain information about their pet's health, seek medical advice and share experiences with other pet owners. Collating medical sharing postings, providing social attributes and online medical consultation functions.

Research Results

Cat and dog owners prioritise hospitals over online advice when their pets are sick. Pet hospitals offering exotic pet consultations are very limited, and pet owners rely on search engines and social media to seek experience and build their own group chats to answer each other's questions.

Online medical services can assist a greater number of pet owners, but the existing app are limited, there is still room for development.

Testing & Evaluation

In the task test, users were able to complete it without any problems. Each participant provided insights on the user interface of the prototype. Overall, the app's functional support and functional section delineation were satisfied by the users.