



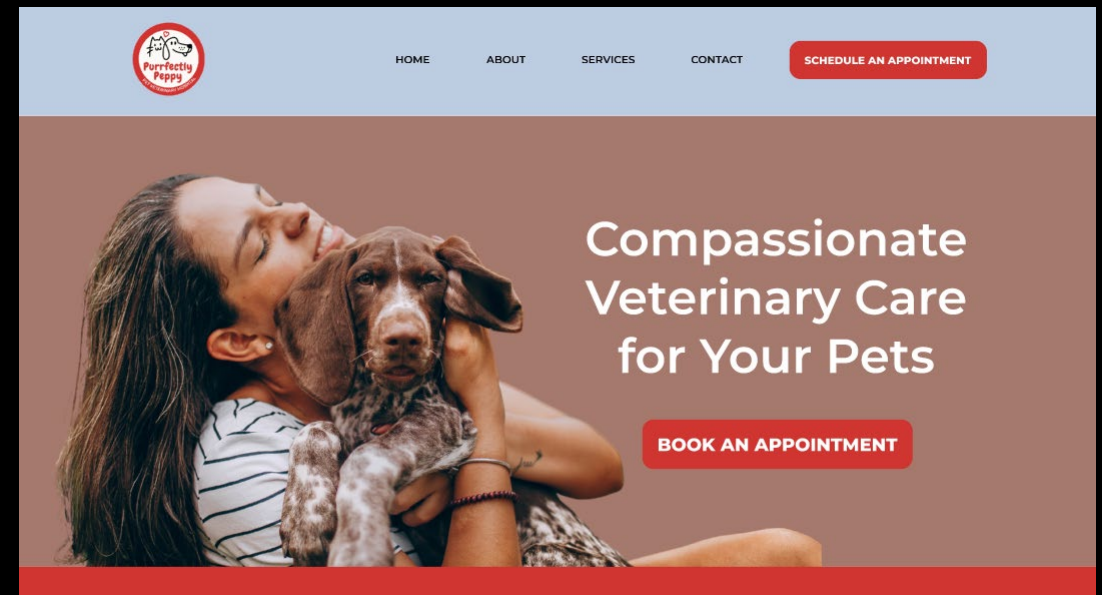
# Website Redesign for **Purrfectly Peppy Pet Veterinary Hospital**

Improving User Experience, Clarity, and Confidence

Annie Eldridge

# Project Overview

- Redesign the website using customer feedback
- Make information easier to find
- Help pet owners feel confident and supported
- Create a clearer and more welcoming experience



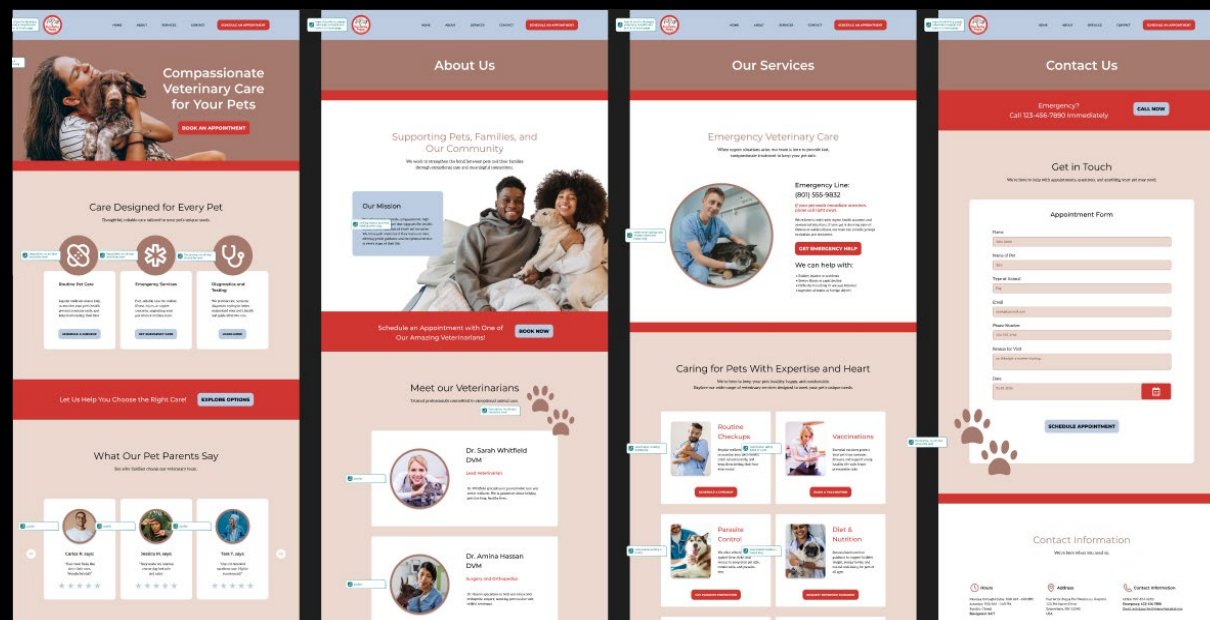


# What Customers Told Us

- Information was hard to find
- Navigation felt confusing
- Content was difficult to read quickly
- The site did not feel well organized

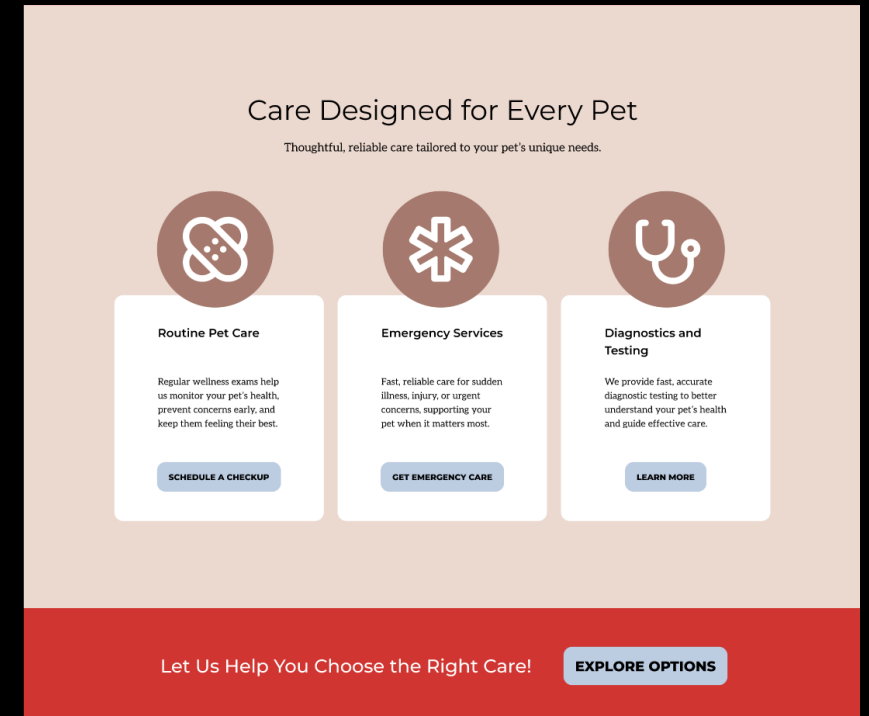
# Design Approach and Strategy

- Clear page sections with simple headings
- Consistent layouts across pages
- Important information shown earlier
- Clear buttons that guide next steps



# How the Experience Improved

- Core services are clearly highlighted
- Emergency care is easy to find
- Pages follow a consistent structure
- Users know what actions they need to take



Emergency?  
Call 123-456-7890 Immediately

[CALL NOW](#)

# Designed for Everyone

- Text is easier to read
- Images include text descriptions for screen readers
- Strong contrast between text and backgrounds
- Clear spacing and layout
- Simple, easy to use forms

Appointment Form

Name  
John Smith

Name of Pet  
Tina

Type of Animal  
Dog

Email  
example@email.com

Phone Number  
256 785 5963

Reasons for Visit  
see Schedule a routine checkup.

Date  
01-01-2025

SCHEDULE APPOINTMENT

Caring for Pets With Expertise and Heart

We're here to keep your pets healthy, happy, and comfortable.  
Explore our wide range of veterinary services designed to meet your pet's unique needs.

**Routine Checkups**

Regular wellness exams help us monitor your pet's health, catch concerns early, and keep them feeling their best year round.

SCHEDULE A CHECKUP

**Vaccinations**

Essential vaccines protect your pet from common illnesses and support a long, healthy life with fewer preventable risks.

BOOK A VACCINATION

**Parasite Control**

We offer effective protection against fleas, ticks, and worms to keep your pet safe, comfortable, and parasite-free.

GET PARASITE PROTECTION

**Diet & Nutrition**

Personalized nutrition guidance to support healthy weight, energy levels, and overall well-being for pets of all ages.

REQUEST NUTRITION GUIDANCE

**Microchipping**

A quick, safe microchip procedure that provides permanent identification and increases the chance of a lost pet coming home.

BOOK AN APPOINTMENT

**Dental Care**

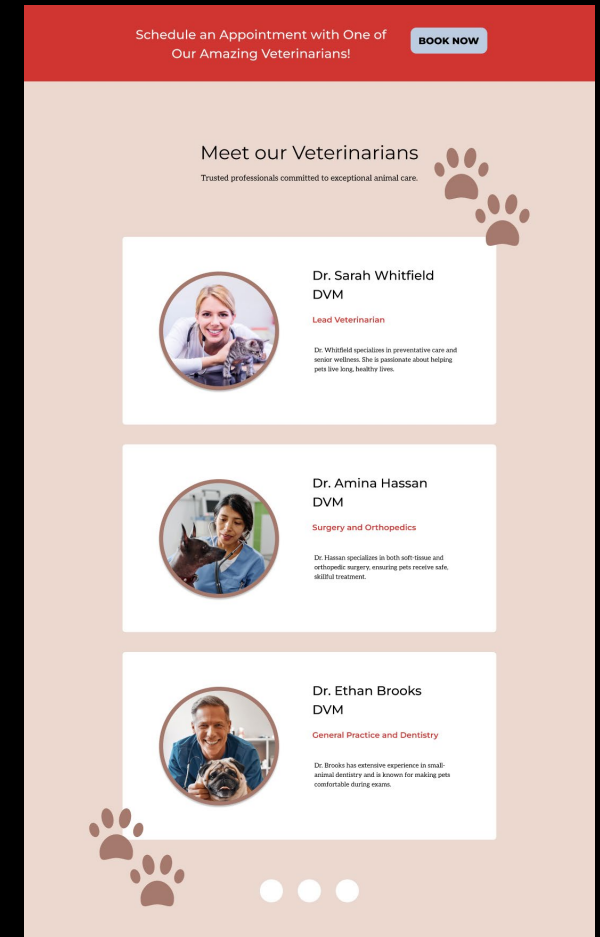
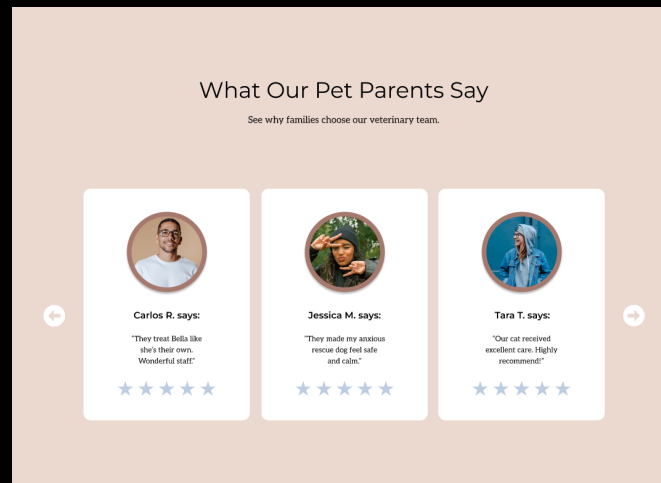
Professional cleanings and dental evaluations help prevent pain, plaque buildup, and long-term oral health issues.

SCHEDULE A DENTAL EXAM

Not Sure What Your Pet Needs? CONTACT US

# Building Trust through Design

- Warm and friendly images
- Calm and consistent colors
- Professional but welcoming tone
- Clear and reassuring messaging



# Overall Impact and Next Steps

## IMPACT:

- Faster access to information
- Less confusion for users
- Strong connection to customer feedback
- Supports pet owners and business goals

## NEXT STEPS:

- Feedback
- Make final adjustments
- Prepare for launch

**Contact Us**

Emergency?  
Call 123-456-7890 Immediately **CALL NOW**

**Get in Touch**  
We're here to help with appointment, questions, and anything your pet may need.

**Appointment Form**

Name

Name of Pet

Type of Animal

Email

Phone Number

Reason for Visit

Date

**SCHEDULE APPOINTMENT**

**Contact Information**  
We're here when you need us.

**Hours**  
Monday Through Friday 8:00 AM - 6:00 PM  
Saturday 10:00 AM - 2:00 PM  
Sunday Closed  
Emergency 24/7

**Address**  
Pawfectly Poppo Pet Veterinary Hospital  
123 Pet Street Drive  
Serenityville, NH 12345  
USA

**Contact Information**  
Office: 123-456-7890  
Emergency: 123-456-7890  
Email: info@pawfectlypoppo.com

**CONNECT WITH US**  
Pawfectly Poppo  
Facebook, Instagram, Twitter, YouTube

**RESOURCES**  
Home, About, Services, Contact, Emergency Care

**CONTACT**  
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**BOOK AN APPOINTMENT**



**Thank you**