

AcutePlus Responsive Web Design

fyreform

Acute

Project overview



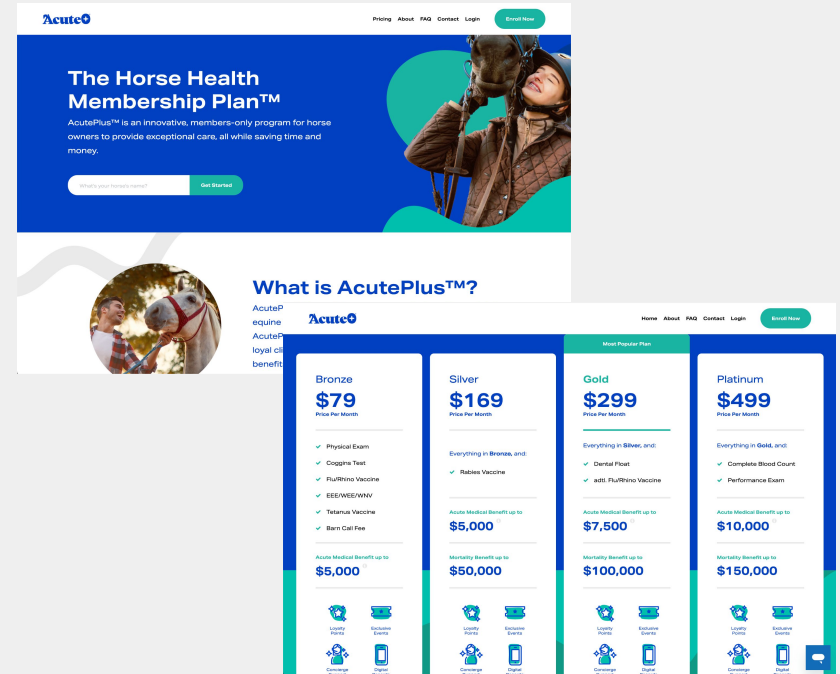
The product:

AcutePlus is an all-in-one program designed by world-class equine veterinarians to suit the needs of their clients. Through AcutePlus, they promote preventative care and offer their loyal clients routine wellness, acute medical, and mortality benefits.



Project duration:

June 2022 to August 2022



Project overview



The problem:

The AcutePlus team struggles to inform and enroll new members



The goal:

Design a website for AcutePlus that educates and enrolls new members

Project overview



Role:

UX designer designing a responsive website for AcutePlus from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Through interviews and empathy maps, we gained insights into the needs of the users we are designing for: traveling equestrians. Our research confirmed that an effective user flow or website for educating and enrolling new members was a key requirement. However, it also uncovered additional challenges faced by this user group, such as time constraints, finding horse care, and the need for information on horse protection.

User research: pain points

1

Time

Equestrians are too busy to go through confusing information.

2

Usability

Other websites with similar functions don't have a defined user flow

3

Accessibility

Other websites are very busy and lead to option overload and user breakdown.



“If you’re crazy enough to fall off a horse, you better be crazy enough to get back on.”

Goals

- Compete at the highest level
- Get better year after year
- Train my horse to be the best in the world

Frustrations

- Fixing mistakes that could be easily avoided
- Feeling under appreciated
- Doing other people’s jobs

Persona: Tico

Age | 47

Education | Masters

Hometown | Mexico City, MX

Occupation | Olympic Sport Jumper

Tico is a sport jumper with a bustling schedule. He owns a barn and trains to compete in the olympic games. On his time off he spends time traveling and partying. Tico has a language barrier, but knows enough to make his way around the web. He gets care for his horses monthly and never really knows what or when he’s going to another clinic

User journey map

Mapping Tico's user journey revealed how helpful it would be for users to have an easy way to learn about the program.

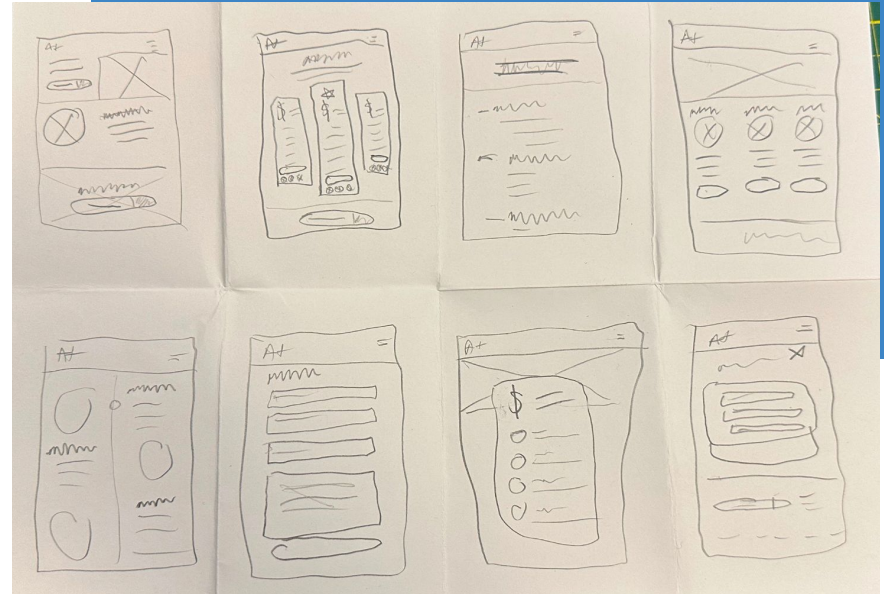
Tico					
Goal: Get better everyday, and keep myself and my horse in the best possible shape.					
Action	Practice	Reflect	Access	Quantify	Improve
Task List	Tasks A. Wake up B. Warm up C. Go to the barn	Tasks A. Consider faults B. Record mistakes C. Review with team	Tasks A. Determine perfection B. Determine ability	Tasks A. Decide what would make it perfect	Tasks A. Train and train until the routine is right B. cool down
Feeling Adjective	<ul style="list-style-type: none">ExcitedDetermined	<ul style="list-style-type: none">AnnoyedHopeful	<ul style="list-style-type: none">OverwhelmedHopeful	<ul style="list-style-type: none">GladRelieved	<ul style="list-style-type: none">OverwhelmedHopeful
Improvement Opportunities	<ul style="list-style-type: none">ChecklistExamples	<ul style="list-style-type: none">ChecklistExamples	<ul style="list-style-type: none">Easy ReplayPredetermined goals	<ul style="list-style-type: none">Planners	<ul style="list-style-type: none">Planners

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

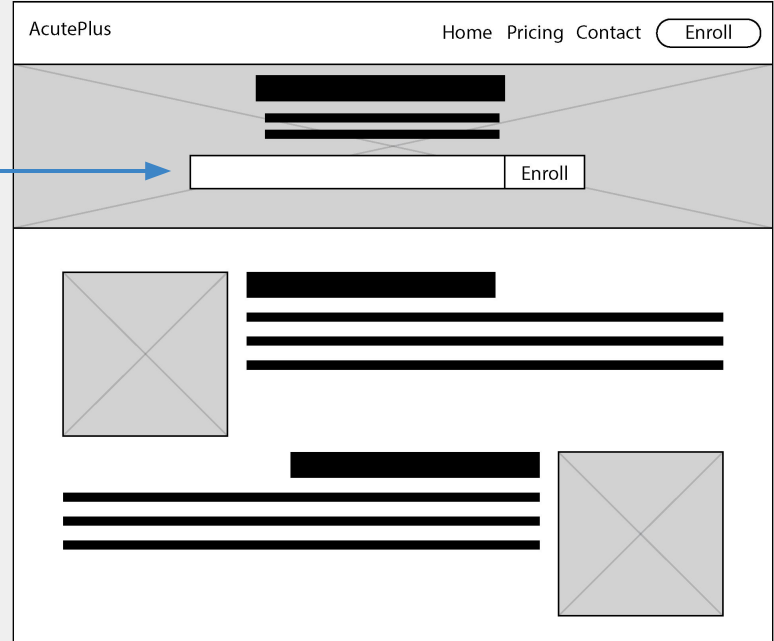
Taking the time to draft iterations of each screen of the website on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



Digital wireframes

As the initial design phase continued, we made sure to base screen designs on feedback and findings from the user research.

These fields are available at the top of the screen allow for quick enroll.



Low-fidelity prototype

Using the completed set of digital wireframes, we created a low-fidelity prototype. The primary user flow we connected was reviewing and enrolling so it could be used in a usability study.



Usability study: findings

We conducted a usability study. Findings helped guide the designs from wireframes to mockups.

- 1** Users want to understand quickly
- 2** Users want easier streamlined navigation
- 3** Users a way to compare plans

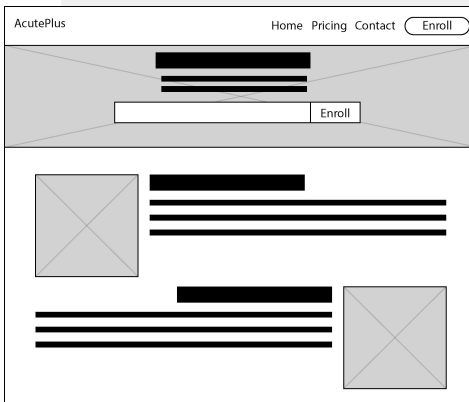
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

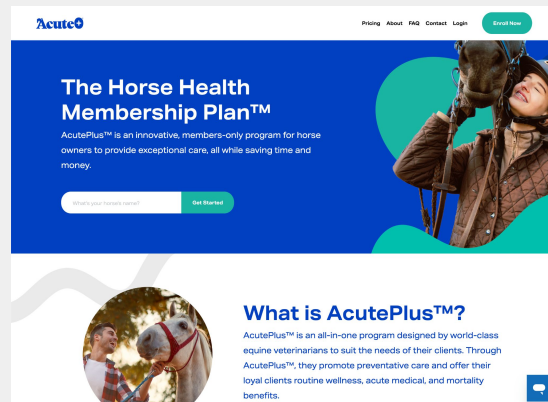
Mockups

Early designs allowed for some customization, but after the usability studies, we revised the design so users see **only relevant information** when they first open the website.

Before usability study



After usability study



Key Mockups

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The Horse Health Membership Plan™

AcutePlus™ is an innovative, members-only program for horse owners to provide exceptional care, all while saving time and money.

[Learn More About AcutePlus™](#) [Get Started](#)

What is AcutePlus™?

AcutePlus™ is an all-in-one program designed by world-class equine veterinarians to suit the needs of their clients. Through AcutePlus™, they promote preventative care and offer their loyal clients routine wellness, acute medical, and mortality benefits.



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Our Company

We know equestrian sports can present inherent risks to our beloved horses. AcutePlus™ was designed by a strategic team of world-class veterinarians and experienced equine industry experts to promote the highest standard of horse health care while saving horse owners time and money.

The work of AcutePlus™ is growing. We're eager to reach more horses, owners, and veterinarians so we can further our Mission through our high-quality routine care based programs through trusted veterinarians.

Giving Back

AcutePlus™ and the AcutePlus Foundation™ are dedicated to the future of equine veterinary medicine. Program profits are donated to the AcutePlus Foundation™ which contributes to internship and residency programs for large animal veterinary students to preserve the future safety and well-being of our beloved horses.



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Let's Get In Touch!

1-888-802-7182 Support@AcutePlus.com

Do you need help? Do you have any questions? Fill out the form below and we'll get back to you within 24 hours.

First Name

















Last Name

Phone Number

Message

[Submit](#)

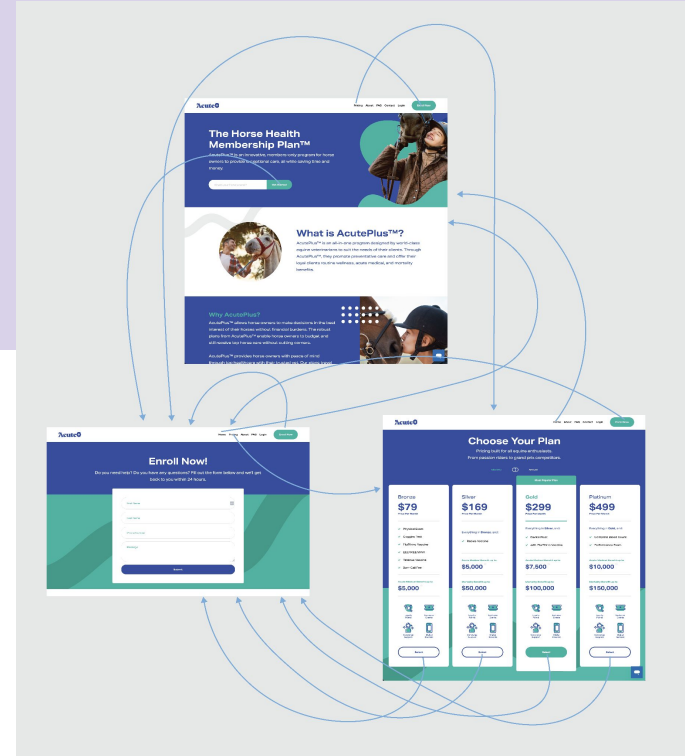
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Most Popular Plan			
Bronze \$79 Price Per Month	Silver \$169 Price Per Month	Gold \$299 Price Per Month	Platinum \$499 Price Per Month
<ul style="list-style-type: none">✓ Physical Exam✓ Coggins Test✓ Flu/Rhino Vaccine✓ EEE/WEE/WNV✓ Tetanus Vaccine✓ Barn Call Fee	<p>Everything in Bronze, and</p> <ul style="list-style-type: none">✓ Rabies Vaccine	<p>Everything in Silver, and:</p> <ul style="list-style-type: none">✓ Dental Float✓ aH1, Flu/Rhino Vaccine	<p>Everything in Gold, and:</p> <ul style="list-style-type: none">✓ Complete Blood Count✓ Performance Exam
Acute Medical Benefit up to \$5,000	Acute Medical Benefit up to \$5,000	Acute Medical Benefit up to \$7,500	Acute Medical Benefit up to \$10,000
Mortality Benefit up to \$50,000	Mortality Benefit up to \$50,000	Mortality Benefit up to \$100,000	Mortality Benefit up to \$150,000
 Dental Float	 Dental Float	 Dental Float	 Dental Float
 Complete Blood Count	 Complete Blood Count	 Complete Blood Count	 Complete Blood Count
 Performance Exam	 Performance Exam	 Performance Exam	 Performance Exam
 24/7 Support	 24/7 Support	 24/7 Support	 24/7 Support

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for enrolling and reviewing. It also reached users accessibility needs for navigating.

View the [AcutePlus Website](#)



Accessibility considerations

1

Used larger buttons for easier clicking for users with limited motor functions.

2

Used icons and simplistic page names to help make navigation easier.

3

Simplified the homepage to only highlight relevant data to help with focus.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website allows users to understand the product and enroll in the program.



What I learned:

While designing the AcutePlus Website, we learned that the first ideas for the website are only the beginning of the process. After research, usability studies, and peer feedback each design step got progressively better and more useful.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing our work with AcutePlus.
Check out our Website to learn more about us and our work!

Website: www.FyreForm.com