



Purrfectly Peppy Pet Veterinary Hospital

Web Analysis and Recommendations

Katie Jacoby

SNHU

GRA 352 24EW4

Client and Customer Identified Needs



- Navigate website page with ease
- Clear organization of page content
- Appointment booking feature
- Visually appealing, brand-supporting design

Design Choices

Key Branding Messages:

- Clean
- Friendly
- Professional
- Credibility
- Reliability



Design Choices

Fonts:

Montserrat Semi-Bold: Headlines

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat: Sub-Headlines

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

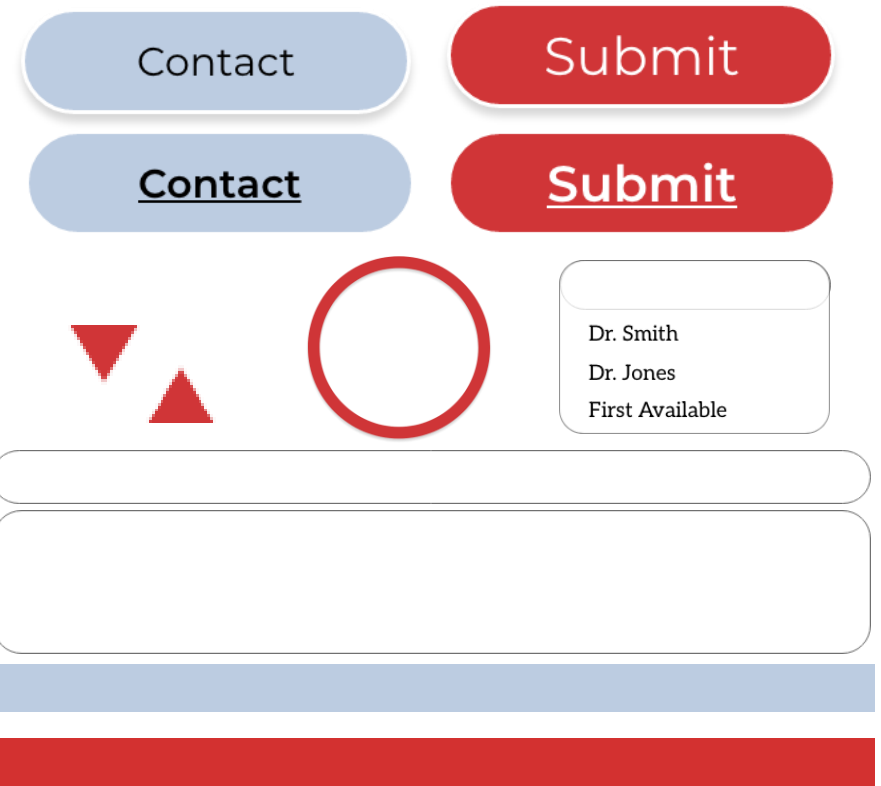
Aleo: Body Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Colors:



Shapes:



Imagery



Navigation: Header and Footer

- Key contact information available at top and bottom of each page.
- Navigation bar moved to top with clearly labelled, textual links.
- Branding supported with logo and company name presence.
- Multiple visual cues of current page and responsive links to other pages.



**Purrfectly Peppy
Pet Veterinary Hospital**

123 Puppy Lane
Somewhere, NH
123-456-7890
contact@pppvh.com

Hours
Monday - Friday 9 AM - 7 PM
Saturday - Sunday 11 AM - 5 PM
Emergency Services Available 24/7

Emergency Hotline
987-654-3210

[Home](#)[About](#)[Services](#)[Contact](#)



**Purrfectly Peppy Pet
Veterinary Hospital**

123 Puppy Lane
Somewhere, NH
contact@pppvh.com
123-456-7890

Hours
M - F 9 AM - 7 PM
S & S 11 AM - 5 PM
Emergency Available 24/7

Emergency Hotline
987-654-3210

Accreditation
Licenses
Terms of Service
Privacy Policy

Home
About
Services
Contact

Connect with us


Purrfectly Peppy Pet Veterinary Hospital © 2024

Home Page

- Simple, welcoming image with company name and tagline.
- Call-to-action buttons for exploring services and contact information.
- Large link directing customers to book an appointment.



The screenshot displays the home page of the Purrfectly Peppy Pet Veterinary Hospital website. The layout is clean and professional, featuring a red header and footer. The main content area has a dark background with a large image of a woman and a dog. The navigation menu is located in the header, and the footer contains contact information, hours, and social media links.

Purrfectly Peppy Pet Veterinary Hospital

123 Puppy Lane
Somewhere, NH
123-456-7890
contact@pppvh.com

Hours
Monday - Friday 9 AM - 7 PM
Saturday - Sunday 11 AM - 5 PM
Emergency Services Available 24/7

Emergency Hotline
987-654-3210

[Home](#) [About](#) [Services](#) [Contact](#)

Purrfectly Peppy Pet Veterinary Hospital
We care for your pets just as you do

[See Services](#) [Contact Us](#)

Book an Appointment Now

Purrfectly Peppy Pet Veterinary Hospital
123 Puppy Lane
Somewhere, NH
contact@pppvh.com
123-456-7890

Hours
M - F 9 AM - 7 PM
S & S 11 AM - 5 PM
Emergency Available 24/7
Emergency Hotline
987-654-3210

Accreditation
Licenses
Terms of Service
Privacy Policy


Home
About
Services
Contact

Connect with us
[Twitter](#) [Instagram](#) [Facebook](#)

Purrfectly Peppy Pet Veterinary Hospital © 2024

About Page

- Information organized with clear textual headers and sub headers.
- Highlighting individual staff members with subheaders, headshots, and bios.
- Call-to-action buttons directing customers to “Contact” page.



**Purrfectly Peppy
Pet Veterinary Hospital**
123 Puppy Lane
Somewhere, NH
123-456-7890
contact@pppvh.com

Hours
Monday - Friday 9 AM - 7 PM
Saturday - Sunday 11 AM - 5 PM
Emergency Services Available 24/7
Emergency Hotline
987-654-3210

HomeAboutServicesContact

About Purrfectly Peppy Pet Veterinary Hospital



About


Purrfectly Peppy Pet Veterinary Hospital first opened its doors in 2003 and we have been proudly serving the tri-city metro area ever since. We are committed to being service-oriented for our clients, while also providing progressive medical care for our patients.

Accreditation

We are an AAHA-accredited veterinary hospital. That means we have achieved an are accountable to higher standards of care. Pets are our passion. And keeping them healthy is our #1 priority. Here, we strive to deliver excellent care for pets. Because your pets deserve nothing less.

Our Staff

Dr. Corbin Smith and Dr. Sabina Jones have dedicated their lives to caring for your furry friends. They have both specialized in emergency and critical care and veterinary pathology, making them experienced diagnosticians. Dr. Smith also holds certifications specializing in veterinary ophthalmology. Both Dr. Smith and Dr. Jones are board certified diplomats of the American College of Veterinary Medicine and have practiced for a collective 30-years.



Dr. Corbin Smith

When not working, Dr. Smith enjoys hiking with his husky named Ralph, whom he rescued and rehabilitated several years ago after enduring maltreatment. He enjoys reading historical non-fiction and taking cooking classes as well.

[Contact](#)



Dr. Sabina Jones

Dr. Jones enjoys kickboxing and gardening her spare time. She is the proud owner of three cats: Mittens, Colonel Whiskers, and Macy. She loves to provide fresh produce to local markets from her garden!

[Contact](#)




**Purrfectly Peppy Pet
Veterinary Hospital**
123 Puppy Lane
Somewhere, NH
contact@pppvh.com
123-456-7890

Hours
M-F 9 AM - 7 PM
S & S 11 AM - 5 PM
Emergency Available 24/7
Emergency Hotline
987-654-3210

Accreditation
Licenses
Terms of Service
Privacy Policy

Home
About
Services
Contact

Connect with us


Purrfectly Peppy Pet Veterinary Hospital © 2024

Services Page

- Maintains consistency with previous page design elements supporting branding.
- Bullet-points for ease of reading.
- Call-to-action button directing to “Contact” page.



**Purrfectly Peppy
Pet Veterinary Hospital**

123 Puppy Lane
Somewhere, NH
123-456-7890
contact@pppvh.com

Hours
Monday - Friday 9 AM - 7 PM
Saturday - Sunday 11 AM - 5 PM
Emergency Services Available 24/7

Emergency Hotline
987-654-3210

HomeAbout**Services**Contact

Purrfectly Peppy Pet Veterinary Hospital Services

We provide all phases of pet care, including:

- Wellness and Preventative Care
- 24-Hour Emergency Care
- Dentistry
- Diet and Nutrition
- Parasite Control
 - Fleas
 - Ticks
 - Heart-worms
- Vaccinations
- Microchipping

Contact Us





**Purrfectly Peppy Pet
Veterinary Hospital**

123 Puppy Lane
Somewhere, NH
contact@pppvh.com
123-456-7890

Hours
M - F 9 AM - 7 PM
S & S 11 AM - 5 PM
Emergency Available 24/7

Emergency Hotline
987-654-3210

Accreditation
Licenses
Terms of Service
Privacy Policy


Home
About
Services
Contact

Connect with us
  

Purrfectly Peppy Pet Veterinary Hospital © 2024

Contact Page

- Direct contact information provided in a clean, organized fashion to the left.
- Appointment scheduling form with clearly labeled entry fields.
- Field options for customizing the user's appointment needs assisting vet staff in enhancing customer experience.



**Purrfectly Peppy
Pet Veterinary Hospital**


123 Puppy Lane
Somewhere, NH
123-456-7890
contact@pppvh.com

Hours
Monday - Friday 9 AM - 7 PM
Saturday - Sunday 11 AM - 5 PM
Emergency Services Available 24/7

Emergency Hotline
987-654-3210

Home About Services **Contact**

Contact Purrfectly Peppy Pet Veterinary Hospital



Direct Contact Information

Purrfectly Peppy Pet Veterinary Hospital
123 Puppy Lane
Somewhere, NH
123-456-7890
contact@pppvh.com

Emergency Hotline
987-654-3210

Hours
Monday - Friday 9 AM - 7 PM
Saturday - Sunday 11 AM - 5 PM
Emergency Services Available 24/7

Connect on Social Media
@purrfectlypeppyvh on Instagram, Facebook, and Twitter

Purrfectly Peppy Pet Veterinary Hospital Appointment Booking Form

Our staff will respond to your request within 24 hours.

**If your pet is experiencing a medical emergency and you need immediate assistance, please contact now at our 24/7
Emergency Hotline: 987-654-3210**

* Indicates Required Field.

*Your Name

*Your Pet's Name

*Your Pet's Species

*Your Phone Number

*Your Email

*Vet Preference

*Appointment Date


*Appointment Time

*Reason for Appointment

If you selected "Other" above, please describe the reason for visit in the section below.

Pet Medical History, Needs, or Other Notes for the Vet:

Submit



Purrfectly Peppy Pet Veterinary Hospital

123 Puppy Lane
Somewhere, NH
contact@pppvh.com
123-456-7890

Hours
M - F 9 AM - 7 PM
S & S 11 AM - 5 PM
Emergency Available 24/7

Emergency Hotline
987-654-3210

Accreditation
Licenses
Terms of Service
Privacy Policy

Home
About
Services
Contact

Connect with us
[Twitter](#) [Instagram](#) [Facebook](#)

Purrfectly Peppy Pet Veterinary Hospital © 2024

Appointment Form

Purrfectly Peppy Pet Veterinary Hospital
Appointment Booking Form
Our staff will respond to your request within 24 hours.

If your pet is experiencing a medical emergency and you need immediate assistance, please contact now us at our 24/7 Emergency Hotline: 987-654-3210

* Indicates Required Field.

*Your Name
Ex. Jane Doe

*Your Pet's Name
Ex. Archie

*Your Pet's Species
Ex. Cat

*Your Phone Number
Ex. (123) - 456 - 7890

*Your Email
Ex. jdoe@email.com

*Vet Preference
First Available

*Appointment Date
Mon, Apr 22, 2024

*Appointment Time
9 AM

*Reason for Appointment
Wellness/Preventative

*If you selected "Other" above, please describe the reason for visit in the section below.
Pet Medical History, Needs, or Other Notes for the Vet:
Enter any additional information or message for the vet here.
Limit 2000 characters.

Submit

*Vet Preference
Dr. Smith
Dr. Jones
First Available

*Appointment Date
April 2024
31 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 1 2 3 4
Limit 2000 characters.

*Reason for Appointment
Wellness/Preventative
Dentistry
Diet/Nutrition
Parasite Control
Vaccinations
Microchipping
Other*

*Appointment Time
9 AM
10 AM
11 AM
12 PM
1 PM
2 PM
3 PM
4 PM
5 PM
6 PM
7 PM
Submit

Thank you for your submission!
If your pet is experiencing a medical emergency and needs urgent attention, call now:
Emergency Hotline 987-654-3210
A confirmation email for your appointment will be sent momentarily.
Our staff looks forward to serving you and your purrfectly peppy pet soon!

Return Home
Close

Questions?

References

“GRA 352 Purrfectly Peppy Pet Veterinarian Hospital Brand Style Guide.” Southern New Hampshire University. N.d.

“GRA 352 Purrfectly Peppy Pet Veterinarian Hospital VOC Survey Results.” Southern New Hampshire University. n.d.

“GRA 352 WCAG Checklist.” Southern New Hampshire University. N.d.

Image Attributions

A Veterinarian Sitting Beside a Black Dog Lying on the Table while Smiling at the Camera by Tima Miroshnichenko from Pexels <https://www.pexels.com/photo/a-veterinarian-sitting-beside-a-black-dog-lying-on-the-table-while-smiling-at-the-camera-6234633/>

Cat at the Veterinarian by Gustavo Fring from Pexels <https://www.pexels.com/photo/cat-at-the-veterinarian-6816859/>

Icon Pack by everton_ribas from Pixabay

Joyful black couple hugging obedient dog while resting on bed by Andres Ayrton from Pexels <https://www.pexels.com/photo/joyful-black-couple-hugging-obedient-dog-while-resting-on-bed-6579047/>

Person Holding a Brown Dog and a Cat by Nadia Vasil'eva from Pexels <https://www.pexels.com/photo/person-holding-a-brown-dog-and-a-cat-6821106/>

Woman Wearing Gray Jacket Beside White Puppy by Oleksandr Pidvalnyi from Pexels <https://www.pexels.com/photo/woman-wearing-gray-jacket-beside-white-puppy-1174081/>