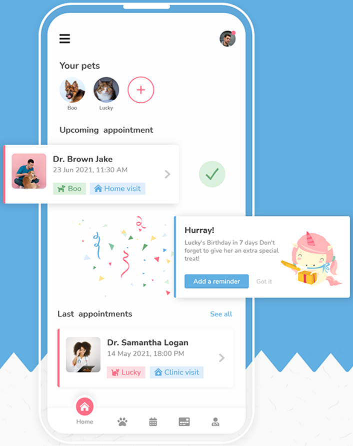
UX & UI Case Study

# Paw Buddy

Easily integrate your pet's needs into your daily life routine.



Your pets

Boo
Lucky

Upcoming appointment

**Dr. Brown Jake**
23 Jun 2021, 11:30 AM
Boo | Home visit

**Hurray!**
Lucky's Birthday in 7 days Don't forget to give her an extra special treat!

Add a reminder
Got it

Last appointments

See all

**Dr. Samantha Logan**
14 May 2021, 18:00 PM
Lucky | Clinic visit

Home

2

## Solution

A tool that will allow pet owners to track their pet's health, find the best veterinarian for their needs, organize pet-care expenses, and easily manage their tasks as pet owners.

3

## The 'why?'

Pet owners want to take care of their pet's health and needs but also monitor the expenses that come along with that. Schedule and manage pet-care tasks and find a reliable professional who could take care of their pet, with real reviews that could be found nearby their current location and all of that in one place.

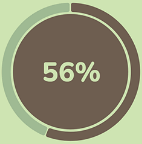
4

## Business opportunities

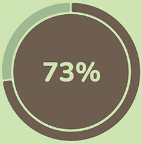
This SaaS app creates clear communication between veterinarians and pet owners and provides not only the pet owner the option to choose a professional based on its reviews after every provided treatment, but also gives the vet the option to reach more people and maintain the relationship with their clients.

## Research

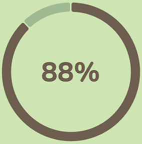
I surveyed 64 pet owners between ages 18-40.



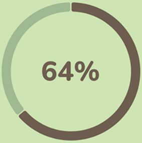
Used health -
related tracking apps



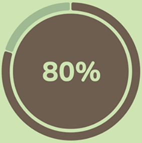
Used payment -
related tracking apps



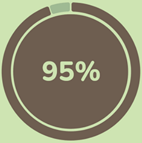
Prefer to go to the
nearest pet clinic



Rely on customer reviews while choosing a vet



Take their pets to the vet for only planned visits



Prefer to have an all-in-one pet care platform

## User interviews

I interviewed 8 pet owners between ages 18-35 who either have or had a pet.
The questions I asked them about were:

- Their pet care planning, tracking and daily management routine.
- Their experience with searching, communicating and choosing a veterinarian.
- Their pet-treatments documentation and tracking experience.
- Their feelings about an app that facilitates those and familiar experiences.

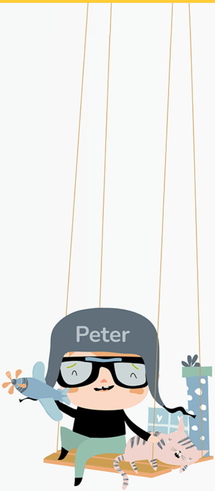
## Main learnings

People prefer to document in one place all their pet related information

Pet owners rely on others' experiences while choosing a veterinarian

Pet owners prefer to have other options to visit/consult a vet than a clinic visit

Over 40% forget their appointments or scheduled treatments



## User persona

### About

Peter treats his dog - 'Boo' and his cat 'Lucky' as inseparable part of his family. Since Peter works a lot he struggles with remembering all of their treatments and appointments.
Peter likes to double-check and always searching for high reviews/rating before purchasing any product or service, especially regarding his pets' health.

He likes to change things and try new opportunities, but usually tent to rely on others' experience before trying those himself.

### Goals

- Track my pets' heath with minimum effort.
- Find a trusted nearby vet that will meet my dogs' needs.
- Make vet's appointments in-house or online to avoid extra stress to my pets.

*"Once my pet is happy - I'm happy!"*

## Pain points

- Clinic visits make my pets anxious and extra stressed.
- Having a hard time to remember all his pets' health history and scheduled appointments and treatments.
- Don't have enough time to compare between vets and search for reviews online.

**Age:** 32
**Work:** Engineer
**Family:** Married+1
**Location:** Portland, OR

# Empathy map

## Do

Asking friends and searching the web for a recommended vet

Set an automatic medicine prescription refills

Searching the web for pet health information

Share pet related videos on social media

Adding vets' appointments to calendar

## See

Searching for vets\clinics near me

Shops for animal accessories and food

Animals and pets related content on social media

## Hear

Vets' advices for pets' health care

Coworkers, friends and family share personal stories about their pets

A friends' personal experience with a vet

## Feel

Joy, happiness, fulfilled - my pet brings me joy!

Doubt - will the vet take a good care of my pet?

Fear - afraid I'm going to pick the wrong place to take my pet

Frustrated - Can't manage to remember all of my pets' medical history and keep tracking

Stressed - worried to bring my pet to the clinic because it makes him get panicked

## Think

Where can I find service providers for pets?

Are there any available vets around me?

When my pet's next vaccine/treatment?

How much will the treatment cost?

How can I be sure that the vet is trustable and professional?

How can I cause my pet less stress and panic during clinic visits and vet treatments?

## Pain

Clinic visits make the pet feel anxious and stressed

Forgetting vet appointments without getting reminders

## Gain

Find a new vet that will take a good care of my pet and make him and me happy

Easy access to vets' full Bio and information helps during searching for a vet process

Time consuming searches for a suitable vet

Pet-care medical expenses

Uncertainty about how often or what type of medication should my pet receive

Vets' availability updated in real time

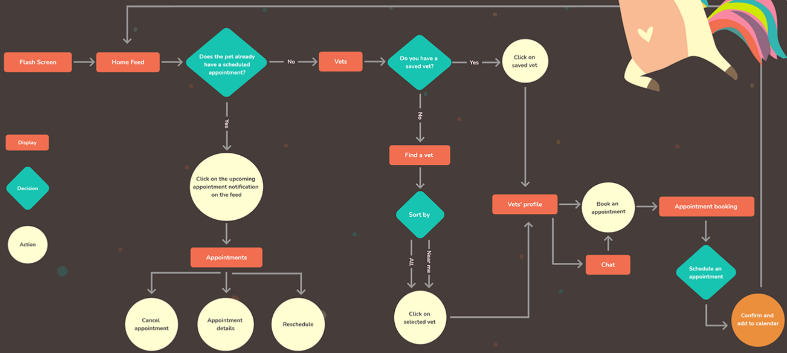
Take care of my pet without stress him using virtual or home visit appointments

Pets' full medial info tracked and documented in one place

Previous client reviews make it easier to find a trustable vet

# User flow

## Appointment booking user flow



Flash Screen

Home Feed

Does the pet already have a scheduled appointment?

No

Vets

Do you have a saved vet?

Yes

Click on saved vet

Yes

Click on the upcoming appointment notification on the feed

Appointments

Cancel appointment

Appointment details

Reschedule

No

Find a vet

Sort by

All

Near me

Click on selected vet

Vets' profile

Book an appointment

Chat

Appointment booking

Schedule an appointment

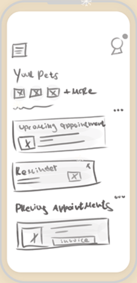
Confirm and add to calendar

Display

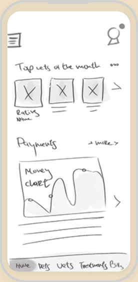
Decision

Action

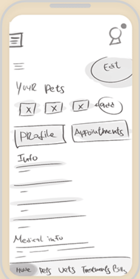
# Sketches



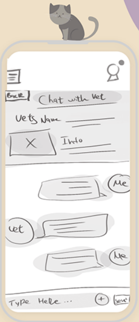
Your Pets
+ More
Upcoming appointment
Reminder
Previous Appointments
invoice



Top vets of the month
Rating
Name
Payments
+ more >
Money chart
Home
Pets
Vets
Treatments
Bills

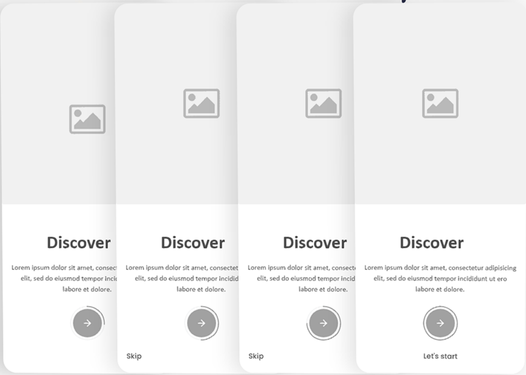


Edit
Your Pets
Add
Profile
Appointments
Info
Medical info
Home
Pets
Vets
Treatments
Bills



Back
Chat with Vet
Vets Name
Info
Me
Vet
Me
Type Here ...
+
Send

# Wireframes



Discover

Lorem ipsum dolor sit amet, consec
elit, sed do eiusmod tempor inci
labore et dolore.

Discover

Lorem ipsum dolor sit amet, consectet
elit, sed do eiusmod tempor incidid
labore et dolore.

Skip

Discover

Lorem ipsum dolor sit amet, consect
elit, sed do eiusmod tempor incid
labore et dolore.

Skip

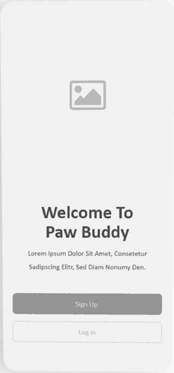
Discover

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut ero labore et dolore.

Let's start

Onboarding

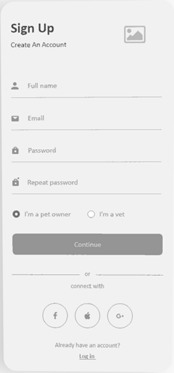
Log in



Welcome To Paw Buddy

Lorem Ipsum Dolor Sit Amet, Consetetur Sadipscing Elitr, Sed Diam Nonumy Den.

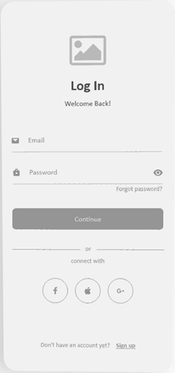
Sign Up
Log in



Sign Up

Create An Account

Full name
Email
Password
Repeat password
● I'm a pet owner
○ I'm a vet
Continue
or
connect with
f
G+
Already have an account?
Log in



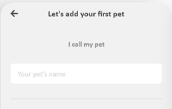
Log In

Welcome Back!

Email
Password
Forgot password?
Continue
or
connect with
f
G+
Don't have an account yet? Sign up

Welcome

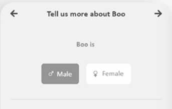
Sign up



Let's add your first pet

I call my pet

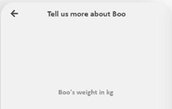
Your pet's name



Tell us more about Boo

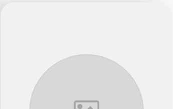
Boo is

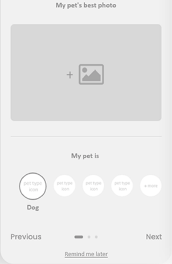
♂ Male
♀ Female

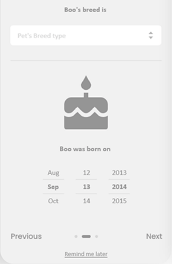


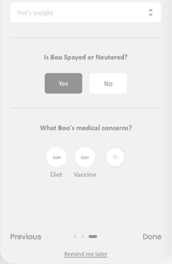
Tell us more about Boo

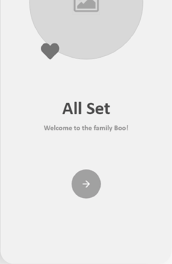
Boo's weight in kg



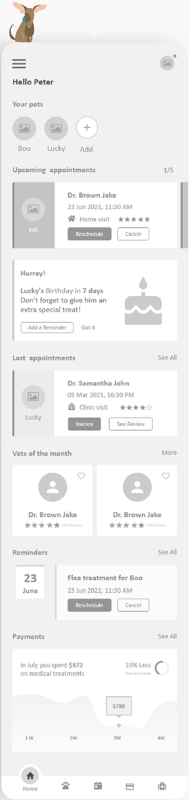

My pet's best photo
My pet is
pet type icon
pet type icon
pet type icon
pet type icon
+ more
Dog
Previous
Next
Remind me later


Boo's breed is
Pet's Breed type
Boo was born on
Aug 12 2013
Sep 13 2014
Oct 14 2015
Previous
Next
Remind me later


Pet's weight
Is Boo Spayed or Neutered?
Yes
No
What Boo's medical concerns?
icon
icon
Diet
Vaccine
Previous
Done
Remind me later


All Set
Welcome to the family Boo!

## Add your first pet


Hello Peter

Your pets

Boo
Lucky
Add

Upcoming appointments 1/5

Dr. Brown Jake
23 Jun 2021, 11:30 AM
Home visit ★★★★★

vet
Reschedule
Cancel

Hurray!
Lucky's Birthday in 7 days
Don't forget to give him an extra special treat!

Add a Reminder
Got it

Last appointments See All

Dr. Samantha John
05 Mar 2021, 16:30 PM
Clinic visit ★★★★☆

Lucky
Invoice
See Review

Vets of the month More

Dr. Brown Jake ★★★★★
Dr. Brown Jake ★★★★★

Reminders See All

23 June
Flea treatment for Boo
23 Jun 2021, 11:30 AM

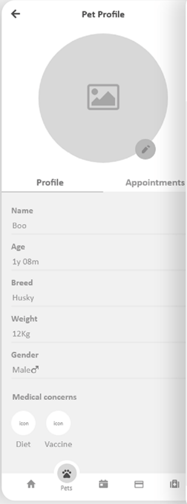
Reschedule
Cancel

Payments See All

In July you spent $872 on medical treatments
23% Less than last month

$780
1 W
2W
3W
4W
Home

## Pet profile


Pet Profile

Profile
Appointments

Name
Boo

Age
1y 08m

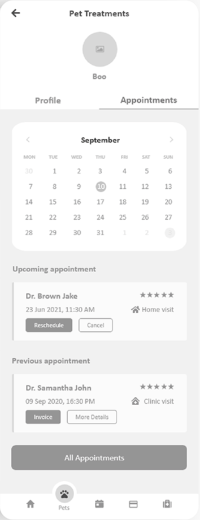
Breed
Husky

Weight
12Kg

Gender
Male♂

Medical concerns

icon
icon
Diet
Vaccine
Pets


Pet Treatments

Boo
Profile
Appointments

September

| MON | TUE | WED | THU | FRI | SAT | SUN |
|---|---|---|---|---|---|---|
| 30 | 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 | 31 | 1 | 2 | 3 |

Upcoming appointment

Dr. Brown Jake ★★★★★
23 Jun 2021, 11:30 AM
Home visit

Reschedule
Cancel

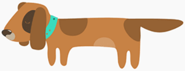
Previous appointment

Dr. Samantha John ★★★★★
09 Sep 2020, 16:30 PM
Clinic visit

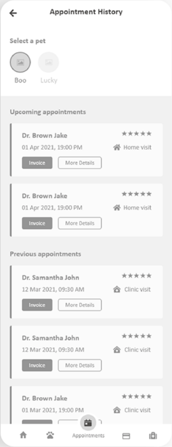
Invoice
More Details
All Appointments
Pets

## Pet appointments

## Home feed



## Appointment history



Appointment History

Select a pet

Boo
Lucky

Upcoming appointments

Dr. Brown Jake ★★★★★
01 Apr 2021, 19:00 PM — Home visit
Invoice | More Details

Dr. Brown Jake ★★★★★
01 Apr 2021, 19:00 PM — Home visit
Invoice | More Details

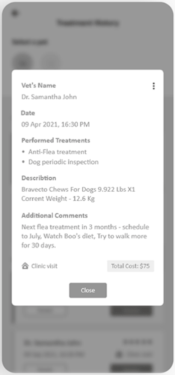
Previous appointments

Dr. Samantha John ★★★★★
12 Mar 2021, 09:30 AM — Clinic visit
Invoice | More Details

Dr. Samantha John ★★★★★
12 Mar 2021, 09:30 AM — Clinic visit
Invoice | More Details

Dr. Brown Jake ★★★★★
01 Mar 2021, 19:00 PM — Clinic visit

Appointments



Vet's Name
Dr. Samantha John

Date
09 Apr 2021, 16:30 PM

Performed Treatments
- Anti-Flea treatment
- Dog periodic inspection

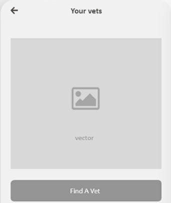
Describtion
Bravecto Chews For Dogs 9.922 Lbs X1
Corrent Weight - 12.6 Kg

Additional Comments
Next flea treatment in 3 months - schedule to July, Watch Boo's diet, Try to walk more for 30 days.

Clinic visit — Total Cost: $75

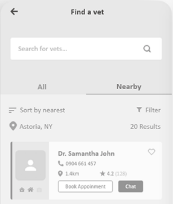
Close

## Appointment details



Your vets

vector
Find A Vet



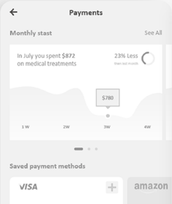
Find a vet

Search for vets...
All
Nearby
Sort by nearest
Filter

Astoria, NY — 20 Results

Dr. Samantha John
0904 661 457
1.4km ★ 4.2 (128)

Book Appointment
Chat



Payments

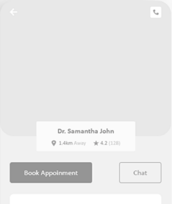
Monthly stast — See All

In July you spent $872 on medical treatments
23% Less
than last month

$780
1 W
2W
3W
4W

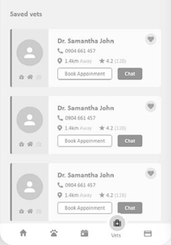
Saved payment methods

VISA
amazon



Dr. Samantha John
1.4km Away ★ 4.2 (128)

Book Appoinment
Chat

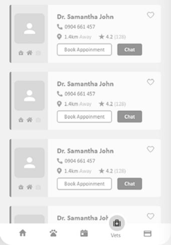


Saved vets

**Dr. Samantha John**
0904 661 457
1.4km Away ★ 4.2 (128)
Book Appoinment | Chat

**Dr. Samantha John**
0904 661 457
1.4km Away ★ 4.2 (128)
Book Appoinment | Chat

**Dr. Samantha John**
0904 661 457
1.4km Away ★ 4.2 (128)
Book Appoinment | Chat



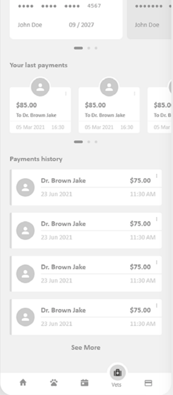
**Dr. Samantha John**
0904 661 457
1.4km Away ★ 4.2 (128)
Book Appoinment | Chat

**Dr. Samantha John**
0904 661 457
1.4km Away ★ 4.2 (128)
Book Appoinment | Chat

**Dr. Samantha John**
0904 661 457
1.4km Away ★ 4.2 (128)
Book Appoinment | Chat

**Dr. Samantha Joh**

## Saved vets & Find a vet



•••• •••• •••• 4567
John Doe 09 / 2027

••••••• •
John Doe

Your last payments

$85.00
To Dr. Brown Jake
05 Mar 2021 16:30

$85.00
To Dr. Brown Jake
05 Mar 2021 16:30

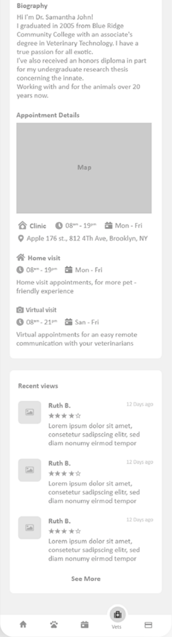
$85.0
To Dr. B
05 Mar

Payments history

| | |
|---|---|
| Dr. Brown Jake | $75.00 |
| 23 Jun 2021 | 11:30 AM |
| Dr. Brown Jake | $75.00 |
| 23 Jun 2021 | 11:30 AM |
| Dr. Brown Jake | $75.00 |
| 23 Jun 2021 | 11:30 AM |
| Dr. Brown Jake | $75.00 |
| 23 Jun 2021 | 11:30 AM |

See More

## Payments



Biography

Hi I'm Dr. Samantha John!
I graduated in 2005 from Blue Ridge Community College with an associate's degree in Veterinary Technology. I have a true passion for all exotic.
I've also received an honors diploma in part for my undergraduate research thesis concerning the innate.
Working with and for the animals over 20 years now.

Appointment Details

Map

**Clinic** 08$^{am}$ - 19$^{pm}$ Mon - Fri
Apple 176 st., 812 4Th Ave, Brooklyn, NY

**Home visit**
08$^{am}$ - 19$^{pm}$ Mon - Fri
Home visit appointments, for more pet - friendly experience

**Virtual visit**
08$^{am}$ - 21$^{pm}$ San - Fri
Virtual appointments for an easy remote communication with your veterinarians

Recent views

**Ruth B.** 12 Days ago
★★★★☆
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

**Ruth B.** 12 Days ago
★★★★☆
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

**Ruth B.** 12 Days ago
★★★★☆
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

See More

## Vets' profile

## Design

#ff7088

**Primary**

#62afe2

**Secondary**

## Typography

### Nunito

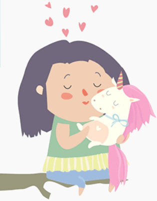
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 123456789!@$€?

## Icons and Vectors

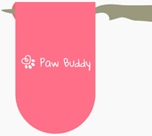
Icons - Font Awesome

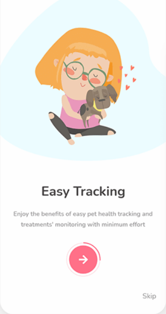
Vectors - Envato elements masastarus

🐈 🐕 ⚕ 🪪 📅 🐾 ⌂ ⊗ 👤 ▼ ☎ ☆ ★ › 📍 ⌂ ♡ 🖥 ♥ → ⇕



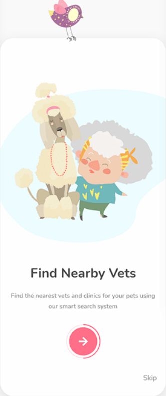
## App design





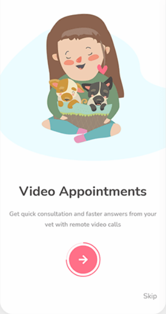
**Easy Tracking**

Enjoy the benefits of easy pet health tracking and treatments' monitoring with minimum effort



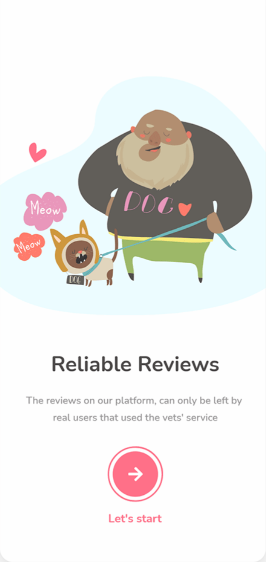
**Find Nearby Vets**

Find the nearest vets and clinics for your pets using our smart search system



**Video Appointments**

Get quick consultation and faster answers from your vet with remote video calls

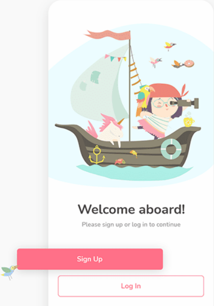


Meow
Meow
DOG
DOG

**Reliable Reviews**

The reviews on our platform, can only be left by real users that used the vets' service

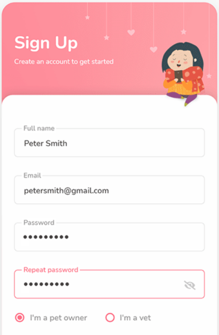
Let's start



**Welcome aboard!**

Please sign up or log in to continue

Sign Up
Log In



**Sign Up**

Create an account to get started

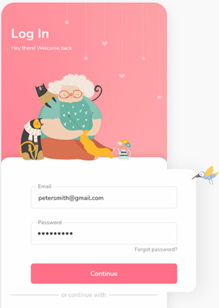
Full name: Peter Smith

Email: petersmith@gmail.com

Password: •••••••••

Repeat password: •••••••••

● I'm a pet owner ○ I'm a vet



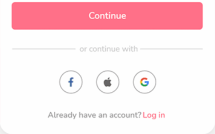
**Log In**

Hey there! Welcome back

Email: petersmith@gmail.com

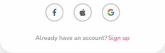
Password: •••••••••

Forgot password?
Continue
or continue with

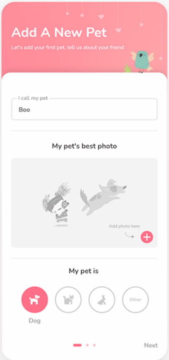


Continue
or continue with

Already have an account? Log in



Already have an account? Sign up



## Add A New Pet

Let's add your first pet, tell us about your friend

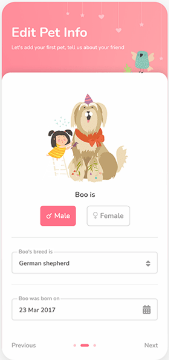
I call my pet: Boo

My pet's best photo

Add photo here

My pet is

Other
Dog
Next



## Edit Pet Info

Let's add your first pet, tell us about your friend

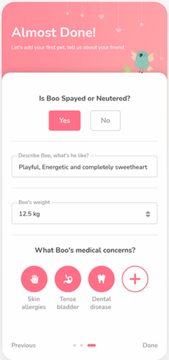
Boo is

♂ Male
♀ Female

Boo's breed is: German shepherd

Boo was born on: 23 Mar 2017

Previous
Next



## Almost Done!

Let's add your first pet, tell us about your friend

Is Boo Spayed or Neutered?

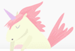
Yes
No

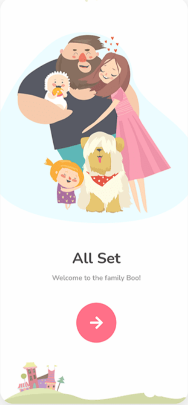
Describe Boo, what's he like?: Playful, Energetic and completely sweetheart

Boo's weight: 12.5 kg

What Boo's medical concerns?

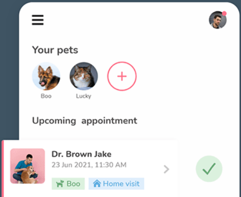
Skin allergies
Tense bladder
Dental disease
Previous
Done





## All Set

Welcome to the family Boo!



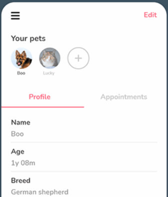
Your pets

Boo
Lucky

Upcoming appointment

**Dr. Brown Jake**
23 Jun 2021, 11:30 AM

Boo
Home visit



Edit

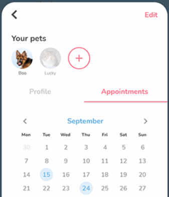
Your pets

Boo
Lucky
Profile
Appointments

Name: Boo

Age: 1y 08m

Breed: German shepherd



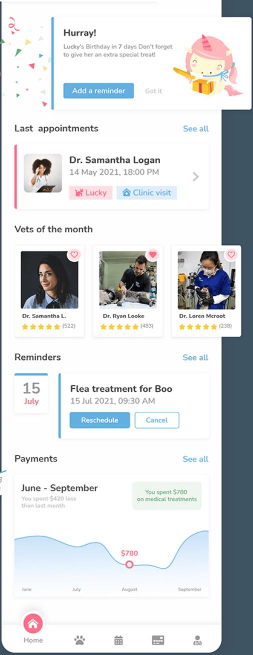
Edit

Your pets

Boo
Lucky
Profile
Appointments

September

| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|
| 30 | 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 |



**Hurray!**

Lucky's Birthday in 7 days Don't forget to give her an extra special treat!

Add a reminder   Got it

**Last appointments**   See all

**Dr. Samantha Logan**
14 May 2021, 18:00 PM
Lucky   Clinic visit

**Vets of the month**

| Dr. Samantha L. | Dr. Ryan Looke | Dr. Loren Mcroot |
|---|---|---|
| ★★★★★ (522) | ★★★★★ (483) | ★★★★★ (238) |

**Reminders**   See all

15
July

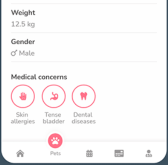
**Flea treatment for Boo**
15 Jul 2021, 09:30 AM
Reschedule   Cancel

**Payments**   See all

**June - September**
You spent $420 less then last month

You spent $780 on medical treatments

$780
June
July
August
September
Home



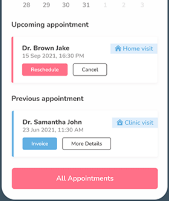
Weight
12.5 kg

Gender
♂ Male

Medical concerns

Skin allergies
Tense bladder
Dental diseases

Pets



28 29 30 31 1 2 3

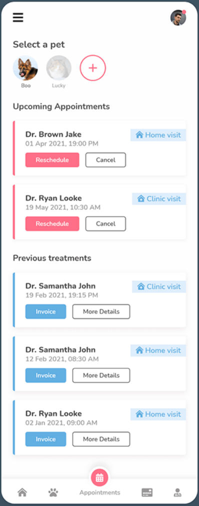
**Upcoming appointment**

**Dr. Brown Jake**
15 Sep 2021, 16:30 PM
Home visit
Reschedule   Cancel

**Previous appointment**

**Dr. Samantha John**
23 Jun 2021, 11:30 AM
Clinic visit
Invoice   More Details

All Appointments



**Select a pet**

Boo   Lucky   +

**Upcoming Appointments**

**Dr. Brown Jake**
01 Apr 2021, 19:00 PM
Home visit
Reschedule   Cancel

**Dr. Ryan Looke**
19 May 2021, 10:30 AM
Clinic visit
Reschedule   Cancel

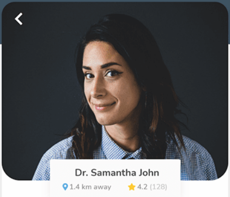
**Previous treatments**

**Dr. Samantha John**
19 Feb 2021, 19:15 PM
Clinic visit
Invoice   More Details

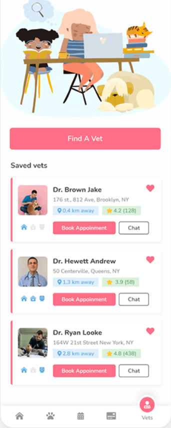
**Dr. Samantha John**
12 Feb 2021, 08:30 AM
Home visit
Invoice   More Details

**Dr. Ryan Looke**
02 Jan 2021, 09:00 AM
Home visit
Invoice   More Details

Appointments



**Dr. Samantha John**
1.4 km away   ★ 4.2 (128)



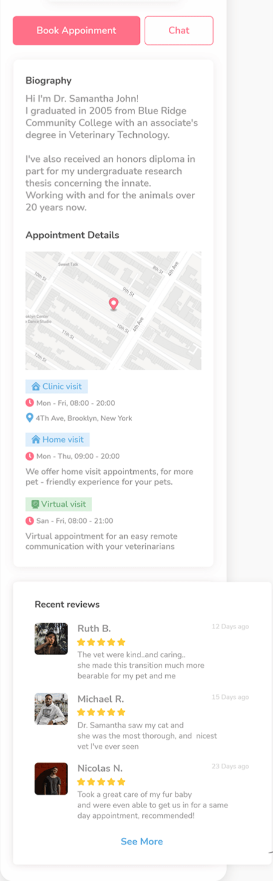
Find A Vet

Saved vets

**Dr. Brown Jake**
176 st., 812 Ave, Brooklyn, NY
0.4 km away · 4.2 (128)
Book Appoinment · Chat

**Dr. Hewett Andrew**
50 Centerville, Queens, NY
1.3 km away · 3.9 (58)
Book Appoinment · Chat

**Dr. Ryan Looke**
164W 21st Street New York, NY
2.8 km away · 4.8 (438)
Book Appoinment · Chat



Book Appoinment
Chat

### Biography

Hi I'm Dr. Samantha John!
I graduated in 2005 from Blue Ridge Community College with an associate's degree in Veterinary Technology.

I've also received an honors diploma in part for my undergraduate research thesis concerning the innate.
Working with and for the animals over 20 years now.

### Appointment Details

**Clinic visit**
Mon - Fri, 08:00 - 20:00
4Th Ave, Brooklyn, New York

**Home visit**
Mon - Thu, 09:00 - 20:00
We offer home visit appointments, for more pet - friendly experience for your pets.

**Virtual visit**
San - Fri, 08:00 - 21:00
Virtual appointment for an easy remote communication with your veterinarians

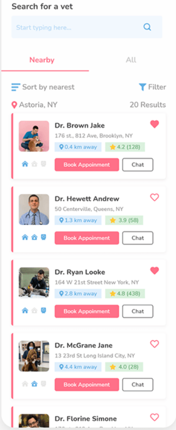
### Recent reviews

**Ruth B.** ★★★★★ 12 Days ago
The vet were kind..and caring..
she made this transition much more bearable for my pet and me

**Michael R.** ★★★★★ 15 Days ago
Dr. Samantha saw my cat and she was the most thorough, and nicest vet I've ever seen

**Nicolas N.** ★★★★★ 23 Days ago
Took a great care of my fur baby and were even able to get us in for a same day appointment, recommended!

See More



Search for a vet

Start typing here...
Nearby
All
Sort by nearest
Filter

Astoria, NY · 20 Results

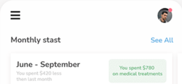
**Dr. Brown Jake**
176 st., 812 Ave, Brooklyn, NY
0.4 km away · 4.2 (128)
Book Appoinment · Chat

**Dr. Hewett Andrew**
50 Centerville, Queens, NY
1.3 km away · 3.9 (58)
Book Appoinment · Chat

**Dr. Ryan Looke**
164 W 21st Street New York, NY
2.8 km away · 4.8 (438)
Book Appoinment · Chat

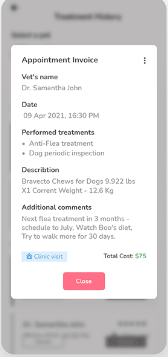
**Dr. McGrane Jane**
13 23rd St Long Island City, NY
4.4 km away · 4.0 (28)
Book Appoinment · Chat

**Dr. Florine Simone**



Monthly stast · See All

**June - September**
You spent $420 less then last month
You spent $780 on medical treatments



**Appointment Invoice**

**Vet's name**
Dr. Samantha John

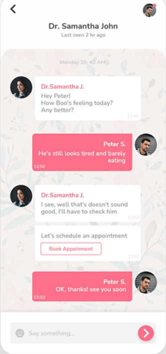
**Date**
09 Apr 2021, 16:30 PM

**Performed treatments**
- Anti-Flea treatment
- Dog periodic inspection

**Describtion**
Bravecto Chews for Dogs 9.922 lbs
X1 Corrent Weight - 12.6 Kg

**Additional comments**
Next flea treatment in 3 months - schedule to July, Watch Boo's diet, Try to walk more for 30 days.

Clinic visit — Total Cost: $75



**Dr. Samantha John**
Last seen 2 hr ago

Monday 10: 40 AM

Dr.Samantha J.: Hey Peter! How Boo's feeling today? Any better? 10:40

Peter S.: He's still looks tired and barely eating 12:50

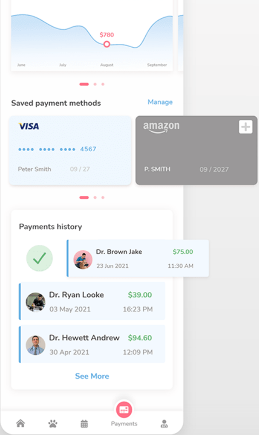
Dr.Samantha J.: I see, well that's doesn't sound good, I'll have to check him 13:02

Let's schedule an appointment 13:02

Book Appoinment

Peter S.: OK, thanks! see you soon 13:03

Say something...



$780
June
July
August
September

**Saved payment methods** — Manage

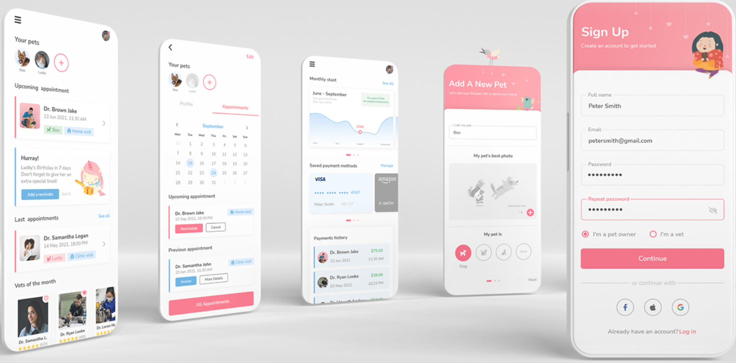
| Card | Number | Name | Expiry |
|---|---|---|---|
| VISA | •••• •••• •••• 4567 | Peter Smith | 09 / 27 |
| amazon | | P. SMITH | 09 / 2027 |

**Payments history**

| Vet | Amount | Date | Time |
|---|---|---|---|
| Dr. Brown Jake | $75.00 | 23 Jun 2021 | 11:30 AM |
| Dr. Ryan Looke | $39.00 | 03 May 2021 | 16:23 PM |
| Dr. Hewett Andrew | $94.60 | 30 Apr 2021 | 12:09 PM |

See More

Payments



**Sign Up**
Create an account to get started

Full name: Peter Smith
Email: petersmith@gmail.com
Password: •••••••••
Repeat password: •••••••••

● I'm a pet owner ○ I'm a vet

Continue
or continue with

Already have an account? Log in

Thanks for watching!