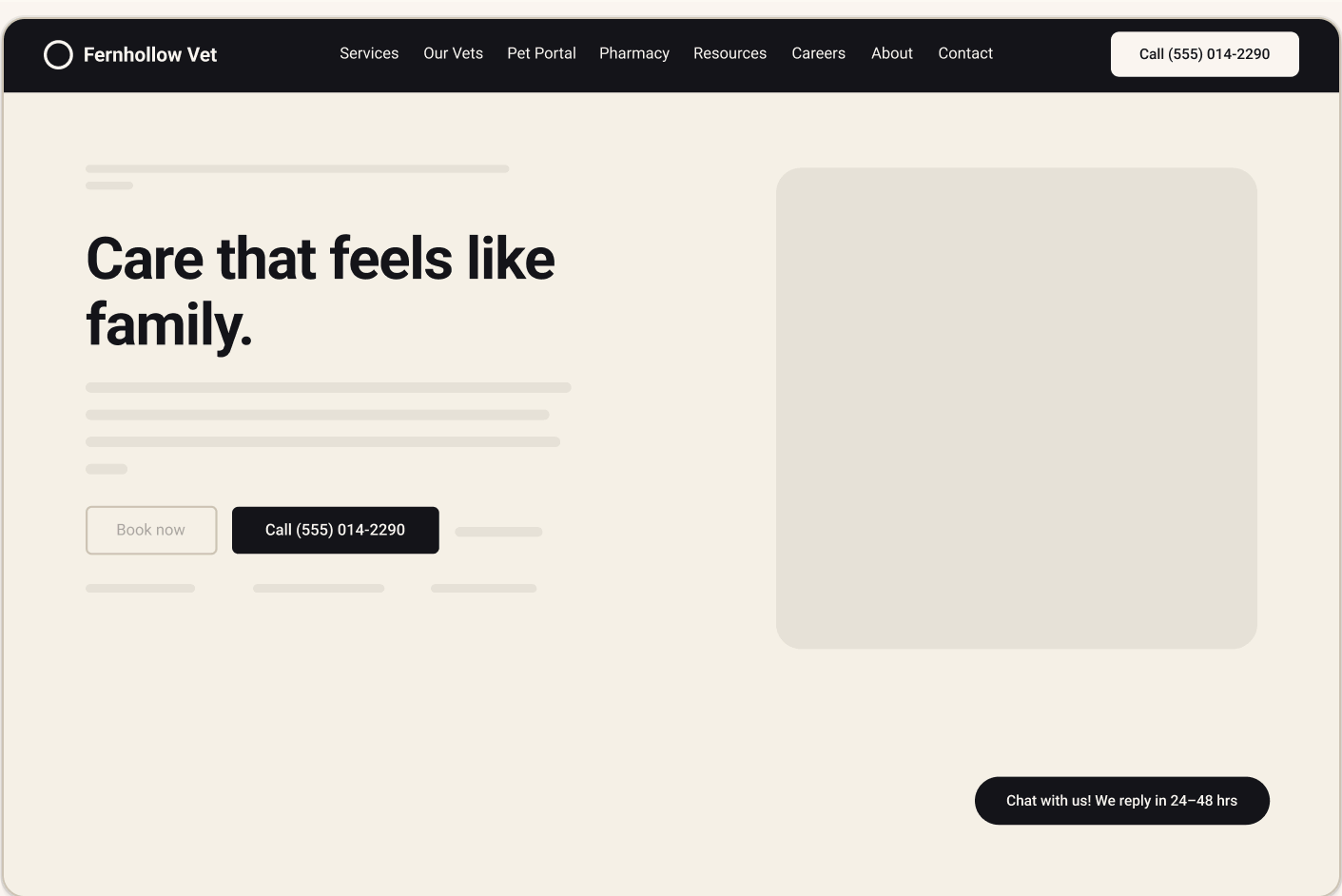


Fernhollow Vet

online booking.

A Quick Check of 3 key screens: what's getting in the way of booking, and what to fix first.



9	3	4	2
FINDINGS	HIGH	MEDIUM	LOW

Prepared by Wan Dee Brown, Click Click Studio · October 2026

The short version.

People who want to book a visit can't easily find how, and the form adds friction right when they're ready to commit.

TOP 3 FIXES

- 1

Make "Book now" the boldest button

HIGH PRIORITY

Effort: Small

It's the #1 goal of the site but the faintest thing on the page. Swap styles with "Call."
- 2

Put a visible label on every field

HIGH PRIORITY

Effort: Small

The hint text inside each box disappears as people type, so they lose track of what goes where.
- 3

Rewrite errors in plain language

HIGH PRIORITY

Effort: Small

"Error 422" doesn't say what went wrong. Point to the field and say how to fix it.

SCORECARD

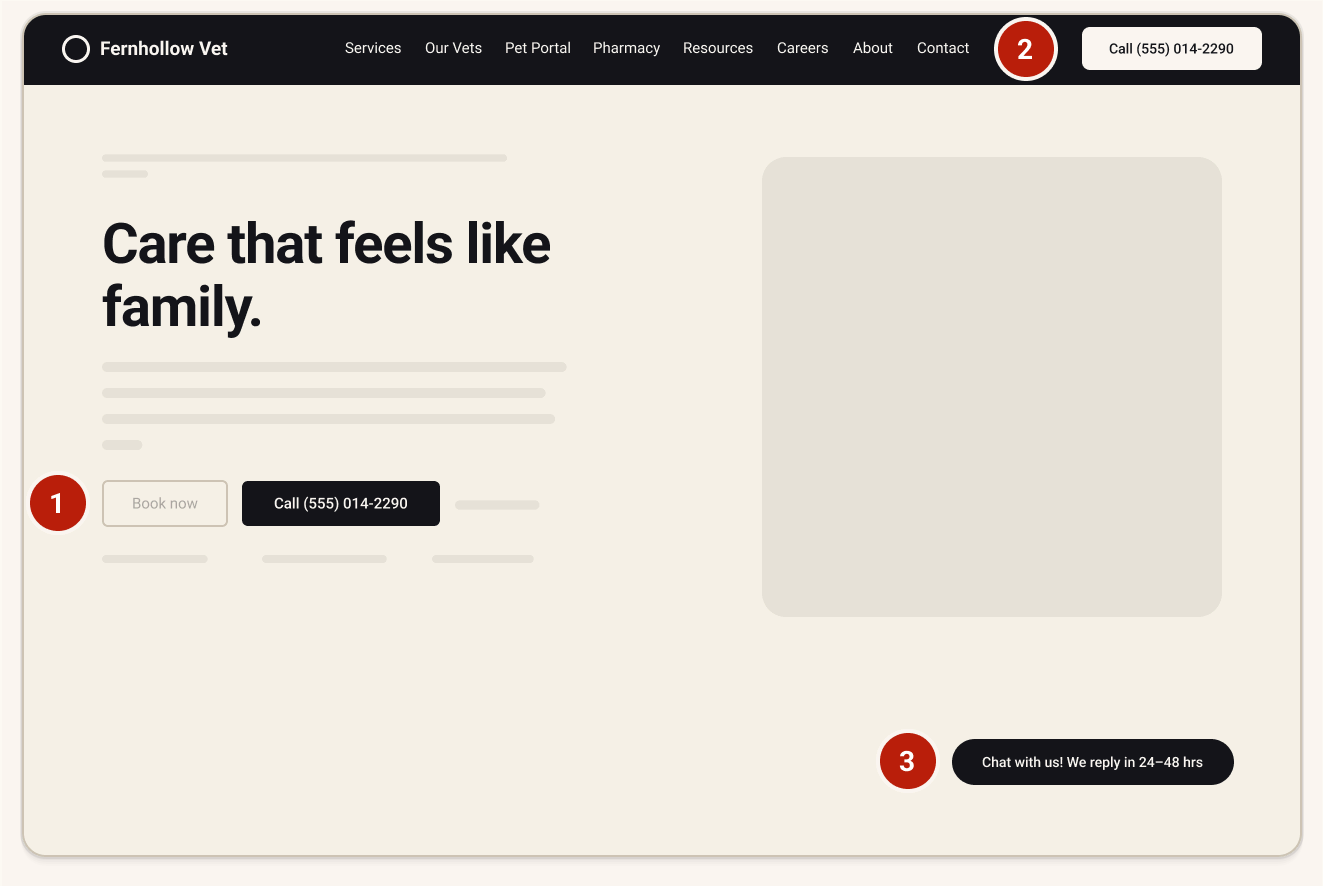
Clear next step		2 / 5
Shows what's happening		3 / 5
Helps people avoid and fix mistakes		1 / 5
Works for everyone (accessibility)		2 / 5
No surprises (trust)		3 / 5

HOW TO READ THIS REPORT

Each finding has a number (matching the pin on the screen), a priority, and a plain-language fix. High = blocks or loses customers. Medium = slows them down. Low = polish. In the scorecard, 5 means it works well and 1 means it needs the most help.

SCREEN 1 OF 3

Home page



1

HIGH PRIORITY

"Book now" is nearly invisible

It's the faintest thing on the page, too pale to read easily (2.1:1, where the accessibility standard asks for 4.5:1). "Call" is the loudest. Swap their styles so booking leads.

2

MEDIUM PRIORITY

8 menu links bury booking

Group them into 4 (Services, Our vets, Pet portal, Contact) and add a "Book a visit" button that stays on every page.

3

LOW PRIORITY

Chat promise doesn't match

"Chat" promises a quick answer, but "24-48 hrs" says otherwise. Rename it "Send a message."

SCREEN 2 OF 3

Pet details form

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Tell us about your pet

Error 422: Form submission failed. One or more fields are invalid.

1

2

Pet's name

Species

Breed

DOB (MM/DD/YYYY)

Weight

lbs / kg

Microchip # (15 digits)

3

Reason for visit (max 150 characters)

4

Clear form

Next

1

HIGH PRIORITY

Error message is developer-speak

"Error 422" doesn't say which field is wrong. Show the message next to the field, in plain words.

2

HIGH PRIORITY

Field names hide inside the boxes

The grey hint vanishes when typing starts. Put a visible label above each field.

3

MEDIUM PRIORITY

Asking too much, too soon

A microchip number and an exact birthday aren't needed to book. Ask for month and year, and save the microchip for check-in.

4

MEDIUM PRIORITY

"Clear form" sits next to "Next"

One mis-click erases everything. Remove it or make it a quiet text link.

SCREEN 3 OF 3

Date & time step

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Choose an appointment 2

1

1

MEDIUM PRIORITY

Time buttons are tiny and all look alike

31 small buttons, and nothing shows which one you picked. Make them bigger, group them by morning, afternoon and evening, and highlight the one chosen.

2

LOW PRIORITY

The heading doesn't say what to do

"Choose an appointment" is vague. Ask a plain question instead, like "When works for you?"

WANT A QUICK CHECK OF YOUR OWN?

A UX Audit: Quick Check reviews your 3 key screens in about 3 business days, with a 20-minute walk-through of what I found.

Ask for a fixed quote at theclickclickstudio.com/contact. I reply within two business days.