

PRODUCT BLUEPRINT

Veterinary Clinic Tool

What is confirmed, what is still open and what it will take to build.

VERSION	1.0
STATUS	Ready to Share
ISSUED	24 August 2026
PREPARED FOR	Veterinary Clinic Tool

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Executive Summary

The product is designed for Receptionist, Veterinarian, Practice Manager and Pet Owner. Its confirmed scope centres on Register Pets, Book Appointments, Record Consultation Notes, Prescribe Medication, Review Monthly Revenue and Approve Refunds.

Primary Users

- Receptionist
- Veterinarian
- Practice Manager
- Pet Owner

Scope at a Glance

- Register Pets
- Book Appointments
- Record Consultation Notes
- Prescribe Medication
- Review Monthly Revenue
- Approve Refunds
- Process Payments via Stripe

Document Purpose

Provide a clear, reviewable product definition for estimation, implementation planning and stakeholder handoff.

Product Vision

The business outcome and what successful delivery should enable.

Business Goal

Provide a tool that allows receptionists to register pets and book appointments, veterinarians to record consultation notes and prescribe medication, practice managers to review monthly revenue and approve refunds, and pet owners to receive SMS reminders and cancel appointments via a link.

Evidence of Success

The confirmed users can complete the primary product journey using the agreed core capabilities without relying on undocumented manual steps.

Users

Veterinary Clinic Tool is used by 4 roles: Receptionist, Veterinarian, Practice Manager and Pet Owner. What each is responsible for, and the capabilities they take part in, follows.

Receptionist

Clinic staff who register pets and book appointments.

KEY RESPONSIBILITIES

- Register Pets
- Book Appointments

Veterinarian

Medical professionals who record consultation notes and prescribe medication during visits.

KEY RESPONSIBILITIES

- Record Consultation Notes
- Prescribe Medication

Practice Manager

Staff responsible for reviewing monthly revenue and approving refunds.

KEY RESPONSIBILITIES

- Review Monthly Revenue
- Approve Refunds

Pet Owner

Clients who receive SMS reminders and can cancel appointments via a link.

Core Capabilities

Between them those roles carry out 7 capabilities - Register Pets, Book Appointments, Record Consultation Notes, Prescribe Medication, Review Monthly Revenue, Approve Refunds and 1 more. Each is stated with the role that performs it, so the work can be estimated against a named owner.

Register Pets

Allow receptionists to register pets in the system.

PRIMARY USERS

- Receptionist

Book Appointments

Enable receptionists to schedule appointments for pets.

PRIMARY USERS

- Receptionist

Record Consultation Notes

Allow veterinarians to document notes during pet visits.

PRIMARY USERS

- Veterinarian

Prescribe Medication

Enable veterinarians to prescribe medication during consultations.

PRIMARY USERS

- Veterinarian

Review Monthly Revenue

Allow practice managers to review monthly revenue reports.

PRIMARY USERS

- Practice Manager

Approve Refunds

Enable practice managers to approve financial refunds.

PRIMARY USERS

- Practice Manager

Process Payments via Stripe

Connect to Stripe to handle payments.

User Stories

What each confirmed role wants from the product, and why where the reason is known.

- Register Pets. As a Receptionist, I want to register pets in the system.
- Book Appointments. As a Receptionist, I want to schedule appointments for pets.
- Record Consultation Notes. As a Veterinarian, I want to document notes during pet visits.
- Prescribe Medication. As a Veterinarian, I want to prescribe medication during consultations.
- Review Monthly Revenue. As a Practice Manager, I want to review monthly revenue reports.
- Approve Refunds. As a Practice Manager, I want to approve financial refunds.

Business Objects

Those capabilities act on 6 records: Pet, Appointment, Consultation Note, Medication Prescription, Monthly Revenue Report and Refund. Each is listed with the role that owns it and the other records it relates to.

Pet

An animal registered at the clinic for veterinary care.

Appointment

A scheduled visit for a pet at the clinic.

RELATIONSHIPS

- Pet

Consultation Note

Documentation recorded by veterinarians during a pet's visit.

OWNER

- Veterinarian

RELATIONSHIPS

- Pet

Medication Prescription

Medication prescribed by veterinarians during a consultation.

OWNER

- Veterinarian

Monthly Revenue Report

A report reviewed by practice managers to assess clinic revenue.

OWNER

- Practice Manager

Refund

A financial refund approved by practice managers.

OWNER

- Practice Manager

Product Journey

Primary Product Journey shows the order those records move in, from the first action to the recorded outcome.

Primary Product Journey

A structured view of how the confirmed users and capabilities connect from the initial action to the recorded outcome.

- 01
- Receptionist: Register Pets (CAP-001)
- Receptionist registers pets.
 - Record: Pet
 - Then: Book Appointments
- 02
- Receptionist: Book Appointments (CAP-002)
- Receptionist schedules appointments.
 - Receptionist books Appointments.
 - Record: Appointment
 - Then: Record Consultation Notes
- 03
- Veterinarian: Record Consultation Notes (CAP-003)
- Veterinarian records Consultation Notes.
 - Record: Consultation Note
 - Unresolved: Receptionist; Practice Manager
 - Then: Prescribe Medication
- 04
- Veterinarian: Prescribe Medication (CAP-004)
- Enable veterinarians to prescribe medication during consultations.
 - Unresolved: Receptionist; Practice Manager
 - Then: Review Monthly Revenue

- 05

Practice Manager: Review Monthly Revenue (CAP-005)
 - Practice Manager reviews monthly revenue.
 - Record: Monthly Revenue Report
 - Unresolved: Receptionist; Veterinarian
 - Then: Approve Refunds
- 06

Practice Manager: Approve Refunds (CAP-006)
 - Practice Manager approves financial refunds.
 - Record: Refund
 - Then: Process Payments via Stripe
- 07

Process Payments via Stripe (CAP-007)
 - Processes Payments via.
 - Outcome: the journey completes and the result is recorded

Access and Permissions

Because those records belong to different roles, the table below states what each of Receptionist, Veterinarian, Practice Manager and Pet Owner may see, change and manage.

ROLE	VIEW	CREATE / EDIT	MANAGE
Receptionist	Not specified	Register Pets; Book Appointments	Not specified
Veterinarian	Not specified	Record Consultation Notes; Prescribe Medication	Not specified
Practice Manager	Not specified	Review Monthly Revenue	Approve Refunds
Pet Owner	Not specified	Not specified	Not specified

Business Rules

The policies below govern that work: what may happen, in what order, and who is permitted to do it.

- Register Pets. Only Receptionist may register pets.
- Book Appointments. Only Receptionist may book appointments.
- Record Consultation Notes. Only Veterinarian may record consultation notes.
- Prescribe Medication. Only Veterinarian may perform Prescribe Medication.
- Review Monthly Revenue. Only Practice Manager may review a monthly revenue.
- Approve Refunds. Only Practice Manager may approve refunds.

Integrations

Veterinary Clinic Tool depends on 2 external services - Stripe and Twilio - and each carries the risk that it is unavailable when the product needs it.

STRIPE

Payment processing system integrated for handling payments.

STATUS

- Confirmed by the client
-

TWILIO

SMS messaging service used to send appointment reminders.

STATUS

- Confirmed by the client

Notifications

The product events that should be communicated and who should receive them.

TRIGGER	RECIPIENT	CHANNEL	PURPOSE
Send SMS Reminders	Not specified	Not specified	Send SMS reminders to pet owners the day before appointments.
Allow Appointment Cancellation via Link	Not specified	Not specified	Enable pet owners to cancel appointments through a link in the SMS reminder.
Send SMS via Twilio	Not specified	Not specified	Use Twilio to send SMS reminders to pet owners.

Open Decisions

What the product has not settled yet. Each question is reported rather than guessed at, because a wrong assumption here is paid for during the build.

Receptionist

Which of Consultation Note, Medication Prescription, Monthly Revenue Report and Refund may Receptionist see, and which must they never see?

Why It Matters

Left open, this is quoted as an assumption - and the quote moves when the assumption turns out to be wrong.

Suggested Default

Receptionist may view and manage only their own records, and cannot see records belonging to anyone else.

Affected Blueprint Areas

Access and Permissions; Business Rules

Veterinarian

Which of Monthly Revenue Report and Refund may Veterinarian see, and which must they never see?

Why It Matters

Left open, this is quoted as an assumption - and the quote moves when the assumption turns out to be wrong.

Suggested Default

Veterinarian may view and manage only their own records, and cannot see records belonging to anyone else.

Affected Blueprint Areas

Access and Permissions; Business Rules

Practice Manager

Which of Consultation Note and Medication Prescription may Practice Manager see, and which must they never see?

Why It Matters

Left open, this is quoted as an assumption - and the quote moves when the assumption turns out to be wrong.

Suggested Default

Practice Manager may view and manage only their own records, and cannot see records belonging to anyone else.

Affected Blueprint Areas

Access and Permissions; Business Rules

Pet Owner

Which of Consultation Note, Medication Prescription, Monthly Revenue Report and Refund may Pet Owner see, and which must they never see?

Why It Matters

Left open, this is quoted as an assumption - and the quote moves when the assumption turns out to be wrong.

Suggested Default

Pet Owner may view and manage only their own records, and cannot see records belonging to anyone else.

Affected Blueprint Areas

Access and Permissions; Business Rules

This release

How will you know this release succeeded - what will you measure, and against what starting point?

Why It Matters

Left open, this is quoted as an assumption - and the quote moves when the assumption turns out to be wrong.

Suggested Default

Affected Blueprint Areas

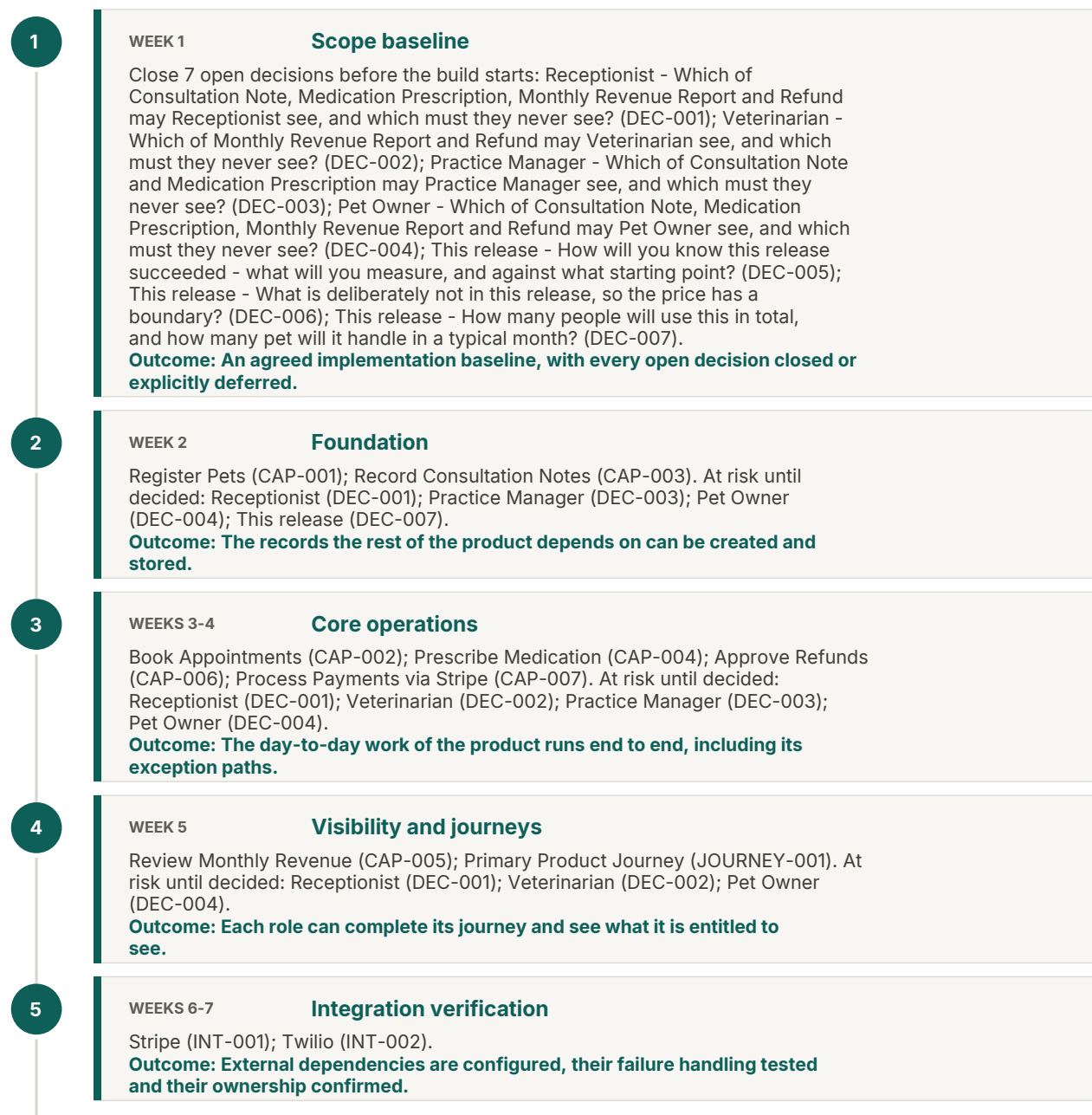
Product Vision

Indicative Delivery Plan

Everything above, sequenced into 6 stages. The order follows what each capability does to the product's records rather than the order they were captured.

Indicative Delivery Roadmap

A product of this confirmed scope would typically require approximately 9-12 weeks for an initial production-ready release. This is a planning range, not a delivery commitment; team size, technical architecture, integrations, content readiness and unresolved decisions can change it.



6

WEEKS 8-9

Release readiness

Regression, accessibility and security checks; Launch-critical defect resolution; Deployment, support and handoff material.

Outcome: A reviewed initial production release.

WHY THIS ORDER

A record has to exist before it can be worked on, and be worked on before there is anything to report, so the capabilities are sequenced by what each one does to the product's records rather than by the order they were captured.

PLANNING BASIS

7 core capabilities, 1 confirmed journey, 2 named integrations and 7 open decisions.

WHAT COULD MOVE THESE DATES

3 milestones depend on a decision that affects only that stage: Foundation (Receptionist (DEC-001); Practice Manager (DEC-003); Pet Owner (DEC-004); This release (DEC-007)), Core operations (Receptionist (DEC-001); Veterinarian (DEC-002); Practice Manager (DEC-003); Pet Owner (DEC-004)) and Visibility and journeys (Receptionist (DEC-001); Veterinarian (DEC-002); Pet Owner (DEC-004)).

DELIVERY ASSUMPTIONS

One cross-functional delivery team; timely stakeholder reviews; required third-party access available when needed; production content supplied before release; no major scope expansion after the baseline is agreed.

EXPECTED HANDOFF

A tested initial release, confirmed acceptance results, deployment checklist, known-limitations record and concise operational handoff material.