



UK Centre for Canine Reactivity & Aggression

Website Concept & Build (Paused)

Carl Davies

August 2025 – January 2026

~35 hours total across initial build (**Version 1**) and refined iteration (**Version 2**)

Project Overview

Client:

UK Centre for Canine Reactivity & Aggression (UKCCRA), All Positive Dog Services

Initial Goal (Version 1):

Design and build a website for reactive dogs that clearly presented services while adhering to a pre-agreed visual direction, including a black background and consistent use of orange and blue accent colours.

Updated Goal (Version 2):

Refine the site into a more reassuring, modern, and premium experience for owners of reactive dogs, with clearer messaging, improved structure, and the introduction of dedicated content aimed at veterinary professionals.

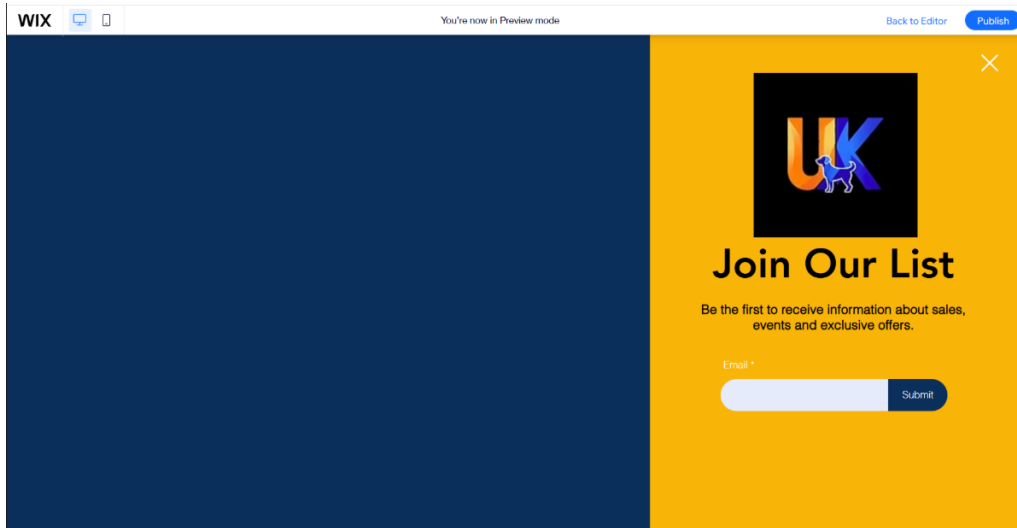
My Role:

UX design, layout and structure, Wix build, content organisation, and mobile optimisation.

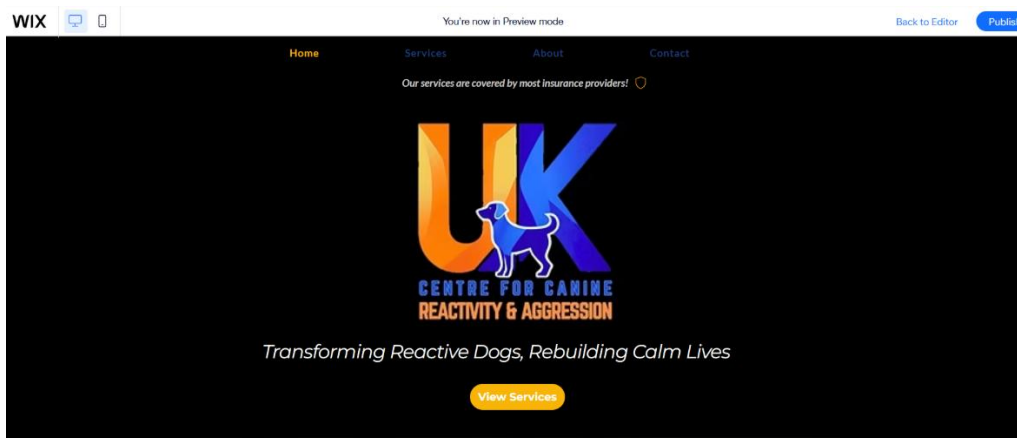
Project Status:

Paused following client restructuring and exploration of Community Interest Company (CIC) status.

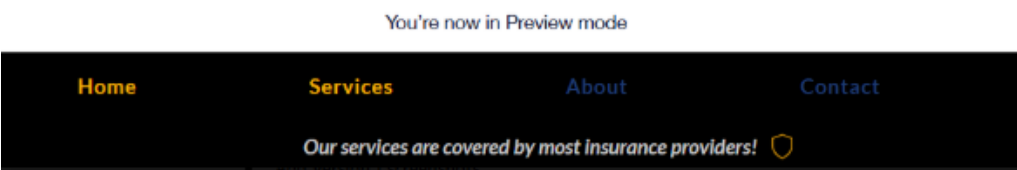
Version 1



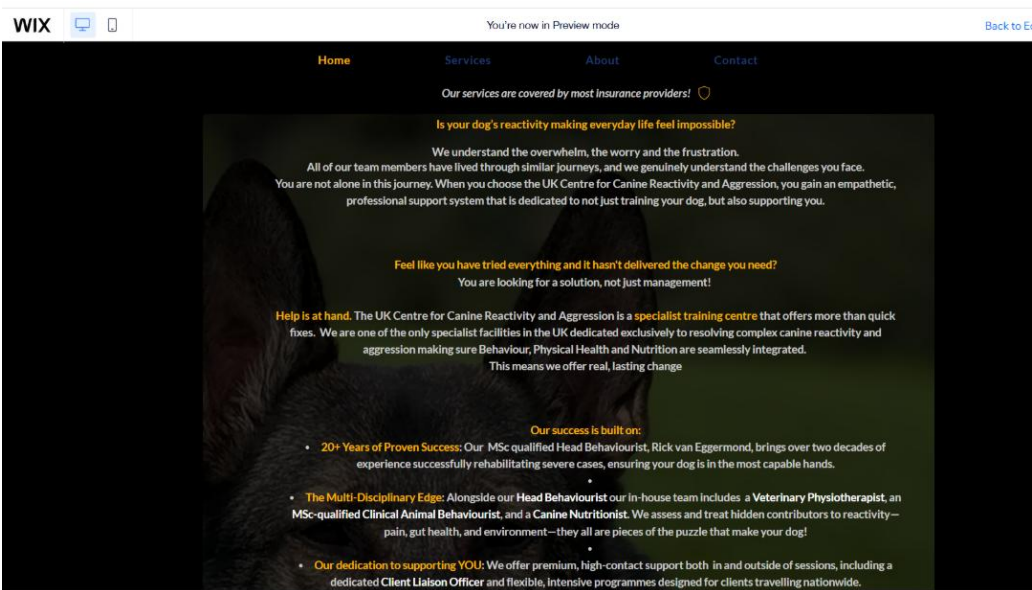
Email capture overlay designed to be bold but non-intrusive, using brand colours to maintain consistency while clearly separating it from core service content.



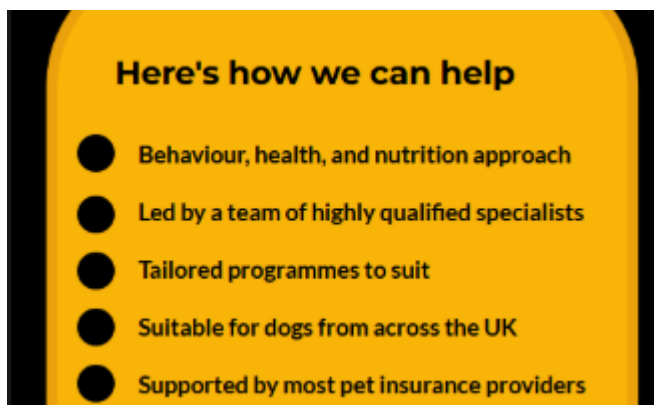
Hero section designed to immediately establish credibility and reassurance, combining strong branding with a clear value statement and primary call-to-action.



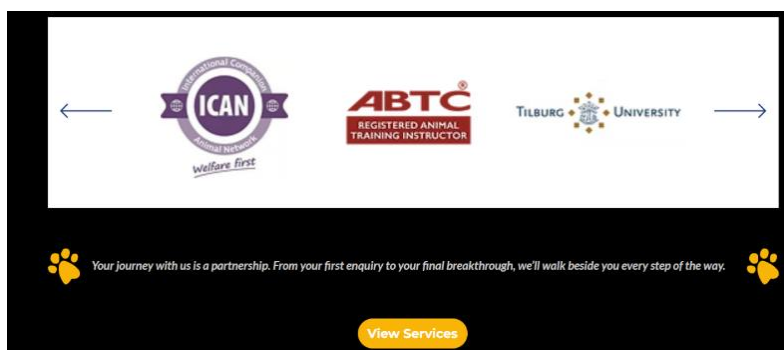
Simplified navigation with clear service pathways, supported by a trust signal highlighting insurance coverage to reduce early user anxiety.



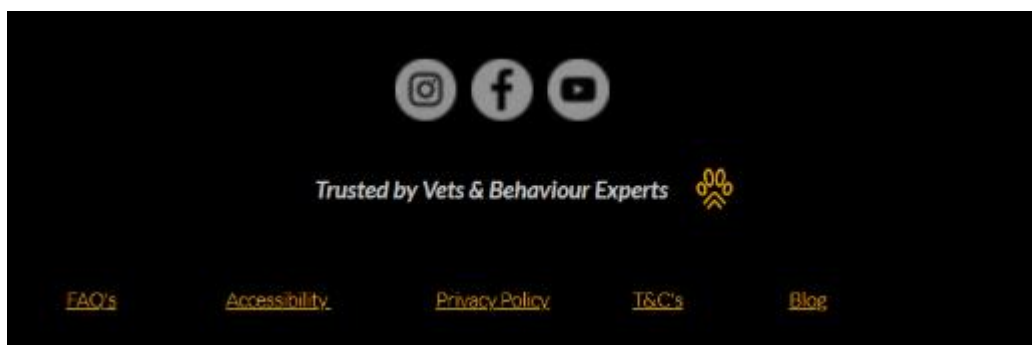
Structured messaging explaining UKCCRA's specialist, multi-disciplinary approach, helping users understand how this service differs from standard dog training.



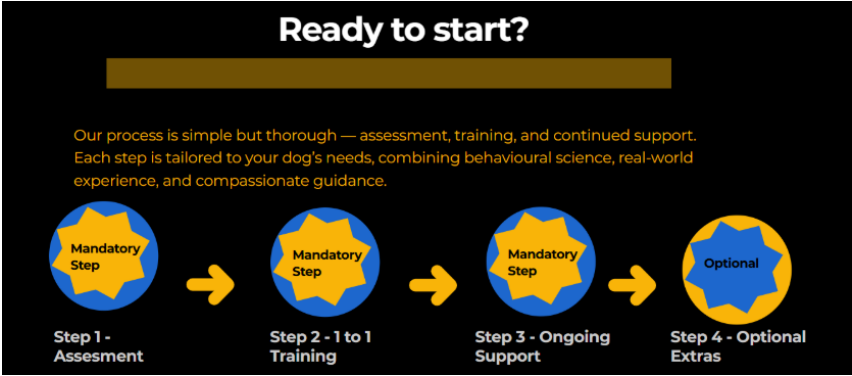
High-contrast summary panel used to quickly communicate key benefits and suitability, improving scannability for users who may be emotionally or cognitively overloaded.



Carousel of professional accreditations and affiliations to build trust and legitimacy, particularly for cautious or research-driven users.



Social Media Links and Pages



Clear step-by-step process diagram outlining mandatory and optional stages, designed to remove uncertainty and set expectations early.

Step 1 - Assessment Protocol - £469

Comprehensive assessment of the dog's behaviour, medical and psychological health.

Following the assessment, a detailed report is provided to the owner, outlining the dog's needs, strengths, and weaknesses. This report is used to tailor the training program to the dog's specific needs.

The assessment is conducted by a qualified behaviourist, who will also provide guidance on the best way to manage the dog's behaviour at home.

Step 2 - Follow on foundation training with Head behaviourist - £300

Following the assessment, the dog will undergo a series of foundation training sessions with a Head behaviourist. These sessions are designed to build the dog's confidence, teach basic obedience, and address any specific behavioural issues.

Step 3 - Path (A) 12* 1-2-1 Sessions £2000

Path (A) is designed for dogs who require intensive support. It consists of 12 one-to-one sessions with a Head behaviourist, aimed at addressing complex behavioural issues and building the dog's confidence.

Step 3 - Path (B) Reactive Dog Club £150 p/m

Path (B) is designed for dogs who are reactive or aggressive. It consists of a series of sessions with a Head behaviourist, aimed at teaching the dog to manage their emotions and interact safely with other dogs and people.

"Our rescue dog went from anxious to relaxed in just a few weeks."
— Emma & Max

Presented services and pricing in a transparent, structured format to support informed decision-making and reduce friction at the point of conversion.

Get in touch!

Our services are covered by most insurance providers!

First name

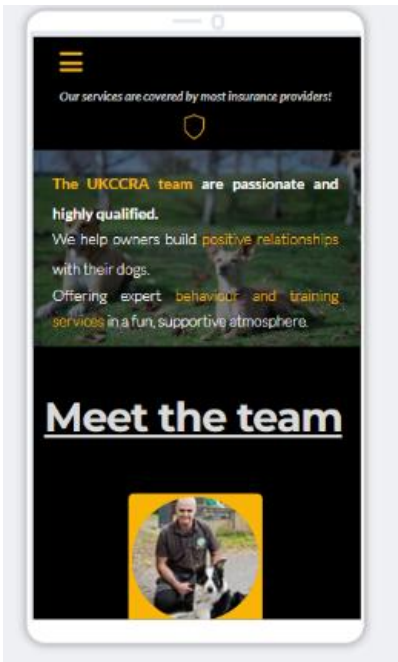
Last name

Email

Phone

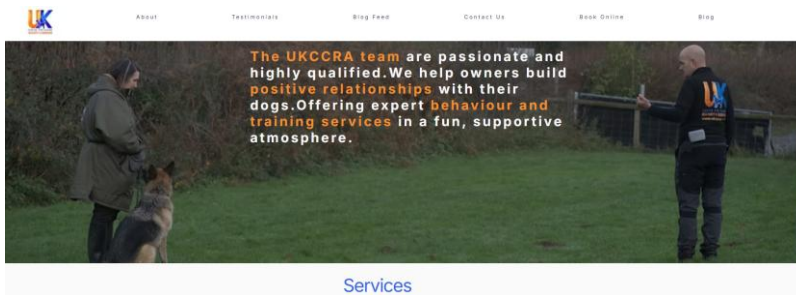
Service Required

Designed a clear, low-friction contact experience with strong visual hierarchy and location context to encourage confident enquiries.



Mobile team section focused on humanising the brand, reinforcing expertise and approachability through concise messaging and visual hierarchy optimised for mobile users.

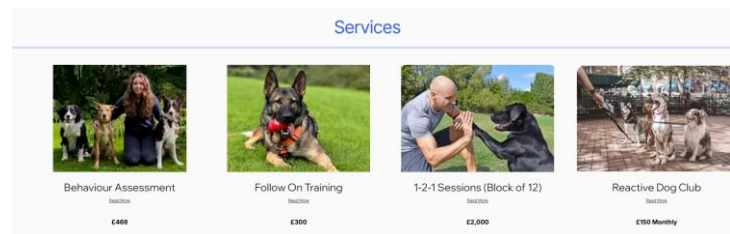
Version 2



Refined the primary hero into a human-led, image-driven brand statement, using authentic training imagery to introduce UKCCRA through real practice rather than abstract messaging.

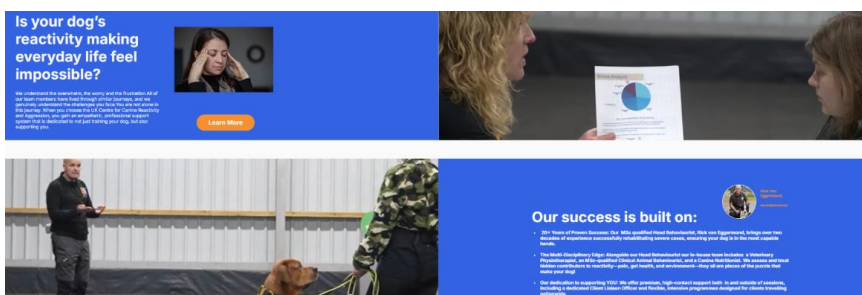
This iteration prioritises emotional connection and credibility, positioning the organisation as experienced, practitioner-led, and approachable, while supporting a more premium and confident first impression.

Note: Header logo appears soft in Wix preview mode due to responsive image optimisation. This is resolved on publish or by serving a higher-resolution / SVG logo asset.



Refactored the services section into a clear, card-based overview that balances emotional imagery with upfront pricing, allowing users to quickly understand options and self-select appropriate next steps.

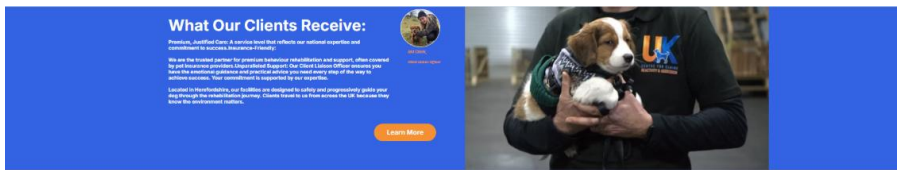
This iteration introduces stronger visual hierarchy and transparent cost signalling to reduce uncertainty and friction, particularly for users navigating high-stress decisions around behavioural support.



Expanded the core narrative section to balance emotional validation with professional authority, pairing reassurance-led messaging with educational and practitioner-focused content.

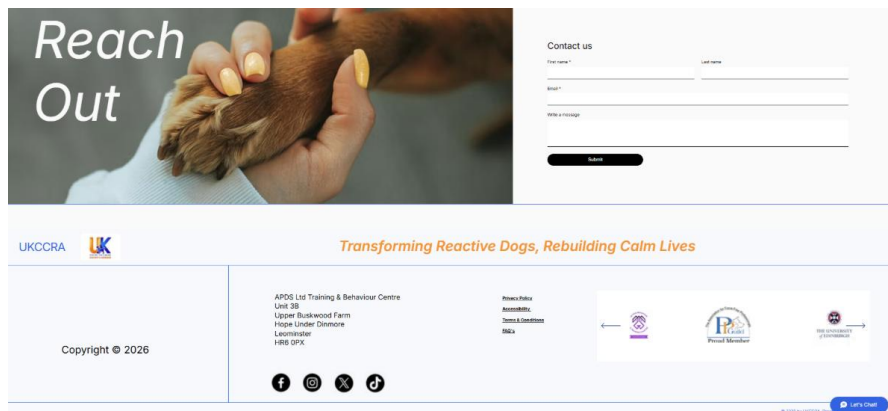
This iteration integrates real consultation imagery, slow-motion training footage, and structured proof points to reinforce UKCCRA's expertise while maintaining a calm, supportive tone for owners navigating complex behavioural challenges.

Note: Bottom-left panel uses a subtle, looping slow-motion training video to add movement and authenticity without overwhelming the page.



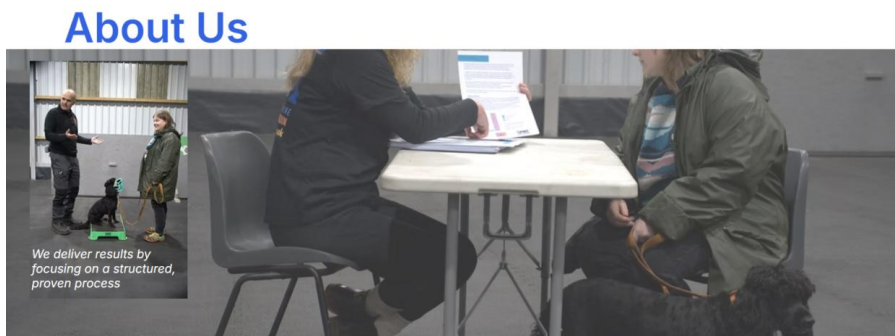
Introduced a value-led content block to clearly articulate what clients receive beyond training sessions, reframing the offering around support, expertise, and long-term outcomes.

This iteration pairs premium positioning with authentic social proof, using client testimonials and real imagery to reinforce confidence, credibility, and emotional reassurance at a critical decision point.



Refined the contact section into a calm, human-led conversion moment, using supportive imagery and clear form hierarchy to encourage confident, low-pressure enquiries.

The addition of subtle fade-in on the brand statement reinforces the core message at the point of action, drawing attention without disrupting flow or increasing cognitive load.

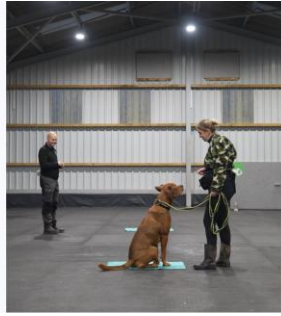


Reframed the “About Us” section to focus on process and outcomes, using real consultation imagery to demonstrate a structured, evidence-led approach rather than abstract claims.

This iteration reinforces trust by visually communicating how assessments, discussion, and decision-making happen in practice, helping users understand *how* results are achieved before committing.

Our Three Pillars of Success

- **Comprehensive Assessment:** We don't guess; we test. Our multi-disciplinary Assessment Protocol ensures we uncover all contributing factors—from the emotion underlying your dog's behaviour to physical discomfort—giving us the clear roadmap to lasting change.
- **Expert-Led Implementation:** Your road map to change is led by a team of highly qualified specialists. We translate scientific knowledge into actionable, real-world skills you can use immediately, building your confidence and your dog's safety.
- **Unwavering Client Support:** We provide support all the way not just during your sessions with us: WhatsApp access to the team, a Client Liaison Officer for emotional support and a community of clients who get it. We partner with you until you have reached your goals.



Introduced a clearly articulated framework to communicate UKCCRA's methodology, translating complex behavioural science into three understandable, confidence-building pillars.

This iteration pairs structured, principle-led messaging with a subtle looping training video to demonstrate the methodology in action, reinforcing credibility while keeping the experience grounded in real practice.

Our Values

At the UK Centre for Canine Reactivity and Aggression, our values guide every decision we make — from how we assess each dog, to how we support the people behind them. They reflect our commitment to meaningful, lasting change, not quick fixes.



Empathy

—because we know how overwhelming this journey can be.



Expertise

Our work is led by highly qualified specialists with decades of experience, ensuring every programme is grounded in science, skill, and proven results.



Intergration

True progress comes from seeing the whole picture. Behaviour, physical health, nutrition, and environment are never treated in isolation.



Commitment

We don't stop away when things get hard. We partner with our clients for the long term, providing consistent, high-level support until real change is achieved.



Transformation

Our goal is not management, but resolution — helping dogs and their owners move from survival mode to a safer, calmer, more confident life together.

Formalised UKCCRA's values into a clear, principle-led framework to communicate how decisions are made, how clients are supported, and what “success” means beyond short-term fixes.

This iteration translates abstract beliefs into tangible commitments, reinforcing trust and alignment for clients seeking meaningful, long-term change rather than surface-level solutions.

Meet The Team



Rick
Head Behaviourist & Director



Sam
Canine Nutritionist, Trainer & Director



Rhiannon
Assistant Behaviourist and Trainer



Alice
Veterinary Physiotherapist



Rhi
Client Liaison Officer

—because we know how overwhelming this journey can be.



Rick
Head Behaviourist & Director

Rhiannon Behaviourist

Rhiannon's love of dogs has been lifelong. In 2005, she welcomed Betty, a Springer Spaniel, into her family. Betty's boundless energy led Rhiannon into agility and flyball, taking them all the way to the Crufts final. Later, Tolly — a rescue Springer Spaniel x Border Collie with a more complex character — deepened her interest in behaviour and inspired her to study the subject in detail.

She graduated with a First Class BSc (Hons) in Animal Behaviour and Welfare from the University of Lincoln in 2021, before completing her Master's degree in Clinical Animal Behaviour at the University of Edinburgh in 2024.

Rhiannon runs many of our puppy socialisation and training classes and also works on a variety of behaviour cases. Her focus is on helping owners build strong, positive relationships with their dogs from the very beginning, while also supporting dogs with more specific behavioural needs.

Now Rhiannon has her MSc in clinical animal behaviour, she is working towards Clinical Animal Behaviourist (CAB) status. She has a Golden Retriever called Ava and a working Cocker Spaniel called Ernie and has owned reactive dogs before.



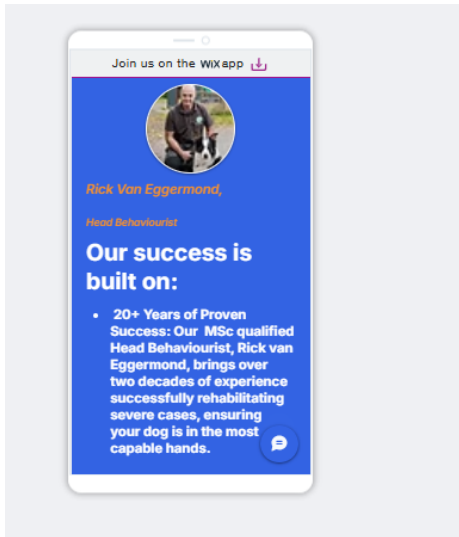
Their owners move from survival mode to a safer, calmer, more confident life together.



Rick
Head Behaviourist & Director

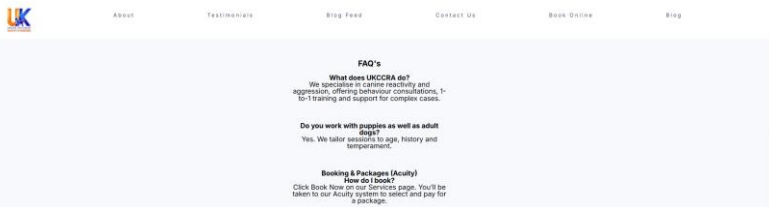
Evolved the team section from static profiles into an interactive experience, allowing users to explore individual expertise, qualifications, and personal journeys without overwhelming the primary page.

The expandable biographies balance approachability with professional depth, reinforcing trust by clearly communicating credentials, lived experience, and areas of specialism at the point of user interest.



Began translating the refined desktop experience into a mobile-first layout, establishing hierarchy, readability, and trust-led messaging as a foundation for further optimisation.

While not fully complete at the time the project paused, this iteration demonstrates early structuring of authority content and key proof points to ensure clarity and reassurance on smaller screens.



Introduced a concise FAQ section to address common uncertainties and remove friction at the point of consideration, supporting users before enquiry or booking.

This iteration focuses on clarity over volume, answering key practical questions around suitability, process, and booking to build confidence without overwhelming first-time visitors.

Summary & Close-out:

This project evolved from an initial structural build (Version 1) into a more refined, human-led and premium experience (Version 2), focused on trust, clarity, and emotional reassurance for owners navigating complex canine behaviour challenges.

Across both versions, the work centred on designing a calm, credible journey that balanced empathy with professional authority. As the project progressed, emphasis shifted from foundational layout and content structure toward clearer positioning, stronger trust signals, and reduced cognitive load at key decision points (services, credibility, enquiry).

The project was paused due to client restructuring and exploration of Community Interest Company (CIC) status, rather than performance or delivery issues.

Version 1 → Version 2 Evolution

Version 1 established the core foundations: site structure, navigation, services architecture, pricing transparency, and baseline reassurance messaging.

Version 2 refined tone, hierarchy, and presentation, introducing:

- Human-led brand imagery
- Clearer authority and methodology framing
- Stronger social proof and values articulation
- Improved conversion flow and interaction depth
- Early mobile foundations

This evolution reflects a natural maturation from functional delivery to confident, premium positioning.

Time Allocation (≈35 Hours Total)

Discovery & Direction (≈4 hours)

- Initial requirements and goals
- Audience context (owners of reactive dogs)
- Visual direction and tone alignment

Version 1

Foundations & Build (≈18 hours)

- Core site structure and page layout
- Navigation and information architecture
- Services and pricing structure
- Initial content layout and reassurance messaging
- Contact flow and booking integration planning
- Desktop-first build and baseline mobile consideration

Version 2 —

Refinement & Positioning (≈11 hours)

- Brand hero refinement using authentic imagery
- Authority and methodology sections
- Values framework and trust articulation
- Testimonials and social proof integration
- Interactive team section with expandable bios
- Conversion-focused contact and closure sections
- Early mobile layout refinement

Review, Iteration & Polish (≈2 hours)

- Visual consistency
- Interaction behaviour
- Final structure and narrative alignment

Outcome

Although not launched, the project resulted in a coherent, agency-grade website concept demonstrating:

- Strong UX reasoning
- Clear audience empathy
- Confident premium positioning
- Thoughtful iteration and refinement

The work stands as a complete, well-documented case study suitable for portfolio presentation and future client discussions.

Reflection

This project highlights the value of iterative design in emotionally sensitive sectors, where trust, clarity, and tone are as critical as structure and functionality. Given further time, next steps would have focused on deeper mobile optimisation and performance refinement.

With hindsight, the primary improvement would be establishing clearer strategic direction earlier in the process.

While Version 1 successfully delivered a solid foundation, a more defined upfront alignment on positioning, tone, and long-term organisational direction would have reduced the amount of later refinement required in Version 2. Earlier agreement on factors such as premium positioning, professional audience focus (including veterinary stakeholders), and long-term structure would have allowed those decisions to inform the initial build more directly.

In future projects, I would prioritise a more structured discovery phase, including clearer positioning statements, audience prioritisation, and success criteria before moving into layout and build. This ensures early decisions are fully aligned with longer-term goals and reduces the need for directional iteration later.

UKCCRA are happy to be contacted for a reference if required.