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**C773 – Task 1**

**A.**

**1. Content:**

The website only covers information about dogs and cats, leaving out other popular pets like birds, rabbits, or reptiles. This could make pet owners with those animals feel excluded. Plus, there's no way for visitors to reach out to the site owners for questions or help, which makes it tough for the website to arrange consultations. On top of that, the information provided isn't very easy to read or find.

**\*2. Functionality:**

*Audience Needs:*

The current website's functionality is significantly limited, reflecting an incomplete understanding of the audience's comprehensive needs. Users visit the site not only for information on common pets such as dogs and cats but also for guidance on a diverse range of animals. The lack of resources for other popular pets like birds, reptiles, or small mammals creates a gap in service that can make the site seem unaccommodating and exclusive. Additionally, the absence of a direct communication channel with the site owners is a significant barrier. The audience seeks a platform that offers easy access to personalized advice and support for their unique pet care situations. The site's inability to provide such inclusive resources and direct communication tools does not meet the audience's expectation for a holistic and supportive online pet care companion, potentially leading to a loss of trust and site abandonment.

*Stakeholder Needs:*

The website's deficient functionalities directly impact stakeholders. The unavailability of a contact form severely limits the opportunity for stakeholders to connect with site visitors, gather essential information, and schedule consultations. This lack of direct interaction means stakeholders miss establishing a rapport and understanding individual customer needs, which is the foundation for converting visits to business transactions. Additionally, dysfunctional elements such as a search feature that fails to operate and a home button that does not reliably return users to the landing page create an impression of neglect, significantly tarnishing user experience and the site’s professional image. These issues are detrimental to achieving the stakeholders' objectives of increasing the site's traffic and, more importantly, the number of consultations. A fully functional, user-oriented design is imperative for the stakeholders' aspirations to realize their business potential, necessitating an urgent and thoughtful overhaul of the website's interactive features.

**\*3. Navigation:**

*Audience Needs:*

The current navigation system presents significant usability challenges for the audience. It lacks dynamic indicators like highlighted tabs or breadcrumbs, which are crucial in helping users understand their current location within the site's structure. This deficiency hampers the user's ability to seamlessly interact with the site's content, potentially leading to a frustrating experience and a higher bounce rate as users may leave the site rather than navigate the confusion. An audience-centered navigation design must include visual cues that respond to the user's actions, affirming their navigation choices and fostering a sense of control and orientation. This is fundamental to ensuring a user-friendly, intuitive browsing experience that encourages further engagement and exploring the site's resources.

*Stakeholder Needs:*

From the stakeholders' perspective, the navigation system’s performance is critical to achieving business objectives. The inconsistent behavior of navigational tabs and a non-functional search feature hinder the site’s ability to convert visitors into clients. Stakeholders depend on a navigation system that directs users effortlessly through the site and facilitates them in taking desired actions, such as scheduling consultations or reading featured content, which is essential to the business model. A seamless navigational structure, by reducing user friction and optimizing the user journey towards conversion opportunities, is vital for stakeholders aiming to enhance user engagement, maximize the potential for monetization, and ultimately expand their client base. These improvements are crucial for stakeholders to effectively serve their target market and achieve key performance indicators, such as consultation bookings and client satisfaction.

**B.**

**\*1. Necessary Website Functionality and Micro Interactions:**

Audience Needs:

The proposed website functionality and micro-interactions are tailored to give the audience an effortless and engaging online experience. A contact form on every page ensures audience questions are easily submitted, enhancing user satisfaction. Responsive design is crucial for the audience to access the site on various devices, addressing their preference for convenience. Clear navigation aids the audience effortlessly finding information, reducing frustration and increasing the time spent on the site.

Stakeholder Needs:

These functionalities align with stakeholders' business objectives. The contact form is designed to gather comprehensive user and pet information, which is vital for stakeholders to conduct personalized consultations and follow-ups, thereby increasing potential revenue. A responsive website broadens market reach, impacting stakeholders' increased traffic and consultation goals. Intuitive navigation is not just about user convenience; it’s also about guiding users to consultation services, a direct path to meeting stakeholder conversion targets.

**2. Type of Content for New Page (Bird Owners):**

The new page targeting bird owners will provide comprehensive information on understanding and fulfilling the relational needs of pet birds. Content elements will include:

* Introduction to Bird Ownership: This section highlights the unique aspects of bird ownership and the benefits of having a bird companion.
* Understanding Bird Behavior: Explaining common behaviors exhibited by pet birds and their significance in understanding bird emotions and needs.
* Creating an Enriching Environment: Tips for setting up a stimulating and enriching living space for birds, including cage setup, perches, toys, and mental stimulation activities.
* Building Trust and Bonding: Strategies for building trust and fostering a strong bond between bird owners and their feathered friends through positive interaction and communication.
* Recognizing Signs of Well-being and Distress: Guidance on identifying signs of a happy and healthy bird versus indicators of stress, illness, or depression.
* Seeking Professional Help: Encouraging bird owners to consult with avian veterinarians or behaviorists for expert advice and support in addressing specific concerns or challenges.

**\*3. Explanation of Content Removal or Redevelopment:**

*Audience Needs:*

The audience needs a rich content experience that caters to the full spectrum of their pet-care interests. Redesigning the content to include a broader range of pets like birds, fish, and small animals addresses this need by providing valuable and relevant information for all pet owners. This increases audience satisfaction and positions the website as a comprehensive pet-care authority.

*Stakeholder Needs:*

Stakeholders require content that drives engagement, traffic, and consultations. By expanding and diversifying content to cover a wider range of pets, stakeholders can capitalize on a larger segment of the pet owner market. This content redevelopment is integral to achieving business goals such as increased site visitation and scheduled consultations, as it attracts and retains a more diverse user base.

**4.**

**A diagram of a website

Description automatically generated with medium confidence**

**\*5. Explanation of Information Architecture:**

*Audience Needs:*

A well-thought-out information architecture is essential for audience members to navigate the site with ease and find content that resonates with their specific pet-care needs. This includes categorizing information logically and creating a flow that naturally leads the audience to the content they seek, essential for a positive user experience.

*Stakeholder Needs:*

For stakeholders, the information architecture must be strategically designed to lead users toward monetization opportunities, like scheduling consultations. The architecture should highlight the services offered, making them prominent to ensure business goals are met. This approach supports stakeholders in converting general traffic into actionable business leads.

**\*6. Primary and Secondary Navigational Elements:**

*Audience Needs:*

The audience requires a navigation system that is intuitive and efficient. The primary navigation should clearly delineate the major sections of the site, such as different pet categories, while secondary navigation allows for deeper exploration into topics of interest like nutrition, behavior, or health, enabling users to find precise information with minimal clicks. There should also be clear hyperlinks to external sites for even deeper research on specialized topics.

*Stakeholder Needs:*

Stakeholders need navigation elements that aid in user retention and guiding potential customers to conversion points, such as the contact form for consultations. Both primary and secondary navigation should work cohesively to subtly steer users toward these business-critical areas without disrupting the user journey, fulfilling stakeholder requirements for customer acquisition and engagement.

**C.**

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**\*D.**

**Detailed Maintenance Plan:**

*Ensuring Web Accessibility:*

* **Responsible Employee:** Web Accessibility Officer
* **Task:** Biannual audits and continuous monitoring of web accessibility standards.
* **Process:**
  + Utilize various evaluation tools to conduct thorough accessibility audits, adhering to WCAG guidelines.
  + Systematically review each page and feature for compliance with accessibility criteria, including text alternatives for non-text content, sufficient contrast ratios, and keyboard-only navigation pathways.
  + Engage with users with disabilities to gather feedback on usability.
  + Implement necessary adjustments, such as correcting alternative text, ensuring all media have appropriate captions, and scripts are accessible for screen readers.
  + Document changes and maintain an accessibility log to track improvements and ongoing needs.

*Enhancing Search Engine Visibility:*

* **Responsible Employees:** SEO Specialists
* **Task:** Monthly SEO assessments, keyword optimization, and content updates.
* **Process:**
  + Conduct in-depth keyword research using advanced SEO tools to discover high-impact search terms within the pet care industry.
  + Analyze competitors’ keyword strategies to identify gaps and opportunities for ranking improvement.
  + Optimize metadata, headers, and on-page content with researched keywords to improve organic search rankings.
  + Regularly update the website with fresh, original content that includes the latest pet care tips and advice, which enhances relevance and authority in search engines.

*Website Maintenance:*

* **Responsible Employees:** IT Support Team
* **Task:** Monthly checks and timely updates to website health.
* **Process:**
  + Conduct assessments to pinpoint technical problems, including delayed page responses, malfunctioning hyperlinks, and periods of site unavailability.
  + Employ automated monitoring tools to provide real-time alerts on website performance issues.
  + Carry out scheduled data backups to a secure cloud storage service to prevent loss.
  + Create a structured response plan for detected issues, ensuring swift resolution to minimize user inconvenience.

*Responsive Design Maintenance:*

* **Responsible Employees:** UI/UX Design Team
* **Task:** Bi-monthly reviews of site adaptability and user interface consistency across devices.
* **Process:**
  + Conduct device testing sessions to assess the site's responsive design on new and existing hardware.
  + Identify and correct any visual or functional discrepancies that arise from different screen sizes or browser types.
  + Collaborate with front-end developers to refine CSS and HTML structures, ensuring fluidity and responsiveness.
  + Record and analyze user feedback on design elements to guide iterative design enhancements.

*Mobile Optimization:*

* **Responsible Employees:** Mobile Experience Managers and Developers
* **Task:** Ongoing refinement of the mobile user experience.
* **Process:**
  + Continuously monitor mobile site performance metrics and adapt strategies for mobile optimization.
  + Employ progressive enhancement strategies to improve mobile loading times, considering factors like image compression, script minimization, and leveraging browser caching.
  + Analyze mobile user navigation patterns using heat map tools to identify and improve upon common user journey pain points.
  + Develop and test mobile-first features to accommodate the ever-increasing number of users accessing the site with smartphones and tablets.