

## A

- A1. One of the first customer content needs identified is that cat owners are looking to understand feeding needs for their cats based on type of cat, age, diet, and other preferences. The website provides recommended food types such as wet or dry food based on their age but doesn't provide anything regarding type of cats it just groups all breeds together. Regarding diet and other preferences the website does not provide specific diets cats should follow, it does provide some more detailed information in the 4 weeks to 1 year such as how much dry or wet food should be provided as well as using food brands that are meant for kittens. With the other age groups it doesn't provide the recommended amount or whether to do dry or wet food or which brands to utilize. Also with the best foods to meet their cat's health at any stage the website doesn't provide a lot of this information either. It does provide some stating that you should not allow food to be continuously out as this can lead to obesity and as cats get 7+ years old should provide fewer calories and more quality proteins. But it does not say the best foods for cats in every age group, it just says it in the kitten age and the 7+ aged cats. Regarding the dog owners section it does not provide recommendations about pet toys that encourage physical exercise. With the section regarding fish owners there is no content material present on the website showing any of this.
- A1. Regarding stakeholder content needs the website does not provide anywhere for the customer to consult with Pexperts or provide the user with the required information to fill out regarding their pet. The website also does not provide consistent branding that clarifies their values through the website in its entirety.
- A2. Regarding customer functionality with the cat owners section it says they are interested in recommendations for food in any stage of their cat's health but provides no links or brand recommendations where the customer can buy these. With the dog owners they are interested in recommended dog toys to promote activity but there are also no links or product recommendations where the customer can go to buy these.
- A2. Regarding stakeholder functionality needs they want the customer to contact their Pexperts for one-on-one consultations but there is no link or way to get in contact with this. There is also nowhere to provide the additional information regarding the customer's pet or customer information to provide to Pexperts.
- A3. With customer navigation needs the one the website is failing to do is with the mobile devices that will be accessing the site. The website has a horizontal menu bar and appears pretty small on mobile devices and can be hard to click the correct links. The website also has the same format as the desktop version.

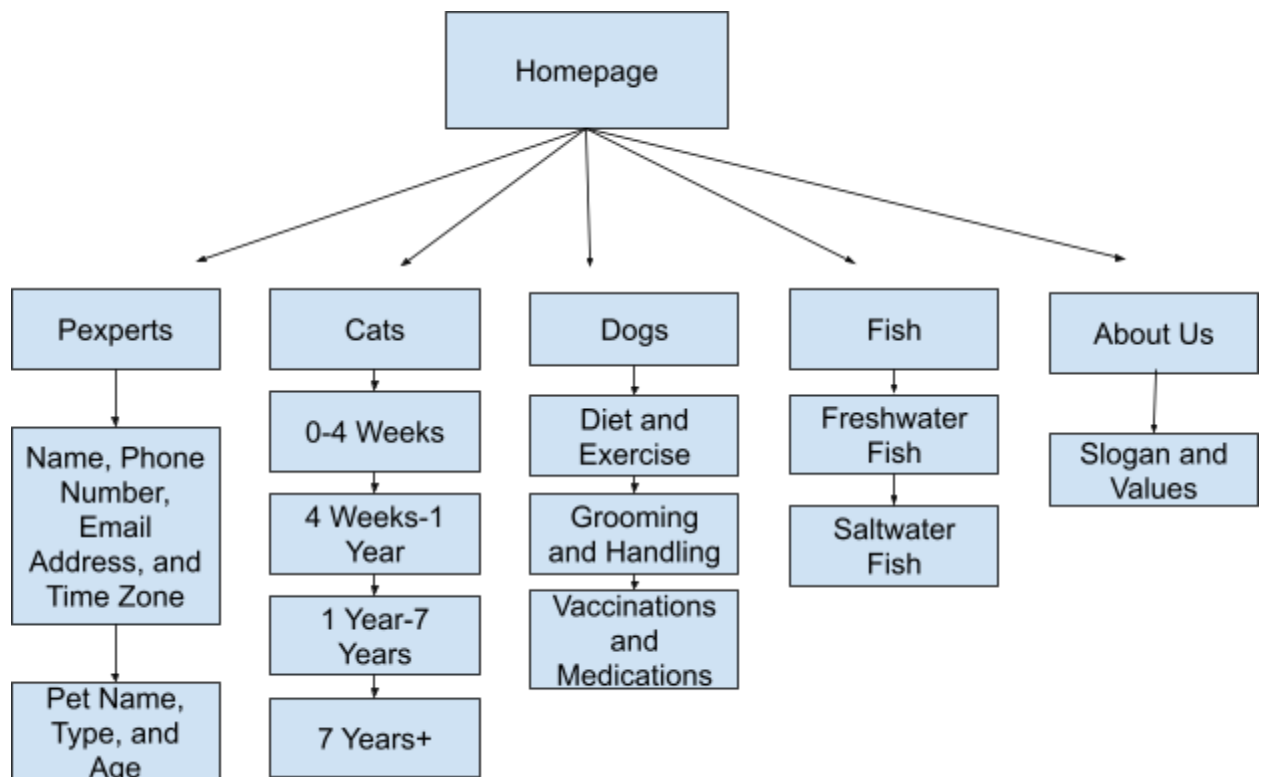
- A3. With stakeholder navigation needs they want their site to adhere to accessibility standards and provide an optimal experience on all device sizes. The website provides a decent experience on desktop but with mobile devices it still has the horizontal menu bar the same as with desktop and can be hard to click and is relatively small. The website doesn't change too much from desktop version to mobile version.

## **B**

- B1. Regarding functionality with customers, cat owners want recommendations of food to meet their cat's health at any stage. The functionality to add would be links to their recommended cat foods and brands. Regarding the microinteractions with this the user will be able to hover over these links and be able to open or share the links and direct the user where to go to buy these products. The website could also provide additional links to articles which talk about the best foods for cats at different stages of life. With the dog owners they are interested in recommendations about pet toys. This functionality would also be to add links to recommended dog toys and provide a microinteraction where the user can hover over the link and open or share it.
- B1. Regarding the functionality required for stakeholders they want a way for customers to contact Pexperts and get a one-on-one consultation. I would create a contact us button or link. This functionality would include several microinteractions which would be used to gather their name, phone number, email address, and time zone. There would also be other microinteractions to gather the pet's name, type, and age. There would also be microinteractions to make sure they provide a valid phone number in proper format with area code and only numeric characters allowed. Also with the email address make sure they provide a valid email address and select a valid time zone from a drop down box. Regarding the pet's type there would be a microinteraction to make sure they provide a valid and known breed. Another microinteraction I would add is a confirmation email or text the customer could receive so they know they have provided the correct information and that an Pexpert will be in contact with them shortly.
- B2. Fish owners are interested in fresh and saltwater testing and maintenance based on the type of fish they house in their aquarium. I will provide the different types of fish as well as pictures of them to help the customer more easily identify them. Under each of these types of fish I will provide any specific maintenance these species of fish may require such as specific temperatures and how to treat the tank. I will also add a section regarding the specific maintenance required with saltwater versus fresh water tanks and distinguish the differences between them. I would also provide additional links and resources the customer could utilize to learn more about the species of fish they have. Since these users often use handheld devices I will be sure to make the website mobile

friendly and have a design that is easy to use and navigate with mobile devices such as bigger touch areas and an easier navigation to use when users are using handheld devices.

- B3. One of the first things I would add is a way to contact the Pexperts on the homepage. The original website does not have a link or way to contact the Pexperts and this is one of the needs from the stakeholders. I would also add some contexts on what all the Pexperts can offer and help with. The stakeholders want to implement consistent branding that clarifies their values, the current site doesn't state the companies values so I would add their values under an about us section along with other information that talks about the company. Some of the content I would redevelop is changing the font and the way it appears throughout the website. I would try to use different fonts and layout the text in a different way to make it more appealing to the user.
- B4.



- B5. Customers landing on the homepage are interested in an overview of what the company does and want to easily identify the information available on the site. I will create a navigation bar that will show tabs and links to all the available information provided. I will also provide a company overview and brand on the homepage so the customer can easily see it right when they go to the website. Cat owners are interested in the feeding needs of their cat based on type of cat, age, diet, and other preferences as well as recommendations of the best foods to meet their cats needs at any stage. I will have a

cat tab on the navigation bar so the user can easily see and know exactly where they need to go to see this information. Once the user clicks on this tab the information the user is seeking will all be listed there. Dog owners are interested in the activity needs of their puppy and want to know how play can support their dog's health and recommended pet toys. I will also have a dog tab on the navigation bar that will be easily seen and showing the customer exactly where they need to go. After the user clicks on this section the desired information will be presented there. Finally with the fish owners they are interested in fresh and saltwater maintenance based on the type of fish they house. I will also create a navigation tab with fish that will be easily seen and make the user know this is where they need to go. I will also have this information the customer is seeking listed on this section of the website.

- B5. The stakeholders want the customers to be able to get a one-on-one consultation with their Pexperts. I will provide a contact us section or clickable link on the homepage where the user can click and schedule this one-on-one consultation. They also want the site to implement consistent branding that clarifies their values. On the homepage I will provide a section that discusses the business anime, slogan, brand values, and services that will show exactly what their values are and will be clearly visible to the users.
- B6. The primary navigation will be a horizontal menu or a hamburger menu. The horizontal menu will be for users on desktop and the hamburger menu will be when users are on a mobile or handheld device. Since users landing on the homepage will be using both desktop and handle this primary navigation will satisfy both types of users. The secondary navigation will be breadcrumbs. This will also help the customers be able to easily track their way back to the homepage or other sections of the website. The cat owners want to be able to view feeding needs for their cats and they will be on a desktop device. The primary navigation will be the horizontal menu bar that will have the section labeled as cats so the cat users know where to go. For the dog owners they want to see their activity needs for their puppies as well as dog toys, the primary navigation will be the hamburger menu since these users are usually using handheld devices. This will allow dog owners to find this content easily. With fish owners they want to know the maintenance with fresh and saltwater tanks based on the type of fish. Since these users are often viewing from a handheld device this will also use the hamburger menu as primary navigation to allow this section to be easily seen by fish owners.
- B6. The stakeholders want to adhere to accessibility standards and offer an optimal experience on all device types. Due to this the primary navigation would be horizontal menu bar and hamburger menu. I would create a media query that would use the horizontal menu bar for desktop and the hamburger for handheld devices. Also stakeholders want to be on the first page of search engine results when pet owners search

for “new pet consultation” or “new pet care consultation” this is why for the secondary navigation I would utilize breadcrumbs. These can be used for search engine optimization and allow the user to backtrack their way on the website back to the homepage or on other sections of the site they were on.

**C**

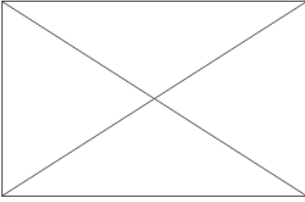
Paradigm Pet Professional Logo

Home	Cats	Dogs	Fish	About Us	Search Bar
------	------	------	------	----------	------------

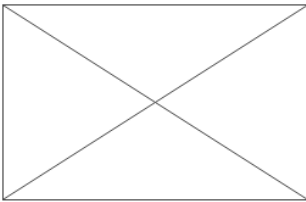
Home > Dogs

<p style="text-align: center;"><b>Our Motto</b></p> <p>"Evidence-based pet care advice for every pet lover."</p>	<p style="text-align: center;"><b>Services</b></p> <p>Virtual consultations and presentations, one-on-one consultations concerning individual pets, group presentations regarding general pet care (can be tailored to the needs of the group)</p>	<p style="text-align: center;"><b>Contact Our Pexperts Here!</b></p> <p>Name <input style="width: 100%;" type="text"/></p> <p>Phone Number <input style="width: 100%;" type="text"/></p> <p>Email Address <input style="width: 100%;" type="text"/></p> <p>Time Zone <input style="width: 100%;" type="text"/></p>
--	--	--

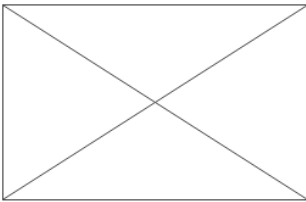
**Cats**



**Dogs**



**Fish**



Home	Cats	Dogs	Fish	About Us	Copyright 2022
------	------	------	------	----------	----------------

- D**
- Task: To adhere to all accessibility standards
  - Domain: Functionality
  - Target: HTML code
  - Owner: Web developers
  - Time: Biannually
  - Assets: Web Server Access
  - Stakeholder Need: To adhere to accessibility standards
- 
- Task: Improve relationship between written content and SEO
  - Domain: Content
  - Target: HTML code/ Keywords/ Metadata
  - Owner: Web developer
  - Time: Biannually
  - Assets: Web Server Access

- Stakeholder Need: To be on the first page of search engine results when pet owners search for “new pet consultation” or “new pet care consultation.”
- Task: Tasks to maintain the website (Content Revision)
- Domain: Content
- Target: HTML, CSS, and JS code
- Owner: Web developer and content owner
- Time: 9 months
- Assets: Web server access, content information
- Stakeholder Need: In nine months, they plan to expand the site content to offer tips for first-time pet owners
- Task: Improve rendering the website on desktop and mobile devices
- Domain: Performance
- Target: HTML, CSS, and Web Server Technologies
- Owner: Web developer and web service provider
- Time: Biannually
- Assets: Web Server Access
- Stakeholder Need: Offers an optimal experience on all device sizes
- Task: SEO strategies for mobile devices
- Domain: Functionality
- Target: HTML code
- Owner: Web Developer
- Time: Biannually
- Assets: Web Server Access
- Stakeholder Need: Goal is to have 100,000 new visitors to the site within one year and schedule 150 new consults within one year