Paradigm Pet Professionals

Part A.

1. Website functionality and micro interactions needed to meet audience and stakeholders needs

The website fails to meet stakeholder needs because of several reasons. The initial paragraph does not state a clear goal or what services are offered. There are no functionality links or form fields for visitors to reach out. Very little to no micro interactions with the site, the page seems very basic and minimal.

The website fails to meet audience needs because the statement is not clear. Audiences do not know what kind of help are being offered. Functionality of the site is outdated and does not offer an option for audience to engage further. No additional links for more information available. There are pictures of snakes on the main page but no dedicated section for snakes. No contact info for audience to input.

1. New user persona content

A new site that will be added is a bird page based on the new user persona. This will bring interest for owners in the relational needs of their birds. These users are primary desktop users who will benefit from this addition. The updated site will be viewable on all platforms. This element will be aligned with the content by providing structured information and hyperlinks to adoption services for birds.

1. Content that will be removed or redeveloped

The existing content fails to meet stakeholder needs. The navigation only has sections for cats and dogs, which loses a lot of potential clients with other types of animals. Therefore, more pet options will be added. The search bar is not useful, it needs to be redeveloped. The information for the “cats” and “dogs” sections are not clearly structured and leaves out important details.

For audiences, the existing website fails to meet their needs. Search bar not useful and the word “fetch” is not a common word to use for this feature. Some words and texts for the “cats” and “dogs” sections are italicized and in all caps, which throws off the flow of the paragraph and does not seem professional. More pet options will be added and correct paraphrasing will be used for the updated site.

1. Sitemap

Pet Paradigm

Home

About Us

FAQS

Birds

Dogs

Cats

1. Information architecture meet audience and stakeholder needs

The information architecture will meet stakeholder needs because it will have clear, relevant, and structured information on all the pet sections. The company overview will be presented clearly, and customers will have better understanding of the branding. The website will have better coloring, more pet options in the navigation categories, and contents have proper details.

The information architecture will meet audience needs by offering functionality to the site. Content will be organized in an easy to read and follow design. Pets and resources will be clearly labeled to eliminate confusion. The information will be detailed and better structured to help the audience.

1. Primary and secondary navigational elements

The primary and secondary navigational elements that are required to the support the information architecture are the collection of labels and links added to the webpages to give audiences a sense of direction so they can quickly access the appropriate information they are seeking. The primary navigations will be direct links to the additional pet sections such as “cats”, “dogs” , and “birds”. The secondary navigation elements are the links to the company’s overview and contact info. FAQs are also a secondary element.

For stakeholders, these navigational elements align with their needs because it creates a way for them to organize their pet sections. Making the information architecture easy to follow and the contents accessible.

These navigational elements provide audience needs by having a clear direction to the sections they seek. Making it easy and fast for them to get information. Navigation menus will be clear and visible on all platforms. These elements are displayed at the top and bottom of all pages of the site.

Part B.

Wireframe

Header

Paradigm Pet Professionals

Register

Seach bar

About Us

FAQs

Birds

Dogs

Cats

Home

Footer

Home Cats Dogs Birds FAQs About Us

Registration for Consultation

First Name: Last Name:

Phone Number: Email:

Time zone:

Pet’s Name: Type: Age:

Text Box

Looking for your new best friend? The following organizations can help you find and adopt the perfect companion:

* General Adoption Resources*:* <https://theshelterpetproject.org/>
* ASPCA: <https://www.aspca.org/>
* Fish Rescue: <https://www.sterlingshelter.org/humane-society/koi-fish-rescue/>
* Snake Rescue: <https://savethesnakes.org/snakerescuecall/>
* Bird Rescue: <https://ftlob.rescuegroups.org/>

Pets are nature's gift to humanity. It has been scientifically proven that opening our homes and hearts to a pet increases our longevity and improves our overall quality of life as well as the lives of our pets. At Pet Paradigm Professionals, our mission is to offer resources to help you care for your furry, scaly, feathery, and slimy loved ones. Our pet experts—or “Pexperts”—have been working with pet owners and professionals alike for the past twelve years. They offer one-on-one consultations with current and prospective pet owners as well as group presentations designed for veterinary, pet shelter, and pet breeding professionals.

Looking for basic pet care advice for the most common type of pets? Need additional help determining which type of pet is right for you and your family? We will work with you and provide tailored evidence-based pet care to ensure lifelong health and wellness of your new companion.

Image Placeholder

Navigation Menu