C773
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08/23/2024

T1 Proposal with Strategies & Wireframe

1. Evaluation of Current Site

A. Content Failures

- **Audience Perspective:**
  The current website doesn't provide the detailed and tailored pet care advice that users expect. Pet owners, especially those new to pet ownership, need comprehensive guides that address specific stages of pet care. This includes advice on feeding, health, and activity based on the pet's age, breed, and health condition. The lack of this content means users are likely to leave the site without finding the information they need, leading to a higher bounce rate and lower user engagement.

Implementation: I will work with given document to gather detailed pet care information. This content will be segmented by pet type and life stage, ensuring that users can easily find the relevant information they need. Each page will be enriched with multimedia elements, such as images and and graphics, to increase user engagement.

- **Stakeholder Perspective:**
  From a stakeholder perspective, the site's content does not currently engage users in a way that motivates them to book one-on-one consultations. For the business to grow and achieve its goals, the content needs to be compelling and actionable. This means including clear calls to action (CTAs) that encourage users to schedule consultations or reach out for more personalized advice.

Implementation: The content strategy will include strategically placed CTAs on each page. These CTAs will guide users to book a consultation or fill out a contact

form. Additionally, I will integrate Google Analytics to track user behavior and optimize content based on data insights.

B. Functionality Failures

- Audience Perspective:
The current site lacks interactive features that would make it more useful and engaging for users. Key functionalities like an online booking system and pet health assessment tools are missing. These features are essential for a service-oriented business, as they provide immediate value to the users, making the site more than just an information repository.

Implementation: I will introduce an online booking system that allows users to schedule consultations directly through the website. This system will be connected to a backend database that tracks appointments and user preferences. Additionally, I will develop pet health assessment tools that users can interact with to get personalized advice based on the information they provide.

- Stakeholder Perspective:
The absence of a Customer Relationship Management (CRM) system and interaction tracking on the site limits its ability to capture and convert leads. Without these tools, it's challenging to follow up with potential clients, gather important user data, and analyze trends that could inform business decisions.

Implementation: I will implement a CRM system integrated with the booking system to track user interactions and manage client data. This integration will allow for automated follow-ups, data analysis, and personalized marketing efforts. I will also set up analytics dashboards to provide stakeholders with real-time insights into site performance and user engagement.

C. Navigation Failures

- Audience Perspective:
Users currently struggle with the site's navigation, which is not intuitive or well-structured. The lack of clear categorization makes it difficult for users

to find specific information quickly, and the search bar is not prominently placed, further complicating the user experience.

Implementation: The site's navigation will be redesigned to be more intuitive, with clear categorization of content by pet type and topic. The search bar will be made more visible and enhanced with an auto-suggestion feature to help users find what they're looking for faster. I will also implement breadcrumbs on each page to help users understand their location within the site and navigate back to previous pages easily.

- Stakeholder Perspective:
  Poor navigation not only frustrates users but also prevents them from reaching key areas of the site, such as the booking page or contact forms. These hampers lead generation and reduce the likelihood of converting visitors into paying clients.

Implementation: Primary navigation will focus on directing users to the most important pages, such as pet care guides and the booking page. Secondary navigation will provide easy access to additional information, like the About Us page and FAQs, without cluttering the user experience. I will conduct user testing to ensure the new navigation structure meets both user and stakeholder needs.

2. Architecture for New Website

A. Booking System Implementation

- Audience Needs:
  Users need a seamless way to book consultations directly through the website. The booking system will include features such as date and time selection, pet information submission, and confirmation notifications. This functionality will greatly enhance the user experience by allowing pet owners to easily schedule appointments with "Pexperts."

Implementation: The booking system will be developed using a combination of PHP and MySQL to manage the backend operations, while the frontend will be created using HTML, CSS, and JavaScript for a user-friendly interface. The system will be hosted on an AWS EC2 instance, ensuring scalability and reliability. User

data collected through the booking system will be stored securely in the MySQL database, with regular backups to an Amazon S3 bucket for data protection.

- Stakeholder Needs:
  For stakeholders, the booking system will be integrated with a CRM to track appointments, follow up with clients, and manage customer relationships more effectively. This will also allow for better data analysis and reporting on booking trends and user engagement.

Implementation: I will use a CRM solution like HubSpot or Salesforce, which will be integrated with the website to automatically capture booking data and user interactions. This integration will enable stakeholders to monitor the performance of the booking system and optimize it as needed to increase conversion rates.

B. Fish Owners Page

- Audience Needs:
  The Fish Owners page will provide comprehensive care instructions tailored specifically to those who keep aquatic pets. It will include detailed information on both freshwater and saltwater aquarium maintenance, such as water testing guidelines, recommended equipment, and troubleshooting tips.

Implementation: I will create the Fish Owners page with a focus on usability and engagement. The page will feature interactive elements like a water quality calculator and instructional videos on aquarium maintenance. This content will be hosted on the AWS infrastructure, ensuring fast load times and high availability. The page will be optimized for both desktop and mobile users, with a responsive design that adapts to different screen sizes.

- Stakeholder Needs:
  The page will also serve as a lead generator by encouraging users to book consultations with "PET experts" for personalized advice. This will be achieved through strategically placed CTAs and a user-friendly layout that guides visitors toward taking action.

Implementation: I will use conversion rate optimization (CRO) techniques to design the Fish Owners page in a way that maximizes lead generation. This

includes A/B testing different CTA placements, using persuasive language, and simplifying the booking process to reduce friction. The success of these strategies will be monitored through Google Analytics and heatmap tools like Hotjar.

C. Content Strategy

- Audience Needs:
  Existing content on the site will be improved to include more detailed, stage-specific instructions for pet care. For instance, the dog care page will be divided into sections for puppies, adults, and seniors, with each section offering targeted advice on diet, exercise, grooming, and health care.

Implementation: I will collaborate with pet care experts to develop rich, informative content that caters to the specific needs of different pet types and life stages. This content will be SEO-optimized to ensure it ranks well in search engines, driving more organic traffic to the site. The content will be regularly updated to reflect the latest research and trends in pet care.
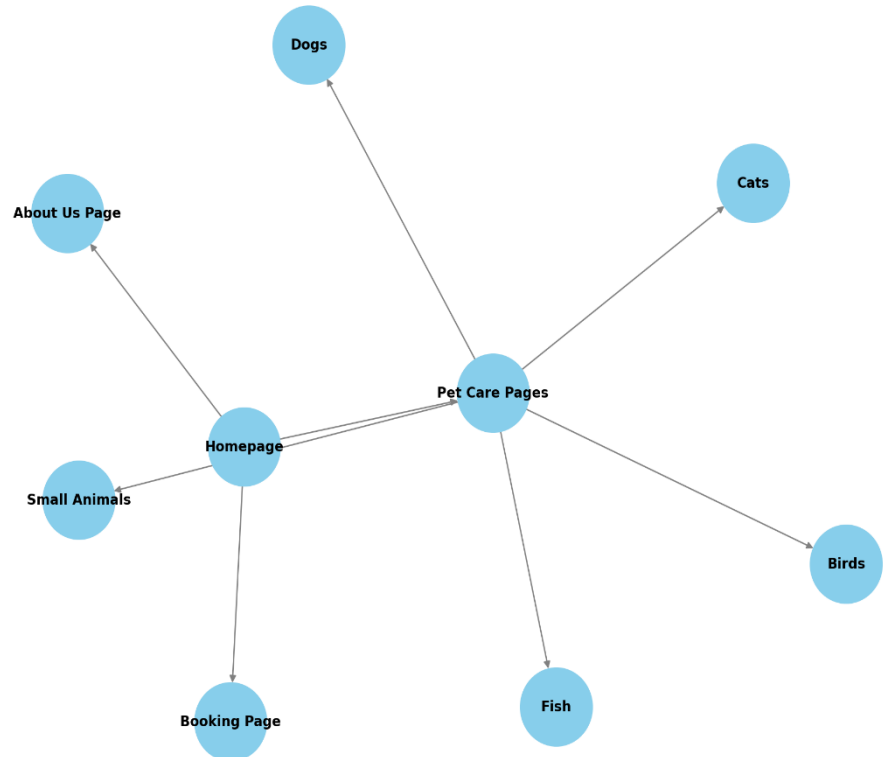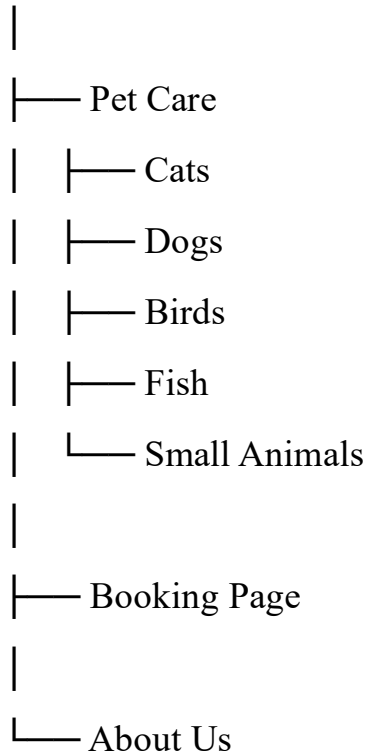
- Stakeholder Needs:
  Improved content will drive SEO performance, increasing the site's visibility in search results for key queries related to pet care. This will help the site achieve its goal of attracting 100,000 new visitors and securing 150 consultations within a year.

Implementation: I will implement an SEO strategy that includes keyword research, on-page optimization, and link-building efforts to boost the site's search engine rankings. Additionally, I will set up Google Search Console and other SEO tools to monitor performance and make data-driven adjustments to the content strategy.

3. Sitemap and Navigation

A. Sitemap Overview

Homepage

```
|
├── Pet Care
|    ├── Cats
|    ├── Dogs
|    ├── Birds
|    ├── Fish
|    └── Small Animals
|
├── Booking Page
|
└── About Us
```


B. Primary Navigation

- Audience Alignment:
  The primary navigation will feature direct links to the main pet care categories (Cats, Dogs, Birds, Fish, Small Animals) and the booking page. This structure will help users quickly find relevant information about their specific pet type and encourage them to book consultations.

Implementation: The primary navigation bar will be implemented using responsive design principles to ensure it works seamlessly across all devices, from desktops to smartphones. I will also include a drop-down menu for easy access to subcategories within each pet type, making it simple for users to navigate to the specific information they need.

- Stakeholder Alignment:
  By making the booking page a primary navigational element, stakeholders can ensure that users are constantly encouraged to engage with the site's service offerings, increasing the likelihood of converting visitors into clients.

Implementation: I will monitor user interactions with the primary navigation through Google Analytics, using this data to refine the navigation structure over time. This approach will ensure that the navigation remains effective in guiding users toward key actions like booking consultations.

Secondary Navigation

- Audience Alignment:
  Secondary navigation will include links to the About Us page, FAQ section, user account management, and additional resources like blog articles and contact forms. This setup provides users with easy access to more detailed information about the company and its services, as well as support options.

Implementation: The secondary navigation will be implemented as a sticky header or a sidebar, depending on the device screen size. This ensures that important links are always accessible without overwhelming the user. I will also include quick links in the footer for even easier access to these pages, catering to users who prefer scrolling down for navigation.

- Stakeholder Alignment:
  Secondary navigation supports brand storytelling and transparency, helping to build trust with users. It also facilitates user account creation, enabling the site to capture more detailed user data for future marketing efforts.

Implementation: By tracking user engagement with secondary navigation elements using analytics tools, I will be able to identify which sections are most popular and optimize the layout accordingly. This data-driven approach will help ensure that users can easily find and engage with the content they're interested in.

4. Wireframe

A. Mid-Fidelity Wireframe Overview

- Home Page:

    o Header: Includes the logo, primary navigation, and a search bar prominently displayed for easy access.

    o Hero Section: Features an introduction to Paradigm Pet Professionals, along with a prominent call-to-action (CTA) button to book a consultation.

    o Pet Care Categories: Visual links to pages for Cats, Dogs, Birds, Fish, and Small Animals, making it easy for users to navigate to the specific content they need.

    o Featured Content: Sections highlighting the latest blog posts, client testimonials, and special offers or promotions.

    o Footer: Contains secondary navigation, contact information, social media links, and a sign-up form for newsletters.

Implementation: The wireframe will be created using tools like MS paint.

- Pet Care Page (example; dog):

    o Header: Same as the home page for consistency.

    o Content Sections: The page is divided into sections for Puppies, Adults, and Seniors, with expandable panels that allow users to access detailed information on each life stage.

    o Sidebar: Contains quick links to related articles, recent posts, and a CTA to book a consultation.

    o Footer: Same as the home page for consistency.

Implementation: The pet care pages will be designed to be modular, allowing for easy updates and additions as new content becomes available. I will ensure that the design is responsive, providing an optimal viewing experience across all devices.

- Booking Page:

- o Header: Consistent with other pages.

- o Booking Form: A simple and intuitive form that allows users to schedule consultations by entering their details, selecting a date and time, and providing information about their pet.

- o Confirmation Section: Displays a summary of the booking and sends a confirmation email to the user.

Implementation: The booking page will be integrated with the backend system to ensure that all appointments are recorded and that users receive real-time feedback on their booking status

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  - Featured Content: Sections highlighting the latest blog posts, client testimonials, and special offers or promotions.

  - Footer: Contains secondary navigation, contact information, social media links, and a sign-up form for newsletters.

Implementation: The wireframe will be created using tools like Figma or Adobe XD, which allow for the creation of interactive prototypes. These prototypes will be tested with real users to gather feedback before moving into the development phase. The design will prioritize usability, ensuring that the layout is intuitive and easy to navigate.

- Pet Care Page (e.g., Dogs):

  - Header: Same as the home page for consistency.

  - Content Sections: The page is divided into sections for Puppies, Adults, and Seniors, with expandable panels that allow users to access detailed information on each life stage.

  - Sidebar: Contains quick links to related articles, recent posts, and a CTA to book a consultation.

  - Footer: Same as the home page for consistency.

Implementation: The pet care pages will be designed to be modular, allowing for easy updates and additions as new content becomes available. I will ensure that the design is responsive, providing an optimal viewing experience across all devices.

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    o Booking Form: A simple and intuitive form that allows users to schedule consultations by entering their details, selecting a date and time, and providing information about their pet.

    o Confirmation Section: Displays a summary of the booking and sends a confirmation email to the user.

Implementation: The booking page will be integrated with the backend system to ensure that all appointments are recorded and that users receive real-time feedback on their booking status. I will also implement CAPTCHA to prevent spam and ensure that only legitimate requests are processed.

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5. Maintenance Plan

Routine Maintenance

- Content Updates:
  Monthly reviews will be conducted to ensure that all content remains accurate and relevant. This includes updating pet care advice based on the latest research, adding new blog posts, and refreshing multimedia content to keep the site engaging.

Implementation: Content updates will be managed through a Content Management System (CMS) like WordPress or Drupal, allowing for easy edits and additions. I will also schedule regular content audits to identify outdated information and replace it with current, high-quality content.

- SEO Optimization:
  Quarterly updates to on-page SEO elements such as meta tags, keywords, and alt texts will be performed to maintain high search engine rankings and adapt to changes in SEO best practices.

Implementation: I will use tools like Google Search Console and SEMrush to monitor the site's SEO performance and make data-driven adjustments to improve visibility. Regular SEO audits will be conducted to identify opportunities for improvement.

B. Technical Maintenance

- Security Checks:
  Weekly security scans will be performed to detect and fix vulnerabilities, ensuring that the website remains secure against threats like hacking, malware, and data breaches.

Implementation: Security measures will include using AWS's built-in security tools, such as AWS Shield and AWS WAF, along with regular updates to the Linux operating system on the bare metal server. I will also implement SSL/TLS encryption using Caddy's built-in SSL management features to protect user data.

- Software Updates:
  Regular updates to the CMS, plugins, and other software components will be carried out to ensure compatibility and functionality.

Implementation: I will automate software updates where possible and manually test updates in a staging environment before deploying them to the live site. This approach minimizes the risk of downtime or compatibility issues.

- Backup Plan:
  Daily backups of the entire website, including databases and content files, will be stored securely in an Amazon S3 bucket. Monthly tests of the restoration process will be conducted to ensure that data can be quickly recovered in case of an emergency.

Implementation: I will set up automated backup scripts on the Linux server using cron jobs, ensuring that backups are created consistently. The restoration process will be documented and tested regularly to guarantee that the site can be quickly restored if needed.

C. User Experience Maintenance

- Accessibility Audits:
  Semi-annual audits will be performed to ensure the website complies with

WCAG (Web Content Accessibility Guidelines) standards. This includes checking text contrast, alt text for images, keyboard navigation, and screen reader compatibility.

Implementation: I will use accessibility testing tools like WAVE and Axe to identify and fix accessibility issues. Any updates will be prioritized to maintain compliance and ensure the site is usable for all visitors, including those with disabilities.

- Performance Optimization:
  Monthly reviews of site performance will be conducted to identify and resolve issues such as slow page load times, broken links, and unresponsive elements.

Implementation: Performance will be monitored using tools like Google PageSpeed Insights and GTmetrix. I will optimize images, minify CSS and JavaScript files, and leverage AWS CloudFront CDN to reduce load times and improve overall site performance.

- Feedback Loop:
  A feedback form will be available on the site for users to report issues or suggest improvements. Feedback will be reviewed bi-weekly, and actionable insights will be used to make continuous improvements to the user experience.

Implementation: Feedback will be integrated into the site using a simple form powered by Google Forms or a similar tool. I will set up notifications to ensure that feedback is promptly reviewed and responded to, and I will maintain a log of user suggestions to track trends and prioritize enhancements.

By following this detailed plan, I will create a website that not only meets the needs of both the audience and stakeholders but also ensures that the site is secure, scalable, and easy to maintain. Hosting on AWS, utilizing a Linux bare metal server, and setting up Caddy for reverse proxy will provide a robust and flexible foundation for the website, enabling it to grow and evolve over time.

PET CONSULTATION

Pet advice

PLACEHOLDER

WELCOME TO PARADIGM PET PROFESSIONALS

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 PET CARE

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.

PLACEHOLDER

PLACEHOLDER

PLACEHOLDER

PLACEHOLDER

PLACEHOLDER

DOGS

TEXT BASED ON THE
CATEGORY OF THE
ANIMALE JUST A SMALL
DEDSCRIPTION

CATS

TEXT BASED ON THE
CATEGORY OF THE
ANIMALE JUST A SMALL
DEDSCRIPTION

FISH

TEXT BASED ON THE
CATEGORY OF THE
ANIMALE JUST A SMALL
DEDSCRIPTION

FAQ

TEXT BASED ON THE
CATEGORY OF THE
ANIMALE JUST A SMALL
DEDSCRIPTION

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Charlottesville, California 44635

(434) 546-4356

Featured Content: Blog Posts | Testimonials | Promotions

Pet Care Page Wireframe

Logo   Navigation   Search

Content Sections: Expandable Panels (Info about specific pets)

Sidebar: Quick Links | Recent Posts | CTA

Booking Page Wireframe

Logo   Navigation   Search

Booking Form: User Details | Date & Time | Pet Info | Confirm Button

Confirmation Section: Summary | Confirmation Email

Confirmation Section: Summary | Confirmation Email

About Us Page Wireframe

Logo   Navigation   Search

Main Content: Company History | Mission | Team