TASK 1 - Project Proposal with Strategies

A. Evaluation of the Existing Website Against User Specifications

This section compares the current Paradigm Pet Professionals website with the requirements outlined in the **Paradigm Pet Professionals UI Design Specifications** and the additional guidance provided in the **Task 1 Directions document**.

A1. How the Current Website Content Fails to Meet Audience and Stakeholder Needs

The current site's content does not meet the expectations defined in the UI Design Specifications. Stakeholders want content that is **easy to understand**, supports **basic pet care information**, and encourages users to **request one-on-one consultations**.

From an audience perspective, most visitors are **prospective or new pet owners** who require clear, scannable content that enables them to find pet-specific information quickly. However:

1. The existing site's long, dense paragraphs are difficult to scan, which conflicts with the spec requirement for **readable, organized content**.
2. The home page does not clearly explain **what the organization does**, even though all homepage visitors need a quick overview.
3. Key messages, such as the availability of one-on-one consultations, are not highlighted effectively, even though they directly support stakeholder business goals.
4. Important brand values (12 years' experience, certifications, customer recognition) are not consistently presented, limiting user trust and reducing the site's professional tone.

Overall, the content does not clearly communicate value to the audience or fully support stakeholder goals such as **increasing consultations and improving SEO visibility**.

A2. How the Current Website Functionality Fails to Meet Audience and Stakeholder Needs

The UI Design Specifications require the website to support **responsive design**, **full accessibility**, and a **functional consultation request process**.

However, the current site:

1. The website **is not mobile-friendly**, which negatively affects dog owners and many homepage visitors who view the site on handheld devices.

2. The consultation process does not collect all the required fields (name, email, phone, time zone, pet name, type, age), even though this information is essential for staff to respond appropriately.
3. Broken links and missing images (documented in the project materials) create usability barriers and reduce trust. These issues also negatively impact SEO and site performance.
4. The site does not appear to provide **micro-interaction feedback** (form validation, hover states, or success messages), which are expected in modern, user-friendly websites.

Due to these issues, users are unable to efficiently complete core actions, such as learning the basics of pet care or requesting consultations. Stakeholders also miss opportunities to track user behaviors and move users toward conversion goals.

A3. How the Current Navigation System Fails to Meet Audience and Stakeholder Needs

Navigation should help visitors quickly find information based on their needs (e.g., "Cat Owners," "Dog Owners," "Bird Owners"). The current navigation structure fails in several ways:

1. Users landing on the home page need to understand what the site offers immediately, but the existing navigation does not clearly guide them to the major content areas.
2. Pet owners cannot easily self-identify their path (cats, dogs, or birds), even though the design specifications are built around persona-based navigation.
3. On mobile devices, the current navigation is either difficult to use or non-functional, which is a significant problem for dog owners who primarily browse on handheld devices.
4. The navigation does not prioritize a clear "Request Consultation" pathway, even though this is one of the primary stakeholder goals.

These navigation issues create user frustration and reduce the likelihood that visitors will explore the site or book a consultation.

B. Information Architecture for the New Website

B1. Necessary Website Functionality and Micro-interactions

To meet the requirements in the Paradigm Pet Professionals UI Design Specifications, the new website must include functionality and micro-interactions that support the needs of **both the audience** (pet owners seeking clear information and support) and the **stakeholders** (business owners seeking increased consultations, consistent branding, and accessibility).

Below are the key features and how each one addresses the needs of both groups separately.

1. Responsive Website Functionality

Audience Needs:

Users access the site from both desktop and handheld devices (especially dog owners). Responsive design ensures that all users can read content, navigate, and complete forms without frustration. This improves usability for new and prospective pet owners who rely on clear guidance.

Stakeholder Needs:

Stakeholders require an optimal experience across all device sizes to support accessibility expectations and reduce user drop-off. A responsive design helps the business reach its goal of **100,000 new visitors** by improving SEO performance, as search engines prioritize mobile-friendly sites.

2. Consultation Request Form (Full Required Fields + Validation)

Audience Needs:

Users need a simple, intuitive way to request one-on-one help from "Pexperts." A form with clear required fields and real-time Validation reduces errors and helps users feel confident that their request was submitted correctly.

Stakeholder Needs:

Stakeholders require the user's **name, phone number, email, time zone, pet type, pet name, and age** to schedule and prepare consultations properly. Accurate form submissions support their goal of **conducting 150 consultations per year**.

3. Search Bar Functionality

Audience Needs:

A search feature helps users navigate large amounts of pet-care content without feeling overwhelmed, especially new pet owners who may not know which page contains the information they need.

Stakeholder Needs:

A search bar improves engagement metrics and keeps users on the site longer, supporting SEO goals and improving traffic quality. Higher engagement increases the likelihood that users will eventually request consultations.

4. Pet-Category Navigation Cards (Dogs, Cats, Birds)

Audience Needs:

Persona-based navigation enables users to find information relevant to their specific pet type quickly. This supports clarity, reduces confusion, and improves usability for all personas.

Stakeholder Needs:

These navigation paths reinforce the business's structured, evidence-based approach, improve organization, and allow targeted SEO optimization for each pet category, which supports the goal of ranking for "new pet care consultation."

Micro-interactions

5. Hover Indicators on Buttons and Navigation Links

Audience Needs:

Hover cues help users understand what elements are clickable, reducing confusion and improving the overall ease of navigating the site.

Stakeholder Needs:

Clear visual indicators guide users toward conversion points, particularly the "Request Consultation" option, increasing the likelihood of completing key business actions.

6. Form Validation and Submission Feedback

Audience Needs:

Real-time Validation lets users correct errors immediately, preventing frustration. Confirmation messages reassure users that their request was received.

Stakeholder Needs:

Reducing incomplete or inaccurate submissions minimizes the need for follow-up and ensures the business receives actionable information for scheduling consultations.

7. Click-to-Reveal Sections for Long Pet-Care Pages

Audience Needs:

Bird, cat, and dog pages include detailed health and behavioral information. Click-to-reveal interactions keep pages readable and scannable, making it easier for users to absorb the information.

Stakeholder Needs:

Improved readability increases engagement time, improving SEO performance and supporting the goal of expanding content (such as first-week pet-owner tips).

8. Progress Indicator for Multi-Step Consultation Forms

Audience Needs:

Showing users which step they are on reduces stress and confusion when completing the consultation request.

Stakeholder Needs:

Clear progress indicators reduce form abandonment rates, helping the business meet its yearly consultation goals.

B2. Content for the New "Bird Owners" Page and Alignment to the Persona

I selected **Bird Owners** as the new persona. This user group wants to understand the **relational and emotional needs** of their birds. They typically browse on desktop devices.

The new Bird Owners page will include:

1. A clear introduction explaining why relational needs matter
2. Causes of depression in birds (illness, losing a companion, boredom)
3. Warning signs (reduced appetite, irritability, aggression, changes in song tone) are directly sourced from the UI Design Specifications.
4. Guidance on improving relational well-being (interaction, enrichment, environmental changes)
5. A clear call to action encouraging users to **request a consultation** if they notice concerning symptoms.

All content is directly aligned with both the **persona's needs** and the **bird-specific content** required in the official design specifications.

B3. Content to Be Removed or Redeveloped and Why It Fails Audience & Stakeholder Needs

The original Paradigm Pet Professionals website includes outdated and poorly structured content. The following items must be removed or redeveloped because they do not meet the expectations outlined in the UI Design Specifications.

1. Broken Links and Missing Images

Audience Impact:

Users lose trust when they encounter broken links or missing images, and they may leave the site without accessing the content they need for their pet. This directly undermines the audience's need for reliable information and support.

Stakeholder Impact:

Broken links harm search engine performance and reduce credibility, limiting the business's ability to reach its goal of **100,000 new visitors**. Missing visual elements weaken brand professionalism and the company's ability to encourage consultation requests.

2. Dense, Unstructured Paragraphs on Pet Pages

Audience Impact:

Long blocks of text without headings make it hard for pet owners to quickly find information about feeding, behaviors, or age-specific guidance. This conflicts with the requirement that content be easy to read and navigate.

Stakeholder Impact:

Unscannable content reduces engagement and increases bounce rates, harming SEO and jeopardizing stakeholder goals of traffic growth and consultation requests.

3. Outdated Branding Elements (Old Logo, Colors, Typography)

Audience Impact:

Inconsistent branding reduces clarity and creates confusion about the site's identity, particularly for new visitors who are trying to understand the company's purpose.

Stakeholder Impact:

Stakeholders require consistent branding using the newly defined color palette and logo.

Outdated branding weakens trust, harms the perception of professionalism, and reduces the business's ability to differentiate itself from competitors.

4. Non-Responsive Layouts and Mobile-Unfriendly Pages

Audience Impact:

Many visitors, especially dog owners, use handheld devices. Non-responsive design makes it difficult to read content or request a consultation, causing frustration and abandonment.

Stakeholder Impact:

A site that doesn't perform well on mobile negatively affects SEO and conversion rates, threatening stakeholder goals tied to traffic and consultation growth.

5. Lack of Accessibility Features (Alt Text, Keyboard Support, Contrast)
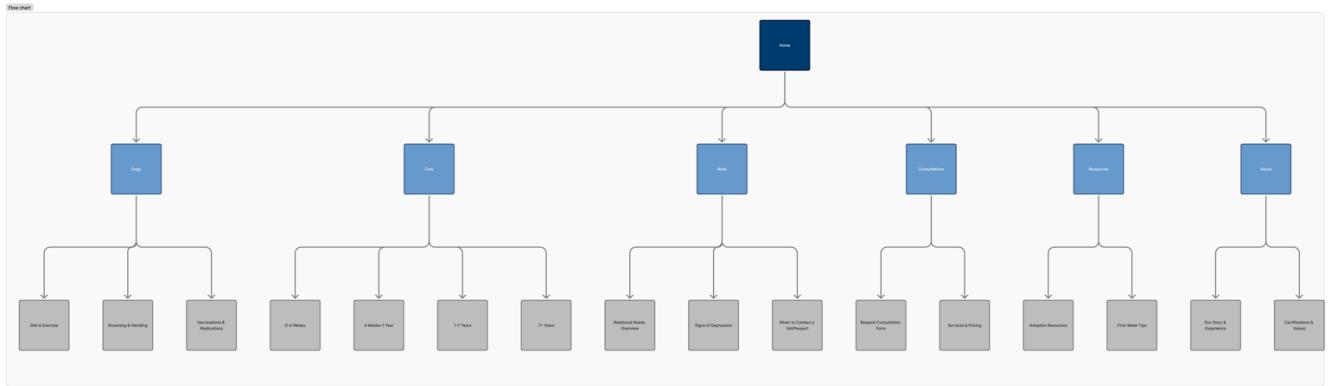
Audience Impact:

Users with disabilities may not be able to access crucial pet-care content or the consultation form if accessibility elements are missing. This directly fails the requirement that the website be accessible to all users.

Stakeholder Impact:

Stakeholders emphasize the importance of adhering to accessibility standards. A lack of alt text or poor contrast can create legal and ethical issues, preventing the company from serving its whole audience.

B4. Visual Sitemap

This sitemap includes:

1. Home
2. Dogs
3. Cats
4. **Birds** (new persona page)
5. Consultations
6. Resources
7. About

B5. How the Information Architecture Meets Audience and Stakeholder Needs

The new information architecture supports users by:

1. Presenting clear categories for each pet type, helping visitors quickly self-identify relevant content
2. Offering direct access to evidence-based guidance, organized by persona
3. Reducing cognitive load with a simple, consistent top-level structure

It supports stakeholders by:

1. Making **Request Consultation** highly visible, improving conversions
2. Organizing content into clear SEO-friendly categories (Dogs, Cats, Birds)
3. Providing scalable space for future content, such as "first-week pet-owner tips," which the business plans to add later.

B6. Primary and Secondary Navigational Elements

Primary Navigation

The primary navigation will appear as a **horizontal menu** in the site header and will include:

1. Home
2. Dogs

3. Cats
4. Birds
5. Consultations
6. Resources
7. About
8. A prominent **"Request Consultation"** button
9. A site-wide **search bar**

This aligns with the instruction to use a horizontal nav bar.

Secondary Navigation

Secondary navigation will include:

1. **Breadcrumbs** on all pet pages
2. **Footer links** for FAQs, policies, social media, and contact information
3. **In-page anchor links** for long pet-care sections
4. Buttons linking users from informational pages to the Consultations page
5. Microcopy links (e.g., "Learn more," "See resources")

B6a. How These Navigational Elements Align with Audience and Stakeholder Needs
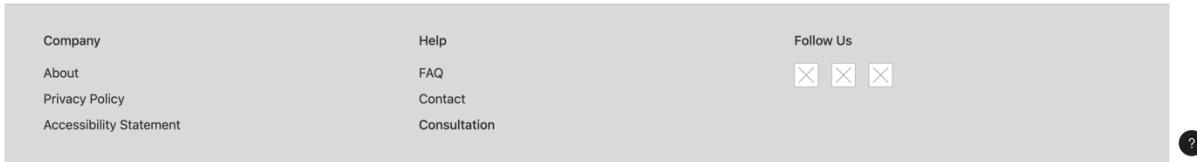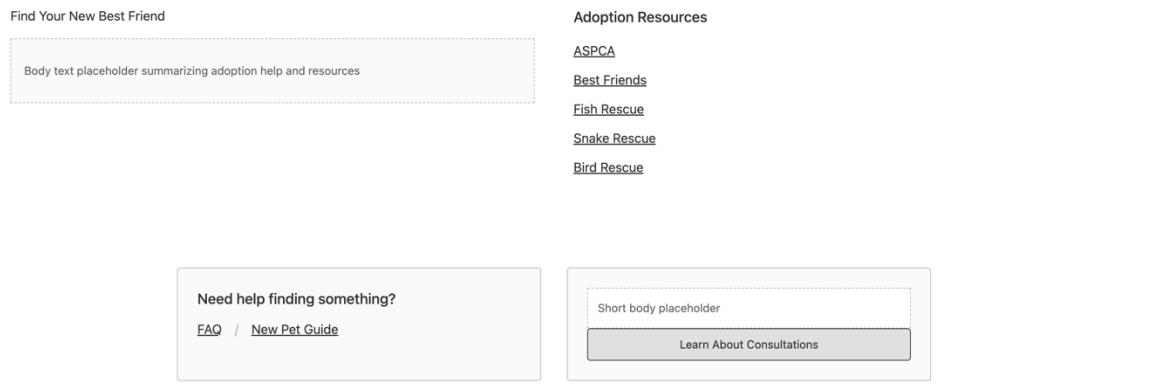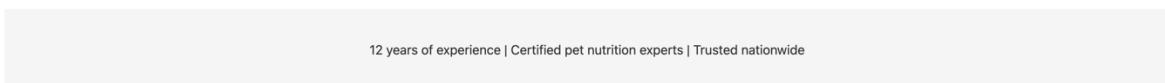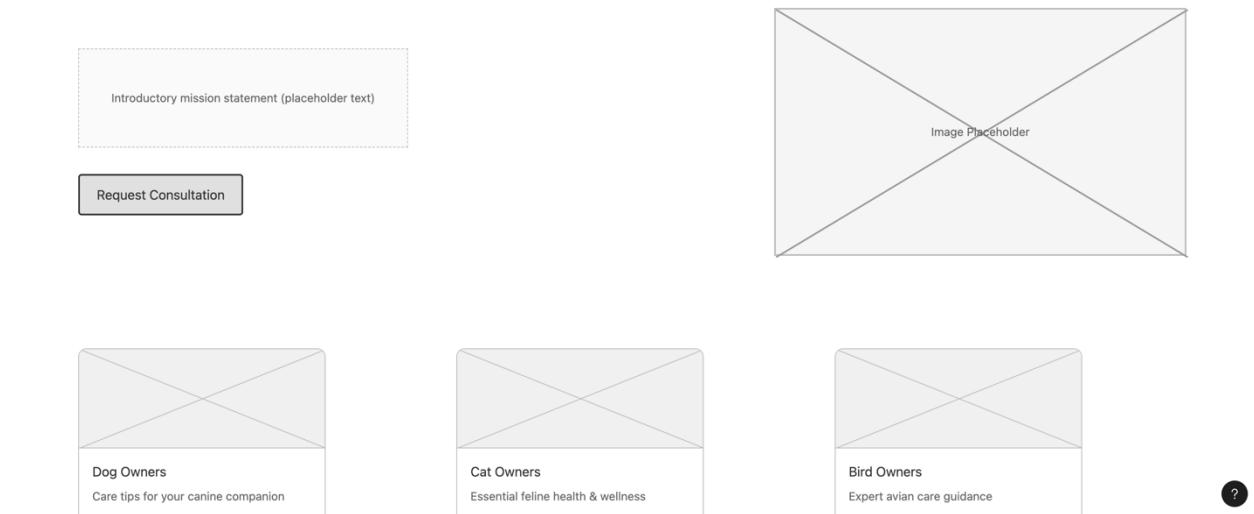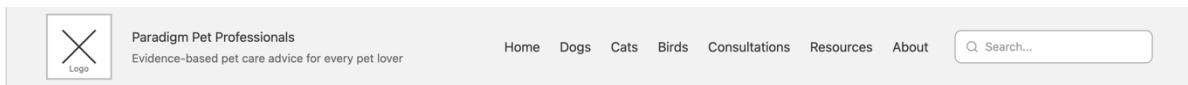
Audience Alignment

1. The primary nav categories reflect the mental model of site visitors (pet type + action).
2. The search bar supports fast information-finding.
3. Breadcrumbs and anchor links prevent users from getting lost on long pages.
4. Footer links provide additional support without crowding the top menu.

Stakeholder Alignment

1. Clear access to "Consultations" supports the business goal of scheduling 150 new consults per year.
2. Persona-based navigation (Dogs, Cats, Birds) improves SEO.
3. Consistent navigation reinforces brand professionalism and trust.

C. Mid-Fidelity Wireframe for the Home Page (Desktop)

Logo

Introductory mission statement (placeholder text)

Request Consultation

Image Placeholder

Dog Owners
Care tips for your canine companion

Cat Owners
Essential feline health & wellness

Bird Owners
Expert avian care guidance

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12 years of experience | Certified pet nutrition experts | Trusted nationwide

Find Your New Best Friend

Body text placeholder summarizing adoption help and resources

Adoption Resources

ASPCA

Best Friends

Fish Rescue

Snake Rescue

Bird Rescue

Need help finding something?

FAQ   /   New Pet Guide

Short body placeholder

Learn About Consultations

Company

About

Privacy Policy

Accessibility Statement

Help

FAQ

Contact

Consultation

Follow Us

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This wireframe includes:

1. Header with branding and navigation
2. Footer with secondary navigation
3. Placeholder images and text
4. Pet-category cards
5. Main call-to-action ("Request Consultation")
6. Search bar and secondary links

7. A layout entirely in grayscale per Task requirements Directions Task 1

D. Maintenance Plan for the Responsive Website

Maintenance Area	Task	Who Is Responsible?	Frequency
Universal Accessibility	Run accessibility checks (contrast, alt text, keyboard navigation, ARIA labels) and correct issues.	UI/UX Designer & Developer	Quarterly + after major updates
Content & SEO	Update keywords, revise content for accuracy, repair broken links, optimize metadata.	Content/SEO Specialist	Monthly
Properly Maintain Website	Install updates, patch security, back up site, test for broken features.	Web Administrator	Monthly; backups weekly
Website Rendering for Desktop & Mobile	Test across browser types and device sizes; verify responsive layouts.	QA Specialist	Monthly
SEO Strategies for Mobile	Improve mobile load speed, compress assets, and ensure mobile-friendly navigation.	SEO Specialist	Monthly