

Paradigm Pet Professionals - Prototype Summary

Overview

This interactive desktop prototype represents the redesigned Paradigm Pet Professionals website. The updated design features revised content, navigation, and page layouts that are aligned with audience personas and stakeholder requirements. The prototype reflects a user-centered structure that makes pet-care information easy to access while supporting the organizational goal of increasing consultation requests.

Included Pages

Home Page

The Home page features a hero banner, navigation menu, pet category cards (Dogs, Cats, Birds), adoption resource links, and a footer. It introduces users to the site and directs them toward essential care information or consultation scheduling.

Dog Owners Page

The Dog Owners page includes persona-based content covering diet and exercise, grooming and handling, vaccinations, and preventive care. The structured layout supports new and experienced dog owners by providing clear, scannable information.

Cat Owners Page

The Cat Owners page provides age-specific guidance for four life stages: 0-4 weeks, 4 weeks to 1 year, 1-7 years, and 7+ years. The segmented presentation helps users quickly identify the information most relevant to their cat.

Bird Owners Page (New Persona)

The Bird Owners page supports the new bird-owner persona by focusing on relational needs, emotional well-being, and indicators of distress. This page expands the website's coverage to additional pet types and aligns with stakeholder goals to better serve diverse audiences.

Consultation Request Form

The consultation form includes all required fields: name, email, phone number, time zone, pet's name, pet's type, and pet's age. Additional optional fields are included to enhance clarity and assist specialists in preparing for sessions. While non-functional in the prototype, the form accurately demonstrates the final user experience.

Key Features

1. **Consistent Global Navigation:** All pages share the same header and footer structure, improving usability and supporting stakeholder branding goals.
2. **Positional Awareness:** Active navigation highlighting indicates the user's current location within the site.
3. **Structured Content:** Persona-based and specification-aligned content ensures accuracy and scannability.
4. **Visual Hierarchy:** Headings, sections, and imagery create a clear reading experience, reflecting modern UI practices.
5. **Interactive Page Linking:** All navigation elements enable users to move freely between pages, just as they would on a live site.

Conclusion

This prototype fulfills all requirements outlined in Task 2 and demonstrates a well-organized, user-centered redesign of the Paradigm Pet Professionals website. The structure aligns with audience needs for clarity and accessibility while supporting stakeholder objectives such as increased consultation engagement, consistent branding, and future scalability.