A1. Explain the necessary website functionality and micro interactions needed to meet audience and stakeholder needs.

**Audience Needs:**

To meet the audience's needs effectively, the Paradigm Pet Professionals website should prioritize intuitive navigation and readable, understandable content. Micro interactions such as clear and relevant labels for animal images on the homepage will enhance user engagement. Implementing a responsive design that ensures optimal user experiences across all device sizes is crucial to accommodate users accessing the site from various platforms.

The website's functionality should include a user-friendly consultation request form. This form should gather essential information about the user (name, phone number, email address, and time zone) and details about their pet (name, type, and age). Micro interactions, such as form validation and feedback messages, can improve the user experience during the consultation request process. Additionally, the website should provide basic pet care advice for common pets, fostering user education.

Ensuring adherence to accessibility standards is vital to guarantee inclusivity for all users. Micro interactions, such as text-to-speech options or high contrast modes, can further enhance accessibility. The website should also promote user engagement by encouraging visitors to contact the "Pexperts" for personalized consultations, aligning with the audience's desire for one-on-one advice.

**Stakeholder Needs:**

To align with stakeholder needs, the website should prioritize branding consistency to effectively communicate Paradigm Pet Professionals' values. Micro interactions, such as incorporating the company logo consistently across pages, will contribute to brand recognition. Clear calls-to-action (CTAs) on each page, encouraging users to schedule consultations, will help achieve the stakeholder's goal of 150 new consults within a year.

To support the stakeholder's ambition of 100,000 new visitors within a year, the website must be optimized for search engines. Implementing SEO best practices, such as relevant meta tags, keyword-rich content, and an XML sitemap, will contribute to achieving a first-page ranking for key search terms like "new pet consultation." Additionally, as the site expands its content, micro interactions such as interactive tips and engaging visuals can enhance the overall user experience.

In conclusion, meeting audience needs involves implementing intuitive navigation, readable content, and user-friendly consultation request forms, while stakeholder needs are addressed through consistent branding, effective CTAs, and SEO optimization for increased site traffic and consultations.

2. Describe the type of content that will be used for **one** new page based on **one** of the new user personas, including how the elements of the content align directly to the chosen user persona.

One new page and persona that will be added to the website would is all about testing and maintaining the water in an aquarium for all types of fish. It will contain standards pertaining to both fresh and saltwater fish so owners can keep their fish happy, healthy, and most important, alive. Fish owners will be encouraged to speak with a “Pexpert” to ensure they are choosing the right fish for their aquariums. It is crucial for the owner to pick fish that will survive in their tank and also get along with the other fish as well. There will be general water chemistry guidelines for both fresh and saltwater to ensure the fish will adapt well and not be exposed to toxins or out of balance salinity levels. Links to other sources will listed to provide owners further information about making tap water safe for their fish.

3. Identify existing content from the website that will be removed or redeveloped and explain how that content fails to meet the proposed audience and stakeholder needs.

Starting with the homepage, the main focal point is big pictures of animals including cats, dogs, and snakes, but the company does not provide information for snakes. Each picture also has generic labels when you hover over them. They say things like “Cat 1” and “Cat 2”, these could be changed to something more relevant such as the animal’s name or breed that’s pictured. There are links to subpages between the pictures which makes it hard to see them. When viewing the page about cats there is no “current page” indicator on the navigation bar informing the user of which page they are currently on. The dogs page shows the user they are currently viewing the cats page when looking at the current page indicator on the navigation bar. The FAQ page indicates the user is viewing the home page on the navigation bar along with the dogs and cats pages swapping places. When viewing the FAQ page, the home button in the navigation bar fails to work. The search bar does absolutely nothing on all the pages. Each subpage is properly titled, but fails to display the company name anywhere. The text for each page is also short and lackluster.

**Audience Needs:**

The current homepage fails to meet the audience's needs primarily by providing an uninformative and cumbersome user experience. The large pictures of animals, while visually appealing, lack inclusivity as information about snakes is absent. Additionally, the generic labels such as "Cat 1" and "Cat 2" hinder user engagement by not providing relevant details about the animals featured. The subpages' links, placed between the pictures, contribute to a cluttered design, making it difficult for users to easily navigate the site.

Furthermore, the lack of a "current page" indicator on the navigation bar, especially on the page about cats, creates confusion for users regarding their location within the website. The oversight in indicating the current page on the FAQ page and the malfunctioning home button exacerbates this issue. Overall, the website's design does not cater to the audience's need for clarity, ease of navigation, and relevant information about the featured animals.

**Stakeholder Needs:**

From a stakeholder perspective, the current website fails to meet needs related to brand representation and user engagement. The absence of the company name on the subpages diminishes brand visibility and recognition. The generic text on each page, coupled with the lack of detailed content, undermines the stakeholder's goal of effectively communicating the company's expertise and services. The failure of the search bar to function on all pages limits users' ability to find specific information efficiently.

Moreover, the website's compatibility issues with smaller devices like mobile phones and tablets neglect the growing trend of users accessing websites through various platforms. This oversight hampers the stakeholder's objective of reaching a broader audience. Additionally, the website's failure to appear on the first page of search engine results diminishes its visibility and accessibility, hindering the stakeholder's marketing efforts. In summary, the current website falls short of meeting both audience and stakeholder needs by providing a suboptimal user experience, lacking informative content, and neglecting crucial elements for brand representation and visibility.

4. Visual sitemap

5. Explain how your information architecture meets audience and stakeholder needs.

**Audience Needs:**

The proposed information architecture is designed to meet the diverse needs of the audience through a user-centric approach. The navigation structure is intuitive and aligned with how users typically seek information. Key features include:

**Clear Hierarchy:** The information architecture establishes a clear hierarchy, ensuring that the most important and sought-after content is easily accessible. This addresses the audience's need for a straightforward and efficient way to navigate the website.

**User-Friendly Navigation:** The navigation menu is organized logically, with categories that directly correspond to the audience's interests. This caters to users who are looking for specific information, products, or services, contributing to a positive user experience.

**Search Functionality:** The architecture incorporates a robust search functionality, allowing users to find information quickly. This meets the needs of users who prefer to use search rather than navigating through menus, enhancing the overall usability of the site.

**Responsive Design:** The information architecture is responsive, ensuring a seamless experience across various devices. This addresses the audience's need for accessibility, allowing them to engage with the website on desktops, tablets, and mobile devices effortlessly.

**Stakeholder Needs:**

The proposed information architecture aligns with stakeholder needs by supporting organizational goals and communication strategies. Key features include:

**Strategic Content Placement:** The architecture strategically places content that aligns with stakeholder priorities. This includes prominently featuring key content, services, or promotional content that supports marketing and business objectives.

**Branding and Identity:** The organization's brand identity is reinforced through the information architecture. The structure emphasizes the "About Us" section, providing stakeholders with a platform to communicate the company's values, mission, and unique selling propositions.

**Conversion Paths:** The architecture is designed to guide users along conversion paths, ensuring that stakeholders' desired actions, such as requesting a consultation, are facilitated. This supports business objectives and contributes to measurable outcomes.

**Analytics Integration:** The information architecture includes provisions for analytics integration, allowing stakeholders to gather data on user behavior. This data informs decision-making processes and helps stakeholders understand how well the website is meeting its objectives.

In summary, the proposed information architecture effectively balances the needs of the audience for user-friendly navigation and accessibility with the requirements of stakeholders for strategic content placement, branding, and measurable outcomes. It creates a symbiotic relationship where user satisfaction and organizational goals are mutually reinforced.

6. Explain the primary and secondary navigational elements required to support the information architecture.

The primary navigational element required would be the navigation bar present on each page. This will be the main source of direction for users to get around the website with ease. It will have options for taking the user to either the homepage, cats, dogs, birds, fish or small animals pages. This is where the user will be able to see what page they are currently viewing. This element will only allow the user to navigate the Paradigm Pet Professionals website and will not take the user away to an external page. Each major category (ex. Dogs or cats) will take you right to those pages except the fish category. It will present a drop down for either fresh or saltwater fish where users can pick which one they need. This is to divide those pieces of information and give more clarity to the users so there will be no confusion when caring for their pets.

The secondary navigational element will only contain access to the about and contact us pages. It will be available on every page as to make it easily accessible from anywhere. Placement will be in the upper right corner as to not distract away from the main primary navigational bar. It provides important access to information about the company without digging to deeply for it.

1. Explain how these primary and secondary navigational elements each align with audience and stakeholder needs.

**Audience Needs:**

Primary navigational elements directly align with audience needs by facilitating effortless exploration and efficient access to essential content. The primary navigational element, the navigation bar at the top of the page, caters to the immediate and diverse needs of the audience and serves as the audience's roadmap. This element includes links to key sections such as Home, Cats, Dogs, and more. It aligns with audience needs by providing a quick and intuitive way for users to access the main areas of the website, ensuring a seamless browsing experience. Whether visitors are looking for information, products, or specific services, the primary navigation bar serves as a gateway, addressing the broad spectrum of user intentions.

The secondary navigational elements, namely the About Us and Contact Us pages positioned at the top, further align with audience needs by catering to specific interests. The "About Us" page is crucial for users seeking background information, mission statements, or the ethos of the organization. It satisfies the audience's desire for transparency and understanding the company's values. Simultaneously, the "Contact Us" page serves users who wish to engage directly with the organization. By having these secondary elements prominently placed, the website acknowledges the diverse audience interests and provides dedicated pathways for those seeking more contextual and interactive information.

**Stakeholder Needs:**

For stakeholders, the primary navigation bar serves as a strategic tool aligning with their goals of effective communication and user engagement. It ensures that key areas or offerings are prominently featured, contributing to the visibility and accessibility of important content. Stakeholders, such as marketing teams or executives, benefit from the organized structure of the primary navigation as it helps highlight key messages and offerings, ultimately contributing to the overall success of the website.

The secondary elements, the "About Us" and "Contact Us" pages, align with stakeholder needs by addressing branding and communication objectives. The "About Us" page becomes a platform to communicate the organization's identity, values, and unique selling propositions. Stakeholders can use this to shape public perception and build trust. The "Contact Us" page directly supports stakeholder goals of fostering communication and engagement with users, clients, or partners. Both secondary elements contribute to a comprehensive online presence that supports the broader strategic objectives of stakeholders in building a strong brand and fostering meaningful connections.

B. Determine page layout by creating a mid-fidelity wireframe for the home page that is sized for a desktop website