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## D279 UI Design

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Arizona Time Zone

Enrolled: BS Software Engineering

# Class Project – Task 1

## Pet Paradigm Website Redesign Proposal

### PROJECT SCENARIO:

You were recently hired as a UI/UX Designer for Synesthor, an IT services company that offers on-site consultation for small businesses without an IT department. Synesthor recently contracted with Paradigm Pet Professionals, a company that specializes in providing virtual consultations to pet owners with state-of-the-art, evidence-based health and well-being information. Its website was designed by a part-time intern 10 years ago. Most people who visit the website are prospective and new pet owners located in the United States who seek information about basic pet care and are interested in speaking with a consultant. Paradigm Pet Professionals contracted with Synesthor's UI/UX department to develop a responsive website to meet the needs of its company and the needs of users.

Your first objective (TASK 1) is to evaluate the existing website and user design specifications provided by Paradigm Pet Professionals (see Web Links and Supporting Documents sections). You will also develop a sitemap and wireframe for the redeveloped website.

Your second objective (TASK 2) is to create an interactive desktop prototype of the redeveloped website according to the design specifications provided by Paradigm Pet Professionals.

### REFERENCES:

- ❖ Original Pet Paradigm Professionals Website:  
<https://access.wgu.edu/ASP3/aap/content/home.html>
- ❖ US NARA "Plain Language" Guide:  
<https://www.archives.gov/open/plain-writing/10-principles.html>

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# INFORMATION ARCHITECTURE (PART A)

## Section A1 - Functionality & MicroInteraction Needs

- ❖ Stakeholder Needs:
  - Pet Paradigm owners and other stakeholders need a website that increases their audience/user's ease of navigation and comprehension of content, include basic pet care advice for the most common types of pets, develop a method for users to directly contact the company for consultations, and demonstrate the company's values while increasing their brand recognition.
- ❖ Audience Needs:
  - Users of the Pet Paradigm website need a website that is easy to navigate, content written in plain language for ease of comprehension, availability of accessibility to the content including a website that is responsive to be optimally utilized on a variety of device screen sizes.
- ❖ Proposed Microinteractions: Microinteractions improve website usability and promote enhanced engagement. Suggested microinteractions to target audience/stakeholder needs in the Pet Paradigm website are as follows:
  - Add a contact form that provides users the option to request a consultation. Form to include animation/auditory feedback response for a successful or unsuccessful form submission. Feedback responses will also include a visual alert and inability to submit form with unsuccessful submission due to data entry errors. A button to access the "Schedule an Appointment" contact form and a link to access the "About" page for company contact information will be added to the navigation bar and at the top of every footer.
  - Add visual/animation response on the Navigation bar with hover and add an audio response on click.
  - Add text description for all images and buttons (navigation, links, and sharing).
  - Add text underline to all links/hyperlinks.
  - Add company information including phone number and email to the top and bottom of every page.
  - Add buttons for sharing via social media on/immediately below the navigation bar.
  - Add button to share and download the article content/educational information.

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## Section A2 - Curated New Content

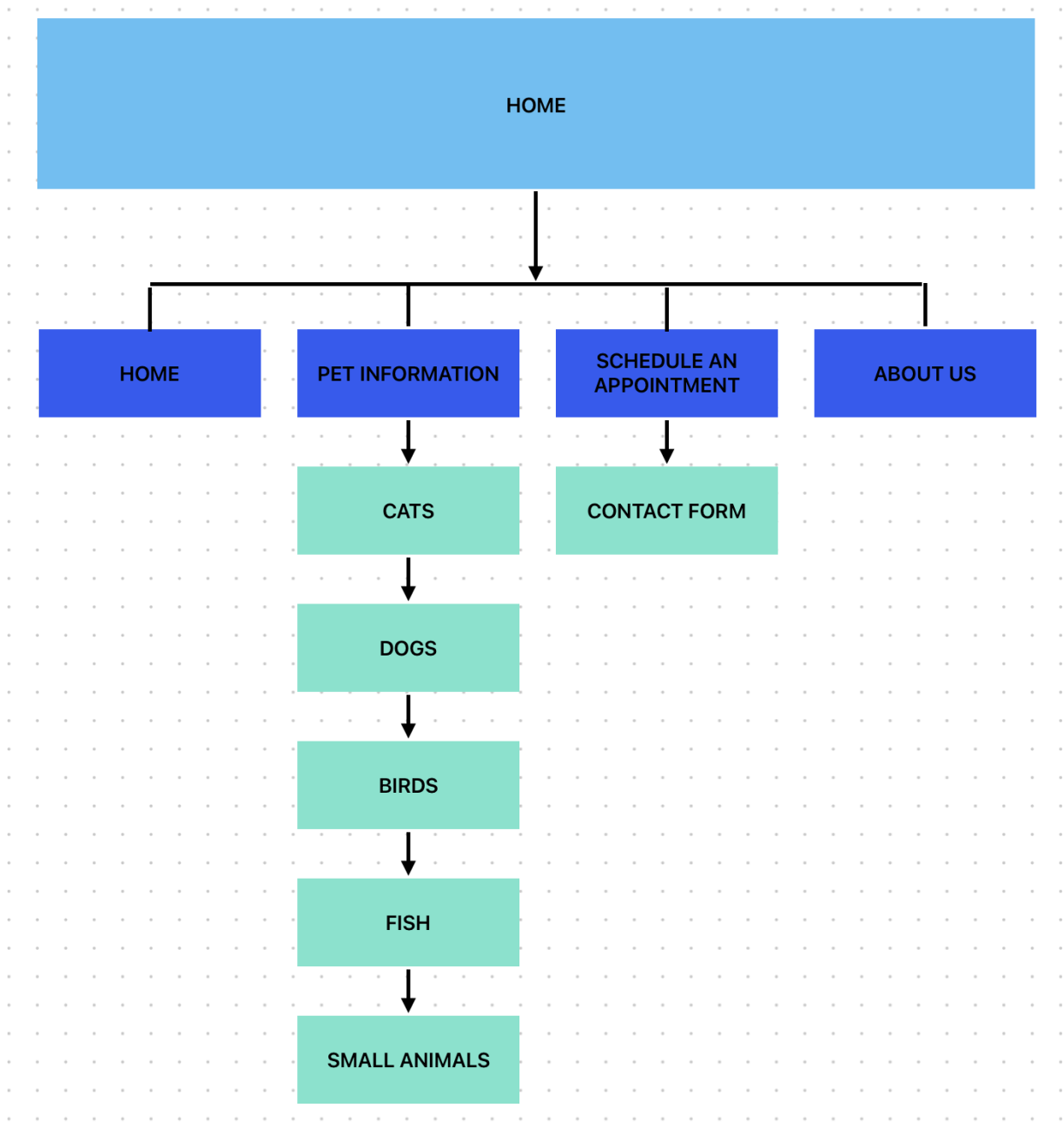
- ❖ Persona: Fish Owners – *“...are interested in fresh and saltwater testing and maintenance based on the type of fish they house in their aquarium. These owners often view the site using handheld devices.”*
- ❖ Fish owners need information regarding the safety and habitability of their fish’ aquatic home. New content in this new page to meet their needs for detailed care and maintenance of fish will include information targeting fresh and saltwater fish, advocating for routinely utilizing a water tester kit, detailed water chemical safety levels, and informing users they can consult with one of the company’s “Pexperts.” This new content would be beneficial to fish owners as it helps owners provide a safe aquatic habitat for their pets.
- ❖ New or redesigned website elements will allow fish owners to seek the information and pet care they need with ease of navigation and accessibility. Adding a “Fish” link in a dropdown menu on the navigation bar will allow fish owners to find pet specific information in as little as 1-2 clicks. Adding a contact form in the new “Schedule an Appointment” navigation link will allow fish owners to easily navigate to the contact method for further pet services such as fish species cohabitation compatibility. Creating a website coded to be responsive to devices of different screen sizes will provide fish owners with efficient, easy to read, and easy to access pet care content with a mobile or smaller device.

## Section A3 - Existing Content Redesign or Removal

- ❖ All webpages will be redesigned to be responsive to a variety of screen sizes including mobile, tablet, and desktop.
- ❖ Navigation bar redesign, expansion, and bug fixes.
  - Navigation–broken “Home” link when on FAQ page.
  - Navigation–“cats” tab highlighted blue when on the Dog page.
  - Navigation–“home” tab highlighted blue when on the FAQ page.
  - Navigation–Dog + Cat tabs are switched on the navigation bar when in the FAQ section.
  - Navigation–“cats” tab missing blue highlighting when active/current page
- ❖ Home page/landing page content redesign (see A1, A2)
- ❖ All pages will have additional content added based upon preexisting topics/content; this may require editing of preexisting content to flow with new content.
- ❖ For pet-specific pages, a “Top Pet Care Tips” section will be added to list the summarized recommendations provided/emphasized in each topic area. This will assist users who need quick and/or easy to read access to the business’s recommendations.
- ❖ The FAQ section will be redesigned into the “About Us” webpage.
  - Information for pet specific concerns are located in pet specific pages. The businesses’ contact information, mission/values, slogan, etc will be displayed in

the “About Us” page so visitors can easily access information to learn more about the business.

## Section A4 - Visual Sitemap



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## Section A5 - Meeting Stakeholder and Audience Needs

### ❖ Stakeholder Needs:

- Stakeholders share the same need as their audience for ease of navigation, content comprehension, and the addition of a tool for users to directly contact the company via form.
- Stakeholders seek to provide quality, relevant information regarding pet healthcare which will drive the addition of content to pet specific webpages.
- Stakeholders desire increased brand recognition via search engine searches/keyword and to consistently display/communicate their business/brand to their users. To meet this need, a footer will be added to every webpage to include links or buttons for the users to access the contact form and company contact information. An “About” page will be added to provide users the opportunity to learn more about the company, their values, and their mission. Their slogan and/or brand value statement will be displayed underneath the page header text, and included where relevant and appropriate in content.

### ❖ Audience Needs:

- To meet the need(s) for increased ease of navigation, a redesign of the navigation bar and grouping content into its own category as labeled by the navigation link names. This allows users to scan the navigation bar and self-direct to the possible content/actions they require from the website.
- To meet the need(s) for content comprehension and accessibility, written content will be reviewed and edited/reformatted for “plain language” based upon the US NARA plain language guidelines. A summary to list recommendations in each pet specific page will be added near the top to provide users’ quick access to prioritize content that is concise and shortened/”plain text.” Microinteractions will be added to the navigation bar, images, hyperlinks, information (business contact info), and content sharing (social media) to add to the user experience and provide subtle visual/audio/animation cues to guide the user as they explore the website. We will provide users’ additional accessibility to directly contact the business via a new page that houses a contact form so they can schedule an appointment.
- To meet the need for website responsiveness, the website will be coded to allow for a variety of user screen sizes including desktop and mobile screens. Additionally, webpage layout will include information/content organized by hierarchy, with the most important/relevant/high frequency information or tools will flow from top to bottom.

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## Section A6 - Navigational Elements, Audience and Stakeholder Needs

### ❖ Navigational Elements:

- Primary Navigation Elements required to support the information architecture of the website:
  - The Navigation Bar will provide ease of access to essential webpages.
    - Contains links to primary webpages, i.e. Home, About Us, Schedule an Appointment, Pet Information.
    - Expected number of user's clicks to access any page on the website is from 1-2.
  - The Footer will provide ease of access to company information
    - Contains a button located above the footer ("Schedule an Appointment") that takes the user to the contact form page.
    - Includes link to the "About" page for users to access company contact information
  - The Company Logo will be placed at the top of the page, and when clicked will provide quick access to the homepage.
- Secondary Navigation:
  - A drop down menu will appear on click over navigation bar link ("Pet Information") when there is more than one page associated with the primary link (i.e., see sitemap above).
  - A contact form will be included on the "schedule an appointment" link in the navigation bar.
  - A summarized list titled "Top Pet Care Tips" will be added to the top of each pet-specific webpage to provide quick visitor access to the most important recommendations.
  - A search feature on the navigation bar can increase user accessibility and/or increase ease of navigation by providing quick access to website content without having to utilize navigation bar and its dropdown menu for pet-specific content.
- Positional Awareness Strategies:
  - Current location identified by a color change for the current page link on the navigation bar and the dropdown menu as appropriate.
  - Pet information web pages will include a heading to provide an additional visual cue to the user as to their location within the website.
  - Webpages will include title, and subheadings to organize information and guide the visitor within the webpage.
  - All links/hyperlinks will change color once accessed/clicked on.

### ❖ Navigational Elements: Meeting Stakeholder Needs

- The primary navigation elements described above meets the stakeholder need for increased ease of user navigation on their website with a functional and consistent navigation bar. The footer will assist in increasing their brand

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recognition and provide an additional method for users to gain the company's contact information to utilize their services. The addition of the company's logo to the top of every web page that provides an additional link to the home page also increases ease of navigation.

- The secondary navigation elements meet the stakeholders need for increased ease of user navigation on their website with functional and consistent navigational "supports" in the dropdown menu on the navigation bar. The contact form will address their need for a method for users to contact the company and request their services. A summarized list of top pet care tips will also address their need for user content comprehension and accessibility.

❖ Navigational Elements: Meeting Audience Needs

- The primary navigation elements described above meets the audience need for increased ease of navigation within the website with a functional and consistent navigation bar. The footer will assist users in accessing company services by providing an additional method for users to gain the company's contact information. The conventional placement of the company's icon at the top of each web page for a quick link to the homepage assists users in ease of website navigation.
- The secondary navigation elements meet the audience need for increased ease of website navigation with the addition of a dropdown menu on the navigation bar. The audience's need for accessibility to the company will also be met with the dropdown menu on the navigation bar, as well as the creation of a contact form. The audience's need for ease of content comprehension and accessibility to the content will be met with the inclusion of a summarized list of top pet care tips at the top of each pet information page.

# WIREFRAME (PART B)



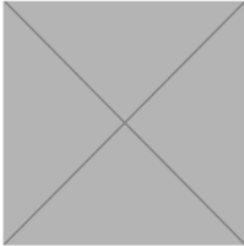
[Home](#) [Pet Information](#) [Schedule an Appointment](#) [About Us](#)

Search

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Paradigm Pet Professionals

Evidence-based pet care advice for every pet lover.



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Thinking about Adoption?

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# Class Project – Task 2

## Interactive Prototype (PART C)

Please see .zip file attached to submission.

## CITATIONS:

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