A.

**Stakeholder content needs:**

Stakeholder content needs have not been met in a few ways starting from the Branding as throughout the site it seems to be absent. Another issue is that the keywords the stakeholder listed are not implemented properly on the site.

**Audience content needs:**

The home page content is too sparse with information to properly understand the site’s purpose to the user. The cat page content fails to properly showcase the feeding needs of the user pet at different ages as the content seems to group large age gaps together and doesn’t really recommend the proper food correctly. The dog page content gives an overview of what kind of activity your dog needs, but it doesn't go into proper detail based on its age, next the information about the health support puppy get from playing is there but not detailed enough to properly meet the audience needs as there should be links to more information. Lastly there are no recommendations for pet toys that encourages physical activities.

**Stakeholder Functionality needs:**

The stakeholder needs for consultation scheduling have not been met as there is no CTA to engage with. The search bar seems to be nonfunctional and doesn’t search for anything within the site. There are no accessibility functions which do not meet accessibility standards.

**Audience Functionality needs:**

The audience can’t schedule a consultation as there is no CTA that implies you can. The search function does not work. For certain users with disabilities the site is unusable as there are no accessibility functions.

**Stakeholder Navigation needs:**

There is no footer which would serve as a secondary navigation, the current page viewed is not highlighted correctly in the menu bar. The inability to navigate from FAQ to Home page does not meet the basis of website functionality. A pathway to access the virtual consultation page is not available. The site navigation isn’t mobile friendly, making it unable to reach the audience the stakeholder wanted.

**Audience Navigation needs:**

The menu bar incorrectly highlights what page the user is on and does not allow the user to navigate to the home page from FAQ page. When the user tries to use the search bar it does not navigate to what was inputted. Since the site also has mobile users, it fails to consider that design making it difficult to navigate on mobile devices.

B.

1.

**Stakeholder necessary website functionality:**

A Button should be added to every page to schedule a consultation so when clicked it would redirect the user to the Virtual consultation page.

**Audience necessary website functionality:**

The search button needs to be made functional on button click and take what was input inside the search field and bring up matching results found within the site.

2.

For the Bird page it will include content pertaining to information about different types of birds, their needs, diet, mental health, and physical health. The users are mostly desktop users so the content would most likely need to be more suitable for viewing through desktop screens.

3.

The FAQ page itself should be removed as the content would already be readily available on other pages.

**Stakeholder**

To the stakeholders the FAQ page is comprised of duplicate information which mostly end up making the user less likely to engage with the site deeply and avoid consultation as they would try to seek information in the FAQ page instead.

**Audience**

The User seeking information would be less likely to engage with the FAQ page as most of the details present in the FAQ page would not be sufficient to satisfy their needs.

4.

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

**Stakeholder**

It solves the stakeholder needs by introducing a schedule consultation button which was missing from the site, introduces a sitemap to improve SEO, and finally it removes the FAQ page that houses redundant content.

**Audience**

The audience needs that the IA meet were the ability to properly utilize the search function and the removal of a redundant page that only provide duplicate information.

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

The primary navigation would be menu items that take you to pages listed on the second level of site map and the secondary navigation elements would be in this case links within the pages to redirect user to more detailed information, the schedule consultation button, and the footer.

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

**Stakeholder**

For the stakeholder the primary elements are crucial to guide the user to their desired content more effectively, whilst the secondary elements would be useful for navigation to the consultation page.

**Audience**

The audience needs are met by the ease of access the primary navigation elements provides to the navigation throughout different pages within the site. The secondary navigation elements provides the audience with the ability to search for information specific to their needs and to schedule consultations for their pets.

C.  **Mid-fidelity wireframe for the home page**



D.  **Detailed maintenance plan**

|  |  |
| --- | --- |
| Task | Plan |
| Universal Accessibility to all the site content | * Make alt-text for images on site and caption on videos * Make a Site Map * Use valid markup on pages * Make sure keyboard can use all function on site properly * Navigation should be consistent throughout site |
| Increase Relationship between written content and SEO | * Make sure all meta information, tags, and tiles fit the search intent and include keywords that are relevant |
| Maintaining the Website | * Keep domain name renewed. * Keep website up by paying hosting fees. * Check for latest security updates and do security scans. * Create backups. |
| Rendering website on both desktop and mobile devices | * Use CSS breakpoint to display content properly on different screen sizes. * Use of fluid grid will resize the sit to the screen it currently being displayed on. * Make site usable via touch screen * Proper Typography * Use pre-designed themes |
| SEO strategies for mobile devices | * Increase Load time of mobile site * Remove pop-ups * Implement Responsive design that improves mobile device users usage of site * Improve User experience with legible font, and Cta’s are easy to find and use. * Create mobile content. * Improve meta information and titles. |