As professionals in pet-care, Paradigm Pet Professionals has a responsibility to provide a fast, intuitive, and user-friendly website. Clients should feel comfortable on the site so they can focus on resolving all their pet-care needs. Currently, the Paradigm Pet Professionals' website does not allow for this. In addition to being difficult to read, its not intuitive from one screen to the next, and lacks consistent layout as well as design. This means that the needs of our clients are not being met because they are not able to quickly and reliably get the information they are searching for. As a stakeholder this is detrimental because it drives clients away from the site in search of one that is easier to navigate. To rectify this, I propose a complete overhaul of the website, focusing on both functionality and design.

To begin with I would like to focus on **A3 the sites current short comings** so that the improvements can be discussed in detail. With the website content aligned to the left without any form of zoning it causes the text to be spread across the page away from the rest of the content. This results in a lot of head movement from the audience and leaves the text feeling disconnected from everything else. The logo and brand name are at the top of the page as they should be but with a top down layout they appear as a logo and page title rather than as a brand. The navigation bar has highlights and is at the top of the page which allows the client to easily find it. However, it is not fully functional and consistent on all the pages. Moving towards the main content itself the pictures pull your attention away from the link that is provided for the audience to navigate to the desired pages, leaving clients feeling lost. The search bar appears to be broken and provides no suggestions as to what the audience may be looking for. Finally while a centered design has been mentioned, there is much more regarding the layout and design that needs to be addressed. First the search box does not function and is unneeded in smaller sites such as this. Instead, a navigation bar would better provide a clear indication to where each of the pages are and where to find the information. Additionally as another **micro interaction**, we can add links in the form of pictures to the main page for those who are more interested in reading about the company first don’t have to scroll back to the top of the page to navigate the site. Adding a link at the bottom of the page will also provide a secondary way for them to reach the contact form. The afore mentioned reasons are why the search box is unnecessary and should be removed entirely. From page to page, information should be put in its own sections in a card style fashion. Adding a border around it allows information to be easily be separated so users can find exactly what they are looking for. Adding a grow function to each card enlarges the information when the user mouses over or touches the cards allowing the site to react to the user and actively adjust its readability. Colors should be carefully selected for both the background, main section, primary, secondary navigation, and text. Colors can make or break a website and while it is important to adhere to the companies colors they should be aligned in a way that is easy on the eyes and doesn’t obscure text. Conflicting colors can be offensive to some clientele and can force them to look elsewhere. Text being to closely colored to its background will prevent information from being easily readable for the user.

Now we will address the **A5 Stakeholder needs** so that those directly involved know exactly what they will be getting out of this. A site that is readable and easy to understand is easy to accomplish but will require a centered design. This means that we will move all the content into the center of the web-page in a limited area. This will reduce the head movement of the audience while improving readability and keeping the content together so that it is intuitive and easy to understand. The information provided for the site is good. However, to keep in line with the centered design and to provide basic pet care advice in the best way possible different sections of information should be closed off from others in an easy to read block. This will keep it from bleeding together with other information and will reduce eye movement. Additionally a **micro interaction** should be added that will enlarge the text block the audience is looking for to make the text larger and easier to read. To reply swiftly to any requests for consultation a consultation tab will be added to the primary navigation bar. This will contain a form with sections for all the necessary information, during implementation a **micro interaction** should be implemented prompting the users to fill out all of the fields before submitting the form so that all of the requested information is received by the Pexperts. To maintain a consistent experience across all devices no matter the size, the react framework will be used to assist with automatic adjustments so that the site remains readable. Development of a separate mobile site that is rendered based on device size may be advisable to keep the side from becoming to elongated on smaller devices. The branding should remain at the top and bottom of the site. The logo and brand name should be clear and present at the top of each page while the company information and mission should be along the bottom as well as the services that are provided. To get to the first page of search engines for particular searches it is imperative that we implement various meta data for the site so that when the search engines look for sites matching the searches we are one of the first to pop up.

**A5 Audience needs** are nearly if not as important as the concerns of the stakeholders. To start with for all of those who visit the site the home page should be clear and intuitive. The centered design will allow for a more readable site and will position the the navigation bar right on top of all the content linking to all of the offered pages. This will clearly identify all of the information that is on the site but underneath it the content provided for the homepage should be displayed in a centered and easily readable fashion so that new users can see what the company is all about first and foremost. React should be used and a mobile site should be created as a parallel rendering for it so that no matter what device a new user accesses the site from they will have a fully functional and readable site. For the mobile site everything should still be centered but the menu and navigation should be put into a drop down menu off to the right in a typical mobile style so that the use is intuitive.

For the cat owners it is important that we section off each of the age specifications so that they can easily find the information to meet the feeding needs of their cat and find the best foods to do so. From there the information can be sectioned off into the type of cat and the diet to provide additional advice.

Information for the dog owners should be split up just slightly different from how it is presented so as to maintain readability. Separating Diet and Exercise into their own categories will make the site much more accessible, especially if the user is accessing it while they are working with their energetic puppies. From there, the other information should remain in their own categories so that the users can easily find and read about health and other recommendations provided by the Pexperts. Finally the Fish owners should not have to look to hard to identify the difference between the information for saltwater and freshwater fish. These should be in their own sections and should be clearly labeled with an appropriate sized header. This will prevent any accidental deaths as the differences between the two are deadly for the other.

**A6 Primary Navigation** Now we will begin discussing the site overhaul, to begin with the navigation elements should be adjusted. Currently the navigation bar is aligned to the left and does not remain consistent with from page to page. To fix this we will first want to center it over the main content of the page. The navigational bar should not stretch across the entire page as it does now but should be adjusted so that it starts and ends at the edges of the main content. Furthermore, the elements should remain in the same place from page to page, currently the links for certain pages switch places depending on what page you are on. The highlighting to show what page you are on is lovely but it should be corrected to be more accurate so that it does not display incorrectly. The highlight should also not deactivate anything on the navigation bar but should be a visual element only. Secondary navigational needs are provided with the content for the homepage. Users should not have to navigate all the way back to the homepage to get information about adoption should they decide to adopt while viewing the site. **A6 SECONDARY NAVIGATION**. To meet this need a secondary navigational element in the form of a side menu should be added that displays the outside links regarding adoption on each page. This will result in increased trust and reliance from the audience and increased traffic for the stakeholders.

In conclusion, a complete site overhaul is required to provide a functional an intuitive website for the clients. This will not only improve client experience but, will result in an increasing level of new and returning traffic. New and returning traffic is important to stakeholders and the growth of the company. With more visitation to the site more pet owners will be able to provide proper care to the precious members of their family. Furthermore, with more pet owners trusting the site there will be an increase in consultations being scheduled is a direct benefit to the stakeholders.

I have provided a basic sitemap and wire frame below.



