A.  Using the attached “Paradigm Pet Professional UI Design Specifications” and existing “Paradigm Pet Professionals Website” from the Web Links section, compare the content, functionality, and navigation of the current website to user specifications and evaluate audience and stakeholders needs by doing the following:

1.  Describe how the current website content fails to meet audience and stakeholder needs.

2.  Describe how the current website functionality fails to meet audience and stakeholder needs.

3.  Describe how the current navigation system fails to meet audience and stakeholder needs.

B.  Determine the information architecture for the new website based on the attached “Paradigm Pet Professional UI Design Specifications” by doing the following:

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

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.

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.

4.  Create a visual sitemap to determine the structure and the hierarchy of the site content, including the following:

•  a home page

•  a page for each existing pet page

•  a new page for the new user persona you identified in part B2

Note: You can use any tool to create the sitemap, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The sitemap must be submitted as an image embedded within your document.

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

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

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

C.  Determine page layout by creating a mid-fidelity wireframe for the home page that is sized for a desktop website that includes each of the following:

•  site header, including the branding elements

•  site footer

•  primary and secondary navigational elements

•  placeholder text and placeholder images

•  specific components needed (buttons, links, form fields, search bar, etc.)

Note: You can use any tool to create the wireframe, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The wireframe must be submitted as an image embedded within your document.

D.  Develop a detailed maintenance plan for the responsive website that aligns with stakeholder needs outlined in the attached “Paradigm Pet Professional UI Design Specifications,” include one maintenance task for each of the following:

•  efforts to ensure universal accessibility to all site content

•  the relationship between written content and SEO

•  tasks required to properly maintain the website

•  plan for rendering the website on desktop and mobile devices

•  SEO strategies for mobile devices

E.  Demonstrate professional communication in the content and presentation of your submission.

**Answers:**

A1. The current website fails to provide any information regarding pet consultation which is a failure of the stakeholder’s needs and does not satisfy the audiences needs with the content that the stakeholder is trying to portray.

A2. The current website functionality does not fulfill the stakeholders and users’ needs by not having a fillable form where the audience interested in the stakeholder’s one-on-one consultation can submit their name, phone number, email, time zone, pets name, pets age, and the type of pet they own. The current website also fails the needs of the stakeholder by failing to provide any search engine optimization for the keywords “new pet consultation” or “new pet care consultation”.

A3. The current navigation system fails to meet the stakeholders needs by not following the correct color scheme on the navigation bar. It also fails the audience needs on the FAQ page because you are unable to go back to the homepage without clicking on another page first. CSS is also applied to the wrong navigation items when clicking on links.

B1. Users need a way to submit their information via a form to the stakeholder. I will create on the homepage a form that will allow the user to enter their information and submit it to the stakeholder for a one-on-one consultation fulfilling needs of both the user and the stakeholder.

B2. The stakeholder needs an additional page for bird owners. I will create a page with a gallery of bird photos and will also provide text information on care for birds for the bird users. The page for bird owners will be formatted for desktop use since bird users are predominately on desktop devices according to the design specifications.

B3. The stakeholder needs the navigation bar to fit the branding of the company. I will redesign the navigation bar to fit the stakeholders needs and improve the functionality of the navigation bar for the needs of the users.

B4.

Diagram

Description automatically generated

B5. Users need pictures and facts about cats, dogs, birds, and other frequently asked questions about animals. I will create links for each individual topic as the primary navigation of the website. The navigation bar will be at the top of the website which will make it easy for users to navigate to the different webpages and find out what other topics are provided. The stakeholder will want it easy for the user to navigate the content of the website.

B6. The primary navigational element will be a responsive static menu bar with an inline list of links. The users need to easily find information about their cat, dog, or bird. Putting the navigation bar on the top of the website will make it easy for the user to access that information on those webpages. A responsive static menu bar will make it easy for the users using different device sizes and fulfill one of the stakeholder requirements.

The second navigational element will be a responsive footer sitemap with an inline list of links. Users will need to be able to navigate the pages easily. It makes the site better for search engine optimization which is one of the stakeholder’s needs.

C. Graphical user interface, application

Description automatically generated

D. Maintenance Tasks: (Domain, Task, Target, Owner, Time, Assets)

1. Content: Ensure that all existing and new media objects display and run correctly for the best SEO for mobile devices. Target: HTML/CSS/Javascript. Owner: Web developer/content creator. Time: Determined by content provider. Assets: Development system.
2. Content: Layout Adjustment. Target: CSS code. Owner: Web developer/content creator. Time: Determined by content provider. Assets: Development system.
3. Content: Branding Updates. Target: HTML/CSS code. Owner: Web developer/content creator. Time: Determined by content provider. Assets: Development system.
4. Content: Addition of new content. Target: HTML/CSS code. Owner: Web developer/content creator. Time: Determined by content provider. Assets: Development system.
5. Content: Accuracy of content. Target: HTML/CSS code. Owner: Web developer/content creator. Time: Determined by content provider. Assets: Development system.
6. Content: Ensure SEO Metadata and written content share the provided keywords for best results. Target: HTML/CSS code. Owner: Web developer/content creator. Time: Deterimined by content provider. Assets: Development system, marketing.
7. Content: Ensure SEO Metadata and written content share the provided keywords for best results. Target: HTML/CSS code. Owner: Web developer/content creator. Time: Deterimined by content provider. Assets: Development system, marketing.
8. Performance: Ensure that web hosting can handle user traffic for future growth. Target: HTML/Javascript code, Webserver technology. Owner: Web developer, webserver provider. Time: Weekly. Assets: Web server access, development system.
9. Functionality: Rountinely check for depriciated hyperlinks. Target: HTML code. Owner: Web developer. Time: Monthly or determined by content provider. Assets: Web server access.
10. Functionality: Ensure the source code follows current web standards. Target: HTML/CSS/Javascript code. Owner: Web developer. Time: Every 6 months or determined by content provider. Assets: Web server access, Web developer.
11. Functionality: Backup of website. Target: Web Server. Owner: Webserver provider. Time: Every week or determined by content provider. Assets: Web server access.