Paradigm Pet Professionals UI Design Specifications

**Business Requirements:**

**Stakeholder Needs:**

* The owners seek a user-friendly website offering fundamental pet care advice.
* The goal is to encourage individual consultations with "Pexperts" for specialized pet health discussions.
* Essential data, such as user and pet details, should be recorded.
* The website must be universally accessible, optimal across all devices, and maintain a consistent brand theme.
* Objectives:
* Attract 100,000 new visitors within a year.
* Schedule 150 new consultations in a year.
* Achieve a first-page ranking on search results for terms like "new pet consultation."

**User Personas:**

**Existing Pages:**

All visitors on the homepage should quickly grasp the company's services. A clear and intuitive layout is crucial for retaining first-time visitors.

**New Pages:**

Cater to specific pet owners:

* Bird Owners: Focus on the relational needs of birds. Predominantly desktop users.
* Fish Owners: Topics around freshwater and saltwater care. Primarily mobile users.

**Website Content:**

* Content recommendations emphasize care for various pets like guinea pigs, mice, hermit crabs, chinchillas, gerbils, and hamsters.
* A list of resources and care guides is provided for these pets.

**Company Overview and Brand:**

* **Business Name:** Paradigm Pet Professionals
* **Slogan:** Evidence-based pet care advice for every pet lover
* **Brand Values:** 12 years of experience, offering certified and evidence-based advice to pet owners.

**Branding Update:**

* A new logo is introduced for the website's redesign.
* Color Scheme:
  + Primary Colors:
    - Midnight Blue (#003B6D)
    - Blue Sky (#6699CC)
  + Secondary Colors:
    - Dim gray (#676767)
    - Silver (#BDBDBD)

*These colors are designated for various elements, ensuring compliance with accessibility standards.*