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| Paradigm Pet Professionals |
| Website Proposal |
| User Interface Design Solution |

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| Stephan Ward  5-20-2021  [Version 1.0] |

Contents

[A.1. Unmet Content Needs of Audience and Stakeholders 3](#_Toc72411861)

[A.2. Unmet functionality needs of audience and stakeholders 3](#_Toc72411862)

[A.3. Unmet Navigation System Needs of Audience and Stakeholders 3](#_Toc72411863)

[B.1. Functionality and Micro Interactions 3](#_Toc72411864)

[B.2. Content for New Page 3](#_Toc72411865)

[B.3. Explanation of content removal or redevelopment 5](#_Toc72411866)

[B.4. Visual Sitemap 5](#_Toc72411867)

[B.5. Explanation of Audience and Stakeholder Needs 5](#_Toc72411868)

[B.6. Navigation 5](#_Toc72411869)

[B.6.A Audience and Stakeholder Navigation needs 6](#_Toc72411870)

[C. Wireframe 7](#_Toc72411871)

[D. Maintenance Plan 7](#_Toc72411872)

# A.1. Unmet Content Needs of Audience and Stakeholders

The current website contents fail to meet audience and stakeholder needs for a variety of reasons. One reason is that the website’s content is not easy to read. The font style and size make it difficult to read. The background color green maybe difficult for people with Deuteranopia. People with Deuteranopia have difficulty distinguishing green pigments. The content layout of the webpages is ambiguous. The site fails to meet both the audience and stakeholder needs because it does not contain the business contact information to schedule a consulting appointment. The website does not describe the services that the stakeholder can offer. The website does not seem personable. The audience may not feel at ease of who is behind the company. The website owner does not describe who they are. Some hyperlinks do not adequately reference articles. Other hyperlinks do not navigate to the content being discussed. Lastly, additional contents of other pets should be included, as requested in the requirements.

# A.2. Unmet functionality needs of audience and stakeholders

The current website functionality fails to meet audience and stakeholder needs. The website has no forms that the user could submit to the stakeholder. This creates the inability for the audience to inquiry the stakeholder for products or services they offer. No calendar is available. The user cannot book an appointment. This creates the user the inability to discuss pet service topics with the business. The functionality of the navigation bar is erroneous when navigating. The word “cat” is highlighted while on the dog webpage. On the mobile website, the navigation menu bar is small and difficult to navigate for a user to change webpages.

# A.3. Unmet Navigation System Needs of Audience and Stakeholders

As discussed earlier, the navigation bar fails to meet the audience and stakeholder needs. The word “cat” is highlighted on the navigation bar when on the dog webpage. When on the cat webpage, nothing is highlighted on the navigation bar. This creates an inconsistent and incorrect navigation visual. When on the FAQS webpage, “Home” is highlighted. These inconsistent navigation display issues fail to meet the audience and stakeholder needs. It makes it difficult to understand what webpage the audience is on and what web content the audience seeks. The navigation bar should have a contact us and about us section to make the business more engaging with their audience.

# B.1. Functionality and Micro Interactions

The necessary website functionality and micro interactions needed to meet the audience and stakeholder needs include the ability of the audience to contact the stakeholder for their products or services being offered. This could be done through a contact form, phone number, or business address on a contact us webpage. The navigation menu needs to be fixed. Fixing the navigation menu will make it easier to navigate to the main site menus. Hyperlink content to the company’s website should be more relevant to the topic being discussed or correctly cited.

# B.2. Content for New Page

A bird page will be a new page based on a new user’s persona. These users would be interested in the relational needs of their birds. The new bird content elements will ensure the proper needs for the bird’s well-being. Bird owners often view the website through desktop computers. An additional bird element will be available by a bird rescue hyperlink for bird adoption service.

# B.3. Explanation of content removal or redevelopment

On the dog’s and cat’s page, the existing content fails to meet audience and stakeholder needs. The content does not flow very well. Sentences are not correctly articulating the subject effectively. The incorrect use of paraphrasing is occurring. The sentences contain words that use all caps. The word “not” appears in all caps. This creates a child-like appearance. The all-caps and italicized words distract the audience from the content of the subject. All caps create an ineffective method for showing what the stakeholder is trying to portray. The new website content is redeveloped with proper content flow. Paraphrasing will be correctly used in the new site. All caps will be removed. These improvements will eliminate the failed content provided by the current website.

# B.4. Visual Sitemap

Diagram

Description automatically generated with medium confidence

# B.5. Explanation of Audience and Stakeholder Needs

The information architecture meets the audience and stakeholder needs by making the content in each webpage clear, concise, and pertinent to the subject. The information provided under the “cats” webpage describe how to take care of cats based on their age. The content under the “dogs” webpage provides a general overview on how to take care of dogs for their exercise, diet, grooming, handling, vaccinations, and medications. The “birds” webpage provides detailed information and resources related to birds. The “FAQS” webpage has questions people may have about their pets. The “company overview” webpage provides the company’s information. This information meets the audience and stakeholder needs because it is relevant to the stakeholder and audience. The new website architecture is clear to follow and organized.

# B.6. Navigation

The primary navigation elements are labels that navigate to specific elements on the webpage. These primary navigation elements support the information architecture. The primary navigation elements provide the audience a direction in finding the relevant information on the webpage. An example of the primary navigation elements for the “cats” webpage includes the labels “zero to four weeks”, “four weeks to one year”, “one year to seven years”, and “seven years and more.” These primary navigation labels allow the user to quickly find the information they are seeking for without having to go through a bunch of information.

The secondary navigational elements allow users to navigate to specific webpage’s content within the website. For example, while the user is on the homepage, they will be able to navigate to the five other main pages that includes “cats”, “dogs”, “birds”, “FAQS”, and “company overview.” The secondary style of navigation supports the information architecture by allowing users to narrow down key topics that are relevant to them. The webpage content is now relative for information sought by the audience.

# B.6.A Audience and Stakeholder Navigation needs

The primary and secondary navigation elements align with the audience and stakeholder needs because they provide a sense of clarity and direction for both the stakeholder and audience. The stakeholder must provide information for the pet company’s business goals, information, and objectives. To do this, the stakeholder provides this information under secondary navigation elements. To further provide additional details, the stakeholder utilizes primary navigation elements that provide a higher-level detail about the pet company’s business goals, information, and objectives. The information will now align with the user’s expectations, needs, or wants. The navigation through the primary and secondary navigation elements will allow the user to find the information they want to seek. The audience will be less confused. Essentially, a properly formatted architecture aligns the needs of both the company and its users at the same time when displayed properly.

# Wireframe

Graphical user interface, application

Description automatically generated

# Maintenance Plan

Efforts by developers to ensure universal accessibility to all site content will be evaluated monthly. Developers will do a monthly review of section 508. Section 508 provides news, updates, and recommendations to improve website accessibility standards. Developers will take a proactive approach to perform the updates monthly.

A key requirement for Paradigm Pet Professionals is to achieve a high-ranking for search engines, such as Google. Google offers updated community guidelines that the development team reviews monthly to ensure the best ranking possible. Google recommends the modification of website content to improve SEO optimization standards. Each month, the development team will review SEO trends and make an improvement to the website content to increase search engine optimization. These optimization upgrades will be based upon Google’s recommendation standards. Website content to be improved for increased SEO value will be meta tags, word trends, RSS feeds, accessibility standards, IT security, site hierarchy, site security, hyperlink functionality and others. Website content verbiage will be modified as such, to improve SEO optimization.

Monthly tasks will be implemented to properly maintain the website. SEO optimization analysis will be reviewed and used to improve website content. Analytics will be used to monitor what is working and what is not. Content changes will be made based upon analytic evaluations. Google analytics is a recommended tool that will be used. The subscriber mailing list will be analyzed for website retention rates. Navigation and links will be checked to ensure proper functionality for the website in various browsers. If a navigation function or link does not work, it will be properly fixed. Contents will be updated monthly to prevent website stale. The SSL (Secure Socket Layer) certificate will be updated and maintained for site security.

The development team for Paradigm Pet Professionals will plan a monthly testing and review of website functionality by using mobile emulators to ensure proper mobile website functionality. The website will be using image float that adjust images accordingly for screen size. Automatic image adjustment ensures correct image responsive design for the mobile site. Optimal text sizes and fonts will be used to ensure cross platform compatibility and rendering. The responsive designs will be tested in different mobile browsers. Website speed will be a priority to prevent lagging or website bouncing. Lagging and website bouncing creates a slow website loading response. By having a fast responsive website, it will better assist mobile compatibility due to the slower cellular bandwidth.

The development team for Paradigm Pet professions will plan a monthly mobile SEO analysis, review, and update. The team will monitor mobile page speeds. A slower responsive speed of a mobile website will create a reduced SEO ranking. Navigation elements and buttons will be designed for people with “fat fingers.” Pop-ups will not be allowed and prevented by a hosted firewall system. Titles and meta description will be reviewed against societal trends to ensure that they are utilizing the best recommended trends. The website content will be updated accordingly to the trends. The analysis of site speed on mobile devices will be checked for fast page rendering times of less than one second. Fast mobile page speeds are also recommended by Google’s best practices. Following Google’s best practices will ensure fast website and mobile page speeds. Proper functionality of images, JavaScript, and CSS will be checked for errors in coding. If errors in coding are noted, the website will be updated for better mobile responsive elements. All these improvements provide a better mobile SEO optimization experience.