

# D279 Project Proposal PDF

## A1.

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

### **Audience Needs:**

One of the major factors that an audience member needs is trust. Functional, aesthetic websites that are responsive and have navigations and links that respond the way you would expect help to establish that trust.

The homepage should have relevant information as to what Paradigm Professionals is, their mission statement, and what products and services they offer. Additionally, there should be an easy-to-navigate menu that will allow users to find relevant and useful information for their respective pets. This will decrease the bounce rate.

Currently, the website homepage needs a major reworking, and the homepage links are not entirely functional. For example, the "home" link does not work from the FAQ page. This is a common oversight that can happen for static websites. Small missteps in micro-interactions like this for a brand can cause a huge increase in bounce rate and the loss of leads.

### **Stakeholder Needs:**

Currently, the website is easy to read and understand in terms of text content but the aesthetic of the website is outdated.

The most important issue for stakeholders however is the implementation of a contact form to generate leads for Paradigm Pet professionals. There should be a webpage that serves as a form to collect a user's name, phone number, email address, and time zone as well as the pet name, type of pet, and the age of the pet. This webpage should have a link that is visible from the home page and at the end of every major webpage.

Secondly, if Paradigm Pet Professionals is to rank for the keywords "new pet consultation" and "new pet care consultation", they need to have those specific keywords sprinkled throughout the website content.

#### A2.

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.

### **Fish Owner Persona**

One of the new user personas is fish owners. Fish owners can be broken up into two large subgroups, freshwater and saltwater. According to Paradigm Pet Professionals, fish owners' main interests are in freshwater and saltwater testing and maintenance.

The fish page content does a great job of addressing the fish owner persona it addresses fish owners as a whole and states that regardless of what type of tank you have, testing should be done once a week. Then it goes into detail for each respective type of tank without being overwhelming. Finally, there is a link for more information about making tap water safe for fish.

Another good thing worth noting about the content is the call to action to contact a "Pexpert" in each fish subcategory. The call to action addresses finding compatible fish species, which does not directly match the fish owner persona, but can still provide value to fish owners. Tweaking the call to action slightly could result in greater alignment with a fish owner persona and also result in greater lead generation.

#### A3.

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.

## Redeveloping Homepage Content

First and foremost the home page content needs to be reworked.

### Why the content fails to meet Audience Needs

The homepage has no information explaining what Paradigm Pet Professionals is and who they are.

The large images of pets on the homepage in what should be the main section are somewhat unintuitive. The hover effect on the navigation bar works well but overall the aesthetic of the website is lacking.

### Stakeholder Needs

There is no call to action on the homepage to contact a "Pexpert" which needs to be addressed. The aesthetic of the website needs to be redone to establish trust and encourage visitors to contact them for consultations. The website does not adhere to accessibility standards well because the alt tags on the images do not describe the images well enough, and are entirely missing on the images of the snakes. Lastly, the website is somewhat responsive but does not wrap well for mobile browsers.

### Solution

Aside from creating a new aesthetic template, we need to place the new Home Page content in the main section of the browser.

There should be a call to action somewhere on either the right top corner or center of the page, directly below or above a brief introduction of Paradigm Pet Professionals.

The navigation bar should be expanded to include the new user personas. Including each persona such as "Cats" "Dogs" "Fish" etc. can be done in a clean readable way and help users navigate exactly to where they want. The "Cats" and "Dogs" sections should be removed from the homepage, or possibly kept in an `aside` tag.

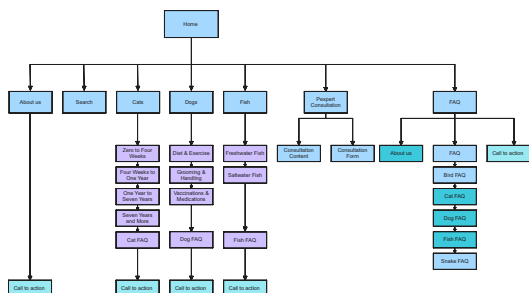
FAQs should be kept in an `aside` tag or a `footer` tag.

All images should be appropriately described in `alt` attributes.

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

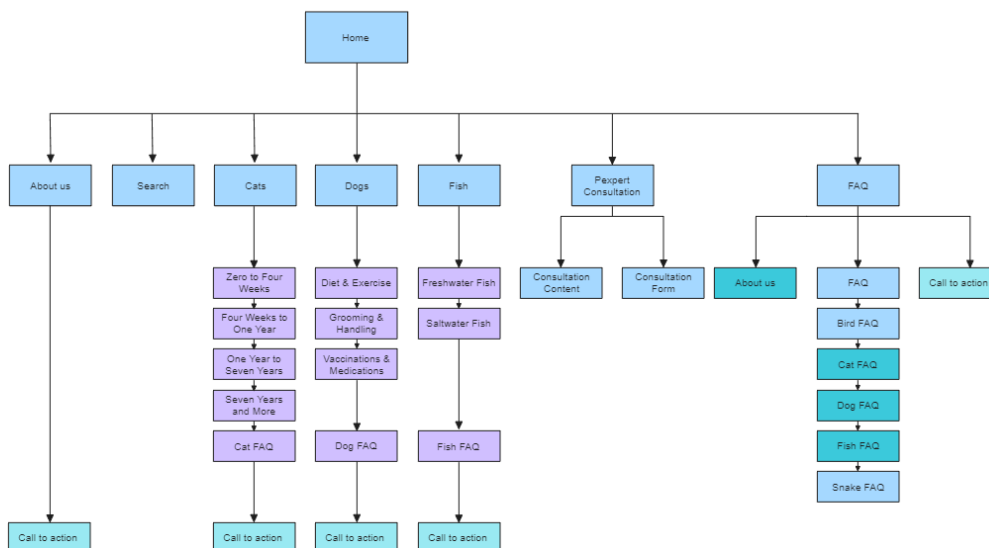
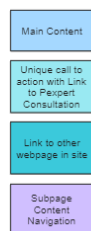
- a home page
- a page for *each* existing pet page
- a new page for the new user persona identified in part A2

Hierarchy Key



2

Hierarchy Key



2

## A5.

Explain how your information architecture meets audience and stakeholder needs.

## Audience Needs

The Home page will have all the relevant information as to who Paradigm Pet Professionals are and the services they provide. Leaving the type of pet in the navigational menu will allow users to quickly go to the information they are looking for based on their respective pet type. Each piece of content published on the site will have a call to action at the end of it so the site users can get in contact with a "Pexpert" if they find the proposition valuable.

## Stakeholder Needs

The sitemap will allow for easy navigation and place the information for each pet type visible in the navigation bar. In addition, there are multiple opportunities for the user to discover a link back to the consultation page. A clear sitemap along with multiple calls to action will improve SEO as well.

### A6.

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

The primary navigational elements are hyperlinks to an "About Us" page for more information, a search entry box, hyperlinks to pet-type pages, a hyperlink to the consultation landing page, and a hyperlink to a FAQ.

The secondary navigational elements in the pet-type webpages are navigational hyperlinks to content within the same page, as well as hyperlinks to the consultation landing page. The "About Us" also has a hyperlink to the consultation landing page. Finally the "FAQ" has a hyperlink to the consultation landing page, and hyperlinks to the About Us section and the different pet-type FAQs. Because birds and snakes do not have their dedicated web pages, the content will just be displayed on that page without a link to another page.

### A6. a

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

### **Audience Needs**

All of the primary and secondary elements make it easy to navigate to content that is relevant to the user. The primary links make it easy to navigate to relevant pages. The secondary navigational elements inside each pet page will help a user quickly get to the content that is relevant to them. If a user decides to explore the FAQ, the web page will contain a series of navigational elements that point to FAQ content, the "About Us" page, and have hyperlinks that point to other web pages the user may find useful but may have missed at first glance.

### **Stakeholder Needs**

All of the primary and secondary links satisfy the requirement that the content should be easy to navigate. Furthermore, the secondary navigational elements help to break up the content to make the content easier to understand and digest. Finally, almost all of the content contains a hyperlink back to the consultation page so a user can make an appointment to speak with a "Pexpert", thus generating leads for Paradigm Pet Professionals.

#### **i B.**

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 to support the information architecture (e.g., buttons, links, form fields, search bar)



## Pets are nature's gift to humanity.

image with transparent  
background

It has been scientifically proven that opening our homes and hearts to a pet increases our longevity and improves our overall quality of life as well as the lives of our pets.

At Pet Paradigm Professionals, our mission is to offer resources to help you care for your furry, scaly, feathery, and slimy loved ones.

Our pet experts—or “Pexperts”—have been working with pet owners and professionals alike for the past twelve years.

They offer one-on-one consultations with current and prospective pet owners as well as group presentations designed for veterinary, pet shelter, and pet breeding professionals.

image with transparent  
background

Looking for basic pet care advice for the most common type of pets?  
Need additional help determining which type of pet is right for you and your family?

We will work with you and provide tailored evidence-based pet care to ensure lifelong health and wellness of your new companion.



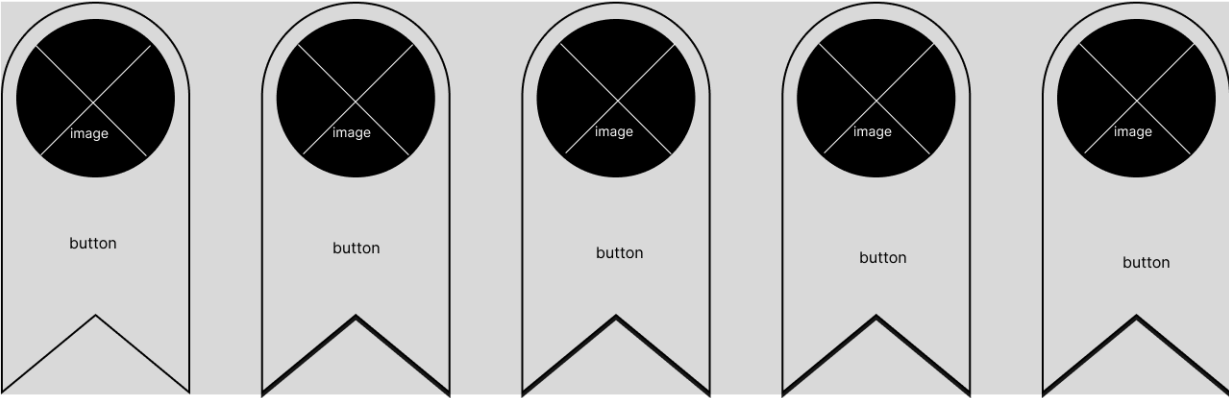
## Looking for info about your pets?

[Check out our resources below!](#)



# Looking for your new best friend?

The following organizations can help you find and adopt the perfect companion:



We are also happy to help you navigate the adoption process!

We will guide you through each step in the process, from determining which type of pet is best suited for your family and home environment, to completing the necessary paperwork, to bringing your new loved one home.

A series of three placeholder images, each a square with a light gray background and a white 'X' over the word 'series of images'.

Please fill out our contact form to request a consultation.

We will contact you within 48 hours to schedule a consultation.


All fields are required.

A white bone-shaped button with a black outline, containing the text 'call to action button'.



## Meet with one of our Pexperts!

Please fill out our contact form to request a consultation!  
We will contact you within 48 hours to schedule.  
All fields are required.

Your name			
Your email			
Your phone number			
Preferred time		Time zone	
Your pets name			
Your pet type		Your pets age	



Image(s)

Image(s)



# Cats

## Navigation Menu

[Zero to Four Weeks](#)  
[Four Weeks to One Year](#)  
[One Year to Seven Years](#)  
[Seven Years and More](#)

Image(s)

Cats were first domesticated around 7500 BCE in the western Asia region and are currently the second most popular domestic pet in the United States. While there are over 60 unique documented cat breeds, care and diet can differ between breeds. However, some diets and practices are generally recommended for the well-being of your fluffy family member regardless of breed.

## Zero to Four Weeks

It is important the queen (a term commonly used for a female cat that is either pregnant or nursing) directly nurse her young if possible. Monitor your kitten's growth closely to make sure its growth rate is progressing steadily. If any kitten is not growing at a sufficient rate, a caretaker might need to feed the kitten directly either with a bottle or a feeding tube. Some reasons why kittens might not gain weight appropriately include the following:

- too many other siblings are competing for mom's milk
- gastrointestinal disease
- environmental conditions such as extreme heat or cold, or unsanitary conditions

## Four Weeks to One Year

Kittens can start being introduced to soft wet kitten food typically around three to four weeks after birth. According to the ASPCA, kittens at this age should eat half to one cup of dry kitten food or six to nine ounces of wet kitten food per day. If your kitten has difficulties eating hard food, a small amount of water can be added to soften the food. Cat food that is optimized for kittens provides the additional nutrients that are needed for growth, energy, and wellness. Depending on the breed, your cat may have different dietary requirements. You should always consult with your veterinarian for recommendations.

## One Year to Seven Years

This age is when kittens reach the cat stage and do not need as many nutrients. At this age, their level of activity decreases, and so does their metabolism. It is not recommended to leave food out for the cats all day. Instead, provide food a couple times a day so they eat meals rather than snacking throughout the day. This practice reduces the risk of obesity and other weight-related feline ailments.

## Seven Years and More

Much like many living organisms, the body begins to deteriorate and experience a lot of changes. Cats at this age should eat less fats and calories and more quality proteins. This means when you are purchasing packaged foods for your cat, look for food that states a particular protein (such as "salmon") and not just a category (such as fish). This usually means they are byproducts, or combinations, of lesser quality proteins.

Image(s)





# Dogs

## Navigation Menu

[Diet & Exercise](#)  
[Grooming & Handling](#)  
[Vaccinations & Medications](#)

Image(s)

The domestic dog is an extremely social animal and offers a diverse variety of choices as there are well over 300 breeds recognized by the World Canine Organization. Adopting a dog offers mutual benefits between dog and owner. Many studies cite the social benefits of having a companion as well as the reduced feelings of loneliness from adopting a dog. Studies even show medical indicators such as reduced blood pressure and improved lipid profiles. If you have a dog, it is important to make sure that you care for your dog; be mindful of what you feed your dog and provide enough opportunities for exercise. In this page, you will find more information about how to care for your pets throughout the various stages of their lives.

## Diet & Exercise

Throughout dogs' lifespans, they should generally be fed fewer meals as they mature. Puppies should be nursed the first two months, then introduced to three meals per day when they are about three to six months years old.

Their food intake should be reduced to two meals per day when they are six months to one year old and finally reduced to one meal after they reach one year old. And a dog's typical body mass is composed of somewhere between 60 and 70 percent water.

The ASPCA says just a 10 percent decrease in body water can cause illness, and a 15 percent loss can cause death, so make sure you keep your pooch hydrated!

## Grooming & Handling

Keeping your furry family member clean is important to its health. So be sure to brush frequently to reduce the amount of shedding and prevent matted and tangled fur that can prove to be extremely difficult to remove. Check for insects such as ticks and fleas, especially after visiting heavily wooded areas.

Bathing is not only important to your dog's health but can be an exercise depending on how strong willed the dog is. Rinse all of the soap out, as any residual soap can result in a rash. Be sure the soap is formulated for your puppy or dog, since harsh soaps can cause allergic reactions.

And as always, be careful how you handle your loved one. No matter the size of your dog, you need to be cautious as you carry your canine. If you have a small dog, then cradle the pup with one hand under the chest and the forearm supporting the back half. If it is a large dog, reach under the belly with both your arms perpendicular to the dog, and use each arm to support the chest and rear as you lift.

Image(s)

## Vaccinations & Medications

You should always consult with your veterinarian, but there is a core set of vaccines that are typically recommended. Vaccines that reduce the exposure risk to things such as hepatitis, rabies, and parvovirus. Others may be determined by your vet depending on the environment in which the dog resides. Some of these include Bordetella bronchiseptica, Borrelia burgdorferi, and Leptospira bacteria.





# Fish

## Navigation Menu

Freshwater Fish

Saltwater Fish

More Info

Image(s)

Fish represent a broad class of aquatic animals that can live in fresh or saltwater, depending on the species. Bringing fish into your home can be an exciting hobby, especially if you intend to breed them, and the presence of a fish tank in your home can induce feelings of peace and tranquility.

Whether you are bringing your fish home for the first time or maintaining your aquarium, it is important to test your water once per week to ensure it is free from toxins that can harm your fish.

## Freshwater Fish

There are several freshwater fish to choose from when setting up your aquarium, but it is best to consult with a "Pexpert" to ensure your fish will get along! No matter the species, ensure your fish are suited for a freshwater environment by investing in a water testing kit. Follow these general water chemistry guidelines to ensure your fish will adapt well to your aquarium and avoid ingesting toxins that can harm or kill your fish:

- pH Level: 6.8–7.6 (7.0 is considered neutral)
- Ammonia: any level above zero is harmful to fish
- Nitrates: 5 to 10 ppm
- Nitrites: less than 0.5 ppm

## Saltwater Fish

Saltwater fish also offer several options when it comes to choosing among species for your aquarium. As with freshwater fish, consult with a "Pexpert" to ensure your fish will get along are suited for a saltwater environment. Following these general guidelines to avoid dangerous water conditions and ensure the appropriate salinity level for your fishies:

- Salinity: 1.020–1.028 sg
- pH Level: 7.6–8.4 (7.0 is considered neutral)
- Ammonia: any level above 0.1 ppm requires attention
- Nitrates: 10 to 40 ppm
- Nitrites: less than 0.2 ppm

## More Info

For more information on making your tap water safe for your fish, please visit:  
[http://www.theaquariumwiki.org/wiki/How\\_to\\_make\\_tap\\_water\\_safe\\_for\\_fish](http://www.theaquariumwiki.org/wiki/How_to_make_tap_water_safe_for_fish)  
<http://fishbase.org/home.htm>

Image(s)

## **D.**

Provide a .pptx file or compressed .html file of your interactive desktop prototype, including the following:

- the updated “Home,” “Dog Owners,” and “Cat Owners” design prototypes
- the new design prototype
- the virtual consultation form

HTML and CSS Files Provided.

Note, for optimal viewing experience, files should be opened with the live server extension on VS Code or similar, so banners can properly render.

Banners should look like the image below.

