Please keep in mind:

* **Stakeholders** are those who are invested in your website
* **Audience** is just people who are seeking information about their pet

**Each section must have audience and stakeholder needs except B2, B4, B6, C, and D**

**Please DO NOT submit Task 2, until Task 1 is passed**

**Please watch** [**A1 - Content Needs**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=cef0f0c2-fe17-4737-a8f2-b3120188eac7) **- Describe how the current website content fails to meet audience and stakeholder needs.**

**Content needs are what users want to learn from the site.**

**What it means:**

This section asks you to assess what’s missing or inadequate in the website’s content. You need to think about what the users (pet owners) and the stakeholders (business owners) are looking for when they come to the site—and whether the existing content delivers that.

**How to approach it:**

* Think about the **clarity**, **depth**, and **relevance** of the information for different types of pet owners.
* Ask yourself: “If I were a first-time pet owner, would this help me?”
* From a stakeholder’s view, does the content build **trust**, promote **services**, or position the brand as an authority?

**Please watch** [**A2. Functionality Needs**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=b6d383a7-e99d-4a20-8fd0-b3120189baaa) **- Describe how the current website functionality fails to meet audience and stakeholder needs**

**Functionality needs are what users want to do on the site.**

**What it means:**

Now you’re looking at what the website **can do**—or rather, what it **can’t do** yet. This is all about **interactive features** or tools that would make the website more helpful or useful.

**How to think about it:**

* For users, think in terms of convenience: Can they easily do the things they came to do?
* For stakeholders, think in terms of control and insights: Can they track users? Sell services? Provide support?

**Hint:** Functionality is about **actions**—anything users can *do* on the site.

**Please watch** [**A3. Navigation Needs**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=f741ce63-3734-43dd-b2f6-b312018a8ce7) **- Describe how the current navigation system fails to meet audience and stakeholder needs.**

**Navigation needs are how users move from page to page**

**What it means:**

This section asks you to evaluate how well users can **move around** the site. Navigation is like the **roadmap** of the site. If it’s messy or confusing, it makes the experience frustrating.

**What to consider:**

* Is the site **organized logically**?
* Is it easy to find information for different types of pets?
* For stakeholders, can they easily highlight important actions or services?

**Don’t forget:** Mobile experience is crucial. Think of people visiting on their phones.

**Please watch** [**B1. Functionality and Micro-interactions**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=88ea5714-5237-4263-ab7e-b31300002416) **- Explain the necessary website functionality and micro interactions needed to meet audience and stakeholder needs.**

Include the following below in your response

[Examples of Micro-interactions](https://www.vev.design/blog/micro-interaction-examples/)

* Contact and [sign-up forms](https://help.vev.design/en/articles/6125400-adding-forms)
* Social media like and [share buttons](https://help.vev.design/en/articles/5968508-adding-share-buttons)
* Call to action buttons
* Tap and hold elements.
* Horizontal scroll buttons.
* [Progress indicator bars](https://help.vev.design/en/articles/6050132-adding-a-scroll-progress-bar)
* Audio and/or visual feedback
* Click/hover to reveal text or images.
* Page transitions.
* Hover animations on buttons or linked graphics.

**What it means:**

This section is all about what the new website should be able to do. You're planning for improved functionality and small, helpful user interactions that make the site feel smooth and responsive.

**What to consider:**

* What are the top tasks users want to complete (like booking a consultation)?
* What small details would make those tasks easier or more engaging? (Think: hover effects, instant confirmations, etc.)
* From the business side: What tools help them understand and serve users better?

**Remember:** Functionality is not just features—it's about making actions easier and more satisfying.

**Please watch** [**B2. Content for new page**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=94be8770-24f4-482c-bc60-b313000179d1) **- 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**

**PLEASE make sure to use the same persona you chose for Task 1 for Task 2**

Choose **one** of the new user personas from the list below

* bird owner
* fish owner
* small animal owners

**What it means:**

Here, you focus on creating **content for a specific group of users**—in this case, new bird owners. You’re designing a page with information tailored exactly to what this persona would need.

**What to include:**

* Think step-by-step: If someone just got a bird, what questions would they have? What mistakes might they make?
* What educational tone or structure helps them feel confident?
* Include a variety of topics (housing, food, training, emergencies) to show you understand their needs fully.

**Goal:** Make the page feel like a helpful guide a new owner can rely on.

**Please watch** [**B3. Explanation of content removal or redevelopment**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=c2b4a170-e4bd-4648-aea2-b31300026ccd) **- 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.**

**What it means:**

Time to do some content spring cleaning! Here, you’re analyzing **what should be deleted or improved** on the current site.

**How to approach:**

* Look for content that’s **outdated**, **repetitive**, or doesn’t add value.
* Ask: Does this content help the user learn and trust the company?
* From a stakeholder view: Is this content hurting the site’s performance or brand?

**Please watch** [**B4. Visual Sitemap**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=2b8c7791-4915-4075-86ea-acfd01229e06) **- Create a visual sitemap to determine the structure and the hierarchy of the site content, including the following:**

* **Directions: open MS Word, insert SmartArt, hierarchy, then organization chart**
  + *You need a visual layout of your website and* ***label what the links need to be****.*

**Please watch** [**B5. Explanation of Audience and Stakeholders needs**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=d4afe0c4-069b-4f8d-94c7-b31300034368) **- Explain how your information architecture meets audience and stakeholder needs.**

**What it means:**

You’ve suggested a new layout and navigation—now explain **why it makes sense**. This is your **rationale** for organizing the site the way you did.

**What to think about:**

* Will users be able to find what they need faster?
* Does the layout reduce confusion or clutter?
* For stakeholders, does it help highlight services, track engagement, and support marketing?

**Tip:** Use terms like *usability*, *conversion*, *user flow*, or *engagement* when explaining the value of your structure.

**Please watch** [**B6. Navigation**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=272bd6ae-9982-4989-9f8f-b3130003f973) **- Explain the primary and secondary navigational elements required to support the information architecture**

**What is it asking?**

What links go in the **main menu** (primary navigation), and what goes in supporting spots like the **footer or sidebar** (secondary navigation)?

**Use the Primary Navigational Elements:**

* **Navigation Bars**: The primary navigation element can be a horizontal navigation bar.
  + [Click on this example](https://codewithcurious.com/wp-content/uploads/2025/05/Screenshot-2025-05-09-163616-1024x528.png.webp)
* **Drop-Down menu**: The primary navigation element can be a horizontal navigation bar.
  + [Click on this example](https://www.jquery-az.com/wp-content/uploads/2015/12/14.3-Bootstrap-dropdown-navbar-custom.png)
* **Questions to think about when responding** 
  + Think of the **must-haves** at the top menu—things most visitors need easy access to
  + Big categories—dog owners, cat owners, book a consultation, etc.
  + Write about the horizontally positioned navigation bar at the top:
  + Write about the search bar as a central navigation tool:

**Use the Secondary Navigational Elements:**

* **Breadcrumbs**: A secondary navigation element can be breadcrumb menus. Stakeholders want to make it easy for users to navigate back to the homepage and these links will clearly define the path from the current page back to the homepage.
  + [Click on this example](https://miro.medium.com/v2/resize:fit:1084/1*6gxUFL4eX-BSrZeDpJRMKw.png)
* **Questions to think about when responding** 
  + Extras—FAQs, blog, privacy policies, social media.
  + These are helpful extras—like blog links, FAQs, or policies—that support the main experience but don’t need top billing.
  + Write about buttons directing users to the consultations page:
  + Write about user contact:

**Please watch** [**B6a. Audience and Stakeholders Navigation needs**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=38cdc7b8-0e34-4677-819e-b3130004a283) **- Explain how these primary and secondary navigational elements each align with audience and stakeholder needs**

**What it means:**

Here, you’re showing how your navigation choices from B6 **meet the specific needs of both users and stakeholders**.

**What to explain:**

* For users: Is it **easy** to use? Do they get to what they need **fast**?
* For stakeholders: Does it help users **convert** (book consultations)? Does it improve **branding** and **SEO**?
* How does the primary menu help users accomplish their goals quickly?
* How do the secondary links provide extra support without getting in the way?
* From the business side, how does this navigation structure support branding, sales, SEO, or customer service?
* Think about how users move through the site and how your menu helps guide them toward valuable actions.

**Please watch** [**C. Wireframe**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=75542937-5312-4aff-8e12-b31300058620) **-** (Make sure you have a rough a idea of how the web page will look and use the correct links)

* Please watch [Create a wireframe using word and PowerPoint](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=d81e9ab0-85df-4a32-afa8-acfd01150d21)
* Just the homepage
* Please make sure you have image placeholders
* Please make sure you have a header and footer
* Do not use color (greyscale only)
* [Here is a good example](https://i.pinimg.com/originals/9c/0f/6b/9c0f6b4e6bbbb84610e73b4e9c68f4a4.gif)

**Please watch** [**D. Maintenance Plan**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=fbe9532c-f290-4b65-9efc-b1ca012f7deb)

* Please watch [creating a maintenance plan](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=92b206fd-7230-4ab3-bd2a-ad17013845d2)
* **Keep the maintenance area**
* **Fill this table out**

|  |  |  |  |
| --- | --- | --- | --- |
| **Maintenance Area** | **Task** | **Who is responsible for this Task?** | **Frequency** |
| **Universal Accessibility** |  |  |  |
| **Content and SEO** |  |  |  |
| **Properly Maintain Website** |  |  |  |
| **Website rendering for Desktop and Mobile Devices** |  |  |  |
| **SEO strategies for Mobile devices** |  |  |  |