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 A2, A4, A6, and B**

Please watch the videos carefully

**Please watch** [**A1. 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** [**A2. 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 Part 1 for Part 2**

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

* bird owner
* fish owner
* small animal owners

**What does 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 bird owner can rely on.

**Please watch** [**A3. 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 does 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** [**A4. 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** [**A5. 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** [**A6. 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 it's 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** [**A6a. 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 A6 **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** [**B. 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)

**Part II**

**Please note: You may use any tool to create this project, but it must be submitted using either Powerpoint or HTML/CSS file**

[**C1. Design Prototypes for Existing Personas**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=d821d2a5-23c1-46e6-b036-b1cf00ea43f2)

Go to the Paradigm Pet Professionals UI Design Specifications,

* Start on page 2, and copy "verbatim"  The home page content, The cat page content, and The dog page content

[**C2. Design Prototype for New User Persona**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=e667ba0f-ef82-443d-b2bf-b1cf00eae186)

Go to the Paradigm Pet Professionals UI Design Specifications,

* Go to page 4, and copy "verbatim"  (the new persona that you pick for Part 1)

**PLEASE make sure to use the same persona you chose for Part I for Part II**

[**C3. Contact Form**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=51e2b6a2-8aa7-4775-b8f9-b1cf00ecb1e5)

**Please DO NOT use Cloud links such Google Form or Microsoft Form, they are not allowed**

**You must have these form field names below on your contact form and make sure to have a submit button at the bottom**

* Name:
* Phone Number:
* Email Address:
* Time Zone:
* Pet's Name:
* Pet's Type:
* Pet's Age:

[**C4. Navigational Elements**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=d36f0972-f7dc-4978-aae4-b1ce0126850a)

Please watch [Navigational Awareness](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=e6cdc504-fc02-4203-96b3-b2a4001ac430)

* Navigational Awareness is the user can move page to page when they click on each link

Please watch [Positional Awareness](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=fc651768-26e4-48b2-8ed3-b2a4001d93fa)

* Positional Awareness is showing the user a "visual change" from page to page when they click on each link, such color or underline

[**D. Compressed File**](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=6d5fdf8c-8bba-4a96-bd60-b1ce01230b50)

If you are using **HTML and CSS with images**, please make sure to compress the files into a zip

To compress a file into a zip file in **Windows 10 or 11**, you can do the following:

* Find the file or folder you want to compress
* Right-click or press and hold the file or folder
* Select Send to
* Select Compressed (zipped) folder

 To compress files into a zip on a **Mac**, you can do the following:

* Locate the file or folder you want to compress
* Right-click on the file or folder
* Select Compress from the shortcut menu