

Name: Ali Aljanabi

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Course : User Interface Design — D279

## Part I

### 1. Section A1

- **Stakeholder needs:**
  - Website content needs to be easy for users to navigate and understand.
  - Develop a way for users to contact the company for additional information or advice.
  - The website needs to focus on attracting more clients while increasing brand recognition.
- **User needs needs:**
  - The website must be easy to navigate and responsive across all devices.
  - The website's content must be easily understood and written in simple language.
  - The website must have content accessibility to ensure everyone can access and understand the information.
- **Micro-interactions:**
  - Add the company's social media accounts in the footer of every page.
  - Add a search bar that allows users to fetch pet care information quickly.
  - Add animations to the navigation bar.
  - Add accessibility Features such as image Alt text, readable fonts, and keyboard navigation.
  - Add a different color for links/hyperlinks to make them stand out.
  - Add the company's logo on every page (when clicked, it takes you to the home page).
  - Add a "Notify me" button on pages that don't have any content yet.
  - Success/Error Messages on the contact form.

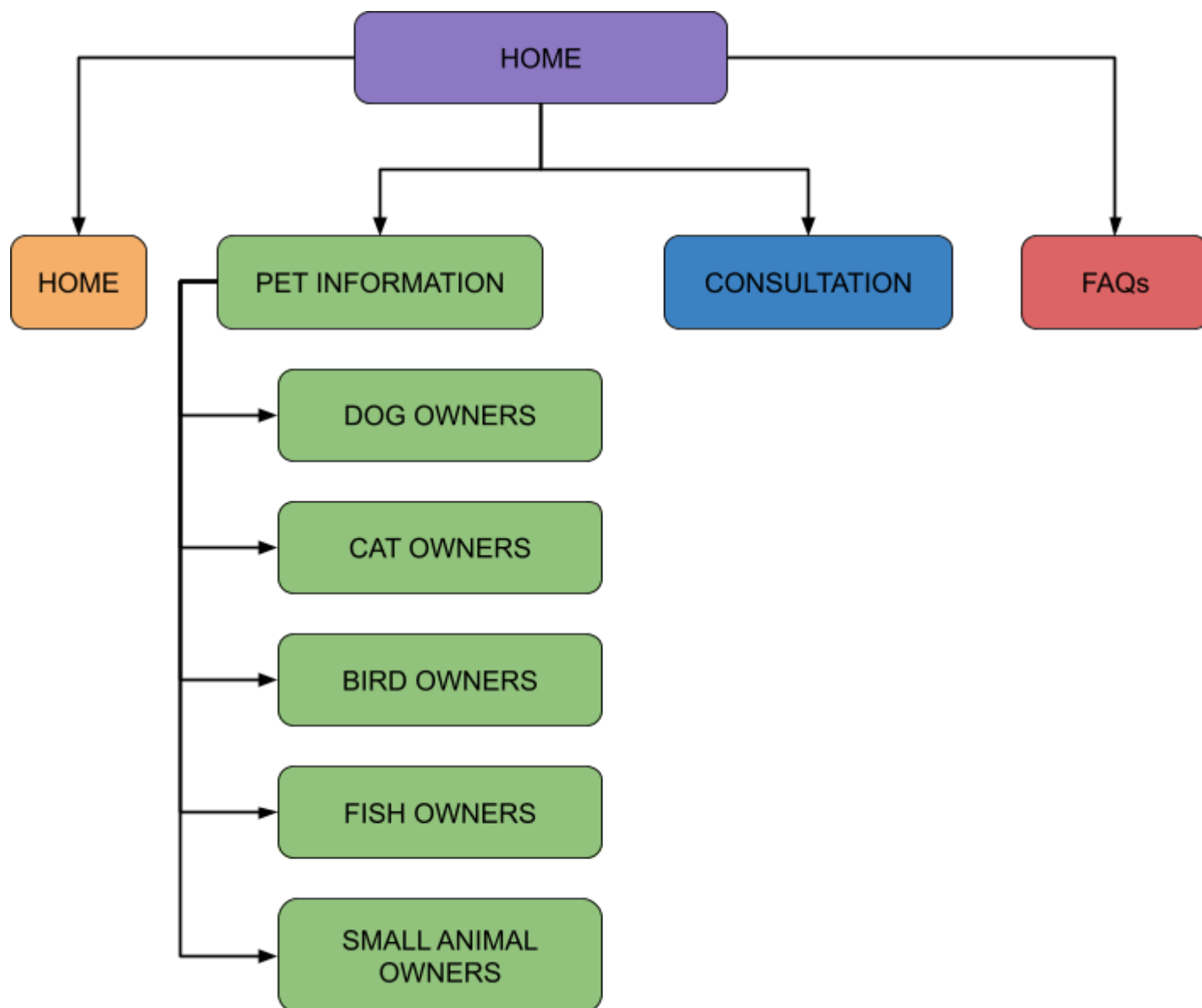
### 2. Section A2

- **Fish owners' needs:** "...are interested in fresh and saltwater testing and maintenance based on the type of fish they house in their aquarium. These owners often view the site using handheld devices."
  - To meet those requirements, I will create a "Fish" page that will provide information about both types of freshwater and saltwater aquariums while focusing on the importance of water testing. The content will also mention the chemical safety levels and encourage owners to use water tester kits. The page will also advise users to consult the company's "Pexperts" for expert advice in case of any confusion.
  - Redesign the menu and add the "Fish link " in the navigation drop-down menu and the footer so fish owners can easily navigate and access what they need.
  - Fish owners can quickly contact the company's "Pexperts" through the "schedule an appointment" link in the navigation menu for advice or concerns.
  - The website will be responsive so that fish owners can access it from any device.
  - The page will have a gallery section of fish images to keep the users engaged.

### 3. Section A3

- Any outdated or irrelevant content will be removed or replaced with accurate, up-to-date information. For example, information on the "Dogs" and "Cats" pages is outdated, so it will be replaced with current and helpful information that aligns with what the company's services are offering.
- The "Cats "tab being highlighted on the "Dogs" as well as the "Home "tab being highlighted on the "FAG" is incorrect and will be fixed so that users are not confused by this error.
- The logo on the menu will be updated so that when it's clicked, it takes the user to the home page.
- The whole website will be redesigned to be responsive (using Bootstrap) so that it can be accessed from any device.
- The content on the homepage and other landing pages will be redesigned because it is not well organized, making it difficult to find relevant pet care information or understand what services the company offers.
- A gallery section will be added to each page to engage clients more.
- A testimonials section will be added on the homepage to show positive feedback from clients.
- The website will be updated with a new color scheme for a professional look.
- The company's logo will appear on all pages to improve brand recognition.

### 4. Section A4



## 5. Section A5

- **Meeting stakeholders needs:**

- The stakeholders want the website to “implement “consistent branding”, so the company’s logo will be added to the navigation bar on every page, and its social media accounts will be placed in the footer, which is also on every page.
- To encourage visitors to contact them, a "Schedule an Appointment" link will be added to the drop-down menu in the navigation bar. Additionally, each pet’s page will have a "Schedule an Appointment" button, making it easy for clients to book one-on-one consultations with ‘Pexperts” for any pet health concerns.
- To “improve accessibility”, all images will have alt text, and keyboard navigation will be enabled to ensure everyone can access the website’s information.
- To make the website “accessible from all devices”, it will be redesigned using Bootstrap, making it responsive to different screen sizes, including mobile, tablet, and desktop.

- **Meeting users needs:**

- All visitors and users are looking for a “responsive” website that makes it easy to “find the information” they need and are also interested in learning about “what the company does”.
- To achieve this, the website will be updated based on each user persona. The content for both cats and dogs, as well as bird content, will be replaced with up-to-date information to meet what visitors are looking for, and the site will be accessible on all devices.
- The homepage content will be replaced and highlight what the company does, as first time visitors are interested in what the company does. They navigation will have a dropdown menu for each pet, so visitors can access the information they need. Additionally, the content throughout the website will be organized to make it easy to find relevant information.

## 6. Section A6

- **Primary Navigational Elements:**

- **Navigation Bar (Main Menu):**

- The company’s logo will be placed on the navigation bar of every page which will redirect the users to the home page when they click on it.
- The navigation bar will have links to important pages like Home, FAQs, Schedule an Appointment, and Pet Information. Users can access these pages quickly and from anywhere.

- **Footer:**

- The footer will include links to important pages like all the pet pages and the "Schedule an Appointment" page for easy access. It will also have a social media icon that takes users to the company’s social media accounts, helping the company gain more followers.

- **Secondary Navigational Elements:**

- Dropdown Menu: When users click on the “Pet Information” link, a dropdown menu will show related pages.

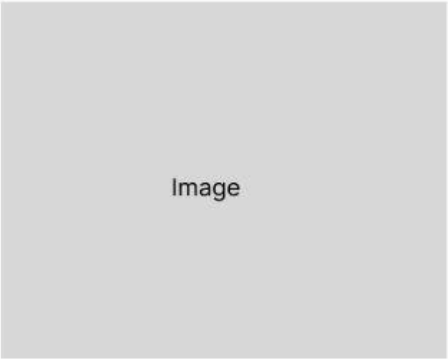
- Contact Form: A contact form will be available through the “Schedule an Appointment” link in the navigation bar.
- Search Feature: A search bar in the navigation bar will help users find content quickly.
- **Meeting Stakeholder Needs**
  - The primary navigation elements make it easy for users to navigate through the website. The footer and help users quickly access contact information and services.
  - Secondary navigation elements like the dropdown menu, contact form, and pet information make it easier for users to find what they need and understand the content.
- **Meeting Audience Needs**
  - The primary navigation elements help users find information easily. The footer provides quick access to contact information, and the logo at the top makes it easy to return to the homepage.
  - Secondary navigation elements like the dropdown menu, contact form, and pet care tips help users find the content they’re looking for and improve their understanding of the information.

**Part II**  
**Section 2B.**



### Paradigm Pet Professionals.

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### Pets are nature's gift to humanity.

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### Looking for a new best friend?

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

Adaption links
<a href="#">General Pet Resources</a>
<a href="#">ASPCA</a>
<a href="#">Fish Rescue</a>
<a href="#">Snake Rescue</a>
<a href="#">Bird Rescue</a>

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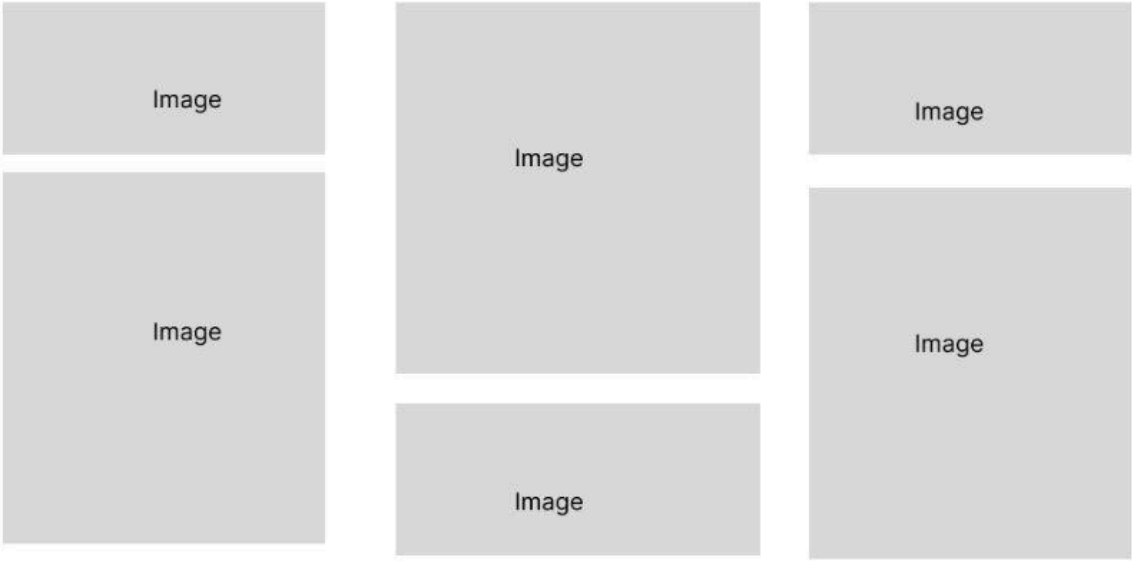
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### Part III

#### Section 3C.

- Please see the .zip file attached to submission.

#### Citations

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