1. Information Architecture for the new Paradigm Pet Professionals website
   1. Functionality and Mirco Interactions
      1. Personas need to leave their contact information so that Stakeholders may reach out to them to provide a consultation of services they can provide. This is the main functionality of the site and will ultimately take the shape of an interactive ‘Contact’ form. However, to reach this stage in the pipeline, a variety of Micro Interactions can take place.
         * All Personas need an engaging landing page that grabs their interest in the primary goal of Paradigm Pet Professionals – “Evidence-based pet care advice for every pet lover”. This is the slogan that should pair with the hero’s call to action button as the very first impression new and returning site visitors see, as well as the initial opportunity to achieve the main functionality of the site: consultation.
         * After the first impression, if the audience is not yet prepared to contact the Stakeholders, then they would either scroll through the homepage or select another page from the navigation bar at the top of the page.
           + **Homepage** – from top to bottom, the content is as follows:

Header section with hero and call to action as described above – includes slogan

Summary about us section, described in the Specifications document

Teaser Section for individual pet pages (Cats, Dogs and Fish)

Each teaser will display:

<h3> Title

<p> One sentence description

<a> <button> Link to the respective pet’s page

External site resources for Adoption and Rescue affiliates

Additional call to action with a button link to the Contact Form

Footer section with sitemap, company information and round logo

The main functionality of the homepage seeks to provide an immediate “overview of what the company does” – according to the ‘ALL SITE VISITORS’ persona, as well as provide teasers for the specific pet owner personas, all while directing the audience towards the ultimate functionality of the website – consultation via contact form – which aligns with the immediate needs of company stakeholders.

* + - * + **Navigation** –

Primary – ‘Sticky’ nav bar that will navigate to the secondary layer of the site map i.e., Home, Dogs, Cats, Fish, Contact

Secondary – secondary navigation will come in the form of ‘sticky’ breadcrumbs beneath the nav bar.

The primary and secondary navigation elements provide the needed functionality to address the needs of audience and stakeholders by providing an easily accessible form of navigation, specifically “visitors will often leave the site completely if the layout does not easily identify the information available on the site and link to its pages within the website.”

* + - * + **Cats, Dogs and Fish**–

Contains relative content outlined in the Specifications document, including affiliate links

Includes call to action link to Contact Form

The functionality of each of the persona pages is to address the needs of the CAT, DOG AND FISH OWNER personas outlined in the specification document by providing the relevant information needed by each persona

* + - * + **Contact** **Form** –

Personas need to submit their contact information to the Stakeholder if they choose to apply for their services in the form of a consultation.

Form Elements include (REQUIRED):

First Name

Last Name

Phone Number

Email Address

Type of Service

Virtual Consultation or Presentation

One-on-One Consultations Concerning Individual Pets

Select Pet Group

Group Presentations Regarding General Pet Care

Description of Specific Interests

After the Persona submits the Contact Form, they would be directed to a confirmation page as a form of feedback.

**MICRO-INTERACTIONS REQUIRED BY THE AUDIENCE:**

User navigates to contact form via NAVBAR or TEASER CARDS(homepage only)

User fills out ALL form fields for user and pet information

User submits the form via a ‘submit’ button at the bottom of the form

User is redirected to a confirmation page for form submission feedback

User can then exit the site or navigate to other pages in the site via the NAVBAR

This series of micro-interactions taken by the audience fulfills the primary needs of the stakeholders and accomplishes the main functionality of the site – schedule a consultation – which aligns directly with the stakeholders and company’s business goal of:

“providing virtual consultations to pet owners with state-of-the-art, evidence-based health and well-being information”

Audience needs for “one-on-one consultations with ‘Pexperts’ regarding additional pet health concerns” are met through the follow-up consultation resulting in the submission of the consultation form

* 1. Content for New Page
     1. The selected Persona for the New Page will be Fish Owners
        + Fish Owners are interested in testing and maintenance equipment for Freshwater and Saltwater environments
          - The main content of the page will be broken up into two distinct sections, both describing the equipment needed to maintain both types of environments, with visual aids and links to additional information and external sources for Adoption and Rescue affiliates.
          - Each section will conclude with an additional call to action button linking to the Contact Form
        + Fish Owners primarily use mobile devices to view the site.
  2. Explanation of Content Removal or Redevelopment
     1. It is important for page utilities, such as navigation, to function properly and consistently throughout the site. Additionally, ‘extra’ content that does not directly pertain to the main functionality (to book a consultation to provide useful information to current and would-be pet owners) should be dismissed as it may only serve to cause unnecessary cognitive strain on the user, drawing their attention away from the site’s call to action, or causing them to abandon the site all together. For this reason, certain content must be redeveloped or removed entirely from the flow.
        + Content due for **Redevelopment**
          - **Hero**

There is a missed opportunity to grab the user’s attention and build the company’s brand upon landing. Instead, the page goes directly into the content with only the round logo at the top left corner of the page and the company’s name. A hero would take up the whole page and establish a mood and begin to build a landscape for the content to come

The hero should be an establishment of trust and provide a call to action. This is especially a benefit when users usually know what they are looking for when they search for your site. A well-formed landing page may just be what persuades them to select your service over another site’s boring flow and lackluster landing.

* + - * + **Navigation Bar**

Should be ‘sticky’

Making the navigation bar stick to the top of the page will the user scrolls through content will increase visibility of relevant site links as they become targets of interest by the user. Having to scroll all the way up to the top of the page adds unnecessary cognitive strain and frustration.

Broken Links

FAQs -> Home does not work. This goes against the Error-free design principle. Every Micro Interaction should work just as expected every time.

This broken functionality inhibits the audience needs for “link to its pages within the website” to obtain the relevant information pertaining to each user persona as well as the stakeholders needs for “a site that is easy to navigate”

Inconsistent Visual Clues

It appears there is an attempt and providing a visual clue as to what page the user is on by highlighting the page’s matching link in the navigation bar, however this functionality only appears to work on the Home page, nowhere else. All features should be consistent across the site and work as intended to allow for frustration free UX.

The Cats and Dogs links in the navigation bar are swapped with each other when on the FAQs page and clicking on one takes you to the other, again consistency is the issue here.

This addresses stakeholders needs for “a site that is easy to navigate”

Merge Company Name and Nav Links

So, after the hero the Company will travel with the navigation and serve as an additional, familiar link back home for users accustomed to that specific functionality.

* + - * + **Search Bar**

The button should be on the right side of the search bar as this website is designed for Left-to-Right reading language, therefore accessibility would demand that the ‘Search’ button would appear after the ‘Search’ input field.

While the term “fetch” for the search bar’s submit is witty and could be relevant to the Dog Persona, that language would not relate very much to the Cat and Fish Personas. In this case, the design for natural dialogue should use the more universal metaphor of “Search” and include a magnifying glass for a graphical metaphor indicating this is a search bar. The text in the input field “Find something…” should be replaced as well with a simple “Search…”

This broken functionality inhibits the audience needs for “link to its pages within the website” to obtain the relevant information pertaining to each user persona as well as the stakeholders needs for “a site that is easy to navigate”

* + - * + **Home Page Content**

The home page tells the user NOTHING about the services Paradigm Pet Professionals is trying to offer visitors. It only suggests some knowledge about Cats, Dogs and possibly Snakes, thought the latter only links to a FAQs page.

This page does not necessarily warrant the complete removal of all the images, but a total redevelopment aligning with the Specifications document is. Including a summary About Us, Page Teasers, Rescue and Adoption Affiliate Links, Additional Call to Actions sprinkled throughout, and finally a Footer page with Site Map and round logo.

The audience need for “all site visitors landing on the home page are interested in an overview of what the company does” will be addressed by including the homepage content, in a readable format.

* + - * + **Home Page links to Pet Pages**

Each of the page links should have their own card that teases the user about the content they can find on the next page. The only description is a short summary beneath the navigation bar.

* + - * + **Branding**

The site does not appear to utilize the proposed color schema at all, this inhibit the company’s brand legibility and will be implemented in the prototype.

There is a clear stakeholder need for “consistent branding that clarifies their values” that is not being expressed in the current state of the website as a whole

* + - * Content due for **Removal**
        + **FAQs**

This page doesn’t belong in the flow of the website as described in the Specifications document.

It will be replaced with the new Fish Persona, as outlined in an earlier bullet.

* 1. Visual Sitemap
     1. The site consists of 6 total pages:
        + Home
          - Cats
          - Dogs
          - Fish
          - Contact

Contact Confirmation

* 1. Explanation of Audience and Stakeholder Needs
     1. Below are several lists that describe the needs of the Stakeholders and the identified Personas of the site’s targeted audience and how the site’s Information Architecture supports those needs.
        + Stakeholders’ needs:
          - “Site is easy to navigate”
          - “Content is readable and easy to understand”
          - “Provide basic pet care advice for common pet types”
          - “Encourage site visitors to contact them for one-on-one consultations for additional pet health concerns”
          - Consultation form requires “Name, Phone Number, Email Address and Time Zone” of individual requesting the consultation
          - Consultation form additionally requires “Name, Type and Age” of the individual’s pet
          - “Site adheres to accessibility standards and offers an optimal experience on all device sizes”
          - “Implements consistent branding that clarifies their values”
          - “The site’s goal is to have 100,000 new visitors within one year” and “Schedules 150 new consults within one year”
          - SEO needs to be implemented in that when searching for terms such as “new pet consultation” or “new pet care consultation”, their site should be the first site on the search results.
          - Additionally, the company plans to expand the site in nine months to offer “tips for first-time pet owners that will help them through the first week of bringing home their pet”
        + Audience needs by Persona:
          - All Site Visitors

“interested in an overview of what the company does”

Desires a layout that “easily identifies the information available”

“Links to pages within the website”

Support for “Handheld and Desktop” devices

* + - * + Cat Owners

“Understand the feeding needs for their cat based on Type, Age, Diet and Other Preferences”

“Interested in recommendations about the best foods to meet their cat’s health at any stage”

Support for “Desktop” devices

* + - * + Dog Owners

“Interested in the activity needs of their puppy throughout its lifetime”

“Understand how play can support the dog’s health”

“Interested in recommendations about pet toys that encourage physical activity”

Support for “Handheld” devices

* + - * + Fish Owners

“Interested in fresh and saltwater testing and maintenance” determined by “type of fish they house in their aquarium”

Support for “Handheld devices”

* 1. Navigation
     1. Primary Navigation appears in the form of the ‘sticky’ navigation bar, with the company’s logo on the left side – that links to home – and the five navigation links on the right side linking to ‘Home’, ‘Cats’, ‘Dogs’, ‘Fish’ and ‘Contact Us’ pages respectively
     2. Secondary Navigation appears in the form of Cards on the ‘Home’ page that act as teasers for content representing the three personas: Cat Lovers, Dog Lovers and Fish Lovers.
     3. Additionally, the active page will display an ‘underline’ beneath the navigation link corresponding to the current page
  2. Audience and Stakeholder Navigation Needs
     1. Stakeholders need their users to be able to navigate to the page most relevant to their needs. Three of the links in the navigation bar represent those chosen three personas in the Specifications document. Those users will have continuous exposure to those links due to the ‘sticky’ nature of the navigation bar – staying affixed to the top of the screen as the user scrolls through the site.
     2. Likewise, the Audience will benefit from the reduced cognitive strain of always having their respective information targets available to them at the top of the screen.
     3. Additionally, the ‘teaser’ card on the home page will have links to the relevant content as well as imagery indicating the topic of interest, i.e., fluffy dog for Dog Lovers, playful cat for Cat Lovers or a tank of exotic fish for Fish Lovers.
     4. These methods of navigation should be sufficient for the audience to find exactly what it is they are looking for as it should mostly be always ‘in their face’ - for lack of better terms.