# Section A

1. Paradigm Pet Professionals want to provide quality information on pet care, something that sounds reasonable for a company calling themselves professionals. However, their scope is much larger than what the current website infers. The site has some good information on the necessities of cats and dogs. For example, the cat page provides details on feline care throughout their live in a broad sense. The dog page has information on the general lifestyle of dogs. However, the content only partially meets Paradigm’s expectations. They want to include the more general lifestyle of cats, and the timeline of dog milestones. Any other pet has barely-any information, and most likely none at all.

The audience is expecting a wider scope of information as well. There are a significant number of people that have non-cat and non-dog pets. Without a page specific to those pets, most people will probably leave as soon as they see that their pet isn’t listed, although the FAQ page does have *some*additional information.

1. The functionality of the site is atrocious. The links seem to work, but that’s about it. The navigation only partially works depending on the subpage, and the search bar does nothing. The navigation bar sometimes highlights a part, sometimes doesn’t. It’s unlikely that anyone would bother trying to navigate the site after 10 seconds
2. The navigation bar, as mentioned above, doesn’t work between pages consistently. For instance, the “Home” button doesn’t work when you are on the FAQ Page. The menu changes order on the FAQ page as well

# Section B

1. The stake holders need the website to host more content, be consistent in it’s functionality, and show contact information. The audience needs to intuitively know where to go on the site, find the information they need easily, and know that PPP is looking out for them
2. Adding a new bird page will reach a greater scope of individuals, bird owners. It will provide useful information beyond the FAQ, and will help the owner know exactly where to go
3. The colors will be changed to better accommodate the needs of everyone. Currently they don’t look very nice. The information for the dogs and cats will be mostly the same. The FAQ page will likely be dropped unless more generic questions are found. The home page will be more about the company and help guide the audience to the right page
4. This structure will provide more information to the audience initially, so they know exactly where they want to go. As a result, the stakeholders will get more clientele and be able to provide more helpful information that they didn’t have before.
5. For now, I believe that my structure is the most efficient use of each page. It doesn’t make sense to have several subpages and secondary navigation elements for the specified content. However, when the content becomes more specific, such as breaking up each category into breeds (i.e. a Dogs main menu with individual breeds as sub menus), sub menus would be appropriate. Adding more navigational structures would require significantly more clicks to get the same information. Since PPP has not included such a breakdown of information, it doesn’t make sense to overcomplicate the UI for future functionality, especially when adding more functionality wouldn’t be particularly more difficult than adding the content already would be.

# Section C

