A.  Using the attached “Paradigm Pet Professional UI Design Specifications” and existing “Paradigm Pet Professionals Website” from the Web Links section, compare the content, functionality, and navigation of the current website to user specifications and evaluate audience and stakeholders needs by doing the following:

1.  Describe how the current website content fails to meet audience and stakeholder needs.

a. The current web

2.  Describe how the current website functionality fails to meet audience and stakeholder needs.

3.  Describe how the current navigation system fails to meet audience and stakeholder needs.

B.  Determine the information architecture for the new website based on the attached “Paradigm Pet Professional UI Design Specifications” by doing the following:

1.  Explain the necessary website functionality and micro interactions needed to meet audience and stakeholder needs.

2.  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.

3.  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.

4.  Create a visual sitemap to determine the structure and the hierarchy of the site content, including the following:

•  a home page

•  a page for each existing pet page

•  a new page for the new user persona you identified in part B2

Note: You can use any tool to create the sitemap, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The sitemap must be submitted as an image embedded within your document.

5.  Explain how your information architecture meets audience and stakeholder needs.

6.  Explain the primary and secondary navigational elements required to support the information architecture.

a.  Explain how these primary and secondary navigational elements each align with audience and stakeholder needs.

C.  Determine page layout by creating a mid-fidelity wireframe for the home page that is sized for a desktop website that includes each of the following:

•  site header, including the branding elements

•  site footer

•  primary and secondary navigational elements

•  placeholder text and placeholder images

•  specific components needed (buttons, links, form fields, search bar, etc.)

Note: You can use any tool to create the wireframe, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The wireframe must be submitted as an image embedded within your document.

D.  Develop a detailed maintenance plan for the responsive website that aligns with stakeholder needs outlined in the attached “Paradigm Pet Professional UI Design Specifications,” include one maintenance task for each of the following:

•  efforts to ensure universal accessibility to all site content

•  the relationship between written content and SEO

•  tasks required to properly maintain the website

•  plan for rendering the website on desktop and mobile devices

•  SEO strategies for mobile devices

E.  Demonstrate professional communication in the content and presentation of your submission.