**Section A**

* Describe how the current website **content** fails to meet audience and stakeholder needs.
  + The current website's content lacks and fails to meet both audience and stakeholder needs in accordance with the Design Specification Document.
    - The site's mission statement is brief and generic, omitting crucial details about the company's services.
    - Site completely misses the mentioning of one-on-one virtual consultations with “Pexperts” or group presentations.
    - Website lacks content for new user personas, specifically for bird, fish, and small-animal owners.
    - The existing pages for cats and dogs are also missing the detailed, evidence-based health and wellness information requested.
    - A significant branding failure is evident as the site uses a generic logo and a light blue color scheme, instead of the new preferred brand's logo and specified Midnight Blue and Blue-Sky colors.
    - The home page also fails to include the requested external links to pet adoption resources.

* Describe how the current website **functionality** fails to meet audience and stakeholder needs.
  + The website's current functionality completely misses the trajectory to achieve the business goals stated in the Design Document.
    - The most notable failure is the absence of a contact form on the home page, which is required to gather necessary customer information for scheduling consultations. This missed design will certainly cause the company to miss their one-year projected goals.
    - The site also lacks responsiveness, a key requirement for providing an optimal experience on all devices, especially for dog owners and small-animal owners who primarily use handheld devices. The outdated HTML structure and lack of proper text and other accessibility considerations mean the site fails to meet accessibility standards.
* Describe how the current **navigation** system fails to meet audience and stakeholder needs.
  + The website's navigation system is incomplete and poorly structured, which prevents users from easily finding the information they may require.
    - The top navigation bar only includes links to "Home," "Cats," "Dogs," and "FAQs," completely missing links to the new, required pages for "Bird Owners," "Fish Owners," and "Small-Animal Owners".
    - The site's structure is also confusing due to the duplication of navigation links on the home page, with links appearing in the top menu and again as separate links with images further down the page.
    - This lack of a clear, consistent navigation system can cause confusion in the user experience and make it difficult for visitors to identify all available content and navigate within the site efficiently.

**Section B**

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

The redesigned website requires several key functionalities and micro-interactions to meet the needs of the audience and stakeholders. The most critical functionality is a contact form on the home page that collects user information such as name, phone number, email address, time zone, pet's name, type, and age. This directly addresses the stakeholder goal of scheduling consultations.

* + To support the user persona of prospective and new pet owners, the site also needs:
    - A responsive design to provide an optimal experience on all device sizes. This is crucial for dog and small-animal owners who often browse on handheld devices.
    - Clear search functionality to help users find specific information quickly.
    - Accessibility features such as high contrast colors and readable font sizes to meet accessibility standards.
  + Micro-interactions are needed to enhance the user experience and provide feedback. These include:
    - Button and link hover states to signal that an element is interactive.
    - Form field validation to provide real-time feedback when a user fills out the contact form incorrectly.
    - Visual feedback on image carousels
    - Smooth page transitions and maybe a scroll-to-top button on longer pages can improve navigation.
* 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.
  + Based on the design specifications, several parts of the existing website content must be either removed or redeveloped.
    - Removal of Redundant Navigation: The current website's home page features duplicated navigation links. Once in the top navigation bar and again as separate links with images on the page. The redundant links and images will be removed, making room for a more comprehensive navigation bar.
    - Redevelopment of Content Tone: The current dog page content includes a tone that is not preferable. This content must be redeveloped to be more professional, authoritative, and aligned with the brand's values and mission.
    - Redevelopment of Site Structure: Looking at the developer’s mode while on the site, some tags for layout are outdated and non-responsive practices that must be redeveloped using modern, semantic HTML and CSS to ensure the site works on all devices and meets accessibility standards. The generic logo and the generic light blue background color must be redeveloped to use the new logo and the specified primary and secondary brand colors per the Design Documents to fulfill the requirements.
    - Consolidation of FAQs: The current FAQs page contains content that, while relevant, is also covered in the new, more detailed pet-specific pages. The questions about dog fleas and bird longevity can be incorporated into its own pet pages, making the content more discoverable and reducing the need for a separate FAQ section. Maybe even save the FAQ dedicated page to state things relevant to their services, brand, and company.
* 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).
  + Visual Sitemap Diagram attached separately.
* Explain how your information architecture meets audience, and stakeholder needs.
  + The proposed information architecture meets audience and stakeholder needs by creating a clear, intuitive structure that is easy to navigate and, importantly, relevant. The goal of the stakeholders is to drive consultations, which is supported by the architecture's emphasis on a prominent consultation page and call to action. The audience, primarily new pet owners, needs to easily find information about basic pet care. This is met by creating distinct, well-organized pages for each pet type (Cats, Dogs, Birds, Fish, and Small-Animal Owners) and a centralized location for frequently asked questions or placing them in each respective animal (tentative). The flat hierarchy of the sitemap ensures that users can quickly navigate to any section of the site from the main menu, reducing the cognitive load and aligning with the design goals’ desire for an "easy to navigate" site.
* Explain the primary and secondary navigational elements required to support the information architecture. Explain how these primary and secondary navigational elements each align with audience and stakeholder needs.
  + Primary Navigational Elements

The primary navigational elements will be a persistent, top-level navigation bar on every page. This bar will provide direct links to the main sections of the website: Home, About, Service, Pet Care Information, FAQs, and Consultation. This aligns with audience and stakeholder needs by:

* + - Audience: Providing a consistent and predictable way to navigate the entire site from any page, which is crucial for first-time visitors who need to easily identify and access available information.
    - Stakeholders: Ensuring that all primary content is one click away, which facilitates user exploration and helps them find the information that may lead them to a consultation. It also makes the company's services and values more transparent, as required by the owners.
  + Secondary Navigational Elements

Secondary navigational elements will include a search bar, and external resource links.

* + - Audience: These elements support the audience's need for research and specific information. The search bar helps users find a particular word or phrase. In-page links on longer content pages (like the new dog page with its sections on Diet & Exercise, Grooming, and Vaccinations) allow users to jump to the relevant section without scrolling quickly. External resource links, such as those provided on the Small-Animal Owners page for guinea pig or hamster care, allow users to get more detailed information, positioning the site as a trusted authority.
    - Stakeholders: These elements help retain users on the site by providing a rich, seamless experience. The search functionality assists in converting visitors who are looking for specific information into potential clients. By providing helpful external resources, the company builds credibility and trust, which reinforces its brand values.

**Section 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:
  + Wireframe draft attached seperately.

**Section 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:

### **Make the Website Easy for Everyone to Use**

* + Test the site with safe tools to find and fix problems that make it hard for people with disabilities to use. Check that all images have helpful descriptions (alt text), that text is easy to read against the background, and that headings are set up properly for screen readers. This keeps the site working well for everyone.

### **Keep Content Fresh to Help People Find the Site**

* + Add new articles and blog posts regularly to help the site show up in search results. For example, writing a post like “Tips for First-Time Pet Owners” and using keywords like “pet care” or “new pet consultation” helps more people find the site when they search online.

### **Fix Technical Issues**

* + Check the site for broken links, update software and plugins to keep things secure, and make sure the site loads quickly. This helps users have a smooth experience and keeps the site safe from hackers.

### **Make Sure the Site Looks Good on All Devices**

* + Test how the site looks on different computers, phones, and tablets. Make sure everything shows up correctly and is easy to use. This is important because people use all kinds of devices to visit the site.

### **Improve Mobile SEO**

* + Check how well the site works on phones and tablets. Make sure it loads fast, images are the right size, and search engines recognize it as mobile-friendly. This helps the site show up higher in search results, especially since most people search on their phones now.