**Section A**

1. 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.

1. 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 The outdated HTML structure and lack of proper text and other accessibility considerations mean the site fails to meet accessibility standards.
2. 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.
     + For the audience, the navigation creates a confusing and frustrating experience. First-time visitors, who will leave if a site's layout is not easy to understand, are met with duplicated navigation links once in the top menu and again as image links on the page. This inconsistency makes it difficult for users to navigate efficiently. Furthermore, the navigation completely omits links to new pages for bird, fish, and small-animal owners, failing to serve these specific audience segments who are looking for targeted information.
     + From a stakeholder perspective, these failures directly undermine core business objectives. The confusing structure contradicts the owners' primary requirement for a site that is "easy to navigate". This poor user experience jeopardizes the business goal of scheduling 150 new consults within one year, as frustrated users are likely to abandon the site before finding the consultation page. By failing to include navigation for the new pet types, the business is unable to capture these potential new markets, hindering its goal of attracting 100,000 new visitors.

**Section B**

1. 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 its audience and stakeholders.
     + Contact Form: A contact form is the most critical functionality. For

stakeholders, this form is essential for achieving their goal of scheduling 150 new consults within a year by collecting all necessary user and pet information. For the audience, this provides a clear and direct path to request expert help.

* + - Responsive Design: The site must have a responsive design to ensure an optimal experience on all device sizes. This is crucial for meeting the needs of the audience, specifically dog and small-animal owners who primarily use handheld devices for their research.
    - Accessibility Features: The site must adhere to accessibility standards. This meets the stakeholders' requirement for a universally usable site and serves the audience by ensuring all content is readable and easy to understand for people with disabilities.
  + Micro-interactions are needed to enhance the user experience and provide feedback. For the audience, these interactions create a more intuitive and less frustrating experience. These include:
    - Button and link hover states to provide immediate visual confirmation that an element is clickable.
    - Smooth page transitions and visual feedback on image carousels to make the site feel polished and responsive.
    - Real-time form field validation to help users correct errors as they happen, preventing the annoyance of having to resubmit the form.
    - For stakeholders, these seemingly small details are vital for building brand credibility and maximizing conversions. A polished, professional-feeling site aligns with their goal of implementing consistent branding that clarifies their values. Most importantly, effective form field validation directly supports the business goal of scheduling 150 new consults by reducing form abandonment, thereby increasing the number of successfully submitted consultation requests.

1. 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.

User Persona: This content is for the Small-Animal Owner persona. According to the design specifications, these users are researching suitable housing for their pets, want to make informed decisions about their pet's environment, and often browse on handheld devices.

* + Content for the "Small-Animal Care" Page: The content provided in the design document directly aligns with this persona's needs:
    - Introduction: The content begins by acknowledging common concerns for new owners, like limited space or time, making the user feel understood.
    - Housing and Supplies Checklist: It provides a list of necessary amenities like cages, bedding, toys, and food dishes. This serves as a helpful checklist for a user who is actively researching what to buy for their new pet.
    - Links for Deeper Research: The page includes several external links to specific care guides for different animals like guinea pigs and hamsters. This is perfect for the person who is doing research on their handheld device and wants more detailed information.
    - Call to Action: The content ends by encouraging users to schedule a consultation with a "Pexpert". This provides a clear next step for the user and directly supports the stakeholder's goal of booking more consultations.

1. 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 will be removed or r edeveloped because they fail to meet the needs of the audience and stakeholders.
  + Redundant Navigation: The duplicated navigation links on the home page will be removed. This fails the audience by creating a confusing layout that is hard to follow, especially for first-time visitors. For stakeholders, this contradicts their requirement for an "easy to navigate" site and looks unprofessional, distracting from the goal of scheduling consultations.
  + Unprofessional Tone: The casual tone on the Dog Page (e.g., "...the thought of it to me makes me cringe!") will be redeveloped. This fails the audience's need for credible, evidence-based advice. For stakeholders, this tone undermines the company's professional brand and its goal to be seen as an authoritative source for pet care.
  + Outdated Branding: The generic logo and old color scheme will be redeveloped to use the new official logo and brand colors. This fails the audience by not creating a memorable brand impression. For stakeholders, it's a direct failure to "implement consistent branding that clarifies their values," a key business requirement.

1. 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.
2. 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.
3. 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**

1. 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**

1. 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.