Christian Cassell
D279 User Interface Design
Performance Assessment - Part I

Part A - Information Architecture

A1 - Website Functionality & Micro Interactions

Stakeholders need a website that is easy to navigate, readable, and scalable for future content. The website should demonstrate the company values with consistent branding and be optimized for desktop and handheld devices. They also need the website to include search engine optimization as well as a contact form to help meet their new visitor and consultation goals.

Audience needs include a website that clearly explains the company's purpose and organizes content in a way that is easy to scan, based on pet type. The audience needs intuitive navigation and the ability to interact seamlessly on desktop and handheld devices.

The functionality and micro interaction needs will be met with:
- Primary navigation bar with a hover-triggered dropdown secondary navigation menu, supporting intuitive navigation and clear content organization by pet type.
- Active-state highlighting that visually shows the user which page they are on.
- A search bar and button with subtle click animation, allowing the audience to locate specific information within the website quickly.
- A contact form for users to request consultations with real-time visual alerts that signal successful submissions and unsuccessful submission when an entry is missing or does not meet the field parameters.
- Call-to-action buttons throughout the website that direct users to the contact form page.
- Social media share buttons in the footer.
- Scroll animations to reveal new content as the user scrolls down the page, encouraging user engagement.
- Interactive text cues, such as underlines and hover effects on links, to make navigation obvious and accessible.

A2 - New Content

New Persona: Small-Animal Owners

"Small-Animal Owners are interested in learning about suitable housing for their pets. They research animal characteristics and products so they can make decisions about the environment in which to house their pet. These owners often view the site using handheld devices."

The new Small Animals page will include:

- Introductory overview describing the type of person who may be suited for owning a small animal.
- Housing needs by pet type, explaining appropriate enclosures (cages, aquariums, etc) for animals such as hamsters, mice, gerbils, guinea pigs, hermit crabs, and chinchillas.
- Essential supplies, including bedding, toys, exercise and grooming equipment, feeding products, etc.
- Animal characteristics and social needs, indicating whether certain pets need companions or prefer living alone.
- External resource links for each animal type.
- Reminder to small-animal owners that consults with the company "Pexperts" are available.

The elements are designed to meet the needs and behaviors of small-animal owners:

- Clear navigation to the content through a "Small Animals" link in the secondary navigation menu, allowing the user to locate information quickly.
- Mobile-optimized layout with responsive coding so content is accessible and easy to read on handheld devices.
- A call to action button ("Schedule A Consultation") on the Small Animals page will direct the user to the contact form for further assistance regarding their pet care needs.
- Touch-friendly external resources links that open in a separate tab, providing immediate access to trusted care information for each animal type without losing their place on the website.

A3 - Removed / Redeveloped Content

The current website fails to meet stakeholder needs for consistent branding and search engine optimization.

The overall website will be redeveloped to align with the new branding:
- Update color scheme to express the brand identity.
- Add the new company logo in the header that also functions as a Home link.
- Redesign the navigation bar.
- Add the company slogan in the header.
- Add a footer will be added with social media share buttons.
- Ensure all images incorporate SEO metadata.

The current home/landing page fails to meet the stakeholder and audience needs because it does not clearly communicate the company's services, brand values, or information available.

The home page will be redeveloped as follows (also see wireframe in Part B):
- Add a banner image beneath the company name and slogan.
- Update content from the Specifications document
- Organize content with headings for readability
- Include an overview of the company, services available, resource links, and call-to-action for scheduling consultations.
- Resize images throughout the page, using them interactively to highlight available services.

The current navigation fails stakeholder needs because broken and inconsistent links reduce the site's professionalism and credibility. It also fails the audience because users cannot reliably determine where they are on the site, cannot navigate intuitively, and sometimes cannot return to the Home page at all. External links open in the same tab, pulling users away from the website unexpectedly and harming the user journey.

The navigation bar will be redeveloped as follows:
- Update the primary navigation bar to display Home, Pet Care, and Contact.
- Add a secondary hover-activated menu under Pet Care with links to Cat, Dog, and Small Animal pages, including brief topic descriptions.
- Update external links to open in a separate tab.
- Address current broken and incorrect active-state highlights:
    - Home link not functioning on the FAQ page
    - Cat tab not highlighting on the Cat page
    - Cat tab incorrectly highlighting on the Dog page
    - Home tab incorrectly highlighted on the FAQ page

The current pet-specific pages fail to meet stakeholder needs because the content is outdated, lacks structure, and does not reinforce professional branding. They fail audience needs because information is not organized with readable section titles, and some pages lack relevant images, making it harder for users to visually identify the pet category and scan for key information.
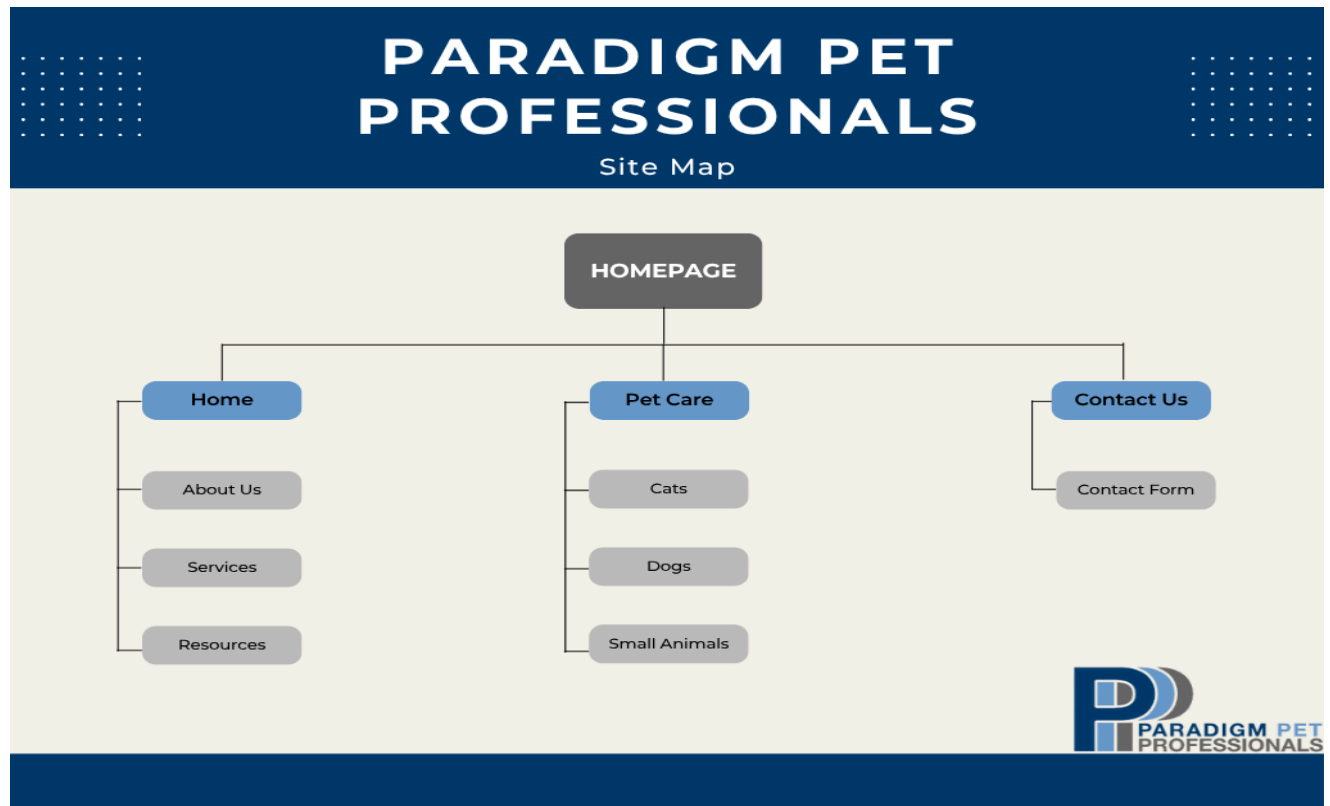
The pet-specific pages will be redeveloped as follows:
- Add a Pet Care landing page with relevant images linking to each pet page, increasing engagement and clarity.
- Update and restructure content from the Specification document using clear section titles.

The current website fails stakeholder needs because it lacks a dedicated contact page, making it difficult for users to schedule consultations or submit questions. It also fails to meet audience needs because the existing FAQ page contains scattered pet-specific information that belongs on the corresponding pet pages, causing confusion and making information hard to find.

The FAQ page will be redeveloped as follows:
- Remove the FAQ content, as all pet-specific information will be relegated to their respective pages.
- Convert the page into the Contact page, incorporating the contact form.
- Display the brand values directly above the contact form to reinforce trust and credibility.

A4 - Visual Sitemap

A5 - Information Architecture

The information architecture is organized to support both stakeholder and audience needs. Stakeholders need a website that is easy to navigate, professionally structured, and able to grow with future content. The audience needs a layout that helps them quickly find information relevant to their specific pet type. Users can navigate the site intuitively while giving stakeholders a design that supports clarity, usability, and future expansion.

This is accomplished by:
- Using a clear hierarchy with primary links (Home, Pet Care, Contact) as well as a secondary menu for Cats, Dogs, and Animals, so users immediately understand where to go.
- Incorporating standardized headings for all content, ensuring users can skim for the exact type of information they need.
- Grouping all pet-specific content on dedicated pages, making information easier for users to locate.
- Including consistent calls to action, supporting stakeholder goals for more consultation requests.
- Maintaining a layout that is accessible, mobile-friendly, and branded, meeting both stakeholder expectations for professionalism and audience expectations for ease of use.

A6 - Navigational Elements

Primary Navigation:

The primary navigation includes the links Home, Pet Care, and Contact, which appear consistently in the header. These links act as the main pathways for the audience to understand the site, access pet-care information, and request consultations. The primary navigation aligns with the stakeholder needs by ensuring the most important content is always visible and supports goals for communicating services and increasing consultations.

Secondary Navigation:

The secondary navigation helps users access supplemental information.

A. The *drop-down Pet Care menu* links to the Cats, Dogs, and Small Animals pages. This meets the stakeholder needs for a scalable structure for expanding content as the company grows. It also offers the audience quick access to content organized by pet type, reducing confusion and improving usability on handheld devices.
B. The *search bar* in the header allows users to search for specific topics or pet information throughout the site. This meets stakeholder needs for improving user engagement and ensuring key content is easily accessed. This also allows the audience to locate information quickly without navigating multiple pages.
C. The *in-text links* are located within the main content sections to provide additional pet-care guidance. This meets stakeholder needs by increasing the value and trustworthiness of the website and services, and it provides the audience with credible supplemental information without forcing them to find it elsewhere.
D. The *call-to-action buttons* are clearly labeled "Schedule A Consultation" and appear across all pages and link to the Contact page. This aligns with stakeholder goals of increasing consultation bookings by making it easy for the audience to request support at their convenience.
E. The *social media buttons* located in the footer allows for sharing or visiting the company's social accounts. This aligns with the stakeholder goals of expanding the company's reach and strengthening their brand presence. It offers the audience convenient options for sharing content or following the brand.

Part B - Wireframe

PARADIGM PET PROFESSIONALS

HOME   PET CARE ▼   CONTACT

Search   Search

PARADIGM PET PROFESSIONALS

Evidence-based pet care advice for every pet lover

- Drop down
- Search
- In-text links
- Call-to-action

Welcome to Paradigm Pet Professionals!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Looking for your new best friend?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Services

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

SCHEDULE A CONSULTATION

@2025 Paradigm Pet Professionals. All Rights Reserved.