*Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.*

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

*Tasks may****not****be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).*

A.  Create an interactive desktop prototype based on the audience and stakeholder needs using the attached “Paradigm Pet Professional UI Design Specifications” by doing the following:

1.  Include *each* of the redeveloped “Home,” “Dog Owners,” and “Cat Owners” design prototypes, using content for *each*corresponding persona from the attached “Paradigm Pet Professionals UI Design Specifications.”

2.  Include **one** new design prototype based on **one** of the new user personas, including the content provided and the format specified in the attached “Paradigm Pet Professionals UI Design Specifications.”

3.  Include a contact form that users can complete to request a virtual consultation with a pet professional that includes *all* the required fields specified in theattached “Paradigm Pet Professionals UI Design Specifications.”



*Note: Your prototype should show the fields that will appear on your contact form, but the contact form does not need to be functional.*

4.  Include primary and secondary navigation elements as well as positional awareness techniques that provide the ability to clearly identify where *each* page is located within the overall information architecture and that allow users to navigate and interact between *all* sections of the website.

B.  Provide a .pptx file or compressed .html file of your interactive desktop prototype, including the following:

•  the updated “Home,” “Dog Owners,” and “Cat Owners” design prototypes

•  the new design prototype

•  the virtual consultation form

*Note: You can use any tool to create the design prototypes, such as a graphic creation/manipulation software, webpage creation software, presentation software or another tool of your choice.*

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