

USER INTERFACE DESIGN - C773

TNM1 - TASK 1: PROJECT PROPOSAL WITH STRATEGIES

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November 28, 2023

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.*

Audience Needs

The current website falls short in several aspects, failing to meet audience needs. The homepage lacks a clear overview in an appealing layout, requiring an update for better organization of links and information. Specific to cat and dog owners, the current content is inadequate. The cat page should detail feeding needs based on type, age, diet, and preferences, but currently only categorizes by age. For dog owners, there's a lack of information on puppies' activity needs throughout their lifetime, and no recommendations for pet toys promoting physical activity. Additionally, the website fails to describe the company's services comprehensively and lacks information about other animals. There's also a deficiency in user engagement features, like a contact form or resources for additional animal care.

Stakeholder Needs

The current website content falls short of stakeholder needs in several key areas. Firstly, there is a lack of options for viewers to contact the company for one-on-one consultations with their "Pexperts." Additionally, the company's branding lacks consistency, as the name and logo are featured only once on the home page and are absent from other pages and the footer. This inconsistency doesn't align with the company's focus on improving Search Engine Optimization (SEO), as key terms like "new pet consultation" or "new pet care consultation" are not present on the site, hindering its search result visibility. Furthermore, the website fails to provide a clear understanding of the company's mission, with inconsistent branding implementation and values not clearly stated. Stakeholders are seeking user engagement, but the website lacks any contact information, impeding users' ability to reach out for consultations. Addressing these issues is crucial for the website to align with stakeholder goals and enhance its search engine visibility.

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

Audience Needs

The current website's functionality falls short of meeting audience needs on multiple fronts. Accessibility issues across various device sizes, particularly handheld devices, are evident. The "Home" button fails to navigate users to the home page, and navigation inconsistencies persist, such as highlighting the wrong pages when moving through FAQs, Cats, and Dogs sections. In addition, the upper toolbar lacks clarity in indicating the user's current page, and the suboptimal layout of the home page, with left-aligned elements causing significant gaps on the right side, further detracts from user experience. The non-operational search functionality compounds the problem, preventing users from accessing essential information. While the website provides links to other pages, the overall layout lacks optimization. To enhance user experience, it is crucial to introduce an option for users to select their preferred view (phone or desktop) and ensure the website has a responsive design. The non-functional search bar remains a significant flaw, hindering users' easy access to necessary information and failing to meet audience expectations.

Stakeholder Needs

The current website functionality falls significantly short of meeting stakeholder needs. Primarily, it lacks a functional search bar and is inadequately configured for search engine discoverability. Navigation issues compound the problem; the toolbar links do not lead to their respective pages, and the search bar is non-functional. Moreover, the absence of a contact form poses a substantial drawback for stakeholders, as it inhibits the collection of essential consultation information, including details like the pet's name, breed, and age, as well as the visitor's name, phone number, email, and time zone. The stakeholders' emphasis on user-friendly navigation is undermined by the website's failure to provide functional buttons and features. The non-operational search bar further hinders navigation, failing to meet stakeholders' expectations. Additionally, the lack of a contact form prevents visitors from easily booking one-on-one consultations, further underscoring the website's failure to address stakeholder needs.

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

Audience Needs

The current website's navigation system falls significantly short of meeting audience needs on multiple levels. Firstly, it lacks engagement and does not seamlessly connect one page to another, resulting in a confusing and non-intuitive user experience. Additionally, the left-aligned content formatting adds to the difficulty of reading. The navigation toolbar further compounds the issues by failing to properly indicate the user's location on a page. For example, selecting the "Cats" option provides no immediate indication in the toolbar that the user is on the cat page. The selection of the "Dogs" option highlights the Cats tab, leading to confusion. Links to pages are not well-organized, and the non-functional search bar impedes users' ability to navigate effectively. To enhance usability, the navigation layout needs a comprehensive update to be optimal for both mobile and desktop views, especially catering to dog owners who often use mobile devices while working with their puppies.

Stakeholder Needs

The current website's navigation system fails to meet stakeholder needs on multiple fronts. Firstly, it lacks the provision of additional searchable information and forms for consultation, hindering stakeholder goals. The navigation system is not user-friendly, particularly on mobile devices, where it fails to format correctly. Images on the webpage do not adjust appropriately for non-desktop devices, complicating content readability. Stakeholders emphasize the importance of easy navigation across all devices, a requirement not met by the current design. Scrolling is necessary to access essential links, and the broken search bar further hampers users' ability to navigate between pages. The stakeholders' desire for an easily readable site is compromised by the left-aligned content, which is suboptimal for optimal user experience. Overall, the current navigation system falls short of fulfilling stakeholder expectations and objectives.

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.

Audience Needs

To comprehensively address audience needs, implementing key micro-interactions and enhancing website functionality is crucial. A gallery featuring pictures of dogs and cats with slide indicators would offer visitors an informative overview, optimizing layout and navigation. Each image, when clicked, should link to the corresponding page, ensuring easy access to detailed information. In addition, incorporating a footer with a site map enhances navigation, especially for desktop users, providing a quick route to different pages. To meet responsive design expectations, the website must be accessible and fully functional on all device sizes, including desktops and handheld devices. A functional drop-down menu is essential for easy content location, including an indicator to convey the viewer's current section. Ensuring that all tabs are fully functional and linked to their respective pages, along with a working search bar, completes the necessary micro-interactions for a user-friendly and optimized website experience.

Stakeholder Needs

To fully meet stakeholder needs and ensure a functional website, integral micro-interactions are required, starting with robust SEO implementation for prominent visibility in search engine results when users search for terms like "new pet consultation" or "new pet care consultation." Additionally, meeting stakeholders needs an interactive contact form, allowing "Pexperts" to receive inquiries for one-on-one consultations while collecting essential information. It is crucial to optimize the website appropriately for SEO, incorporating key keywords. For stakeholders' ease of navigation, a consultation button on every page is essential, streamlining access to consultation services. A faceted search feature would aid users in efficiently filtering their needs and finding relevant information quickly. Stakeholders also express the need for a comprehensive contact form for booking consultations, requiring fields for user data such as name, phone number, email, time zone, and specific requests. Implementing micro-interactions in the form, such as focusing on the current input field and error prevention for incompatible formats, enhances user experience. A unique micro interaction, like playing the sound of the animal when visiting its page, adds an engaging touch and keeps users interested in the content.

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.

To address the needs of fish owners, a dedicated page will be created, featuring separate sections for freshwater and saltwater fish enthusiasts to enhance navigability and readability. Given that this user group predominantly accesses the site via handheld devices, it is crucial to ensure the website's full responsiveness across various device types and screen sizes. This dedicated page will offer comprehensive information specific to the type of fish owned by the user, covering aspects such as testing and maintenance. The new fish page will include content on bringing home a new fish, caring for the fish's environment (water, tanks, and aquariums), and distinct sections for both saltwater and freshwater fish. To facilitate easy navigation, there will be links to separate pages specifically for freshwater and saltwater fish, ensuring clarity and readability of information. The saltwater page will provide details on proper salinity levels and links to external resources, while the freshwater page will incorporate water chemistry guidelines as per stakeholder specifications. Both pages will feature a button for users to contact an expert for additional information.

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.

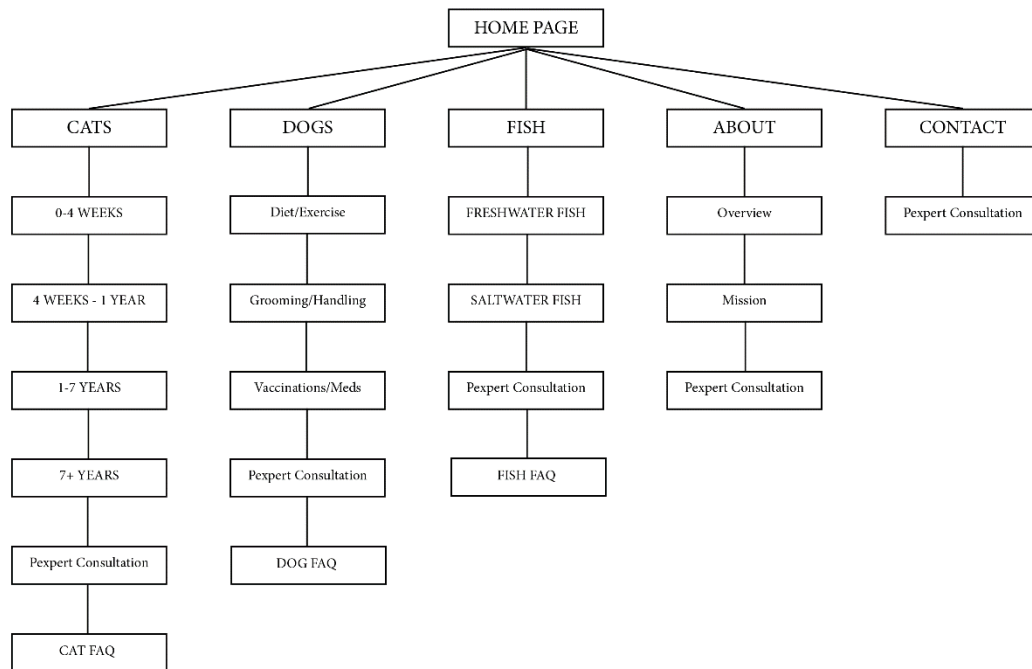
Audience Needs

The primary focus for content redevelopment lies in the homepage to better address the audience's interests in understanding the company's values, mission, and offered services. To achieve this, content will be repurposed strategically, removing non-functional elements such as the FAQs image and the fetch button. Instead, a search icon will be introduced for enhanced functionality. The FAQs page will be relocated to each pet's unique page to provide specific answers tailored to each animal. The current homepage lacks clarity in communicating the company's core activities and services, necessitating redevelopment for a more comprehensive overview. Placing the FAQ section at the bottom of each pet's page ensures targeted responses to pet-specific inquiries. Additionally, the landing page will undergo redevelopment to offer a clearer overview of the company's mission and available information. This adjustment is crucial for meeting audience needs by providing a more intuitive and fully functional interface for both desktop and handheld devices.

Stakeholders Needs

The current website falls short of stakeholder needs by lacking links or forms for consultation requests and lacking SEO configuration for optimal search engine visibility. The redevelopment focus will address these shortcomings by prioritizing consistent company branding. Each page will prominently display the company logo, mission statement, and a list of values to enhance brand visibility and messaging. Styling across the website will maintain a uniform look, ensuring consistency on every page, with the logo consistently visible at the top. Additionally, SEO optimization is crucial, and the integration of keywords like "new pet consultation" and "new pet care consultation" into the content will be prioritized, especially in headers and button descriptions. The third stakeholder requirement, a call-to-action-driven approach, will be met by incorporating buttons like "book consultation" or "Pexpert booking" on every page. To enhance user engagement, links with phrases like "learn more" will be strategically placed after descriptions, directing users to the consultation form and encouraging them to act.

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



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

Audience Needs

The redesigned homepage ensures a user-centric experience, offering a detailed overview of the company's mission, services, and information on various animals. Users can easily navigate to dedicated pages for specific animals, such as dogs, cats, and fish, through intuitive buttons or links. On the dog page, users can effortlessly explore sections on diet & exercise, grooming, handling, vaccinations, and medications. Cat owners have dedicated buttons for different age ranges, streamlining access to specific information. Fish owners can choose between freshwater and saltwater sections. Each page incorporates a clear call-to-action button for booking consultations, a resources section, and a dedicated FAQ area. This information architecture caters to diverse pet owners' needs, offering a landing home page providing ample information for proper pet care. The user-friendly design facilitates easy access to relevant content, ensuring a seamless experience for visitors seeking to care for their pets.

Stakeholder Needs

The newly designed sitemap prioritizes stakeholders' primary need for easy and clear navigation. In response to stakeholder requests, the site now provides multiple entry points for users to land on the

consultation page, facilitating the collection of user contact information. These additions not only improve user experience but also contribute to enhanced SEO through strategically placed keywords in headers and buttons. The updated information architecture aligns with stakeholder needs by featuring a dedicated Contact page that encourages visitors to request information and schedule one-on-one consultations directly from the website. The cohesive linking of all pages and the implementation of SEO configuration further enhance the overall functionality of the site, meeting stakeholder expectations comprehensively.

6. 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.

The revised sitemap ensures the stakeholders' primary need for easy and clear navigation is met. The new site design strategically offers users multiple pathways to access the consultation page, aligning with stakeholders' emphasis on gathering user contact information. These enhancements not only improve the overall navigation experience but also contribute to SEO optimization through the placement of keywords in headers and buttons. The updated architecture not only fulfills stakeholder requests for multiple opportunities for users to complete consultation forms but also integrates enhanced SEO practices. The information architecture effectively caters to stakeholder needs by featuring a dedicated Contact page that encourages visitors to seek additional information and schedule one-on-one consultations directly on the website. Additionally, it ensures seamless navigation by appropriately linking all pages throughout the website and has undergone SEO configuration to meet stakeholder expectations.

Primary Navigational Elements

The redesigned page prioritizes stakeholders' ease-of-navigation requirements with a prominent horizontal navigation bar at the top, enabling users to effortlessly access specific pet pages. Fulfilling stakeholders' needs, the company logo is linked, ensuring a quick return to the homepage with a single click, fostering a uniform brand identity. This not only supports consistent branding but also provides visitors with a convenient route back for further exploration. Additionally, the fully functional search bar serves as a primary navigation element, allowing users to efficiently search using keywords and access relevant information. The strategic placement of these elements enhances overall site navigation, making it user-friendly and meeting stakeholders' expectations for a clear and efficient website overview.

Secondary and Local Navigational Elements

The essential secondary features on the website include the About Us tab located on the homepage, providing visitors with an overview of the company's mission statement and its core activities. Additionally, having the FAQ link on each pet category page is crucial, offering quick answers to common visitor questions. The contact page, accessible from both the homepage and each pet category page, is necessary for visitors with further inquiries beyond what the FAQ page addresses. To meet stakeholders' primary needs, strategically placed Call-to-Action (CTA) buttons will direct users to the consultations page, facilitating easy navigation to the form for inquiries. This not only encourages user engagement but aligns with stakeholders' objectives of fostering communication and contact with the company.

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:

New Logo (link)	(Navigation Elements) Cats Dogs Fish About Contact	Search Box
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(Site breadcrumb navigation elements) Home > ...

Company Name (text element)

Services Offered (header text element)

Pet Care Advice (cta button link)	Adoption Info (cta button link)	Pexpert Consultations (book a consultation form cta button link)
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Pick your companion!

Cats (page link) (image)	Dogs (page link) (image)	Fish (page link) (image)
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Logo Icon (link)	(Sitemap Navigation Footer)
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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:

- Objective: Efforts to ensure universal accessibility to all site content.
- Owner: Web Developer
- Task: Design should follow the WCAG (Web Content Accessibility Guidelines) for user accessibility. Stakeholders made this a priority.
- Time: Monthly checkups and updates

- Objective: Maintain the relationship between written content and SEO.
- Owner: Web Developer and SEO Specialist
- Task: Optimize content with key phrases like "new pet consultation" and "new pet care" for better search rankings. Regularly update branding to ensure consistency for stakeholders. Keep the website current with new visuals, information, FAQs, and booking changes for an enhanced online presence.
- Time: Upon request, weekly and/or monthly checkups and updates.

- Objective: Ongoing tasks required to properly maintain the website.
- Owner: Web Developer
- Task: Server and system patching, check for broken links, and update content as needed.
- Time: Weekly checkups

- Objective: Plan for rendering the website on desktop and mobile devices.
- Owner: Web Developer
- Task: Design and implement responsive design across the web site. Sites should be tested regularly on different device types (mobile, tablet, desktop, etc.)
- Time: Monthly

- Objective: SEO strategies for mobile devices.
- Owner: Web Developer and SEO Specialist
- Task: Use data analytics and reporting to track what users access the site with and target mobile users with specific keywords. Ensure the site is optimized to render on mobile devices like phones and tablets.
- Time: Monthly

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

This paper has been edited for language and tone as well as grammatical accuracy. It provides professional written content and mockup design elements according to the rubric.