## A1: Stakeholder and User Needs

**Ease of Navigation:** Users need consistent main and secondary navigation. The top (main) navigation will be fixed to the top of the screen providing constant access to other areas of the site. There will also be additional navigation in the footer that will be constant through all pages of the site. This will also be formatted for handheld devices.

**Readability:** Users need the ability to quickly navigate the page content. To accomplish this, I will segment the page into categories based on the outlined user personas for the given page. This will also be formatted for handheld devices.

**Basic Pet Care Advice:** Users want to be able to quickly get information on the basics of pet care when navigating to the home page. The home page will have a basic informational paragraph about pet care and links to more information.

**One on One Consultations:** The home page will have multiple links that refer the user to a “contact” us page that allows for users to request a consultation with a Pexpert.

**User Information Collection**: The stakeholders have requested that specific information be collected when a user is requesting a consultation. This information will be collected both on the home page connection form along with on the “Contact Us” page.

**Accessibility Standards**: The current site does not seem to support any accessibility standards. The new website will have all the ADA required accommodation to be brought up to a modern accessibility standard.

**Consistent Branding:** The home page has the company logo, along with a color theme that is representative of their brand. The brand will be continuously displayed on the navigation bar that they will see on all pages.

**SEO:** The stakeholders are striving to gain 150,000 new user visits to the web page and to aid in this process the meta tags of the website. Additionally, we will use the provided key word search terms “new pet care consultation” and “new pet consultation” as much as possible throughout the site content along with other optimizations.

**Content Expansion:** The stakeholders plan to expand the content on the site over the course of time. With the new updated design and layout, the site will be broken down into repeatable sections that will make adding content easier and faster in the future.

**Cat Owners:** The information on the Cat Care page will be tailored to provide information on feeding over the lifespan of a cat. There will be informational paragraphs for each phase of life along with links for specific food types. The paragraph layout will be spaced evenly allowing for the user to quickly select the specific age range of their pet.

**Dog Owners:** Users are interested in play and how that can help their pet. There will be informational paragraphs for each section of concern. There will be links in a side bar that will provide more information about good dog toys.

**Micro-interactions:** There are several micro-interactions on the web page:

1. When a user hovers on a link anywhere on the site, the link will change colors to indicate it is the currently selected item. Additionally, when using the main navigation items in the navbar, there is an underline that appears also providing an indication of what item is selected.
2. When a user selects a page from the main navigation a yellow underline is applied to the link to indicate what page they are currently browsing.
3. When a user hovers over a button the mouse icon changes to the “pointer” icon, and when the user “clicks” the button the button transforms and has a subtle “enlarging” animation indicating that the button was clicked.
4. There are “required” attributes on several of the HTML form inputs that if not filled in will prompt the user to fill them in before the form can be submitted. This ensures that the users are always entering in all of the needed information preventing a back and forth by the stakeholders and the audience for information gathering.

A2: New Content Page **Bird Owners:** There will be informational paragraphs for each section of concern. This will allow for quick navigation through the content along with readability. There will be links in a side bar that will provide more information on items and ways to keep birds happy for the user to reference. There are paragraphs on the relational needs of birds. The website is also designed to be responsive to screen size for desktops so regardless of the size of the screen that is being used the content will fit appropriately. Additionally, there is a sidebar linking to the “contact us” page of the site encouraging users to reach out the business for more information or additional help with their pet.

## A3: Updates to Existing Site

**Home Page:**

**Current site Failures:**

The below are failure items of the current page:

**Audience:**

* Non-cohesive design flow
* Poor navigation
* No information on pet care to easily parse.
* No way to easily request consultation from the business.

**Stakeholder:**

* Non-cohesive design flow
* Poor navigation
* No information on pet care to easily parse upon an initial visit by the user.
* No way to easily request consultation from the business.
* No way to easily add new content.
* The internal structure of the site is using outdated HTML guidelines.

**Changes:**

The home page will be reformatted to meet all the requirements of the stakeholders and users. There will be a header with a hero image and a “contact” form. Below that there will be a section with 3 columns of information. One on general pet care, another on adoption resources, and a 3rd informational paragraph for services that Paradigm Pet Professionals can provide along with a button that will link to the “contact us” page allowing for easy navigation by the user to use the contact us page.

**Pet Care:**

* **Cat Owners:** The information on the Cat Care page will be tailored to provide information on feeding over the lifespan of a cat. There will be informational paragraphs for each phase of life along with links for specific food types. The paragraph layout will be spaced evenly allowing for the user to quickly select the specific age range of their pet.
* **Dog Owners:** Users are interested in play and how that can help their pet. There will be informational paragraphs for each section of concern. There will be links in a side bar that will provide more information about good dog toys.
* **Bird Owners:** There will be informational paragraphs for each section of concern. This will allow for quick navigation through the content along with readability. There will be links in a side bar that will provide more information on items and ways to keep birds happy for the user to reference.

**About:**

The about will have a header with the company Slogan. Below that there will be sections showcasing the companies’ values, and the services that they offer. Sections will be separated into columns of information allowing for easy readability and quick navigation of the page.

**FAQ:**

The FAQ will have some common questions for pet owners. The information will be spaced vertically along the page allowing for easy readability and easy addition of FAQs as the site content is updated.

**Contact Us:**

There will be a contact us page that allows the user to quickly provide the required information for a consultation or request.

## A5: Information Architecture

The Information Architecture is set up so that it covers the user’s ability to quickly navigate the site and is readable due to the layout of the content on the page. There are pages for all the required stakeholder needs, and the architecture allows for content upgrades and additions to the site in the future. The contact page will have form fields for all the needed information as required by the stakeholders allowing for them to push their service offerings and providing a fast convenient way for users to contact the company. Finally, the updated layout and ease of navigation will increase SEO while providing a better browsing experience for the user.

## A6: Primary and Secondary Navigation

The primary navigation is the nav bar that is fixed to the top of the screen. This navigation has **Home, Pet Care, About, FAQs.** This provides the user with the ability to quickly navigate to any area of interest on the site.

The secondary navigation Is in the footer of the page. The footer is fixed as has navigation to the companies “privacy policy” and “contact us” page. These links are needed for the site; however, they do not need to be in the main navigation system as they will not be for every visitor.

Both items allow for the addition of new content in the future, and they create a better user experience. The ability of the user to have a better site experience using quick and clear navigation will help drive site visits aligning with the stakeholder’s desire to meeting their site visit goals and help drive consultations.