1. Explain the necessary website functionality and micro interactions needed to meet audience and stakeholder needs.

Stakeholders:

For the owners, users, and customers, the website needs to be easy to navigate, readable, and easy to understand for all device sizes. It will need to include a consultation request form. It will contain a consultation page that provides user information containing name, phone number, email address, and time zone. Additionally, it will contain information about the pet including name, type, and age.

Audience:

The home page will include an overview of what the company does and navigation links to additional pages. Also, it will include important info for each pet: feeding needs based on type and age, activity needed and the benefits for each stage throughout the pet’s life. The website will include the primary and secondary colors and logos of the company. Lastly, the website will be optimized for desktop and mobile devices.

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.

A new page will be added for small animal owners. The page will include information about suitable housing for small pets. The page will have enough information so the customers will be able to decide which environment is best suited for their pet. Since, small animal owner often view the site on a mobile device, the website will be optimized and compatible for mobile devices.

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.

A customer and pet form will be added to a new consultation page. The customer form will include name, phone number, email address, and time zone. The pets from will include name, type, and age. Adding these forms to the website will satisfy the stakeholder need to provide consultation to customers and provide basic care.

The cats page will be updated to include recommendations about the best food for their cat at any age. The dogs page will include activity needs and information about how playing improves the dog’s health. Both pages will be optimized for mobile viewing since, most of the users visit the website on a mobile device.

4.  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 identified in part A2

A screenshot of a computer

Description automatically generated

Note: You can use any tool to create the sitemap, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The sitemap must be submitted as an image embedded within your document.

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

The information architecture meets the stakeholder and audience needs because it is easy to follow, and it includes the requirements requested by the stakeholders. According to the site map, each page will have sections within each page.

For the audience, the information architecture displays the easy navigation and the external links for additional information. The home page will have a link to each additional page and the Dogs page will include an external link about vaccinations for your dog.

6.  Explain the primary and secondary navigational elements required to support the information architecture.

The primary navigational element will be header navigational page links. The links will be positioned across the top of each page. The secondary navigational will be a separate menu from the primary navigational element. It will be located at the bottom of every page within the footer section. The secondary navigational element will link the consultation page to those pages.

1. Explain how these primary and secondary navigational elements each align with audience and stakeholder needs.

The primary and secondary navigational elements align with the stakeholder’s and audience need because the elements make it easy to navigate the website. The primary navigational element’s location will be consistently at the top and the secondary navigational element’s location will be bottom of each page, making it easy to locate. Additionally, for the audience the font will be big enough to read and easy to locate the navigational elements. For the audience it will include the following positional awareness technique:

Positional Awareness Technique:

Once clicked, the page title font in the primary and secondary navigational element will be changed to another color to let the user know what page he or she is currently on. The primary element’s will be changed to silver and the secondary element will be changed to sky blue. It’s demonstrated in the prototype.

Part B:

A screenshot of a website

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