Part I

A. **Determine the information architecture for the new Paradigm Pet Professionals 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.**

   The Paradigm Pet Professionals website requires specific functionality and micro-interactions to effectively meet the needs of both its primary audience and stakeholders.

   Stakeholder and Audience needs: The website must provide clear, structured access to educational pet-care information to support pet owners seeking reliable guidance. This includes categorized content for different types of pets, allowing users to locate information relevant to their needs quickly. This functionality supports **audience needs** by reducing search effort and supports **stakeholder goals** by reinforcing credibility and trust. The website must include a contact or consultation request feature, such as a form, allowing users to communicate directly with Paradigm Pet Professionals. This functionality supports audience needs by providing a clear path to professional assistance and supports **stakeholder needs** by enabling lead generation and client communication. The website must be responsive and accessible across multiple devices and screen sizes. This ensures usability for a wide audience and reflects the stakeholders' commitment to professionalism and inclusivity.
   Micro-interactions are necessary to guide users and provide feedback during interactions with the website. Micro-interactions collectively address audience needs by ensuring ease of use, clarity, and accessibility. At the same time, they meet stakeholder needs by supporting brand credibility, encouraging user engagement, and facilitating communication with potential clients.
Proposed Micro-interactions:

  - A website that is easy to navigate. Make the content readable and easy to understand.
  - Provide basic pet care advice for the most common types of pets and encourage site visitors to contact them for one-on-one consultations with "Pexperts" regarding additional pet health concerns.
  - Reply to consultation requests; they need to know the following about the user: name, phone number, email address, and time zone.
  - Add the pet's name, type, and age.
  - The site adheres to accessibility standards and offers an optimal experience on all device sizes.
  - consistent branding that clarifies companies' values.
  - Navigation elements that include hover and active-state indicators.

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.**

   A new **"Small-Animal Owners"** page will be created to support users who want a pet but have limited space or time. The content will include educational text introducing small animals such as hermit crabs, mice, gerbils, hamsters, guinea pigs, and chinchillas as suitable options. The information will explain

housing requirements, including cages or glass aquariums, as well as essential amenities such as bedding, toys, exercise wheels, food and water dishes, and grooming equipment.

The page will also include guidance on social needs, helping users understand whether a small animal should live alone or with a companion. This content aligns directly with the small-animal owner persona by addressing common concerns such as space limitations, care requirements, and lifestyle compatibility.

Clear headings, concise paragraphs, and supportive images will make the content easy to scan and understand. A call-to-action encouraging users to schedule a consultation with Paradigm Pet Professionals reinforces stakeholder goals by promoting professional guidance while meeting audience needs for reassurance and personalized support.

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.**

The Home Page content would be redeveloped to better meet both audience and stakeholder needs. Currently, the website does not include dedicated tabs for Bird, Fish, and Small-Animal Owners, which limits access to important content. In addition, the FAQs tab is misleading because it displays images of a snake, creating confusion for users.
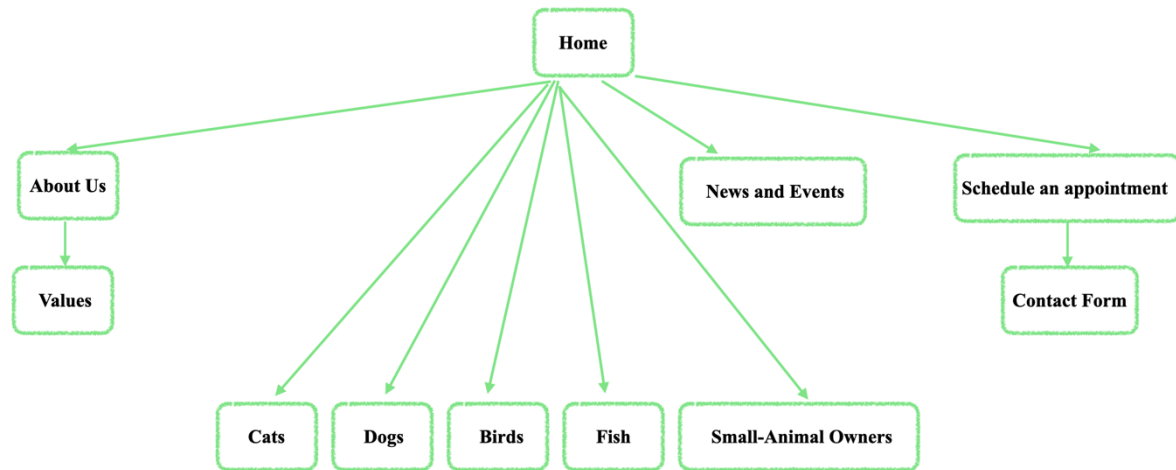
The visual layout of the Home Page would also be improved by centering and organizing content to make it more visually appealing and easier to read. These changes align with stakeholder goals by creating a website that is easy to navigate, professional in appearance, and clear in its messaging.

To further meet both audience and stakeholder needs, pet images on the site would include labels such as the pet's name, type, and age. This provides meaningful context for users while supporting stakeholder goals of clarity and personalization. The redesigned Home Page would also adhere to accessibility standards and be fully responsive across all device sizes to ensure an optimal user experience.

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**

Paradigm Pet Professionals Visual Sitemap

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

The information architecture is designed to meet the needs of both the audience and the stakeholders of Paradigm Pet Professionals. Pet owners benefit from a clear and logical structure that groups pet-related content under a single "Pets" section, making it easy to find information relevant to their specific type of pet. The addition of the "Small-Animal Owners" directly supports small pet owners by providing targeted, beginner-friendly content.

Stakeholder needs are met through a clean, organized hierarchy that improves navigation, reduces user confusion, and presents the website as professional and trustworthy.

The architecture also supports audience needs by providing a dedicated "Schedule an Appointment" page that leads directly to a contact form. This creates a clear and intuitive path for users who want professional guidance, reducing friction and making it easy to take the next step after reviewing educational content. The inclusion of a News and Events page allows users to stay informed about updates and community engagement, further increasing trust and interest.

6. Explain the primary and secondary navigational elements required to support the information architecture.
a. Explain how these primary and secondary navigational elements *each* align with audience and stakeholder needs.

The primary navigational elements are the main menu links that appear consistently across the website, including Home, About Us, Pets, News and Events, and Schedule an Appointment**.** These elements support audience needs by providing a clear and predictable navigation structure that helps users quickly understand the site layout and access key content. Grouping all pet-related information under the Pets menu allows users to easily find content specific to their pet type, including cats, dogs, birds, fish, and small animals.

The Schedule an Appointment link serves as a prominent call to action, supporting audience needs by making it easy to request professional assistance. From a stakeholder perspective, primary navigation helps drive user engagement, encourages appointment scheduling, and presents the website as organized and professional.

Secondary navigational elements support the primary navigation by providing additional access to important information and actions. In the revised sitemap, the Contact Form functions as a secondary navigational element linked from the Schedule an Appointment page. This supports audience needs by offering a simple and direct way to communicate with Paradigm Pet Professionals after reviewing the site content.

For stakeholders, the contact form supports business goals by capturing user inquiries and converting visitors into potential clients. Secondary navigation elements like this improve usability by reducing friction and ensuring users can easily act when they are ready. Together, the primary and secondary navigational elements reinforce the information architecture and support both user goals and stakeholder objectives.

B. 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:
- **site header, including the branding elements**
- **site footer**
- **primary and secondary navigational elements**
- **placeholder text and placeholder images**
- **specific components needed to support the information architecture (e.g., buttons, links, form fields, search bar)**

Logo **Paradigm Pet Professionals**

Evidence-based pet care advice for every pet lover

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View News & Events

Part II

C. 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 the attached "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 the primary and secondary navigation elements identified in Part I 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.

D. 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