

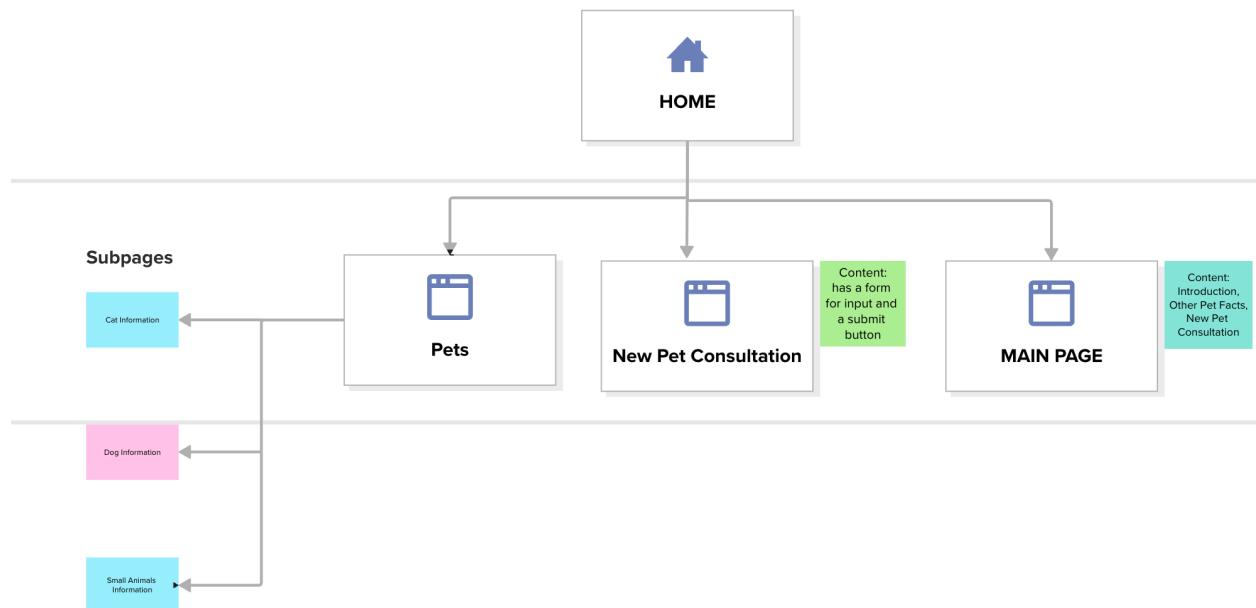
A1.

Once the user enters the website, there is a search bar on the top right for searching parts of the website. The header consists of a logo, a brand name, a search engine, and navigation that are used to convey what Paradigm Pet Professional offers as a business. After scrolling down somewhat to the middle, they will get a brief summary of what PPP (stands for Paradigm Pet Professional) offers as a company that will be visible when they scroll down past the header. They can scroll down or click one of the links for Pet Tips to get to the section where the user can select which pet they have. After clicking the link, which is an image, they will be sent to their specific pet and can view the detailed facts about their pet, which leads to another website. I believe this meets the requirements of the stakeholders because everything is laid out in an easy way to understand and follow, as specified in the requirements. New users entering the website will be able to easily find what the website can offer them.

A2. The type of content used for the new persona is small animals. They will use a single column for mobile devices. Pictures will be used as links to direct the user to more detailed information about the pet clicked in the picture. All buttons will have a touch-friendly user interface. The navigational links will be in a hamburger navigational link with one column and multiple rows. The desktop layout will have a three-column layout. This design is great for the personas because the focus of the users is handheld devices, but dog owners and cat owners are using desktops and mobile devices. So, I believe it would be safe to use both layout designs.

A3. I will remove FAQs because I believe they fail to meet the needs of the stakeholders, as the stakeholders want the users to engage with them for any questions they may have by having them input a few pieces of information about themselves and their pet. While the FAQs are used to predict the user's needs without actually engaging them. The audience wishes to contact the pet consult expert, so the FAQ is not what the user wants. The stakeholders also want an optimal experience of all devices, but I thought it was unnecessary to create model designs for the desktop and the mobile devices because they were the most used.

A4. Sitemap:



A5. This architecture was designed with the user and stakeholder in mind, making it easy for the user to find what they are looking for, which allows the user to easily navigate and, in turn, makes it easy to understand, because it is simple to look at. The architecture displays what new cat owners want to see, such as the stage of life information; it shows the puppy's activity needs; it provides suitable housing for small pets, and shows backing information to support this. Each design has background information and a way for the user to contact us directly for any questions the user may have. All of these are placed in the Pet page and viewed as subpages. This design is consistent and efficient. This architectural design meets the stakeholders' wants for the website by making the website easy to navigate, depending on what device they are currently using, for example, the desktop and the mobile device both have different layouts, which are optimal for the users who use the site, also the study shows that new user visitors also use desktops. Although the stakeholders wanted me to design an optimal experience for all device sizes, I thought it was unnecessary. After reviewing the data on what the user's main device types were, I only use desktop and mobile device optimizations. If the user wants to get more information, they can go to the New Pet Consultation page and put in a request for information. This design allows the user to get one-on-one consultations with additional pet health concerns with our pet experts, just as the stakeholders want.

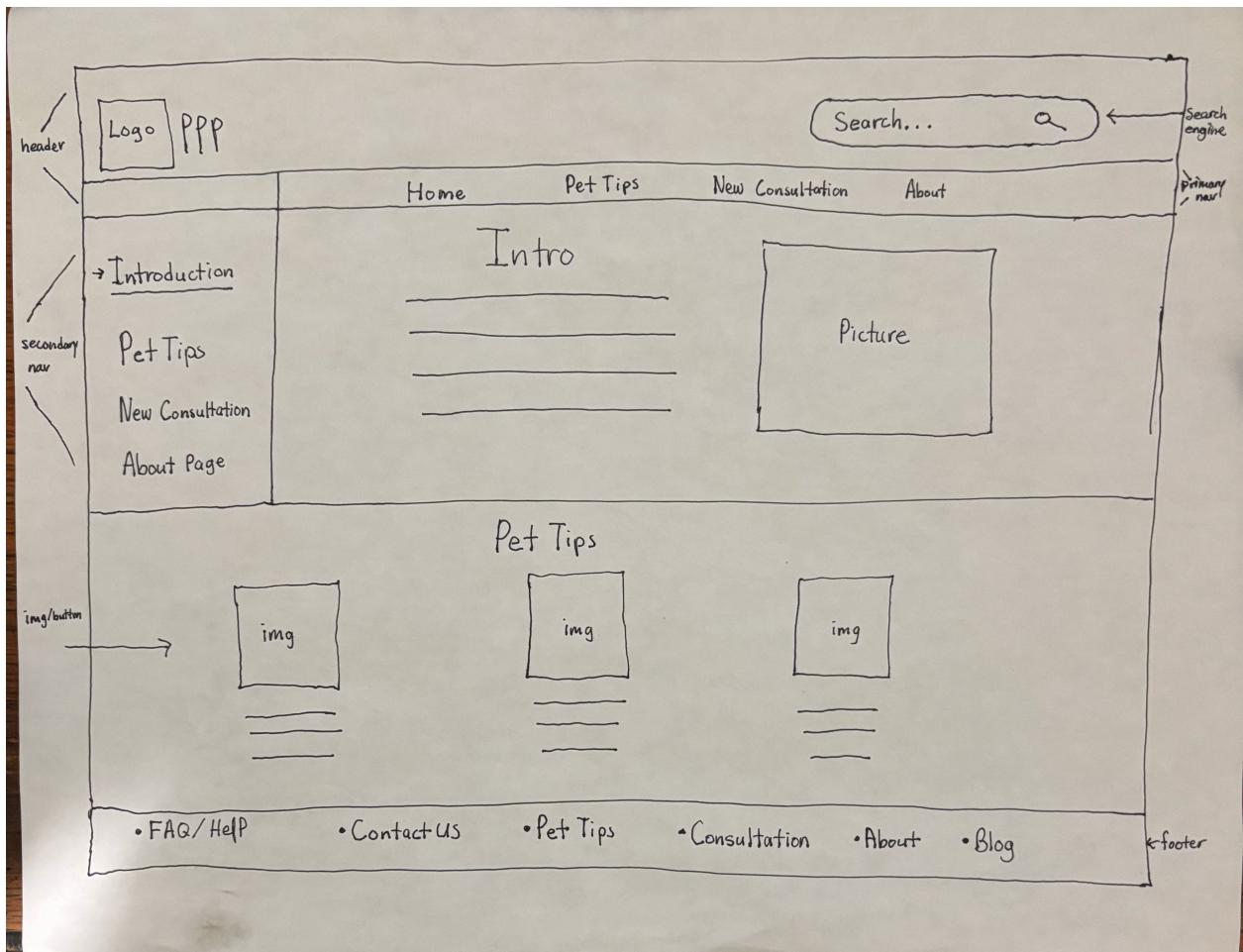
A6. How does it align with stakeholders' needs?

The Primary Navigation requirements must be the most important part of the webpage. So, the desktop view will be a horizontal navigation bar that will take up the whole page, and the second view is mobile view, which will be inside a hamburger navigation, where it is in a single column and multiple rows. The hamburger navigation will consist of Home, Tips For Pets, and New Pet Consultation. The Second Navigation is a link that supports the primary navigation. The Second Navigation will be used as a sidebar or aside, where the content consists of articles of general pet resources and additional information about pets on the main page. The stakeholders want an easy-to-navigate design while making the page easy to understand. Giving the New Pet Consultation as one of the navigations makes it easy for visitors to have one-on-one consultations. The new audience will have a quick overview of what the website can do for them on the main page.

A6a.

For the stakeholders, the primary navigation highlights the main key points that Paradigm Pet Professional wants to display as their business, which is why it is on every page at the top, and its main purpose is to guide the user from the beginning. While the secondary navigation is used for additional information, it is also used to separate the content. For the people using the site, the primary navigation is to quickly allow users to navigate to the essential parts of the site, and the secondary navigation is used to help navigate users to paths in a second way, so the user is not overwhelmed by the main navigation.

B. Mid-fidelity wireframe: Desktop view of the home page.



C1. For the redesign, I need to make a mobile-optimized design that was mentioned in the requirements. Because all visitors on the landing site use handheld devices and only some of them use desktops, I will focus on designing a mobile-first design.

When designing my header, I placed the logo in the top left corner of the page for mobile devices. Because that is where the logo should go. I added the search icon in the right corner. When clicking the search icon, it will move to its own row and will take up the whole row. So, the user can have a full search field to use. For the mobile devices, I added a tab bar to provide a second way for the users to navigate through the sections of the website. But I used a sidebar for the desktop layout. The reason I didn't add this to the mobile layout was that the sidebar would have taken up too much space. For the mobile devices, I gave the image text that is used to identify the image, which is an interactive image that will navigate to another section, and a shadow of the text. I also made the image blurry. When hovering over the image, a pointer finger is displayed to let the user know that this image is a clickable link that is meant to direct to another page.

Home page:

Desktop Home page

Main Page

Company Name

Search.....

Company Name

Introduction

Dog Owners

Cat Owners

Intro

Main Contact Dog Owners Cat Owners

Dog Owners:

Mobile Dog Owners

Back

Company Name

Dog Owners

Title

Label Label Label Label

Name of image

Label Label Label Label Label Label Label

Search.....

Company Name

Pet Tips

► Dog Owners

- Cat Owners
- Small Pet Owners

Main

- Introduction

Dog Owner Contact Cat Owners Main Page

Cat Owners:

The image displays a mid-fidelity wireframe for a pet owner application, comparing mobile and desktop interfaces.

Mobile View (Left):

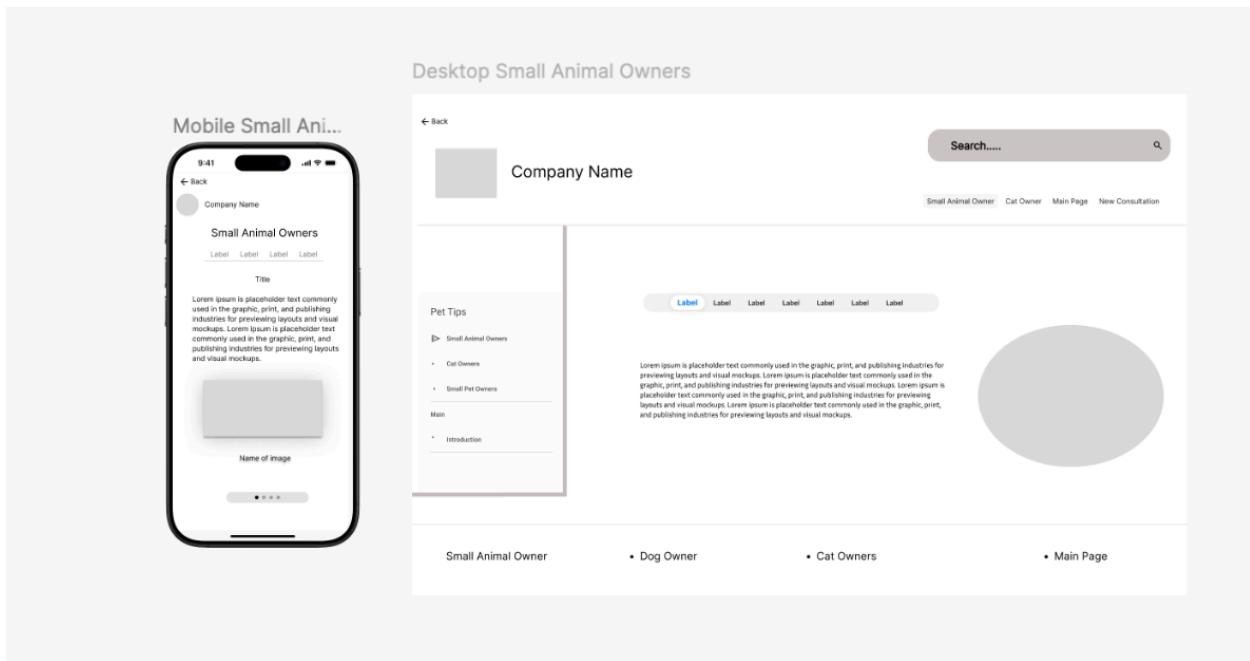
- Header: "Mobile Cat Owners" with a back arrow.
- Section: "Cat Owners" with a back arrow.
- Content area:
 - Placeholder text: "Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups. Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups."
 - Placeholder image: "Name of image".
 - Bottom navigation: Three dots (...).

Desktop View (Right):

- Header: "Desktop Cat Owners" with a back arrow and a search bar labeled "Search.....".
- Content area:
 - Placeholder text: "Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups. Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups. Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups. Lorem ipsum is placeholder text commonly used in the graphic, print, and publishing industries for previewing layouts and visual mockups."
 - Placeholder image: A large circular placeholder.
- Footer navigation:
 - "Cat Owner" (highlighted)
 - "Dog Owner"
 - "Main Page"
 - "New Consultation"

C2. I used small animals as my new user personas, but I gave the user persona a name. This user's name is Kia, and she has a small guinea pig. Kia has had her guinea pig for a while now, but her guinea pig has just given birth. She wishes to learn more about a suitable home for the smaller guinea pig that she has. She also wants to know if she should separate them. So, I created a page for small animals.

Small animals:



C3 This is a contact form that users can complete to request a virtual consultation with pet professionals. I used single columns for the form. I left a space for an error on each input using a message, and I added all the fields required in the requirement documentation. I added a label so the user can know what the input is for, and I added a placeholder example so the user can know how to format the input. This was done for only mobile devices:

