UTM TASK 1: PROJECT PROPOSAL WITH STRATEGIES

A1. Website Functionality and Micro-Interactions Needed

User Needs:
Users need clear navigation, readable pet-specific information, and a responsive layout that works on both desktop and handheld devices. They need organized pages for each pet type, a working search bar, and an easy way to request a consultation.

Stakeholder Needs:
Stakeholders require consistent branding, accessible design, improved SEO structure, and a functional consultation form that collects the required fields (name, contact information, and pet details). They also need a site layout that increases consultation requests.

Required Functionality:
• Primary navigation linking to each pet page
• Updated Dog, Cat, and Small-Animal pages
• A complete Contact form
• Working search bar
• Clear call-to-action buttons on each page

Required Micro-Interactions:
• Hover states on buttons and navigation
• Active-page indicators
• Form validation cues
• Positional awareness
• Responsive resizing across device types

These updates ensure the site meets both user needs for clarity and stakeholder goals for increased engagement and consultations.

A2. Content for the New Page — Small Animal Owners

The new Small-Animal Owners page supports users researching habitat, care routines, and required supplies for animals such as hamsters, gerbils, mice, chinchillas, guinea pigs, and hermit crabs. This persona frequently uses a handheld device, so the content must be brief, scannable, and organized.

Content Included on the Page:

• Short introduction explaining the purpose of the page
• Habitat requirements: cage size, bedding, ventilation, enrichment items
• Daily care: feeding, grooming, water options, exercise needs
• Recommended supplies

• When to contact a Pexpert
• Image gallery using approved small-animal images

Alignment with Persona:

The page matches the persona's primary task—setting up proper housing and care. The structure supports quick mobile scanning and offers a clear path to the consultation form, meeting both user and stakeholder goals.


A3. Existing Content that will be Modified

The current Paradigm Pet Professionals website contains outdated design patterns and scattered content that do not meet the needs of users or stakeholders.

Content to Be Updated or Removed:

• FAQ Page: Combines multiple pet types and creates confusion; users need information located on the correct pet-specific page.
• Homepage Text: Long, unfocused paragraphs will be rewritten into concise sections with clear headings.
• Misaligned Images: Some images do not match personas (e.g., snakes on FAQ); all images will be replaced with persona-appropriate options.
• Broken Search Bar: Will be replaced with a functional search field.
• Navigation Bar: Currently unclear; will be reorganized to match the sitemap.
• Missing Consultation Fields: The Contact form will be rebuilt to include all required fields.

These changes support user readability, improve navigation, and help stakeholders increase consultation requests.

A4. Visual Sitemap

Home Page

Dog Owner Page

Cat Owner Page

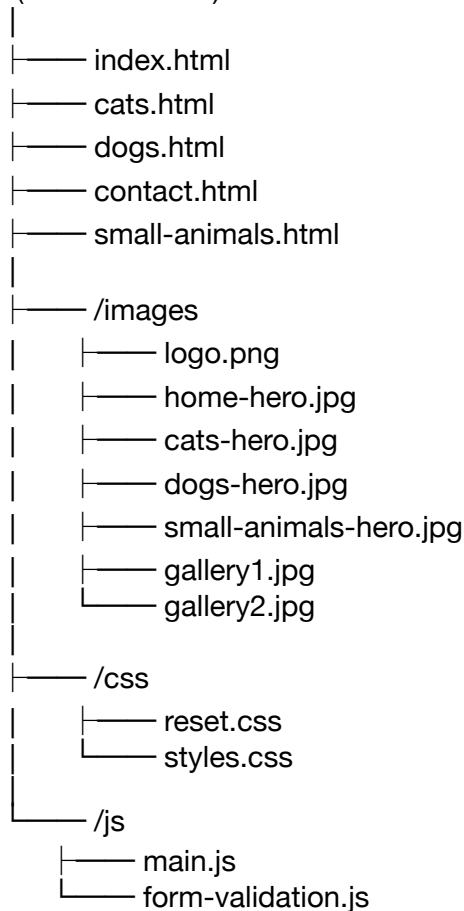**Small Animal Page**

Contact Page
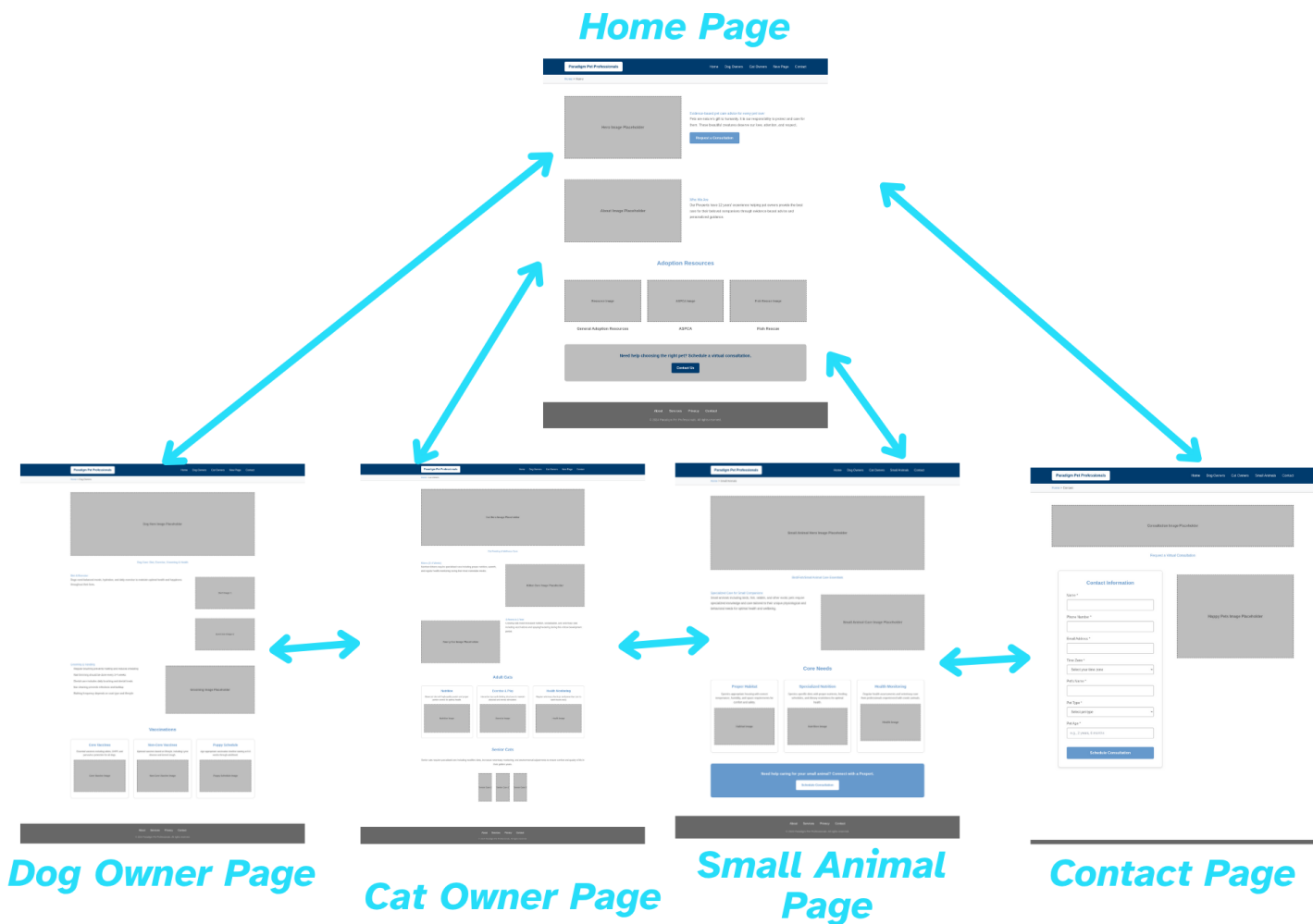
A5. How the Information Architecture Meets Audience and Stakeholder Needs

The new IA organizes the website into predictable, clearly labeled sections. Users can go directly to the page for their specific pet instead of scrolling through mixed content. This improves scanning, readability, and navigation across both mobile and desktop devices.

For stakeholders, focused pages improve SEO, clarify branding, and increase conversions by directing users toward the Contact page. The IA supports the business goal of generating more consultation requests by providing clear navigation paths from informational pages to the consultation form.

PARADIGM PET PROFESSIONALS — FILE STRUCTURE

```
/ (site root folder)
 │
 ├───── index.html
 ├───── cats.html
 ├───── dogs.html
 ├───── contact.html
 ├───── small-animals.html
 │
 ├───── /images
 │      ├───── logo.png
 │      ├───── home-hero.jpg
 │      ├───── cats-hero.jpg
 │      ├───── dogs-hero.jpg
 │      ├───── small-animals-hero.jpg
 │      ├───── gallery1.jpg
 │      └───── gallery2.jpg
 │
 ├───── /css
 │      ├───── reset.css
 │      └───── styles.css
 │
 └───── /js
        ├───── main.js
        └───── form-validation.js
```

A6. Primary and Secondary Navigation Elements

Primary Navigation (Header):
• Home
• Dog Owners
• Cat Owners
• Small Animal Owners
• Contact

Secondary Navigation
• Breadcrumbs
• Footer Navigation Links
• Logo to Home Link (click logo to return to homepage)
• Search Bar
• In-Page CTAs ("Request a Consultation with a Petxpert")

These elements help users maintain orientation and navigate more deeper into the site.

A6A. Alignment of Navigation Elements with Audience and Stakeholder Needs

User Needs:

Clear pet-specific links allow users to reach their required page immediately. Breadcrumbs and a logo-to-Home link support predictable navigation and location awareness.

Stakeholder Needs:

Users remain on the site longer when navigation is simple and intuitive. Prominent Contact links and repeated CTAs support the business goal of booking more consultations.

B. Mid-Fidelity Wireframe

Wireframe Description — Desktop:

• Header: Logo on left; primary navigation on right
• Hero Section: Full-width placeholder image with H1 title and short intro text
• Breadcrumb (below hero)
• Main Content Sections: Three stacked content rectangles with headings + placeholder text
• CTA Section: Wide "Request a Consultation" button
• Search Bar: Top-right aligned
• Footer: Horizontal bar with secondary navigation links

This layout meets requirements for mid-fidelity wireframing and supports both primary and secondary navigation needs.

DESKTOP MID-FIDELITY WIREFRAME

| Logo Placeholder | Home | Dog Owners | Cat Owners | Small-Animal Owners | Contact | Search Bar Placeholder |

Primary Navigation

Hero Image Placeholder

H1 Title Placeholder

Introductory Text Placeholder

Placeholder Text

Breadcrumb: Home > Current Page

Secondary Navigation

Section Heading

Body Text Placeholder

Placeholder Text

Section Heading

Body Text Placeholder

Placeholder Text

Section Heading

Body Text Placeholder

Placeholder Text

Request a Consultation (CTA)

| Home | Dog Owners | Cat Owners | Small-Animal Owners | Contact |

Secondary Navigation