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User Interface Design - D279

**A1.**

**Stakeholders:**

The current website for Paradigm Pet Professionals was initially designed ten years ago, and the stakeholders would like to update and change their website. This website has broken links, must accurately portray the company’s purpose, and has images and information on the wrong pages. Also, this website needs more engaging information for the audience and needs to be more relevant.

The stakeholders need a new website to provide their audience with consultation services to promote their business. The Stakeholder's website should allow the customer to list their information to be contacted. Stakeholders want a website with consistent business branding and lists more outside links on their home page with pet adoption information. This updated site needs to be concise with information and easy to read and comprehend for the audience.

**Audience:**

The current website for Paradigm Pet Professionals has a layout that needs more information about what the company offers. When clicking on some links, this website cannot access other links. When opening the website, pictures of snakes are at the bottom of the page, but information about snakes is needed to inform the user. The FAQs page has a small amount of information on snakes at the bottom, but this needs to be clarified and must be in the right area.

When revamping this website, include what Paradigm Pet Professionals offer to the user, update pages with more related information, and add a new page for fish owners. This updated site will keep the user focused on what it is the company offers and further users' interest in the company.

The cat page on this website will be updated, informing the user of cats feeding throughout their pets' life. The updated page will also provide information on how much to feed and how the food benefits the cat based on the pet's age.

The dog page will focus more on the activities, health, and pet toys for the user's pet dog. There was also information on dog grooming, handling, vaccinations, and medications.

**A2.**

Stakeholders have decided to add a new page to increase interest in this website. This new page will be for users interested in pet fish information. This page will have information on testing and maintenance. Fish owners have always been known to be highly involved with testing and maintenance for home aquariums. This fish page will benefit the audience by providing tips on cleanliness and basic maintainability for the users. This web page will also add updated pictures of fish on this new page. These updates will make this page stand out and have vital information to keep the readers engaged. This page will be very informative for the user and offer easy usability for handheld devices for users.

**A3.**

**Stakeholders:**

The stakeholders need a website that is easy to use and can view on any device. The stakeholders also need the ability to provide the audience with the proper form so the user can contact Paradigm Pet Professionals. Stakeholders need a website with search engine optimization (SEO) to appear as one of the top results inside a browser search engine.

This website needs contact methods to reach Paradigm Pet Professionals for one-on-one pet consultation services. Stakeholders would like to add to their home page contact methods to support their business. Some links on the website currently do not work and must be fixed. When viewing the FAQs page, the user cannot click back on some links. Also, the search bar has the word fetch instead of search. The current website also needs to have a company branding picture listed. I will correct these problems and add a fish page for the audience.

After reviewing this website carefully, I will remove the snakes' pictures on the home page. Also, I will be changing the search bar to look more professional, updating the logo and company overview information, and adding a contact us form and an about us section to the home page.

**Audience:**

With our users in mind, our website needs to improve in many ways. This website has pictures in the wrong places and information about pets in the wrong places. Some links need to be fixed, and there is no contact page. Also, this website must explain what services are offered or provided to the user. These are all significant issues to be concerned about. These types of problems can cause a lot of frustration and confusion for the audience. I will correct these problems and revamp the website for a better experience for the user.

**A4. Visual sitemap**

**A5.**

I developed this architecture to offer a concise and well-structured website for stakeholders and the audience. Both the Stakeholders and the Users need easy to navigate and can be used on various devices. To achieve this, I updated the information and tailored the website to focus on handheld devices for user convenience.

I handled Stakeholder needs by adding a new contact form to support their business and allow the audience to communicate with a pet consultation expert. I fixed the broken links within the navigation bar to optimize the website for the Stakeholders better. These changes made the functionality and usability much better for the audience.

I updated the content and rearranged the pages with handheld devices in mind. Also, I included the new company logo for the Stakeholder's branding and created a new page for fish owners.

**A6**.

The primary navigation on this website is the top navigation bar. This is the primary navigation tool throughout the website. This navigation tool allows users and stakeholders to click and access different sections of this website easily.

Additionally, I provided a secondary feature which is a search bar. This updated website includes a search bar that helps pinpoint places of interest for the audience. This search bar allows users to search the website by typing keywords or phrases.

**6A.**

The primary top navigation bar provides stakeholders with a professional appearance for their website. This primary tool provides links for other pages, organization, and a structure that helps with overall functionality. This tool will give the audience a positive experience and moveability on their website. Also, both the navigation bars show the user what page they are currently on by staying highlighted on the web page.

The primary top navigation bar provides the audience with an immediate, easy way to travel throughout the website. It allows users to access different pages quickly and promptly, which makes time for viewing a page more meaningful and manageable.

**6A. Secondary Navigation**

The secondary form of navigation is the footer navigation. Providing stakeholders with the same links and features that match the top navigation bar, the footer offers the same usability. This navigation bar gives a professional look and feel to the website.

The secondary navigation feature gives the audience quick options to maneuver the website. The search bar feature allows users to pinpoint keywords and phrases to find their interests. The search bar is a great time saver for someone who might be in a hurry and needs to access information fast. This search bar helps stakeholders keep a professional look throughout their web page and accesses more tools for the audience.

**B.**

Here I have two wireframe examples of my website.

One on the left is the desktop version, and one on the right is the handheld version. I included the handheld version with the audience in mind since this project was tailored to a handheld functionality.

