TNM1 – TASK1: Project Proposal With Strategies

James Blankenship

#003462522

User Interface Design – C773

**A.  Using the attached “Paradigm Pet Professional UI Design Specifications” and existing “Paradigm Pet Professionals Website” from the Web Links section, compare the content, functionality, and navigation of the current website to user specifications and evaluate audience and stakeholders needs by doing the following:**

**A1.  Describe how the current website content fails to meet audience and stakeholder needs.**

The stakeholder wants to encourage users to contact them for one-on-one consultations, but nowhere in the content does it state that the users should contact the site owner or provide a way to contact the site owner. The dog page does not meet the user persona’s content needs because it does not recommend anything about pet toys that encourage activity. These stated content problems do not meet the user and stakeholder needs because they do not provide the required content to the users.

**A2.  Describe how the current website functionality fails to meet audience and stakeholder needs.**

The stakeholder and user personas want the website to function properly, but many aspects make the functionality of the site confusing. The search bar element in the navigation does not have the functionality to it, which makes it a useless feature. The hover property on the navigation bar’s elements has a bug, which highlights the wrong active elements. This can lead to users being confused about which page they’re on. The FAQ navigation element page does not link back to the home page via the navigation bar. The page’s branding logo does not bring the user back to the home page when it is clicked on. The current hyperlinks open all the links in the same tab, making users navigate back to our webpage by using the back arrow. There is no way to contact the business with the current website or to obtain the needed information from the users for consultation. These stated functionality problems do not meet the user or stakeholder needs because they do not provide the required functionality.

**A3.  Describe how the current navigation system fails to meet audience and stakeholder needs.**

The stakeholder wants the website to be easy to navigate, but there are many aspects of the site that make navigation confusing. The navigation bar toward the top of the page is not responsive. When scaled down to a smaller device, the navigation bar stays horizontal, and the navigation links are too small to interact with. The FAQ navigation element page does not link back to the home page via the navigation bar. The page’s branding logo does not bring the user back to the home page when it is clicked on. The hover property on the navigation bars elements has a bug, which highlights the wrong active elements. This can lead to users being confused about which page they’re on. The FAQ page changes the order of the navigation elements, making the design of the navigation inconsistent. These stated navigation errors do not meet the user and stakeholder needs because they do not provide easy navigation.

**B.  Determine the information architecture for the new website based on the attached “Paradigm Pet Professional UI Design Specifications” by doing the following:**

**B1. Explain the necessary website functionality and micro interactions needed to meet audience and stakeholder needs.**

The functionality and micro-interactions needed to meet audience and stakeholder needs would include a contact form to send information to the site owner for one-on-one consultations. This will include a link in the navigation bar which will redirect the user to a contact page. The user will then type the required information into the form fields and send it to get a one-on-one consultation about their pets. The other links in the navigation bar will redirect the user to the relevant pages regarding the type of pet they clicked on, or to get answers to commonly asked questions. There will also be hyperlinks in the home page’s content that will link to the relevant page when clicked on. The stakeholder wants the site’s navigation to be easy to use, and the users want to be able to navigate around the site without disruptions or confusion.

**B2. Describe the type of content that will be used for onenew page based on oneof the new user personas, including how the elements of the content align directly to the chosen user persona.**

The content that would be needed to meet the user persona about birds would include information about the relational needs of their birds, so the user can maintain their bird’s well-being. The included content will cover depression and sadness in birds, and how to identify if a bird is ill. The content will recommend where to take the bird if it does become ill.

**B3. 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 pictures of the snakes on the homepage don’t fit the overall content of the website, so they will need to be removed and replaced with bird pictures. The dog page’s content will need to be redeveloped to fit the user persona of the dog owners, including content about dog toys and physical activity. The existing content fails to meet the audience’s needs because it does not have the content the audience is looking for. The persona for the cat page expects to see content that addresses feeding needs and recommendations on the best foods for the cats at any stage. This content is present, so the page meets the persona’s needs. The persona for the dog page expects to see content that addresses the activity needs for their dogs throughout their lifetime, and recommendations for the best pet toys that encourage activity. The current content does not address these needs, so the user persona for the dog page is not met. The stakeholder expects the content to provide basic pet care advice and to encourage the audience to set up consultations. The home page, or any page in general, does not encourage the audience to set up consultations. The home page will need to be redeveloped to accommodate consultations and encourage the audience to set them up. The existing content on the dog page does not meet the needs of the stakeholder either because it does not provide the basic pet care advice that the audience is expecting.

**B4. 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 you identified in part B2**

Timeline

Description automatically generated with medium confidence

**B5.  Explain how your information architecture meets audience and stakeholder needs.**

The information architecture on the home page will have the content the stakeholder and users expect to see. It will explain an overview of what the company does, pictures of the different animals the website covers, and links to the relevant pages. The navigation bar will be on the top of every page, allowing the users to redirect themselves to the pages they need. The pages will only have relevant information about their animal. The contact page will have a form that will allow the user to get ahold of the site owner and set up one-on-one consultations. The audience needs will be met because the existing content on the dog page will be redeveloped to address activity needs throughout the dog’s life, and the content will recommend the best dog toys for physical activity. The stakeholder needs will be met because the content will provide the basic pet care needs the audience is expecting on all pages. There will be two additional pages added to the existing structure, one of which will get information from the audience needed to set up consultations. This contact page will encourage the audience to set up one-on-one consultations. The second page added will be directed toward bird owners and will have content covering the relational needs of the owner’s birds to ensure their proper well-being. This added content will fit in line with the different persona’s needs. The website will be easy to navigate, and the content will be readable and easy to understand. This information architecture will successfully meet all the individual needs of the stakeholder.

**B6.  Explain the primary and secondary navigational elements required to support the information architecture.**

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

The primary navigation will be located near the top of all the pages, having links to the major content pages of the website. This will make the website easier to navigate, meeting stakeholder needs. The secondary navigation will be on the home page, providing links to the other content on the website, with pictures of the related animals included under the links. Both the navigational elements will redirect the user to a page that goes into more depth about the chosen topic. These navigation elements will make the site easier to navigate and find needed information, which will, in turn, meet the user’s needs.

**C.  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 (buttons, links, form fields, search bar, etc.)**

Text

Description automatically generated with medium confidence

**D.  Develop a detailed maintenance plan for the responsive website that aligns with stakeholder needs outlined in the attached “Paradigm Pet Professional UI Design Specifications,” include one maintenance task for *each*of the following:**

**•  efforts to ensure universal accessibility to all site content**

**•  the relationship between written content and SEO**

**•  tasks required to properly maintain the website**

**•  plan for rendering the website on desktop and mobile devices**

**•  SEO strategies for mobile devices**

To maintain universal access to all the site content, we will make sure to meet accessibility standards by testing our content and navigation. We will test the content to make sure it is accessible to disabled users of all kinds and test the navigation to make sure that all the hyperlinks/redirects send the user to the correct page. To maintain the written content and SEO, we must optimize our website to utilize the keywords in the title for efficient web searches. To maintain the website, we must test several things. We must test to make sure our current and future content is aligned with the branding of the company and company goals. We must test the functionality of the website as things get added, so our user experience is not diminished. We must also make sure all our navigation elements link to the correct pages, and there are no bugs in our website. To maintain the rendering of the website on different devices, we will test our website on multiple different devices to make sure our design is consistent and functions as expected. To maintain the SEO strategies for mobile devices, we must make sure our site is mobile-friendly and effectively make use of meta tags. Testing these two things will make sure they are working correctly, ranking us higher on search engines, and bringing more users to our website.