C773 User Interface  
Task 1  
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Stakeholder Needs:

* Easy to navigate and makes the content readable, easy to understand
* Provide basic pet care advice for the most common type of pets
* Encourage site visitors to contact them for consultations with “Pexperts”
* Gather user info: Name, phone, email, time zone
* Gather pet info: Name, type, age
* Site adheres to accessibility standards and works on all device sizes
* Consistent branding and clear values
* Reach 100,000 new visitors to the site in 1 year
* Schedule 150 new consults within 1 year
* Appear on the first page of search engine results when searching “new pet consultation” or “new pet care consultation”
* Expand the site content in 9 months

Audience Needs:

* Home page overview of what the company does
* Improved layout that easily identifies info on the site and links within the site
* Responsive design for desktop and mobile devices
* Cat Owners:
  + Feeding needs based on type, age, diet, etc.
  + Recommendations about best foods
  + Primarily desktop viewing
* Dog Owners:
  + Activity needs of the dog through its life
  + Primarily mobile viewing
  + To understand how play supports health
  + Recommendations on pet toys encouraging physical activity
* Fish Owners:
  + Information on fresh and saltwater testing and maintenance
  + Primarily mobile viewing

**A.** **Content**:

* Stakeholders want the site to be readable, but the font and content size are bulky and overwhelming, especially for a mobile device.
* Stakeholders need the site content to be easily understood, but the content is erratic and not consistently presented.
* The cat audience needs information on specific feeding, but the site does not provide Cat Owners with clear feeding needs based on type, age, diet, etc. There is no section or category that highlights the recommended foods for cats.
* For Dog Owners they want to know about exercise in relation to health, but the activity needs are only vaguely addressed in the current site and toys are not addressed in relation to exercise.
* The stakeholders want visitors to contact them for a consultation, but there is no call to action for the visitor to consult with the “Pexpert” which affects both the stakeholder and audience.
* The stakeholder wants consistent branding and clear values, but there is no clear branding, messaging, or values being presented. There is no explanation of a business or that there is a service being offered, nor how to access that service.

**Functionality**:

* The audience needs to easily identify information, but the search bar function doesn’t work, so that doesn’t help the audience find what they want.
* The stakeholder and audience both want clearly understandable information, but the pages have bulky blocks of content and inconsistent delivery of the information with a lack of organization. tabs do not highlight correctly, and the links embedded throughout the site either open a new tab or a new web page, so visitors are likely to be confused.
* The stakeholders and audience both need the ability to get a consultation, but there is not a function to capture any visitor or pet data, nor to register for a consultation.

**Navigations:**

* The stakeholders want easy navigation, but there are no assistive headings or sections within the paragraphs, embedded links often navigate away to a new web page, the FAQ tab actually changes the order of the tabs – all of which fail to help in keeping customers engaged.
* Stakeholders need to be able to reach 100,000 visitors. There is no page to gather the desired information about a pet or a visitor, so the stakeholders can’t keep track of accounts.
* The audience needs to be able to use desktop and mobile devices, but only the cat owners may be able to navigate on their desktops, whereas dog and fish owners will have trouble on their mobile devices due to the layout, font size, and bulky content.
* Despite the stakeholder and audience needs for consulting, there is no way for a site visitor to actually register for a consultation.

B1. Necessary Website Functionality and Micro-Interactions

* Stakeholders require the website to be easy to navigate and the content to be easy to understand. I will design a modern and simple design layout for the website, which will include a reduced font size, a font type easy to read on screens, break up the content blocks so they’re not overwhelmingly large, add headings above content sections, and keep a consistent design theme throughout the site. Navigation will also be improved so that the page tabs take the user to the correct page, are correctly identified per page, make it obvious which page the user is currently on by highlighting the current tab, and ensure the search bar function works. The improved website will include a micro-interaction of highlighting a link or tab when the user hovers their mouse pointer over it.
* Stakeholders need to gather, and audiences need to be able to provide, user info and pet info for an account and for a virtual consultation: Name, phone, email, time zone, pet breed, pet name, pet age. The updated website will have a forms page dedicated to registering the user, opting for a consultation, and their pet information in creating an account. There will be a micro-interaction of a pop-up welcoming the user and pet when they type in their names and congratulating the user at form completion.
* Stakeholders and audience need the site to work on all device sizes. The updated site will have a desktop version and a simplified mobile version. The mobile version will have a drop-down menu micro-interaction rather than a static selection of horizontal tabs.
* The audience needs accessibility functions such as adjustable font size, adjustable contrast between text, color, and background. There will be an accessibility link at the bottom of the desktop page, and within the menu of the mobile version.

B2.

* The user persona for Fish Owners describes an interest in fresh and saltwater testing and maintenance depending on their type of fish. Fish owners need information on testing and maintaining fresh and saltwater aquarium environments. I will create a new page that includes two main sections: 1) Fresh Water Aquariums, and 2) Salt Water Aquariums. Each of those sections will include two content sections: a) Testing, and b) Maintenance. Those sub-sections will provide testing and maintenance content for the two separate aquarium types.

B3.

* Diagram

  Description automatically generatedDog owners need information on the activity needs of their dog throughout its lifetime. The Dog tab/page currently has a section called “Grooming & Handling” which is not listed as a need of the audience. I will remove this section and instead provide content on the topic of exercise and toys in relation to health as needed per the User Persona for Dog Owners. I will also provide information and a link to the consulting service to meet the needs of the stakeholders.

B5.

Users will land on the Home page and they need to easily identify and understand what information and services the website/company provides. The stakeholders need consistent branding that clarifies their values. I will create a Home page that will provide a background about the company, values, and services. The company’s updated logo, primary colors and secondary colors will be used throughout the site to help meet the stakeholders needs.

On the desktop version there will be a horizontal bar across the top of the page with tabs linking to the major categories (Cats, Dogs, Fish). On the mobile version there will be a menu bar that drops down when clicked/tapped.

Users need to be able to quickly get to the information they specifically want. When the user hovers over a category tab (Cats, Dogs, Fish), a menu will appear with the subcategories. For example, hovering over Dogs will then show subcategories of Diet & Exercise, Grooming & Handling, Vaccinations & Medications. The user can then select one subcategory to go directly to that location in the site. If the user simply clicks the major category, it will take the user to the top of that category’s page.

The navigation bar (desktop) or menu (mobile) will be available on every page in the website to facilitate the needs of the audience. Each page will also include a call to action for consulting services to meet the needs of the stakeholders.

B6.

All site visitors need a home page with an overview of what the company does, and a layout that easily identifies the information available on the site. The stake holders need a site that is easy to navigate with easily understood and readable content, and they need to reach the first page of search engine results.

The primary navigation element will be a row of links at the top of the page. Users need to easily identify where they wish to move within the site and placing the tabs across the top is a conventional and natural design for desktop users. Mobile users will have a drop-down menu to allow for screen size restrictions.

The secondary navigation element will be breadcrumb trails for desktop users. The stakeholders not only want the ease of navigation for the user, which breadcrumb navigation buttons will help provide, but breadcrumbs will also facilitate improved SEO which helps reach the stakeholder goal to be on the first page of search engine results. Mobile users need simple functions to navigate on their screens, so it will only have the drop-down menu to provide simplicity for the user.

C. WIREFRAME

Graphical user interface

Description automatically generated

D.

**D1. Efforts to ensure universal accessibility to all site content**

Task 1: Accessibility-Check to ensure all the website’s accessibility features (i.e., contrast, font size, etc.) are operating correctly on desktops and on mobile devices.

* Stakeholder Needs: the site must adhere to accessibility standards and offer optimal experiences on both desktop and mobile devices.
* Domain: Functionality
* Target: HTML, CSS, Javascript
* Owner: Web developer
* Time: Quarterly
* Assets: Development system, desktop and mobile devices

**D2. The relationship between written content and SEO**

Task 2: Review website ranking in major search engine results (i.e., Google, DuckDuckGo, Bing) and site traffic analytics. Ensure content doesn’t include outdated pet advice.

* Stakeholder Needs: in order to reach the goal to be on the first page of search engine results when users search for “new pet consultation” or “new pet care consultation,” SEO will require regular revision and updating to coincide with traffic analyses.
* Domain: Content, SEO
* Target: HTML, webpage content
* Owner: Web developer and Content Provider
* Time: Weekly
* Assets: Development system and Content Information

**D3a. Tasks required to properly maintain the website**   
  
Task 3a: Review webserver traffic volume metrics to analyze the volume of traffic over time in relation to the website/webserver’s capacity to deliver or require upgrades.

* Stakeholder Needs: in order to continue increasing visitors to the site up to 100,000 in 1 year, the website must be able to handle increasingly higher traffic volume.
* Domain: Performance
* Target: HTML, Javascript, Webserver
* Owner: Web Developer, Webserver Provider
* Time: Quarterly
* Assets: Web server

**D3b. Tasks required to properly maintain the website**

Task 3b: Back up the website for archival purposes prior to undergoing major updates, ensure changes work properly, then perform a second back-up post updates.

* Stakeholder Needs: to provide optimal experience on all device sizes, and in 9 months the site will be expanded with more content.
* Domain: Functionality
* Target: HTML, CSS, Javascript, account info
* Owner: Website Administrator, Developer, Webserver provider
* Time: Monthly
* Assets: Web server, Content Information, Database

**D4. Plan for rendering the website on desktop and mobile devices**

Task 4: Ensure the most recent webserver plugins are installed (update as needed), and perform browser compatibility testing.

* Stakeholder Needs: to provide optimal experience on all devices, desktop and mobile versions
* Domain: Functionality
* Target: HTML, CSS, Javascript
* Owner: Web Developer
* Time: Monthly
* Assets: Development system, desktop, mobile devices

**D5a. SEO strategies for mobile devices**

Task 5a: Test mobile website usability on mobile devices to ensure normal operation,

* Stakeholder Needs: to offer optimal experience for website on both desktop and mobile devices.
* Domain: Performance
* Target: HTML, CSS, Javascript, Webserver
* Owner: Web Developer
* Time: Weekly
* Assets: Development system, desktop, mobile devices

**D5b. SEO strategies for mobile devices**

Task 5b: Re-optimize existing mobile web content, title tags, and meta descriptions

* Stakeholder Needs: to reach the site goal to be on the first page of search engine results when users search for “new pet consultation” or “new pet care consultation.” Content should be fresh and updated, not outdated.
* Domain: Content
* Target: HTML, web content
* Owner: Web Developer
* Time: Monthly
* Assets: Development system