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

In order to meet stakeholder and audience needs, the website must be easy to navigate for the average user. The website must also display easy to read and understand content for all users, including those who need additional accessibility considerations. The content on the site must be easily identifiable and must contains links to the other pages on the website. The website must also be responsive and adjust to all display sizes.  
  
The website must also contain a form for users to submit their information to Paradigm Pet Professionals in order to schedule consultations. The website must also contain visual signs showing what page the user is currently on as well as visual ques to let a user know when something is a link and not just text on the website.

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

The “Bird Owners” page will be a new page for the Paradigm Pet Professionals website.  
This page will contain some information about birds in general, along with a picture, and information on how to identify depression in birds along with information on what to do if these signs are observed. This is important because the personas accessing the “Bird Owners” page are interested in information on the needs of their birds to be sure of the birds well-being.

1. **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 home page will change drastically in this update. When looking at the current home page, it does not currently give much indication of what the point of this website is. It also currently contains very little information and it is difficult to tell that the titles above the pictures are links to the specific animal pages.  
  
The new content featured on the home page will include the mission statement for Paradigm Pet Professionals as well as information letting users know that Paradigm Pet Professionals also offers consultation services to per owners which is the main point of the business. One last addition to the home page is a set of links to third party websites meant assist users looking for guidance on adopting animals.

4.  **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 identified in part A2A screenshot of a cell phone

Description automatically generated

Note: You can use any tool to create the sitemap, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The sitemap must be submitted as an image embedded within your document.

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

According to the Stakeholder needs document, “first-time visitors will leave the site if the layout does not easily identify the information available on the site and link to it’s pages within the website”. The information architecture of the updated page meets this need by having clear page titles in the menu bar. It also has links to each page in the footer of every page. The fonts and information contained in each page is easy to read. The form to the user can submit to receive a pet consultation is easy to fill out with clear labels for each input field.

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

The primary navigational element on the page is the Menu Bar. It appears on each screen and can be used to easily navigate to all the primary pages on the website.

The secondary navigational elements include the linked displayed on each page that link to external websites and the links in the footer of the page that could be used to navigate the website if desired.

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

The menu bar aligns with audience and stakeholder needs because it makes it easy to see all the main content of the website immediately. It is also allows for easy navigation to each page of the site. It is consistent on each page and gives an indication of which page is being displayed by showing an outline around that link in the menu bar.  
  
The secondary navigation links allow the user to easily navigate to other relevant information not contained in the Paradigm Pet Professionals website. It helps make the Paradigm Pet Professionals website a “one stop show” for information on how to be a pet parent.

B.  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 to support the information architecture (e.g., buttons, links, form fields, search bar)

A screenshot of a computer

Description automatically generated

Note: You can use any tool to create the wireframe, such as graphic creation or manipulation software, presentation software, word processing software, or another tool of your choice. The wireframe must be submitted as an image embedded within your document.