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D279

Stakeholder point of view:

A1:

With good contact forms and links within the information provided, as well as social media tags, the stakeholder’s have ways to acquire potential clientele. Contact forms are a good way to get people signed up to email groups, which have been proven to be a great way to increase sales of products.

Using a site like this which caters to pet owners or future pet owners, things like email list and links to products for pets that a user is looking information about, is a good way to advertise.

In terms of QA, in future having a sign up section for the users with validated email address to help minimize spam to the system. Making sure all content and info is correct and up to date.

For good SEO, having pages names correctly which will have clear breadcrumbs for the user so there is no mistaking where they are in the site. Also having proper html sections so screen readers might help search engine find the site better and not be buried.

A2:

The sites pet pages will be filled with information about the animal in question. That is a great place to have links to products aimed for that animal in one easy location. Take fish for example, in the fish page there could be a link to a company’s site that sells aquariums, or meds for ick or even quality hard to find fish food.

A3:

In the current version of the site, there is no footer with menu links for users that are at the bottom of the page, the header navigation bar is currently broke with wrong page tabs being highlighted after being clicked on. The pet images lead nowhere when clicked on and no information about any animals are available. First thing to change I think would be add a footer section with relevant info, change the header navigation section to correctly take the user to the clicked page. Add the same page link functionality to the animal images incase users decide to use that method of web travel. Add a contact and general about section in case the user wants to ask a question. The sites logo in the header and footer will take the user back to the home page when clicked. A search bar and button would be added in the “hero” section for ease of navigating through the site.

A4:

Home Page

Pet Pages

A5:

With the addition of a contact form, there is the option of having the user sign up to an email list which is a great way to advertise new products to customers. Social media links could be added to the footer section so users can keep up to date with the news and announced products that are in the works.

A reworked design will be good all-around making navigation easier and clearer to the user, and better for the company to advertise without being aggressive with the ads.

The search feature allows products to show up not only from the company’s main source, but from outside sites that their products could be sold on like Amazon. This would eliminate needless links all over the site making it look outdates before it even got off the ground.

A6:

The header and footer will share the same navigation functionality. Both will have the company’s logo which if on any other page then the home page, will return the user to the home page when clicked.

Both navigations sections will have links to the available animals for the site. The header navigation bar will have a drop down menu for the animal page options where the footer section will have all the pet page options in the open with no drop down menu.

A6a:

Each page in both the header and footer sections will be the company’s logo, which when clicked will take the user back to the home page.

The navigation sections about link will take the user to the page with all relevant company information as well as a duplicate contact form which functions like the form on the home page.

Proper naming and site building would be used to it is easy to tell where the user is on the site by looking at the address bar in the browser. Having links open in the same tab instead of making a new tab which could lead to the user getting lost with all the open tabs.

With the addition of a contact form as stated above, and the option for the user to sign up to a mailing list, the user has a way to ask questions and the company has a way to send information as needed.

B:

