**A)**

Pet Paradigm Professional website fails to meet both audience and stakeholder expectations in its current state. While the website provides basic information on pet care advice, the site lacks key aspects to fulfil basic standards for a web site.

1. **Failing Stakeholder and Audience Expectations:**

* **No contact page:** No method of contact for potential customers
* **No service information**: Lacks information on what the company does
* **No clearly defined intentions:** Site usage is confusing with no clear direction for purpose or goals.

1. **Website Functionality:**

* **Lack of Validation:** The site fails validation and has multiple typos and issues in the mark up.
* **Search Functionality:** The search bar has no purpose and exists only as an input, misleading site visitors and affects Search Engine Optimization.
* **Accessibility:** The image tags are unclosed with some missing alt text which effects the visually impaired as well as Search Engine Optimization.

1. **Navigation System:**

* **Misdirects:** Navbar incorrectly navigates from FAQ page to Homepage
* **Highlight Errors:** Pages are improperly highlighted in the navbar resulting in a confusing user experience.
* **Mobile Unfriendly:** Mobile version of the site has no changes from desktop view leading to a clunky user experience.

Overall, the site requires a completely overhaul to achieve the goals of attracting new visitors and securing consultations with experts. Significant improvements will need to be made to not only secure new visitors, but to also bolsters user experience, SEO optimization, content clarity and accessibility compliance.

**B)**

1. **Necessary Functionality:**

* **Home page/Landing Page Clarity:** Current home page is ambiguous on the purpose of the site. Streamlining the home page to be concise and provide information on the who/what will need to be established.
* **Navigation:** Proper navigation to the various pages on the site is a requirement for a functioning website. Correcting the improper behaviors will lead to a much better and clear user experience.
* **Services:** A dedicated page on services provided to address user needs. This allows users to understand what the company does and offers.
* **Contact:** To secure potential consultations, a method of contact is necessary for users.

**Micro interaction:**

* **Hover effects/tool tips:** While some usage is seen, a more boisterous and informative usage allows for better accessibility and additional details.
* **Proper Highlight on Navigation:** Allows users to identify where on the site by providing visual feedback on the navigation.
* **Consistent link usage:** Consistent link interactions lead to less confusing interaction for the users.
* **Centering information:** Let the users concentrate on the important information by moving the content towards the center.

1. **User Persona: Bird Owner**

* **Bird Page:** Provides information on the high maintenance requirements and demands of being a bird owner. Unlike dogs and cats, the needs of a bird are much greater resulting in more demand in care and emotional needs. Nutritional aspects, treatment and expectations will be addressed to provide potential owners with much needed information.

1. **Search bar removal**

* The search bar serves no purpose and is unnecessary for both the audience and stakeholder as the contents of the site is straightforward enough to not need it if the other pages are streamlined.

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2. **Architecture**

* With the home page/landing page being used to state the intention and purpose of the site, the individual pages of dogs/cats/birds can delve deeper into basic pet care. This can segue into the contact page for visitors who seek advanced care or consultation. With the about us page added, information for the company can be provided to visitors, streamlining the process for both stakeholders and the audience.

1. **Secondary Elements**

* For this site, no secondary elements will be used to simplify the user experience. By minimizing the number of pages, it avoids clutter and confusion for the audience and helps the user focus on the crucial content rather than a rabbit hole of pages that may disorient some audience members.

1. The primary navigation will only be used until the demand or need for additional is necessary. For example, if additional species of animals are added, having each as a primary will cause clutter in which case all the animals will be turned into secondary elements for specificity with “Pets” becoming a primary element. By keeping this simple, we can fulfil both audience and stakeholder expectation for their goals and intention for the site.

**C)** A screenshot of a computer

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D)

**Accessibility** – Maintain accessibility standards according to WCAG (Web Content Accessibility Guidelines) on a routine basis to ensure accessibility for all visitors. This includes tooltips, alt text, captions and easy to digest content.

**Relationship between written content and SEO** – By utilizing keywords on the individual pages, regularly updating and taking advantage of social media (Sharing, Reposting, Etc.), the website will rank higher in search results and thus creating a stronger relationship between the content and SEO which will attract more visitors.

**Tasks required to maintain** – Maintenance will involve site security and vulnerability as well as stability. Staying up to date on latest standards, ensuring proper back ups and identifying possible points of failure such as libraries, certificates and site performance/reliability.

**Rendering on Desktop and Mobile** – The plan of action for addressing mobile is to develop with mobile in mind rather than a secondary thought. A navbar for example can be tricky to work both on mobile and desktop but this can be trivialized by having a separate navbar for desktop and mobile. By developing both aspects in parallel as you plan and design the site, it avoids complexity and develop in a more modular way that leads to code that’s easier to work on and debug.

**SEO Strategies for Mobile** – Keep up with latest trends and best practices for mobile SEO by optimizing load times, ensure responsiveness and provides seamless access for all visitors.