Paradigm Pet Professionals

Part A.

1. Necessary website functionality and micro interactions needed to meet audience and stakeholders needs

* For stakeholder needs, the website does not have an initial paragraph to state a clear goal or/what services are offered. There is no functionality for the links or form fields for visitors to reach out too. There is also no micro-interactions with the website as well.
* For audience needs, the audience does not know what kind of help is being offered, and the overall statement is not clear. The functionality of the site itself is very outdated, and there’s no option to interact with the audience more. Also, there are images for snakes, but no dedicated snake section. There’s no contact form as well.

1. New user persona content

* The new site created will be surrounding birds based on the new user persona. The new form of users will be desktop users, and it will bring interest for owners that have birds. The following element will be aligned by providing a structure for the information, and hyperlinks to services for bids. The new site will be accessible on all platforms as well.

1. Existing content that will be removed or redeveloped

* First, for stakeholders, the navigation has sections for cats and dogs, and not for birds. I will add more pet options, and of course birds. I will redevelop the search bar as it doesn’t do anything. The information for each section is unstructured, so this will be redeveloped as well.
* For audiences as well, the website does not meet their needs. The search bar is useless, and there are random words within each page that are not concise with what should be offered. There are also words and text for the “dogs” and “cats” sections that are in all caps and italicized. Overall, the grammar needs to be updated, and the flow as well.

1. Sitemap

Pet Paradigm Home Page

Dogs

About Us

FAQs

Birds

Cats

0-4 Weeks

Overview & Contact

Information

Diet & Exercise

Q&A

4 Weeks – 1 Year

Grooming & Handling

1 Year – 7 Years

Vaccinations & Medications

7 Years +

1. How the information architecture meets audience and stakeholder needs

* My new information architecture will meet stakeholder needs through meeting clarity, relevancy, and structured information on all pet sections. The company will have a better overview, customers will have a better understanding, and the entire site will be easier to navigate. The website will bring more pet options for navigation, better detail, and better coloring.
* The new information architecture will meet audience needs by offering true functionality to the new website. Content will be organized in a friendly manner and follow a planned design. Pets will be divided, and there will be resources as well with clear labels to prevent confusion. The information will flow in a natural manner with structure to help the audience.

1. Primary and secondary navigational elements

* The primary and secondary navigational that are required to support the information architecture will be correct navigational links for pet sections such as “cats”, “dogs”, and “birds”. There will also be a set of links and labels added to the pages to give audiences a way to quickly access the correct information as well. The secondary navigation will include links to the company’s overview/contact info as well. FAQs will be a secondary element in this case.
* For stakeholders, the navigational elements will align with such needs through creating the organized, structured pet sections which will have an easy flow to the eye. These same elements provide audience needs by having structure to the sections they need. This makes it easily accessible for the audience, and the navigation menus will be clear on all platforms.

Part B.

Wireframe

