

Project Proposal with Strategies – Task 1

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User Interface Design—C773

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A1: Unmet Content Needs of Audience and Stakeholders

The owners of Paradigm Pet Professionals expressed a need to revamp their old and lackluster website by making the content easier to read, understand, and navigate. After discovering the website, one would have difficulty reading, understanding, or navigating the perplexing fonts, broken links, and unorganized content scattered throughout the website. It is an endless maze that would baffle even the most experienced website user. The italicized fonts detract from the website's message and confuse the reader, the opposite of what the owners expressed in their need to make it easier to read and understand. The stakeholders also expressed the need for the website to highlight their brand, which displays their values. However, the website leaves the visitor with more questions about what the website is about, much less about the company's values or brand. The current website does little to educate visitors about what Paradigm Pet Professionals represent, their services, or how they can benefit from using them. The visitor will leave after visiting the homepage due to the lack of content, confusing navigation, and poor design.

A2: Unmet Functionality Needs of Audience and Stakeholders

Along with lacking content, the Paradigm Pet Professionals' current website also struggles with unmet functionality needs. The stakeholders need a modern website that uses professional web forms to gather clients' information. The forms must gather potential clients' names, phone numbers, and email addresses, as well as their pets' names, types, and ages. The current website neither takes advantage of gathering this information nor gives visitors a means to contact Paradigm Pet Professionals with any questions, business inquiries, or information about consultations or products. Currently, the site's visitors do not have a way of contacting Paradigm Pet Professionals. The website does not list phone numbers, email

addresses, or physical addresses. Even if the visitors were interested in the company's services, they would not be able to contact them due to the lack of company information or contact forms.

A3: Unmet Navigation System Needs of Audience and Stakeholders

The stakeholders of Paradigm Pet Professionals wanted their new website to be easy to navigate and supported by modern devices such as desktops, tablets, handhelds, and smartphones. The current links are far from being easy to navigate because they are broken links and do not allow visitors to return to the homepage once they leave. The embedded external links do not guide visitors to the correct websites but take them to other links listed previously. The users never develop positional awareness because of the lacking navigational tools used throughout the website, creating a poor user experience. Additionally, the website does not use responsive web design, making navigation difficult using anything other than a desktop computer. A mobile device user must scroll using the horizontal menu bar to see the entire web page. The website does not use modern accessibility standards. The fonts are unreadable because they are too small to see or click on using a mobile device. The color contrast between the fonts and background color also makes it difficult to see for people with visual impairment.

B1: Functionality and Micro Interactions

To resolve the above issues, developers must fix the website's functionality and add micro-interactions. Micro-interactions are strategically placed events that create user engagement and guidance and promote a positive user experience (Western Governors University, 2022a). The stakeholders want to create more one-on-one consultations, so they

need the website to acquire users' information, such as names, contact details, and pet information. Developers will create a navigation link to gain this information. It will direct the visitors to fill out a simple website form in which they give their contact information. It will be easy to use, and the form will help users fill it out. For example, simple instructions will appear as they fill out the different fields explaining what information they need. If they make a mistake on the form, then a polite suggestion will assist them. The form will also ask them to join an email list to receive exclusive offers, promotions, upcoming events, and tips on caring for their beloved pets. Another feature will encourage audience engagement by adding a "Refer-a-Friend" link to the website. New customers can refer their friends to the website, which will help the owners reach their goal of achieving 100,000 new visitors to the website in the next year.

B2: Content for New Page

When we think of household pets, we typically think of dogs and cats. For many people, however, birds, fish, and other small animals can also be members of their extended family. Adding another page highlighting the diversity of household pets will bring much-needed interest to the website. A designer will add a new bird owners page to the website to reflect this additional content. The web page will highlight the user personas' interest in birds' relational needs and how to care for their well-being. Bird owners visit the site using desktop devices and want to experience the website using a variety of web browsers. The developers will want to use best practices with responsive web design guidelines and accessibility standards to meet the users' needs. We want everyone to enjoy the website and take full advantage of the "Pexperts" at Paradigm Pet Professionals. The new page will include

pictures of various birds, information on how to care for their well-being—both physically and emotionally—and other tips on caring for them.

B3: Explanation of Content Removal or Redevelopment

The FAQs page does not contain enough information to be a standalone web page. The designer will remove the page and add the information to the rest of the website. If there are more questions from the visitors, we can revisit the idea of having a FAQs web page in the future. Right now, the sparsity of the web page content makes the web page look vacant and unprofessional. It does not meet the needs of the stakeholders or the audience by filling an empty page with enlarged text only to have a FAQs web page on the site. It is best to come back to it in the future when there is more information to add to the web page.

B4: Visual Sitemap.

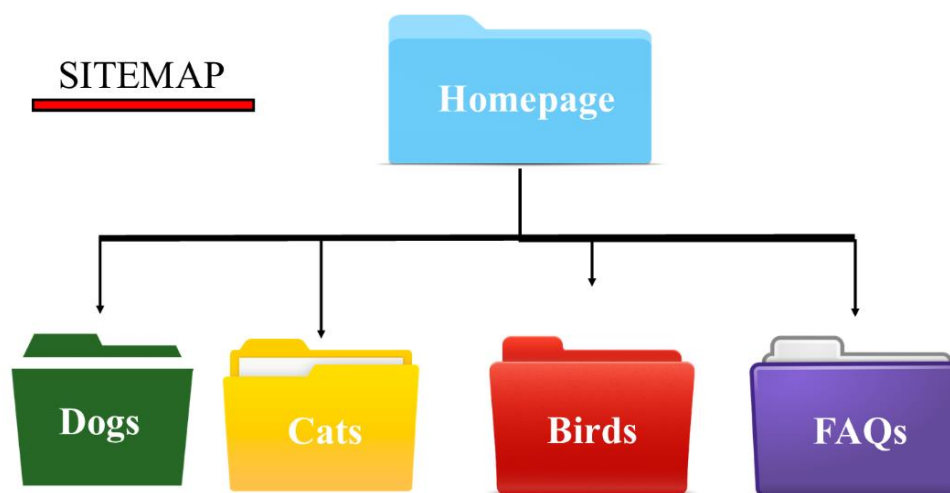


Figure 1. The Sitemap for Paradigm Pet Professionals

B5: Explanation of Audience and Stakeholder Needs

The stakeholders and the audience require the new website to have a logical and easy-to-use information architecture. Information architecture is the ability of a website's content to be well structured and laid out for easy navigation (Western Governors University, 2022b). The information architecture needs to have an intuitive feel where users can feel comfortable navigating all pages within the website. After redesigning the new layout of Paradigm Pet Professionals, visitors will experience a more efficient navigation process and have a greater positional awareness of the website. The sitemap depicts the visitors' location and how to navigate back to the homepage and the other pages. The sitemap also guides web developers in designing the most efficient website that meets the needs of both the stakeholders and the audience.

B6: Navigation

The new navigational elements will incorporate a horizontal navigation menu bar and a vertical navigation menu bar on all web pages. The primary navigation menu bar is on top of the website, below the company's name and logo, and runs horizontally across the screen. The secondary navigation menu bar runs vertically down the left side of each web page. The secondary menu will change with each page and function as a signpost to help the users get back to the main homepage and navigate the website. In contrast, the primary horizontal navigation menu will be consistent throughout the entire website acting as the primary navigation tool.

B6A: Audience and Stakeholder Navigation Needs

After redesigning the website, visitors will no longer be confused about their location

within the website. Designers will add new navigational elements to each page. These elements will inform users of their current location and how to navigate back to the main homepage or continue to other web pages. The new and improved website meets the stakeholders' and audience's needs because it will make navigation more accessible and engaging. Also, it generates more conversions by having visitors stay longer, fill out the contact forms, and recommend their friends visit the website. The modern design meets the stakeholders' needs by generating the one-on-one consultations they want. The visitors will stay longer and fill out the contact forms so one of the "Pexperts" can reach them. We have designed the primary navigational elements to be easier to navigate and easier to read. The stakeholders will find that each tab on the primary navigation menu bar highlights and reflects the users' current location within the website. The enlarged tabs and fonts on the horizontal navigation menu bar make it easier for users to read. More importantly, the highlighted tabs on the primary navigation menu create extra positional awareness. The primary navigation tools will meet the stakeholders' needs by creating a better user experience for the visitors. They can navigate the site easier and find the online contact forms where they can schedule a consultation with one of the "Pexperts."

The primary navigational elements also satisfy the audience's needs by making navigating the website more accessible. The primary horizontal navigation menu makes it easier for the users to find their way around the website. The users need to find information about their pets. The links on the primary navigation menu will make finding that information more straightforward and less confusing. The users can click on the desired link on the primary navigation menu, and a new page will open with the information. The users will

know which page they are on because the highlighted tab displays the location. The users will experience a smoother time finding the website's content. Therefore, they will want to stay longer, navigate to additional pages, and fill out the contact form for a one-on-one consultation.

We have designed a hamburger sidebar menu (one that slides out from the left when clicked on) as the secondary navigational element. This secondary navigational element will not be visible until a user clicks on the hamburger icon located in the upper left area of the navigation menu bar. This secondary navigational element will meet the needs of the stakeholders because it will function as an additional navigation menu within each web page. It will include additional links to the "About Us" and "Contact Us" pages. These two links will be vital for the stakeholders because they will provide visitors the information about the company's brand, services, and contact information for scheduling a one-on-one consultation. The secondary navigation menu will meet the audiences' needs by giving them additional resources for locating information about their pets and contact information for reaching one of the "Pexperts" at Paradigm Pet Professionals. Like the primary navigational menu bar, the vertical sidebar menu will have each link highlighted, informing the users of their location within the website. The secondary navigational elements meet the audience's needs because they create a smooth and pleasant user experience by guiding them to the "Contact Us" page. They can then fill out the contact forms for one of the "Pexperts" to contact them.

C: Wireframe

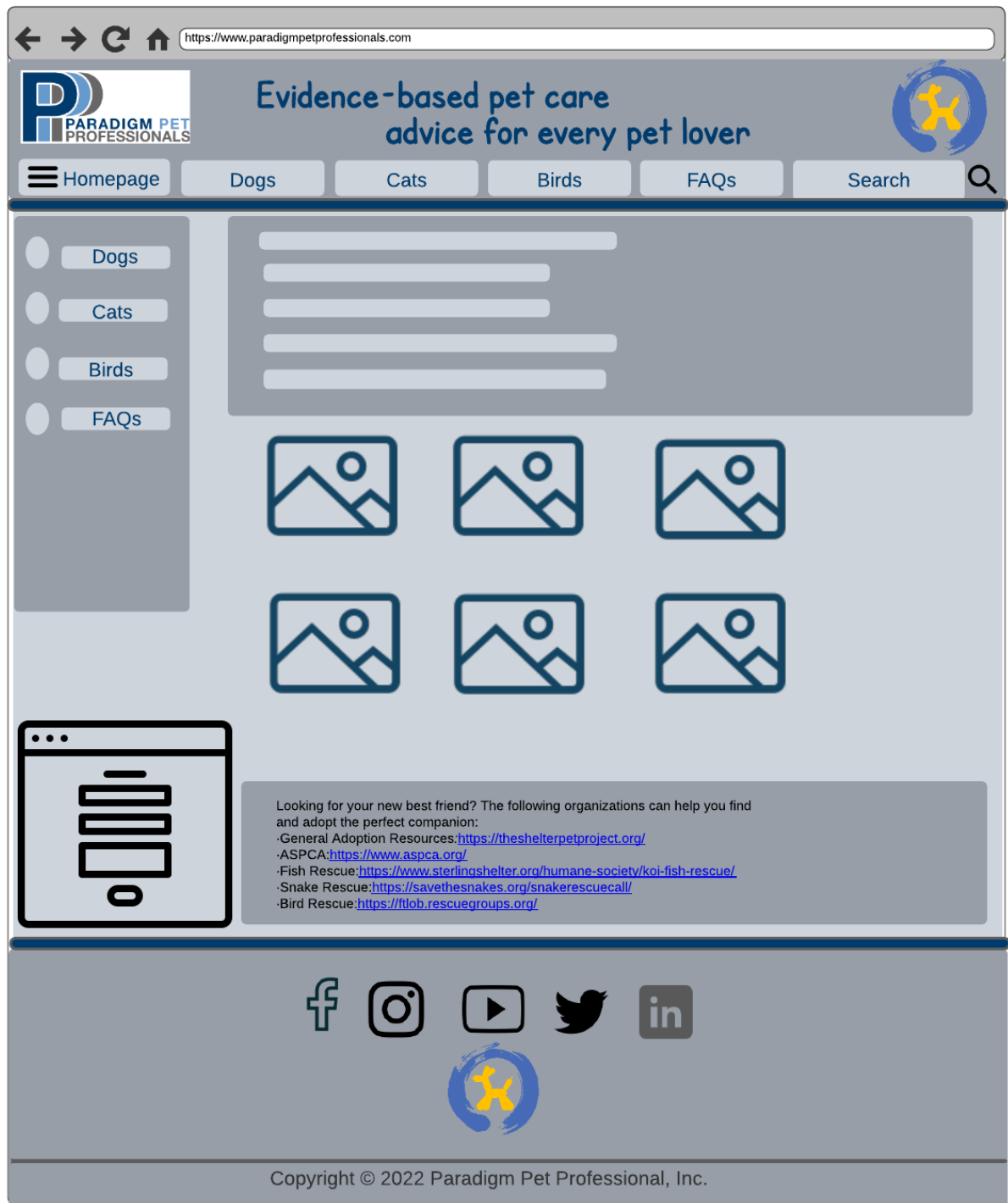


Figure 2. The Wireframe for Paradigm Pet Professionals

D: Maintenance Plan

After the website is complete, we must continuously maintain its content, functionality, and accessibility standards. The web developer, the website's owners, and the web service provider will work to maintain the website by creating a guide for developing pre-planned maintenance tasks for website repairs, testing, and SEO optimization. The Website Maintenance Plan consists of four main categories: content maintenance, performance maintenance, functionality maintenance, and user feedback (Western Governors University, 2022c). On a monthly schedule, the web developer will check the hyperlinks for accuracy and make sure they are still active and not broken. The web developer will record the task in the maintenance plan. Depending on how often the content changes, the web developer will also work with the content provider of the website to update any needed graphical or content changes. Of course, the web developer will maintain these tasks as needed, so it is essential to maintain accurate records of how often the content changes and updates. The web developer must evaluate the HTML, CSS, JavaScript, and website functionality yearly for any issues. The web developer and the web service provider will also inspect for any vulnerabilities, security issues, and general code issues that could cause functionality issues in the future. The website must maintain standardized HTML, CSS, and JavaScript as the world continues to rely on handheld devices like smartphones and tablets. The website must use responsive web design to build a flexible website whereby all users can enjoy it no matter their device. The Website Maintenance Plan must reflect these changes by keeping current and evolving with newer technologies. It will also need to keep ahead of any changing legislation and laws regarding accessibility standards so that people with disabilities can enjoy the website.

Not only does having a Website Maintenance Plan benefit the stakeholders and audience by maintaining a healthy website, but it also allows for better search engine optimization (SEO). By keeping the website free of broken links, deleted content, poor code, and slow speeds, a website places higher on search engines, such as Google, Bing, and Yahoo (Western Governors University, 2022d). Maintenance of the website's content, links, and code is crucial for web search engines to look favorably at the website, resulting in more users and potential customers. For this to occur, the website must use responsive web design and ensure the site is universally accessible to everyone. It is also essential that the website maintains current content and code that meets global standards. Search engines look for specific keywords in the body and meta tags of HTML code, so adding these keywords result in increased search engine optimization (Western Governors University, 2022e). Maintaining the website's functionality and accessibility standards will achieve higher search engine results and maintain a successful online presence helping people with their pet care needs.

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