­

**Paradigm Pet Professionals: Website Redesign Proposal**

Kiem Bui

College of Information Technology, Western Governors University

Name of Instructor

February 24, 2024

**Paradigm Pet Professionals: Website Redesign Proposal**

# Functionality and Micro Interactions

## User Needs

In order to meet the needs of all users of this site, the landing homepage needs to provide a quick overview of what the company does, and the information available on the site.It also needs to present well on both desktop and handheld devices. Users also need the site to use consistent linking and layout.

For cat owner users, the cat page needs to have information relating to the feeding needs for their cat. It should include food recommendations based on cat type, age, diet, and health at any stage. The page should rpesent well on desktop devices.

For dog owner users, the dog page needs to have information relating to the activity needs of their dog throughout its lifetime, and advice relating to how play can support the dog’s health. It should also have recommendations about pet toys that encourage physical activity. The page should present well on handheld devices.

For bird owner users, the bird page needs to have information about the relational needs of their bird to ensure its proper well-being. It should present well on desktop devices.

For fish owner users, the fish page should have information about fresh and saltwater testing and maintenance based on the type of fish housed in their aquarium. It should present well on handhelds devices.

For small animal owner users, the small animals page should have information about suitable housing for their pets. This information should relate animal characteristics and products to proper housing environments. The page should display well on handheld devices.

## Stakeholder Needs

To meet the needs of stakeholders, the site needs to be easy to navigate and have content that is readable and easy to understand, and it needs to have basic pet care advice for most common pet types. The site needs to adhere to web accessibility standards and should offer an optimized experience for all device sizes. The site also needs to have some sort of search engine optimization (SEO) in order to be on the first page of results when pet owners search for “new pet consultation”

The stakeholders also need the site to encourage them to contact the company for one-on-one consultations to “Pexperts” regarding additional health concerns, and should use a a contact form to ensure the site gets the user’s name, phone number, email address, and time zone; The contact form should also have inputs for the pet’s name, type, and age.

Finally, the stakeholders need to match the new specified branding provided in the design spec (colors and logos).

# Content for New Page

One new page to be added is the fish page. It will contain paragraphs containing the provided information included in the design specification. The text will be broken out into paragraph elements, and the provided pictures will be included to break up the monotony of the text. The pictures should have alt text and tooltips to meet accessibility standards. The provided information meets fish user persona’s needs for information about fresh and saltwater testing / maintenance. The page should also have a mobile version, as most fish owner users use handheld devices.

# Content Redevelopment

## All Pages

All current page content does not match the new branding color scheme. This fails to accomdate the stakeholders’ needs for the site to adhere to the new branding scheme and logos.

### NavBar

The NavBar on all pages needs to be redeveloped. It does not correctly reflect current page the user is on. On some pages the nav links reference the incorrect page, and on other pages the order of links in the NavBar changes. Finally, the NavBar on mobile is horizontal and the items in it do not expand to fill the width of the device, resulting in a small touch area on links and a poor handheld experience. The search bar can also be removed, as the NavBar can handle the navigation needs for users, and it takes space the NavBar can use for links.

#### User Needs

Users need a consistent layout and consistent linking to all pages on the site. The current NavBar fails to meet these needs. Users also need a pleasant handheld experience, and the current NavBar does not adjust to accomdate handheld devices.

#### Stakeholder Needs

Stakeholders also need the site to be easy to navigate, and the current NavBar fails to address this. They also need content to display well on handhelds, which the current NavBar doesn’t.

## Home Page

The home page needs to have its content completely reworked.

### User Needs

Users need the home page to provide information on what the company does and what information is available on the site in the home page, and the current content fails to address this, as it provides unrelated / too specific information. The content also does not contain any overview of what the company does or a general summary of the information available on the site, and the current content is too pet specific and should be handled by the NavBar.

### Stakeholder Needs

Stakeholders need the site to be easy to understand and navigate. The current homepage is confusing with content that is too specific and images of snakes that don’t make sense.

Stakeholders need the site to direct to schedule consults with Pexperts, and to have a contact form for users to put in contact info. As we want to encourage users to schedule consults, this information should be available on the home page, and the current home page is missing this information.

Stakeholders need the site to adhere to web accessibility standards, and some images on the home page lack alt text and tooltips. This needs to be addressed.

# Proposed Site Map

## Information Architecture

### User Needs

Users need to quickly see what information is available on the site, and the new NavBars will provide clearly labeled links that display all information available on the page.

They also need a quick overview of what the company does. The first page to load when opening the site will be the Home page, which will address this need.

Persona specific users need to be able to quickly get to information about their pet. The NavBar will provide clearly labled links that will easily direct them to the page they’re looking for.

### Stakeholder Needs

Stakeholders need the site to be easy to navigate. The new NavBar provides clearly labeled targets to navigate to, and the links will be properly labeled to quickly direct users to the page they’re looking for.

## Navigational Elements

### Overview

The new site will have a single NavBar that will be displayed at the top of all pages, and will be split into 2 sections: a left aligned primary navigation menu, and a right aligned secondary navigation menu. The primary navigation menu will have links to the home page and links to the pet page for each specific user persona. The secondary NavBar will have the links to the FAQ and Contact Us page, where users can schedule a consult. The element linking to the current page displayed will be indicated with a change in background color, the text being highlighted in bold, and the link being unclickable.

On mobile devices, the NavBar will display as a flyout hamburger menu, and will have a vertical orientation. The primary and secondary navigation menus will be top and bottom aligned, respectively.

Each page will have a header and footer using the logos from the design spec. These logos will also link back to the home page.

### User Needs

Users are coming to the site for information about the company, and for information specific to their pets. Grouping the home page along with the pet owner pages in the primary navigation menu will display these links prominently and make it easy for users to find the page they’re looking for. The inclusion of headers and footers on each page that have logos that linking back to the home page will also make it easy for users to find information about the company.

Users need the site to display well on mobile devices. Having the NavBar display as a vertical flyout hamburger menu will address this by maximizing screen real estate.

### Stakeholder Needs

Stakeholders need users to have a place for users to put in contact info and schedule a consult. The new NavBar and Contact Us page will provide this, and a link to the Contact Us page will be displayed on all pages in the site.

Stakeholders need the site to be easy to navigate. Splitting the NavBar into two sections, while putting the content most relevant to users in the primary menu will accomplish this. Changing the style of the element in the NavBar for the currently displayed page will also add positional awareness for users, making the site easier to navigate as well.

Stakeholders need the site to display well on mobile devices. Having the NavBar display as a vertical flyout hamburger menu will address this by maximizing screen real estate.

# Wireframe

## 