

A1. Unmet Content:

Stakeholders:

The current version of the Paradigm Pet Professionals website does not meet the stakeholders' content needs because it does not have consistent branding. The home page does not have a way for customers to contact Paradigm Pet Professionals, nor does it state what services Paradigm Pet Professionals offers. The stakeholders would like consistent branding throughout their website that displays their values and mission statement. The stakeholders would like to provide additional resources on their home page to direct the audience to other web pages for commonly asked questions and information regarding the pet the audience is interested in researching. The current website does not provide enough content and information to keep the audience engaged and seeking the services that Paradigm Pet Professionals offers. The existing website has some irrelevant content on the home page, which includes pictures of snakes when there are no tabs indicating information about snakes. The images of snakes are out of place. The stakeholders would like to show up first on a search engine when pet owners search for "new pet consultation" or "new pet care consultation". I will add these critical terms to the home page content to satisfy the stakeholders' needs to improve search engine optimization (SEO).

Audience:

The current version of the Paradigm Pet Professionals website does not tell the audience what services Paradigm Pet Professionals offer. For example, pictures of snakes toward the bottom of the existing home webpage could confuse the audience. If the audience is looking for snakes, they will be disappointed to learn that there is no information about snakes on this website (aside from a small paragraph on the "FAQ" page that seems out of place). The current version of this website does not tell the audience what services Paradigm Pet Professionals offer. When redesigning this website, I would like to include the services that Paradigm Pet Professionals provides, along with relevant pictures. The current website design lacks enough content to hold the attention of the audience. By adding updating the website with more information about cats, dogs, and birds, the audience will spend more time learning on the website and have the ability to contact Paradigm Pet Professionals.

Our cat owner audience needs to learn and understand feeding needs throughout their cat's lifetime based on the type of cat, age, and diet. They would like recommendations regarding high-quality foods to meet the health needs of their cat at any stage. The cat owners are not interested in the history of cats. Therefore, I will be removing the irrelevant history content from the webpage. There are no specific recommendations for brands that cat owners should investigate purchasing to keep their cat healthy throughout its lifetime. I want to add this information for the audience.

Our dog owner audience is more interested in the activity needs of their dog throughout its lifetime. They would like to learn how play can help their dog stay healthy and are interested in

recommendations regarding pet toys that encourage physical activity. The dog owner persona did not state that they are interested in grooming, vaccination, and medication advice. Therefore, I will remove this content to make the content on the webpage more relevant to the audience.

Our bird owner audience is interested in their bird's relational needs to keep it healthy. There is currently no bird page available on the website. I will be adding this information for the audience.

A2. Unmet Functionality:

Stakeholders:

The stakeholders need the website to have a contact section with the ability for users to reach out to Paradigm Pet Professionals via a user-friendly form, provide space for the audience to provide the information the shareholders are requesting, adhere to accessibility standards, and offer an optimal experience on all devices.

The stakeholders would like the website to have search engine optimization (SEO) and to appear higher on the search list via search engines like Google.com; specific keywords will need to be included in the content of the webpage. The stakeholders would like to appear at the top of search engine results when the audience searches for “new pet consultation” or “new pet care consultation”.

At its current state, the website does not provide a way for the audience to contact Paradigm Pet Professionals. The stakeholders would like to add and would benefit from a contact form that is linked to the “home” page for convenient access by the audience.

Audience:

The audience needs a way to contact Paradigm Pet Professionals. I want to add a contact form to allow the audience to reach out to Paradigm Pet Professionals for help regarding their pet. The contact form will replace the “FAQ” page and will be linked in the header, home page, footer, and in every individual pet webpage.

A3. Unmet Navigation System:

Stakeholders:

The current navigation system fails to meet the stakeholder's needs because it is not fully functional. For example, the “FAQ” page does not link with the “home” page. Therefore, the audience cannot access the “home” page from the “FAQ” page. In addition, the footer section of the current website is missing. I want to correct all broken links as well as add a footer with embedded links as a secondary navigation menu within the navigation system, I would like to

add “Bird” and “Contact” webpages and remove the “FAQ” webpage. The primary navigation menu will only have four sections; the “Home” link, a drop-down menu labeled “Pets” (within this menu are the “Cat”, “Dog”, and “Bird” webpage links), a “Contact Us!” link, and a search bar. The secondary navigation menu will be in the “footer” of the webpage and will not have any drop-down sub-menus.

Audience:

The current navigation system does not meet the audience's needs because some links do not work correctly. For example, the “FAQ” page does not lead the audience back to the “home” page when the “home” page is selected from the “FAQ” page. The website also lacks a footer. The audience would benefit from having more than one navigation space, so they do not have to scroll up to the top of the page to navigate to another webpage within the website. By adding a secondary navigation option for the audience, we are improving their overall experience by getting the information they need from the website.

B1: Functionality and Micro-Interactions:

Stakeholders:

It is in the best interest of the stakeholders that the website functions properly, as this would lead to a less frustrating experience for the audience and the potential to generate clientele from their website. All the links and buttons must work on the website to meet the stakeholder's needs. Currently, the “home” page cannot be accessed from the “FAQ” page via the navigation panel. Broken links will frustrate the audience and lead to less interaction with the website and less business potential for the stakeholders. By fixing the broken links and making sure all links are fully functioning, the stakeholders will benefit from an easier experience for their target audience.

Audience:

The website, in its current form, lacks full functionality. The “home” link in the navigation panel does not work when accessed from the “FAQ” page. It would benefit the audience to remove the search functionality and fix the non-working links. New resource links will be added to the home page and when moused over, the font will change to a larger font. This micro-interaction helps the audience select their desired link.

B2: New Page:

I have chosen to create a new content page to help the audience learn about birds. I feel that birds are trendy pets and would bring a larger audience to the Paradigm Pet Professionals website. The new page will include an introductory paragraph about birds along with some fun facts. The page will also have some information that bird owners should be aware of regarding

the health of their birds. I will add a picture to this new webpage. An audience interested in information about birds will want to know when they should reach out to their veterinarian and any relational needs of their birds to keep them healthy. I will provide that information on this new webpage.

I will also be adding a “Contact” webpage with a form for prospective clients to complete. All fields on the form will be required to be filled out. The form will include fields for the client’s name, phone number, email address, time-zone, pet’s name, pet type, and age of the pet.

Stakeholders:

Adding the new page about birds will benefit the stakeholders because it will welcome a broader range of clients to the website. By increasing traffic of the website, the stakeholders will benefit from higher chances of gaining clientele from their website. I am also adding a “Contact” webpage. The contact webpage will request the information that the stakeholders’ deemed necessary in order to offer their consultation services to prospective clients. The “Contact” webpage will require future clients to provide their name, phone number, email address, time-zone, pet’s name, pet type, and age.

Audience:

The audience will benefit from the addition of a “Birds” webpage because birds are very popular pets that are commonly misunderstood. By providing more information about birds, Paradigm Pet Professionals can help the audience decide whether a pet bird is the right choice for them or whether the audience should seek medical attention for their current pet bird. I will also be adding a “contact” webpage to the website. A “contact” webpage benefits the audience as a direct way to contact to Paradigm Pet Professionals to inquire about their services. For convenience, I will be adding a button and hyperlink within the content on the home page that leads to the “Contact” page.

B3: Removal:

Stakeholders:

I want to update the company logo so that the company name is present on every webpage within the website. Updating the company logo creates consistency for the audience and keeps branding consistent per the stakeholders’ requests. When updating the logo, I would like for the logo to be a link that directs the audience to the home page. A logo with a link to the home page will benefit the stakeholders because it will bring more focus toward the home page, which will contain a link to the contact form to help generate business for the stakeholders. The current color scheme is outdated and does not align with the logo. I want to remove the existing color scheme and replace it with the requested color scheme from the design

specifications. The stakeholders have requested that the website's primary colors are midnight blue and blue sky. The secondary colors of the website will be dim gray and silver per the request of the stakeholders. I would like to remove the "FAQ" webpage and replace it with a "Contact" webpage to create a more direct way for prospective clientele to contact Paradigm Pet Professionals. This benefits the stakeholders because an easy and direct form of customer contact means more potential income for the stakeholders. The search button says "fetch" and this does not portray the professionalism that Paradigm Pet Professionals are seeking to display. I would like to change the look of the search button to appear more professional and match the website theme.

Audience:

I will be updating the current search bar to appear more professional to show the audience that Paradigm Pet Professionals are a serious business and can be trusted. I will also add a functional footer with links for the audience to help with additional navigation.

I want to remove the "FAQ" snake images on the "home" page and replace them with images more relevant to the "FAQ" topic.

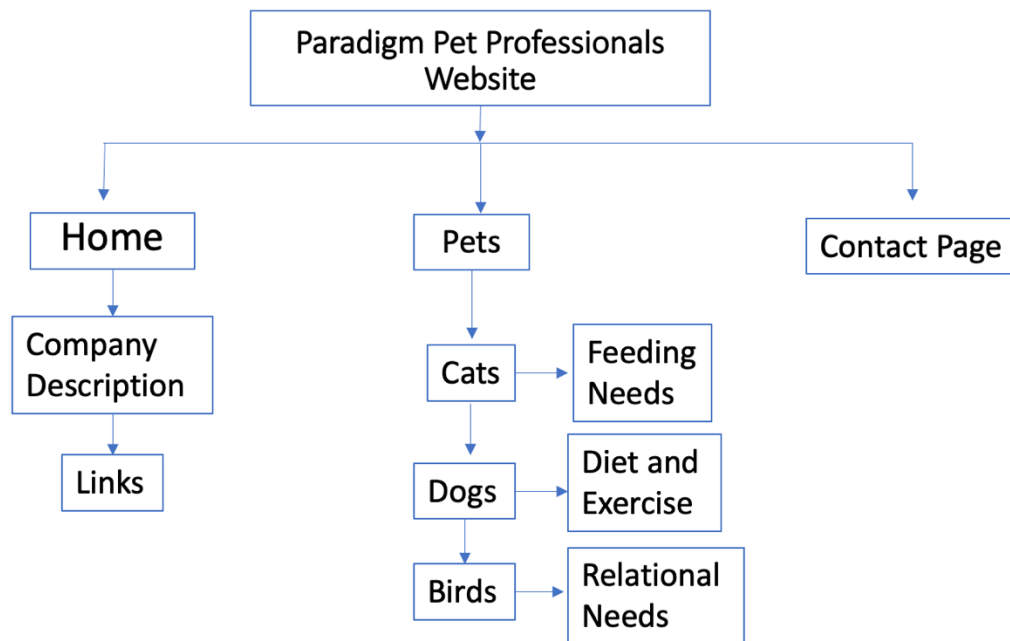
The current website does not have a contact form or contact webpage. I would like to remove the "FAQ" webpage and replace it with a "Contact" webpage in order to offer the audience a more direct and easy way to reach out to Paradigm Pet Professionals for their services.

The current logo may not make much sense to the audience. The business name is only on the "home" page and does not reflect consistent branding. I want to update the logo and color scheme to give the audience a clear vision of what they can expect from Paradigm Pet Professionals.

Our cat owner audience needs to learn and understand feeding needs throughout their cat's lifetime based on the type of cat, age, and diet. They would like recommendations regarding high-quality foods to meet the health needs of their cat at any stage. The cat owners are not interested in the history of cats. Therefore, I will remove the irrelevant cat history information from the webpage.

Because our dog owner audience is seeking information about the activity needs of their dog throughout its lifetime, I will remove the content of the grooming, vaccination, and medication advice to keep this webpage relevant to its target audience.

B4: Sitemap:



B5: Information Architecture:

Stakeholders:

The information architecture meets the needs of the stakeholders because when the audience first arrives at the website's home page, they are greeted with information about Paradigm Pet Professionals and offered links with helpful information to entice the audience to do business with Paradigm Pet Professionals.

Audience:

The information architecture meets the audience's needs because, upon arrival to the website, the audience can see who Paradigm Pet Professionals is as a company and what they offer. Paradigm Pet Professionals then provides the audience with several adoption resources for the audience to explore. The company description is the first piece of information the audience reads before they move on to navigating the website to their desired pet page. Within the "Pets" drop-down menu item, the audience will be able to learn more about their desired pet. Finally, on the Contact webpage, the audience can contact Paradigm Pet Professionals for a consultation.

B6: Primary and Secondary Navigational Elements:

Stakeholders:

The stakeholders would like the information on their website to be easily accessible. By having both primary and secondary navigation elements, the website will be easier to navigate for the audience. In addition, primary and secondary navigation elements will ideally improve profits for the stakeholders because the audience will be able to contact Paradigm Pet Professionals with ease. The primary navigational element is the menu bar located at the top of the website on all webpages. The secondary navigational element will be located within the footer of the website and on all webpages as embedded links.

Audience:

The audience will benefit from having primary and secondary navigational elements on the website because the information will be easier to find with both navigational elements. The primary navigational element is the menu bar located at the top of the website on all webpages. The secondary navigational element will be located within the footer of the website on all webpages as embedded links. The consistency of both navigational elements on each webpage will benefit the audience because they can rely on finding the information they need in the same place every time. The audience will be able to access a navigational point from the top and bottom of the page. When the audience is finished reading the content of the webpage, they will not have to scroll to the top of the webpage to navigate to the next webpage they are interested in reaching.

C: Mid-Fidelity Wireframe:

Primary Navigation Panel: menu bar with dropdown “Pets” menu

Logo

- Home
- Pets
- Contact Us!

Mission Statement

Search Bar

Search Button

Lorem ipsum dolor sit amet, sit id liber ludus reprimique, ad nihil salutandi euripidis vis. Usu vero meis maluisset an, at inani detraxit vulputate sea. Nam ea quod facer sapientem.

Vel eros oblique:

**fabulas in, sit ex elitr antiopam
expetendis, eos legimus
eloquentiam suscipiantur an.**

Possit meliore veritus te qui, ex vim tantas nostrud. Lorem ipsum dolor sit amet, sit id liber ludus reprimique, ad nihil salutandi euripidis vis.

Photo Area

“Click here to get started” button that leads to Contact

Lorem ipsum dolor sit amet, sit id liber ludus reprimique, ad nihil salutandi euripidis vis. Usu vero meis maluisset an, at inani detraxit vulputate sea. Nam ea quod facer sapientem. Vel eros oblique fabulas in, sit ex elitr antiopam expetendis, eos legimus eloquentiam suscipiantur an. Possit meliore veritus te qui, ex vim tantas nostrud.

Lorem ipsum dolor sit amet, sit id liber ludus reprimique, ad nihil salutandi euripidis vis. Usu vero meis maluisset an, at inani detraxit vulputate sea. Nam ea quod facer sapientem. Vel eros oblique fabulas in, sit ex elitr antiopam expetendis, eos legimus eloquentiam suscipiantur an. Possit meliore veritus te qui, ex vim tantas nostrud.

Graphic/Image

Resource
Links

Concluding text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. In et nisi vitae ante tincidunt vehicula mollis a urna. Nulla lacinia ultrices porta. Sed convallis vulputate ornare. In sagittis magna sit amet lorem scelerisque, vel ultricies enim volutpat. Pellentesque euismod. odio id bibendum congue. nibh odio mattis eros. non finibus iusto orci ac neque. Duis commodo aliaquam

Secondary Navigation Panel: embedded links

Home | Cats | Dogs | Birds | Contact Us!

Footer

D1: Maintenance Plan

Website maintenance is essential to both stakeholders and the audience. Proper website maintenance ensures a pleasant experience for the audience and potential financial gain for the stakeholders.

<u>Maintenance Task</u>	<u>Responsibly Party</u>	<u>Frequency</u>
Ensure universal accessibility to all site content: This includes testing between different browser types, including but not limited to Safari, Chrome, Fire Fox, and mobile browsers.	Testing team	Anytime changes are made or once a month if no changes are made.
Relationship between written content and SEO: Review traffic and which pages are accessed most in order to see what the audience is seeking the most and adjust content to gain SEO.	SEO Specialist	Quarterly.
Tasks required to properly maintain the website: This includes testing the website links for functionality (inner and external links). All dead links should be removed or replaced with working links.	Web developers	Anytime changes are made or once a month if no changes are made.
Plan for rendering the website on desktop and mobile devices. The website should use the viewport in HTML5 code to have a responsive website design to allow for different screen sizes and content inserted based on percentage sizing instead of pixels. This ensures that proportions stay the same regardless of the screen size or the user's device.	Web Developers	Anytime new content is added or changes are made.
SEO Strategies for mobile devices The website should be tested on various mobile device operating systems (android, apple, etc.) to ensure that any changes made are working and not making the website less usable from a mobile standpoint.	SEO Specialist	Quarterly or anytime changes are made to the website.