A1. Content

* Cat Users want to be able to recognize and understand different feeding needs based on the type of cat they have.
* They want to be able to identify what types of food their cat’s need based on age, and see if there are any changes regardless of what stage their cats are in.
  + The current website doesn’t differentiate between any breeds of cats.
  + The current website doesn’t list specifically what types or brands of cat food to buy.
  + The current website doesn’t mention how many fats or calories cats should be eating.
* Our stakeholders want the website homepage to state info from the mission statement and what they do.
* They want to be able the users to clearly identify the company’s values.
  + The current website doesn’t list their values.
  + The current website is very hard to understand what it is that Paradigm Pet Professionals do.
  + The current website doesn’t explain what service they provide.
* Our stakeholders want the users to users to rely on Pexperts.
* They want the users to know that the Pexperts are there to help the users with their questions.
  + The current website doesn’t explain what a Pexpert is and why they are essential.
* Our Stakeholders want information on the home page regarding how to adopt animals.
* They want the Pexperts to help every step along the way in the adoption process.
  + The current website doesn’t mention anything about adoption.

a2. Funtionality

* Users want to a clear, concise, and easy to read website.
* They want to see all the information at once on one page.
  + The current website doesn’t have a concise, clear format.
  + It is very difficult to read and to understand.
  + You must scroll down to the bottom just to find the FAQS.
* Our stakeholders want the users to contact the Pexperts for additional information for the pet’s needs.
  + The current website doesn’t satisfy this need. It doesn’t describe who the Pexperts are on the home page.
  + It doesn’t explain the need for the Pexperts.
* Our stakeholders want users to provide their full name, email address, phone number, and time zone.
* They want the users to provide their pets info, like the pet’s name, type of pet and the age of the pet.
  + The current website has no such data collection tool or form.
  + It doesn’t ask the users to input any information about them or their pets.
  + There isn’t anything that lets our stakeholders know who has been on the website, and how many visitors have visited it.

A3. Navigation System

* Users want to view the homepage on both a desktop and a mobile device.
  + The current website isn’t mobile compatible.
  + It doesn’t allow you to zoom or read it any better.
  + The Text is very small and hard to read what is written.
* Dog Users want to view the website with a handheld device while they are playing with their puppies.
  + The current website wasn’t built with the intention for mobile users.
  + Dog Users wouldn’t be able to see any of the text on the website while they are playing with their dogs because the font is too small.
* Our stakeholders want the website to be an optimal experience for all devices.
  + The current website doesn’t meet the needs of the users by being available on mobile devices.
* Our stakeholders want to have all the resources available.
* They want the users to have an easy set up process.
* They listed “how-tos” for the user and listed how to get started.
  + The current website doesn’t have anywhere to navigate to find this information.
  + A user must scroll to the bottom to navigate to the FAQs page.
  + Once that is clicked it doesn’t list anything about setting up.

B1. Functionality and Micro Interactions

* Users need information on what the company does and how we can help them on the home page.
* I will add a slide show and video with various types of pets from previous users.
* These slides/ video will be success stories showing users how our Pexperts helped.
  + This video library functionality will include many micro interactions within the video library.
  + It will give users the ability to pause, play, rewind and play 2x as fast.
  + It will let them share videos to their social media accounts.
* Our stakeholders need the website to gather information from the user.
  + I will add a simple form to collect the users’ information.
  + This will include users ‘name, email address, phone number time zone, name of pet, type of pet and age of pet.
  + The form functionality will include many micro interactions that will allow the user to input their info. Once they are finished, they will click on a submit button.
  + There will be a button for them to click on if they are returning or a new customer.

B2. New PAge

* Fish Users want to know different ways to test fresh and saltwater requirements based on the type of fish they own.
  + I will create a page with many different types of fish pictures and the users can click on which fish they own.
  + Based on the type of fish the user clicks on they will get directed to different pages explaining what the fish needs to survive.
  + The results will help the users find out what each fish needs.
  + It will explain if the fish needs saltwater or needs to live in fresh water, what temperature the water should be at and the pH levels.
  + It will also describe what the Nitrate level needs to be at and how to properly clean the users’ aquarium.

B3. Website REmoval and Redesign

* Users need a readable site and an easy layout to understand.
  + I will remove the buttons fetch and replace it with the word search.
  + Everyone knows what the word search means, whereas I feel like the word fetch just applies to Dog users.
  + This will make the website more user friendly for everyone.
  + I will change the layout of the site to have a drop down that says Pets.
  + Once clicked on, it will have the different pets to click on to, then they can sign up with a specific Pexpert.
  + This is a vast improvement to how the website is set up now, with it all the images thrown on the page.
  + This will take away from scrolling all the way to bottom just to find other information.
* Our stakeholders need a way to be consistent with their branding.
* They want the branding to clarify their values.
* The current layout doesn’t describe who Paradigm Pet Professionals are, our morals, or what we believe in as a company.
  + I will remove the whole paragraph at the top that starts with “pets are natures gift to humanity...” and finishes with “Click the links below…”
  + I will replace this information with a drop-down menu.
  + I will add a section that talks about the mission statement of the company, slogan, brand values and services.
  + This will enhance the overall feel and look of the company.
  + It will give the users a company to believe in.
  + It will make the overall branding consistent to what we are trying to portray to our users.

B4. SiteMap

B5. Information Architecture

* Users need an easy layout, and this will enable the users to no longer scroll to the bottom to find the FAQs.
* Fish Users need a way to find the information on the page.
* They need to know what tests each fish needs to thrive and survive.
  + I will create a link for them to click on named pets.
  + This link will then let them click on a Fish Picture.
  + From here it will have pictures of fish that will help the user distinguish to the type of fish that they have.
  + The users will then be able to see what tests they need to do for saltwater and freshwater fish to survive.
* Our stakeholders need a way to for users to figure out how to get started.
  + The users now can click on the Help Center.
  + They will be directed to the getting started page where they can find all the answers to their questions.
* Our stakeholders need a way for the users to include their information.
  + My homepage will have a direct link the users can click on.
  + Users will be able to input their information from the start.
  + We will be able to gather the user information and truly track our progress.
  + This will help us achieve our goal of 10000 new visitors in the year.

B6. Navigational Elements

* Users will need a website that is easy to read.
* The Layout of the website needs to be straightforward and to the point.
  + The primary navigation technique that will be used will be the drop-down technique.
  + This lets the users know exactly what information is available prior to clicking on the links.
* Our stakeholders also want a website that is easy to read.
  + The primary navigation technique, the drop-down method will allow users to be able to find the “contact us” page.
  + In turn this page will help the users ask us questions, helping our stakeholders track the customers data.
  + These questions are key to figuring out what the user needs help with.
* Users want a website that will allow them to search for key words.
* For example, a Dog User wants to be able to find food based on the age.
  + The secondary method I will use for users will be the use of breadcrumbs.
  + With breadcrumbs it will enable the user to find the information.
  + It will increase the speed and will show the information in a readable format.
  + It will also show the user a clear path on where they have been in the site.
  + This will allow the user easily to navigate throughout the website.
* Our stakeholders want a website to maximize user traffic.
* They want to be able to utilize key terms to appear first on a google search to optimize SEO.
* They also want to know which words are common for users to look for on the actual website.
  + The breadcrumb method as the secondary navigation method, will allow our stakeholders to track what words are important to users.
  + They will tailor their website to include more words on the home page.

C. WireFrame

Graphical user interface, application

Description automatically generated

C.Wireframe explanation

* My wireframe includes many aspects to appease to our stakeholders and users.
* The header includes the company logo and name, account login button, and a search button.
* The footer includes a privacy policy, contact us page link, and a copy right page of the website.
  + The privacy policy includes any legal information we are required to display.
* The primary navigational element is the drop-down menu that includes settings, help center and about us.
* The secondary navigational element is the breadcrumb menu that shows sign up and home.
  + The breadcrumb menu shows where the user was just at from signing up and then returning to the home page.
* My wireframe includes many components that help with the information architecture.
  + Account sign in button in header
  + Search bar in the header
  + Links from drop down menu
  + Form to input users’ info and a submit button

D.Maintence Plan

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Example 1. Accessible to everyone, 100% | Example 2.  Seo and written content relationship | Example  3.  Maintaining the website | Example  4.  Plan on making the current website mobile version | Example 5.  Seo for mobile devices |
| Task | Weekly meeting where Quality Assurance tests on multiple systems | Monthly reports will be run seeing what customers are looking up and what words are looked up the most. | Weekly tests running the code through various debuggers | Start developing for iOS and android platforms | Create trigger words to rank high on the Seo |
| Domain | Content | User Feedback | Functionality | Content | User feedback |
| Target | Everyone | Users | Users | Users specifically mobile device users | Users |
| Owner | Quality assurance | Seo/ User experience team, Web  Development team | Web development team | Scrum master | User experience team, app developer team |
| Time | Weekly | Monthly | Weekly | Biweekly | Quarterly |
| Assets | Web server | Web server | Development system | Development system | Web server, app development team |

* Our stakeholders want the website to be accessible to everyone 100%.
* They know that users will leave if the websites are down or broken.
  + With weekly meetings with the quality assurance team, we will be able to know the status of our website.
  + We can start constructing a dashboard.
  + This will help our stakeholders know in real time how the website is behaving.
  + This will fulfill the stakeholders needs.
* Our stakeholders want to know the relationship between the written content and the Seo.
* Their goal is to have 100,00 new visitors by the end of the year.
  + By running monthly reports, we will be able to track what words are the most searched words.
  + At the end of the month, we will be able to tailor our site to try and gain more visitors and keep those visitors.
  + This will fulfill the stakeholders needs.
* Our stakeholders want the website to be maintained and always improving.
* With all the new users coming and going to the website, the website will constantly need to be maintained and changed.
* Our stakeholders will have a constant need of adding customers info like email and other personal information.
  + By running weekly tests through debuggers, we will know what users are giving our code issues.
  + We will be able to maintain and fix our website.
  + This will ensure that we maintain accurate information regarding our users.
  + This will fulfill the needs of the stakeholders
* Our stakeholders want to look to the future and have a plan to increase their views.
* They want to have a plan so that their current website will be available for mobile devices.
* Their goal is to make every user happy.
* Dog owners reported back that they want a website to carry around with them while they play with their dogs.
  + By starting the process, we will be development for android and iOS devices.
  + This will make it so we aren’t just limited to having a desktop site, but we will vastly enhance our audience and make our stakeholders happy.
  + This will make users happy, especially dog owners, but it will also in turn make our stakeholders happy and fulfill their needs.
* Our stakeholders want to keep on improving what they currently own.
* They want users to continue to visit their website.
* In 9 months, they want to expand their content to provide tips for users.
  + By creating trigger words for the mobile site, we will be able to see what words score high on the Seo.
  + If new users on the website aren’t searching for specific words, then we will know what and how to change the mobile website.
  + We will want to know which words score high to then use those trigger words and place them throughout the mobile site.
  + This will fulfill the stakeholders and user’s needs.