C773 - TASK 1
Patricia Ubina
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A)

1. Content

The current website does not meet the content requirements.

Stakeholder: Stakeholders are interested in providing service where they can provide one-on-one consultations with their "pexperts". Their current website fails to mention that such service is available. There are no consultation booking forms available anywhere on the webpage preventing users from signing up to access the service. The homepage provides little information on its mission and purpose, the company would benefit from adding an "about us" page that will include its mission, vision, and values.

Audience: To create an effective homepage, it should include a clear and concise text, organized layout, provide content that specifies what Paradigm Pet Professionals offer to attract customers, and relevant images that target the audience. The current homepage of the website provides a short paragraph of what service they offer but fails to provide a headline that would grab the user's attention. Most audiences do not want to read a long paragraph to know what is provided, providing a short headline could easily provide the user with the knowledge they need to know about what services are available. Furthermore, the dog section of the website also lacks the required information users need. The section provides information on diet, exercise, grooming, vaccinations, and medications, but it lacks the information most users are interested in which activities/play dogs require throughout their lifetime, as well as recommendations on pet toys. Moreover, users are interested in having recommendations on a cat's diet throughout their lifetime depending on the cat's breed, while the website does provide little information on their nutrients, the information is general to all cats/kittens and fails to specify the nutrients needed for specific cat breeds.

2. Functionality

The current website does not meet the functionality requirements.

Stakeholder: The website failed to include the one-on-one application functionality on their website, which prevents the company from gathering information they want, such as: name, email, address, phone number, and timezone.

Audience: The website has a search function on top of the page, but the search function does not work, making it difficult for users to find certain information on their website. The website also failed to include any information in regards to their contact details which makes it difficult for customers to reach out to the company in case they want to inquire about the service.

3. Navigation

Stakeholder: The navigation bar is not functioning properly, when a user goes into the FAQ page and tries to return to the homepage using the navigation bar, it does not allow the user to return.

Audience: While it is important to keep the navigation bar simple and concise, it is still important to ensure that there are enough ways to easily access the webpage. The current website has very few links, which prevents users from navigating page to page. Adding footer navigation provides a fast way to access different links within the page with just one click if listed properly. The website also fails to be mobile friendly, the fonts on mobile are too small, and the clickable areas on the navigation bar are hard to utilize.

B)

1. Functionality and Micro interactions

Stakeholder: An application form for one-on-one pet consultation must be added so users can request additional information. Once the user has signed up and provided their personal information, the company should be able to gather their data to provide the service. A call to action button that says "book now" should also be utilized to trigger the user to take an action.

Audience: A working navigation bar is essential to providing a good customer experience. The current website has a broken navigation bar that prevents the user from going back to the

homepage when on the FAQ. Users should be able to easily navigate from page to page without an issue. Furthermore, it is also essential to have a responsive website so users can have a positive experience regardless of what device they are using. The mobile website should include a font size large enough so that users do not have a difficult time reading and clickable areas should be large enough to where their fingers can easily press on different links on the website.
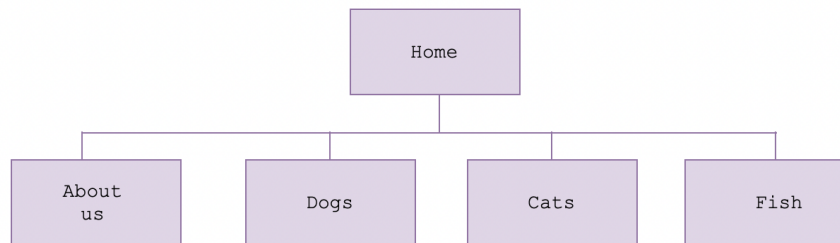
2. New content

Fish owner persona

➔ The top of the page will include a headline that states "Saltwater vs Freshwater" to showcase the information that will be provided in this new section.
➔ The page will have separate div sections that will provide all the information for each environment. It will include a button that states "freshwater" and "saltwater", upon clicking the button, it will scroll directly to where the information on the page is located.
➔ Each section will have information in regards to maintaining the environment, as well as what fishes are suitable for the environment. Pictures of different fish will be added to allow the user to easily identify the breed of fish they own.

3. Removal or redevelopment of existing content

Stakeholder: The homepage must be redeveloped by organizing the layout and providing a headline that shows what the company is about. The homepage will also provide a call to action button that says "book now" for easy access to the one-on-one consultation. Removing the FAQ from the navigation bar will also be beneficial as the information on it is scattered and not organized by specific pets.

Audience: Users need to be able to identify the services that the company provides. The current website fails to provide pertinent information. The homepage needs to be redeveloped by organizing the layout of the page and providing important information that users will want to know.

4. Visual site map

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          ┌──────────────┐
          │              │
          │    Home      │
          │              │
          └──────┬───────┘
       ┌─────────┼─────────┬──────────┐
  ┌────┴───┐ ┌───┴───┐ ┌────┴───┐ ┌────┴───┐
  │ About  │ │       │ │        │ │        │
  │  us    │ │ Dogs  │ │  Cats  │ │  Fish  │
  └────────┘ └───────┘ └────────┘ └────────┘
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5. Information architecture

Stakeholder: Stakeholders require their website to be easy to understand and easy to navigate. Having a simple and concise navigation link, allows users to access different pages on the website with a click of a button. The "about us" provides the company's information that allows the audience to get to know the company more, it will include its mission, vision, and values. It will also include their contact information in case users are interested in inquiring about their services. The dogs, cats, and fish page are also added to the navigation bar to provide easy access to each information.

Audience: To attract customers, the company must have clean and clear information on the homepage where all the pertinent information about their services is laid out. It will have a catchy headline/title that will attract the customer's eye, as well as the sign-up call to action button. The navigation link on the top page also provides easy access to the different pet resources.

6. Navigation

Stakeholder: Stakeholders want the website to be easily navigated, by providing a simple navigation bar, users can get to different main parts of the website within just a few clicks. The navigation bar will include home, about us, fish, cats, and dogs which will lead them to sections of the website. Secondary navigation will also be utilized by adding footer navigation that will lead users to specific pages within the website. Breadcrumbs will also be used, so users can identify where they are within a page and they will be able to access different levels of the page.

Audience: Users are interested in websites that have information and links readily available. The top of the page has a navigation bar that is labeled so users can reach different parts of the website with ease. A search bar at the top of the page will also be included to allow users to type in specific information they are interested in.


C) Wireframing
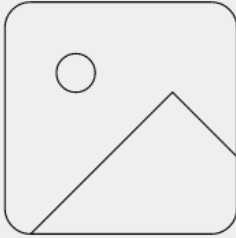
Your pet's health is our first priority

**Book a one-on-one consultation with one of our pexperts to learn more about your pet's health.**

BOOK NOW

WHAT WE CAN DO FOR YOU & YOUR PET

Pets are nature's gift to humanity. It has been scientifically proven that opening our homes and hearts to a pet increases our longevity and improves our overall quality of life as well as the lives of our pets. At Pet Paradigm Professionals, our mission is to offer resources to help you care for your furry, scaly, feathery, and slimy loved ones. Our pet experts—or "Pexperts"—have been working with pet owners and professionals alike for the past twelve years. They offer one-on-one consultations with current and prospective pet owners as well as group presentations designed for veterinary, pet shelter, and pet breeding professionals.
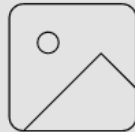
Virtual one-on-one Consultation
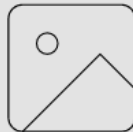
In person one-on-one Consultation

CONSIDERING ADOPTNG?

We are also happy to help you navigate the adoption process!
We will guide you through each step in the process from determining
which type of pet is best suited for your family and home environment,
to completing the necessary paperwork, to bringing your new loved one home.
Please fill out our contact form to request a consultation. We will contact
you within 48 hours to schedule a consultation. All fields are required.

The following organizations can help you find and adopt
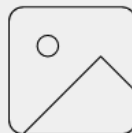the perfect companion:
• General Adoption Resources: https://theshelterpetproject.org/
• ASPCA: https://www.aspca.org/
• Fish Rescue: https://www.sterlingshelter.org/humane-society/koi-fish-rescue/
• Snake Rescue: https://savethesnakes.org/snakerescuecall/
• Bird Rescue: https://ftlob.rescuegroups.org/

DOGS

CATS

FISH

BOOK A CONSULTATION

Full name

Phone number

Street address

CITY | STATE | ZIP

TIME ZONE

PET NAME

PET TYPE | PET AGE

BOOK NOW

D)

1. **Universal accessibility**
   - → To properly maintain accessibility ensure that there is alt text for relevant images important to the content.
   - → Customers with visual impairments may be using a screen reader for assistance, so the layout must be structured and organized to ensure easy understanding.
   - → Using semantic HTML is also important, especially when filling out forms. For example, use <label> tags to forms that are associated with each other.
   - → <u>Frequency:</u> monthly and each time large updates to the website occur.

2. **Relationship between written content and SEO**
   - → Use keywords such as "pet consultations" in the title and descriptions to improve search rankings.
   - → Create useful content that users will find useful. Adding the keywords into those areas will optimize the content. And ensure old content is being updated, as older content tends to lose traffic.
   - → <u>Frequency:</u> checked monthly and update as needed

3. **Maintain website**
   - → Update the website regularly by adding new information the company may have.
   - → Ensure visuals are fresh and never outdated. Consumers will get tired of seeing the same layout, images, and design. It's important to change it up now and then to attract current and new customers.
   - → Test out the website to be sure that links, search bar, navigation, and other important parts of the website are working properly.
   - → <u>Frequency:</u> testing out the website should be done monthly, while updating page layout, visuals, new information, etc. should be done every 6 months to a year.

4. **Rendering website on desktop and mobile device**
   - → Ensure fonts, layout, visuals, and other components of the website are responsive.
   - → Test the website in different browsers and devices.
   - → Use media query to adapt to different factors.
   - → <u>Frequency:</u> Monthly

5. **SEO for mobile device**

➔ Ensure website load time is quick, users want to be able to find information fast.
➔ Use a "thumb-friendly" design as users usually use their thumb to navigate within their mobile device.
➔ Optimize for local search. The majority of users are using keywords such as "near me" to search. Utilize local keywords to attract customers.
➔ <u>Frequency:</u> Monthly