D279 UI Design

Silver Alcid

#011933973

INFORMATION ARCHITECTURE (PART A)

Section A1 - Functionality & Microinteraction Requirements

- **Stakeholder Requirements:**
    - Pet Paradigm owners and stakeholders need a website that enhances user navigation and content understanding. The site should include essential pet care tips for common pets, enable direct user communication with the company for consultations, and reflect the company's values to strengthen brand recognition.
- **Audience/User Requirements:**
    - Visitors to the Pet Paradigm website require a user-friendly design, straightforward content, and accessibility features that ensure optimal viewing on various device screen sizes.

Proposed Microinteractions: Microinteractions are essential for improving user engagement and site usability. To meet the needs of both stakeholders and users, the following microinteractions are recommended for the Pet Paradigm website:

- Introduce a contact form that allows users to request consultations. The form should provide animated or auditory feedback for successful or unsuccessful submissions. Unsuccessful submissions should prompt a visual alert and prevent the form from being submitted until errors are corrected. A button linking to the "Schedule an Appointment" form and a link to the "About" page with company contact information should be placed in the navigation bar and the footer of each page.
- Add hover animations to the navigation bar to enhance interactivity.
- Ensure that all images and buttons (including navigation, links, and sharing) have descriptive text.
- Underline all hyperlinks to improve visibility.
- Include company contact details (phone number and email) at both the top and bottom of each page.
- Integrate social media sharing buttons directly below the navigation bar.

- Provide options to share and download articles and educational content.

Section A2 - New Curated Content

- **Target Persona: Fish Owners**

Fish owners, who often access the site on mobile devices, need specific information related to the care and maintenance of both freshwater and saltwater aquariums.

- **Content Requirements:**
  - New content should focus on ensuring the safety and habitability of fish environments. This includes detailed care guidelines for both freshwater and saltwater fish, recommendations for regular use of water testing kits, guidelines on safe water chemical levels, and access to expert consultations through the company's "Pexperts."
  - A "Fish" link in a dropdown menu on the navigation bar should be added, allowing fish owners to quickly find relevant information. A contact form in the new "Schedule an Appointment" section will make it easier for users to request additional services, such as advice on fish species compatibility. The website should be fully responsive to ensure fish owners can easily access and read content on any device.

Section A3 - Redesign or Removal of Existing Content

- **Responsive Design:**
  - All pages should be redesigned to adapt to various screen sizes, including mobile, tablet, and desktop devices.
- **Navigation Bar Enhancements:**
  - The navigation bar needs to be expanded, redesigned, and fixed to address current issues:
    - The "cats" tab is incorrectly highlighted on the Dog page.
    - The "home" tab is incorrectly highlighted on the FAQ page.
    - The "Home" link is broken on the FAQ page.
    - The Dog and Cat tabs are reversed on the navigation bar when in the FAQ section.
    - The "cats" tab lacks the correct highlighting when active.

- **Content Updates:**

- The homepage and landing pages will be refreshed to align with the updates in Sections A1 and A2.
- Additional content will be added to existing pages, with older content being edited for consistency.
- For pet-specific pages, a "Top Pet Care Tips" section will be added, summarizing key recommendations from each topic area to provide quick, easy-to-read advice for users.
- The FAQ section will be restructured into an "About Us" page, with pet-specific information moved to their respective pages. The "About Us" page will feature the company's contact details, mission, values, and slogan.

Section A4 – Visual Sitemap

Section A5 – Stakeholder and Audience Needs

Stakeholder Requirements:

- **Shared Priorities:** Both stakeholders and their audience require a website that is easy to navigate, with clear and accessible content. Additionally, stakeholders need a tool that allows users to directly reach out to the company via a contact form.
- **Content Strategy:** Stakeholders aim to deliver high-quality, relevant pet healthcare information. This will lead to the expansion of pet-specific webpages with more comprehensive content.
- **Brand Visibility:** To boost brand recognition and enhance search engine visibility, the website will include a footer on every page featuring links or buttons for easy access to the contact form and company information. An "About" page will be introduced to provide users with insight into the company's values, mission, and background. The company's slogan or value statement will be prominently displayed below the header and integrated into relevant content areas.

Audience Requirements:

- **Improved Navigation:** To enhance user navigation, the website's navigation bar will be redesigned, with content organized into distinct categories based on the navigation links. This allows users to quickly find the information or actions they need.
- **Content Clarity and Accessibility:** Content will be reviewed and restructured to ensure it is easy to understand. Each pet-specific page will feature a summary at the top, highlighting key recommendations in concise, plain text. Microinteractions will be integrated into the navigation bar, images, links, business contact information, and social media sharing options to enhance the user experience with subtle visual, audio, or animated cues. A new contact page will be created, featuring a form that allows users to schedule appointments directly with the business.
- **Responsive Design:** The website will be optimized for various screen sizes, including desktop and mobile devices. The page layout will follow a clear hierarchy, with the most important or frequently accessed information and tools displayed from top to bottom for easy user access.

Section A6 – Navigational Elements & Stakeholder/Audience Needs

Primary Navigation Components:

- **Navigation Bar:**
  - The main navigation bar will facilitate easy access to key sections of the website.
  - It will include direct links to essential pages such as Home, About Us, Schedule an Appointment, and Pet Information.
  - Users should be able to reach any page on the website with just 1-2 clicks.
- **Footer:**
  - The footer will prominently feature company contact information.
  - A "Schedule an Appointment" button will be positioned above the footer, directing users to the contact form page.
- **Company Logo:**
  - The company logo will be placed at the top of each page and will serve as a quick link back to the homepage.

Secondary Navigation Components:

- **Dropdown Menus:**
  - A dropdown menu will appear when users click on the "Pet Information" link in the navigation bar, providing access to multiple related pages.
  - The "Schedule an Appointment" link will include a contact form for users to request services.
- **Top Pet Care Tips:**
  - A "Top Pet Care Tips" summary will be added at the top of each pet-specific page, giving users immediate access to the most important advice.
- **Search Function:**
  - A search bar will be integrated into the navigation bar to help users quickly locate content without needing to navigate through dropdown menus.

Positional Awareness Strategies:

- **Current Page Indicators:**
  - The navigation bar will highlight the active page link with a color change to indicate the user's current location.
  - Dropdown menus will also reflect the user's current position within the website.
- **Visual Cues on Pet Information Pages:**

- Pet-specific pages will include headings to provide clear visual cues, helping users understand their location within the site.
- Each page will feature titles and subheadings to organize content and guide users as they browse.
- **Link Interaction Feedback:**
  - All links will change color after being clicked, providing users with a clear indication of which pages they have visited.
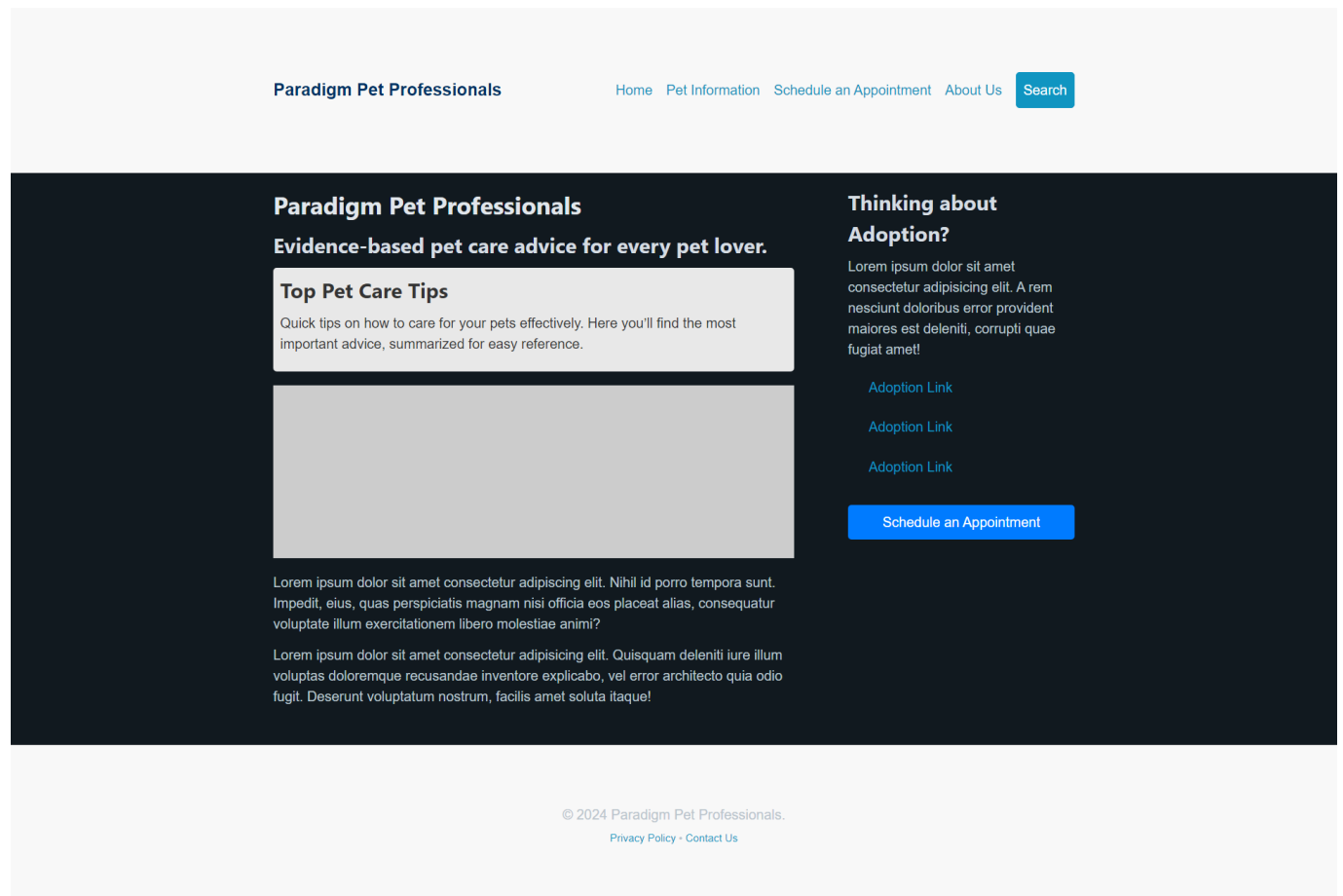
Meeting Stakeholder Needs:

- **Primary Navigation:**
  - The well-structured navigation bar meets stakeholders' goals for improved user navigation, while the footer enhances brand visibility and provides an easy way for users to access company contact information.
  - The prominent placement of the company logo at the top of every page not only reinforces brand identity but also streamlines navigation by offering an additional route to the homepage.
- **Secondary Navigation:**
  - The dropdown menu and contact form address stakeholders' needs for a user-friendly website that facilitates service requests and supports user navigation.

Meeting Audience Needs:

- **Primary Navigation:**
  - The organized and intuitive navigation bar meets the audience's desire for effortless website navigation.
  - The footer, featuring the "Schedule an Appointment" button and company contact information, further simplifies the process of accessing services.
- **Secondary Navigation:**
  - The dropdown menu enhances the user experience by providing a straightforward way to explore related content.
  - The integrated contact form ensures that users can easily reach the company, while the "Top Pet Care Tips" summary on each pet-specific page improves content comprehension and accessibility.

Section B – Mid Fidelity Wireframe

Paradigm Pet Professionals

Home   Pet Information   Schedule an Appointment   About Us   Search

Paradigm Pet Professionals

Evidence-based pet care advice for every pet lover.

Top Pet Care Tips

Quick tips on how to care for your pets effectively. Here you'll find the most important advice, summarized for easy reference.

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Thinking about Adoption?

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Adoption Link

Adoption Link

Adoption Link

Schedule an Appointment

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Part II Sections C & D

HTML prototype is submitted and attached as a compressed file.

Sources

(n.d.). Unsplash. https://unsplash.com

 (n.d.). User Interface Design and Development. Course Materials; WGU.