UTM1 Task 1: Project Proposal with Strategies

User Interface Design — D279

PRFA — UTM1

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PART I

Note: Use the "Paradigm Pet Professionals Website" from the Web Links section to view the current website's content, functionality, and navigation.

A. Determine the information architecture for the new Paradigm Pet Professionals website based on the attached "Paradigm Pet Professional UI Design Specifications" by doing the following:

A.1   Explain the necessary website functionality and micro interactions needed to meet audience and stakeholder needs.

Audience Needs

Efficient Navigation and Search: Implemented with a navigation bar and a search button in the navigation bar.

Highlighted Menu Tabs: Whenever the user selects an option from the navigation bar, it gets highlighted and underlined to indicate the current page.

Responsive and Informative Pages: The website is designed to adjust to different screen sizes, whether on phones, tablets, laptops, or desktops. Users can easily and quickly find

information using the links provided on the page. Every page clearly shows the user which page they are currently on.

Interactive and Easy-to-Navigate Structure: Users can quickly access the content they're interested in through the navigation bar. Links have also been added in the page footer for easier access.

Micro-interactions: Hover animations on buttons and navigation bar menu. Active page highlighting in the navigation menu to show the user's current location.

Call to action buttons: Consulation button at th enavigation bar.

Stakeholder Needs

Functionality: The website features a fixed navigation menu at the top of the page, allowing users to easily access key sections like Home, Dogs, Cats, Birds, and About. A search bar is included for quick access to specific information.

Stakeholder Needs

Increased Site Visits and Engagement: The website includes social media integration to encourage users to share content and drive traffic. *Micro-interactions,*Animated social media buttons that react when hover them. *Call-to-action buttons*, "Book a Consultation", with hover effects to draw attention.

Consultation Sign-Ups: A user-friendly contact form is included for consultation requests.

Mobile Accessibility: The website is designed to be mobile first, ensuring it functions seamlessly on all devices.

Visual and Functional Enhancements: Using high-quality images, the site is visually more appealing and engaging.

A2. Describe the type of content that will be used for one new page based on one of the new user personas, including how the elements of the content align directly to the chosen user persona.

Persona: For this task was used the bird owner persona.

Resources and Care Information, Living Environment, Social Needs and Expert Guidance: The content used was taken from the documentation. It follows the same dissign pattern as the other pet pages.

A3. Identify existing content from the website that will be removed or redeveloped and explain how that content fails to meet the proposed audience and stakeholder needs.

The information from the old website was exclusively utilized. A new website was developed from scratch because the previous one did not meet the required functionalities for the audience and stakeholders. The old website suffered from several deficiencies:

Non-responsiveness: It was not optimized for various screen sizes.

Poor Layout Design: The design incorporated outdated techniques, such as the use of tables for layout, which is no longer considered best practice.
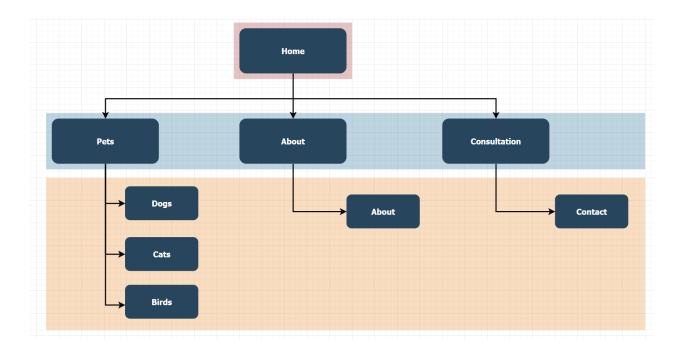
Ineffective Navigation: The navigation menu failed to adequately indicate to users which page they were currently viewing.

Lack of Modern Features: The site lacked microinteractions, social media links, an 'About' page, and a contact form.

Absence of Essential SEO Elements: There was no site map or SEO metadata, which are crucial for search engine optimization.

These issues necessitated the complete redesign and redevelopment of the website.

A4. Create a visual sitemap to determine the structure and the hierarchy of the site content, including the following:

- **a home page**

- **a page for each existing pet page**

- **a new page for the new user persona identified in part A2**

A.5. Explain how your information architecture meets audience and stakeholder needs.

For audience

Easy to navigate: Simple to navigate. Just one click to access any page.

Device compatibility: The website is responsive and works smoothly on small, medium and large screens.

Target information: Was used the information provided and was added some quality images to add visual representation.

Consultation opportunities: The website has a consultation form where the user can submit his information.

For Stakeholder

consistent maintenance: This website adheres to current best practices in web page design, structure, and file organization. For example, the home page is named "index.html." A clear directory structure has been implemented to efficiently store information and facilitate content updates. For instance, all pages related to pets are located within the "pets" directory.

Visitor growth: The information architecture directly supports visitor growth by focusing on user experience and search engine optimization (SEO). The logical hierarchy of pages, intuitive navigation, and clear labeling make it easy for visitors to find the information they need quickly and efficiently. This positive user experience encourages longer visits, repeat

visits, and sharing of content. Furthermore, the well-structured content and organized file system improve the site's crawlability by search engines, leading to better search rankings and increased organic traffic.

The information architecture is optimized for search engine visibility, a crucial factor in visitor growth. By structuring content logically and using descriptive URLs and file names, the website becomes more easily crawlable and indexable by search engines. This improved SEO performance translates into higher search rankings, increased organic traffic, and ultimately, a larger visitor base. For example, the use of descriptive folder names like "pets" and clear page titles makes it easier for search engines to understand the website's content and match it with relevant user queries.

consultation metrics: Having connected the site to Google Search Console, we are now able to monitor key SEO metrics, such as search impressions, click-through rates, and keyword rankings. This data will be used to refine the site's content and structure to further improve organic search performance.

brand visibility: The company logo is prominently displayed in the website banner and also used as a favicon. The company slogan appears consistently in the website footer. An "About Us" page provides detailed information about the company and its services.

A6. Navigation - Explain the primary and secondary navigational elements required to support the information architecture.

Use the Primary Navigational Elements: Horizontal Navigation Bar.
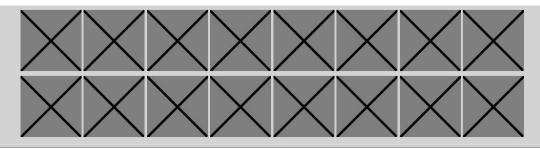
Use the Seconadry Navigational Elements: This website <u>does not use breadcrumbs,</u> since is nto considered a good design practice for sites where everything is accesible within one level of the main navigation. They become redundant and add unnecessary visual clutter.

A6a. Audience and Stakeholders Navigation needs - Explain how these primary and secondary navigational elements each align with audience and stakeholder needs

All information is easily accessible from the horizontal navigation bar, allowing users to navigate between pages with a single click. An alternative options are at the footer with links to every page.

Pet information pages use accordions (a Bootstrap component) to keep the content well-organized and improve user navigation.
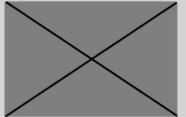
B. Wireframe

Paradigm Pet Professionals   **Home**   Dogs   Cats   Birds   About
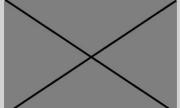
Search   Search   Book a Consultation

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Paradigm Pet Professional | Evidence-based pet care advice for every pet lover

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