

Designing an Instructional Informative Website for Pet Owners

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Abstract

Searching for pet owners' information on the world wide web can be difficult and confusing due to the many different websites one must scroll through depending on your search results. With the rise of social media, forums, online pet stores, and blogs there are more websites to look into. Although these websites have articles on pet information, they are often opinionated, lacking in follow up information or simply unfinished. This paper looks into the development of a site with the end users navigation in mind for all their pets primary concerns. This website is made for user's accessing information about their pets. Using a classic template website builder the site is able to be updated in real time with ease as more information becomes available. The website's user experience is evaluated by analyzing survey information. The end user experience, the most important aspect of any website, compromises navigation, clarity and simplicity.

Prototype website link: <https://soaj926.wixsite.com/mysite-2>

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Introduction

Until recently, I have not been one to proactively learn and volunteer towards knowledge that goes into caring for one's animals. After looking into animal websites I found it difficult to decipher where to go for which pieces of information. The ones that exist are only specific for a category of information, are opinion based, difficult to navigate or lack in depth of details. Another observation I had was that mainstream pet websites have to go further in providing informational articles in relation to the owner's animals they are targeting as they are carefully designed to the business model of selling goods or services. This bias often does not create the most informative experience for pet owners. For websites that are meant to distribute accurate information about pets, one issue that can arise is that many are designed by animal professionals such as veterinarians and thus either mainly focus on specific information leaving the site to have little content or appear as if it were unfinished. Not enough animal professionals take action in hiring professionals to develop a website. In the rare cases that a web designer is hired there is unusually a team of unified animal professionals to contribute information and testimonials to ensure the target audience that their information is legitimate.

People need global mainstream solutions for their online needs and so far, there is none relevant specifically to pet owners. Currently, when we think of animals the first sites that come to mind are shopping sites that do not provide information and there is a lack of functioning pet guidance.

There's power in numbers and that holds true as we currently look into many sites for our specified information. When we need to know information on how to take care of a creature we look for a new website, later on when we need to train our pet we look up a new site. We could make an impact for pet owners everywhere if there was a single location on the world wide web that contained an easy to navigate knowledge of understanding and caring for your pets.

This website is not meant to be a blog or sell any animal products nor be directly affiliated with any companies that involve pet products for profit, however my business model plan relies on selling advertisement space for a period of time in order to have the site not charge its users. These ads are meant to be at the bottom of the web page for all devices. The users are unable to post any information but they may contact the site's email to express interest and concerns. It has the opportunity to expand into reviews of animal products without having information that can be easily outdated. This project was created using Wix as a template. The literature being reviewed has encompassed how to use the information, build the website targeted to animal lovers and animal care with a goal of improving quality of life of pets. My research is meant to help me create a better website design to improve and ease the human experience of the site and promote user return. Finding sources about web design was easy but

sources about building websites designed around animals and their care were harder to come across. The info that I have gone with is a generic teaching guideline and a generic basic pet care compilation as a starting point.

In this project, I have created an informational website on animal care. This website is not a blog or sell any animal products nor is it affiliated with any companies that involve pets products such as pet smart. The advertisement space rentals are meant to run as a business model as the site is not meant to charge its users nor have a sign in option. The users are unable to post any information but they may contact the sites email to express interest and concerns. The website has the opportunity to expand into reviews of animal products without having information that can be easily outdated. This project was created using wix as a template.

Literature review

The literature being reviewed encompasses how to build the website targeted to animal lovers and animal care with a goal of improving quality of life of pets

Research Questions

Where do general pet owners go to access information about their pets?

What information is necessary in order to build a website to provide extensive information for pet owners?

How can this website be made approachable and accessible to web users?

Can a website serve as a go-to source for storing pet health info as well as providing general health and care-related info?

History

The web and digital experience has changed dramatically since Tim Berners-Lee published the first web page (url <http://info.cern.ch>) on the 6th August 1991. The webpage included information on the World Wide Web, protocols, and how you could create web pages. It appears as just plain text in times new roman with blue text for links and bold text with bigger font size for a sense of hierarchy. (Noyes, 2001)

The slower running websites at the time would be highly text based with technical limitations. HTML tag would run the digital experience. During the mid 90's Japan released DVDs which brought with it colors, gifs and table based designs. During the late 90's flash technology created support for animations and videos on the internet.

The designs could now appear and function alongside your images with layers. Buttons could now be three dimensional and navigation opacity and colors could change. CSS became popular in the early 2000's as it made websites less complicated. One could view the same content with different designs and need less code to create. People moved away from flash and looked to javascript in the mid 2000's. With javascript came a great attention to detail when it comes to typography, whitespace, and user experience. HTML, CSS and JAVASCRIPT have allowed us to have more complex websites than in the past as well as adding the sites to our mobiles. With the emergence of smartphones, we've moved away from web-based platforms and apps have become a part of our everyday lives. Along with these advances, the field of User Experience Design (UX design) has emerged as an important field of study.(King, 2009)

It is interesting to look at the difference of human interactions with computers in the user centered designs of today and the interactions in early web based software. Looking at the evolution of internet software provides the basics in gathering information to plan an effective site.

Designing Considerations

Throughout my literature research, many sources touched on the concept of blank. Howalt et al look at brand logo designs and compare and contrast the reason why they work for their company brand and reasons others that may have failed. It takes a look at the graphic design meaning behind logos and the communication portrayed to the target audience through the use of its creative choices. This may include typographical outlook, visual vs verbal, proper brand portrayal and colors choice (warm vs cool). This has contributed to creating a logo that fits my brand. This source helps guide the user in defining the image of the site and helps with conveying the typographic design versus illustrative design. The logo could end up being illustrative with an option for being placed in for a letter of the site's name. The book dissects logos to what the logo design had correct and what could be done differently.(Howalt et al, 2013).

James Kalbach's book *The Need for Navigation* is a great source about website navigation and user experience. The menu option controls the users immediate navigation. The menu on websites is horizontal with an occasional menu of the left bar of the webpage. If the menu remains on the page as you scroll down is considered a sticky menu. The fixed menu is when the menu appears when you are at the top of the page. The menu can be designed so it animates when triggered by a scroll action. The navigation within the site is a fixed standard horizontal menu with no animation attached to it. The site needs to have options for links to be able to cycle through to the next bit of information. Unexpected navigation behavior, when links on a site go to a blank or wrong page, presents itself within my website currently. (Kalbach, 2007)

The color constraints are important information to consider. When the site or its information is seen in grayscale, it is important that functionality stays the same.

Typography is also important to look at on other sites and on my own as well (Katz, 2015). The Logo is meant to be seen by pet owners, veterinarians and animal lovers so it has been created to be a combination logo, a combination of Visual and verbal language. My logo uses a word mark combined with mascot marks. A pictorial logo is a graphic based icon (ex. Tweeter) as a mascot logo would include an illustrated character(ex. KFC). I would hope the logo comes across to the end users with a clarity to what the site represents. (Taute et al, 2012)

Cameron Moll's book *Mobile Web Design* is about creating mobile websites while delivering content effectively. It analyzed mobile web content technologies throughout mobile's existence. Working with a mobile website version should be created with the mobile users usability in mind. It is important to avoid vague instructions and large images taking up space on the mobile version of the website. Menu items need to be short without sacrificing usability. The mobile site should have standard proportions in text and links to be legible. It must have a home page return click on the menu and a search bar. (Moll, 2008)

The site should focus on organisational design as the mobile friendly site should be able to consolidate more links in the menu in terms of ordered lists. A person should be able to receive the same information regardless of language. Any advertisements or pop-ups need to be easy to get rid of. Implementing filters to narrow the search results is important. The reason many websites don't live up to be informative animal websites is that the search brings out irrelevant information links. (Veldsman, 2017).

As I am using wix to create my website the analytical data is ready and set to see the trafficking. This has helped me see the users perspective. Seeing the areas trafficked helped me take into consideration what can be done to help those pages become seen more. (Beasley, 2013).

The book *Designing for user engagement* offers information on user engagement in usability and helps get users to return to the website. The book talks about designing usable wikis for collaboration. I find it relevant as it looks into encouraging students to participate, share and learn. It also talks about identifying the context and creating interactions among users. I have used this to help me create a FAQ style graphic solution to displaying the information and organizing the categories and sub topics. (Geisler, 2014).

Using the "Universal Principles of Design " allows me to look into information about creating the designs and self reflect on the website content I wish to portray. This book has information I used involving depth of processing, wayfinding, mimicry, Performance versus preference and focus on the Flexibility and usability tradeoff. I have compared existing on animal informal websites to a depth of processing, memory of deeply analyzed information. This can be done by narrowing into a deeper understanding in subtopics of a category. Wayfinding, using space and environment in

order to navigate to desired location, is done by layering. The layers mimic familiar displayed information that exists in order to provide the benefits of those working properties. Performance versus preference has been looked at through the use of survey in order to see what animal lovers prefer as opposed to the performance. Focusing on the Flexibility and usability tradeoff made sure the header menu was viable. The pet information scarcity in websites needs to be analyzed in how it works and is designed (Lidwell et al, 2010).

Sprenger's book "How to teach students to remember" promotes the use of graphic organizers to deliver simplistic methods to your learners to better find the appropriate charts or Information. Semantic memory is context free knowledge that involves common facts, language or concepts. Semantic memory can be used when survey takers use a new website or chart for the first time with knowledge of how it works for the use of previous experiences. I can better lead the user to the info that they seek and easily process the info with the use of graphic organizers. In order to receive informational feedback, a visual representation of progress, I have created a task of finding a page on the website before completing the survey. Origin of source questions and provides information of other similar context that comes to the user's mind when thinking of your graphic information. Looking into Semantic memory allows us to understand assumptions learners possess.(Sprenger, 2018).

Perz's book "Pet Animals: A Complete Guide" has a lot of information about illnesses, parasites, infections, and ways to help your large and small animals. I gathered information for pet care basics to add on to the website in order for the user to find when doing my survey. This was used to create my explanations along with information from other accredited sources. This was a starting point for the content to be placed in the web pages. (Perez, 2007).

Gathering Relevant Information

Website	What is it?	Information Contained
Hartz	Online Pet Store	Connects the end user to pet related articles as they shop online
The Spruce Pets	Informational Pet Blog.	Has information on a wide variety of animal topics. The navigation and search do not take you directly to the information you want.
KindRed Vet	Blog, Clinic Site & Pharmaceuticals	Lack of deeper information. Store appears as if it were a seperate site.
Dr Hank	Clinic Site & Articles	Informational articles are all canine focused.
Dr Andy Roark	Articles site for pet	The site contains few random articles and

	lovers and vet teams	does not go hand in hand with each other.
Dr sue Cancer Vet	Video Blog	Video Blog all about cancer
Revival Animal	Vet supply online Store	Buyer has to know what the product is ahead of time. Store Targeted toward Vets
AVMA	Vet Informational Group	Informational group for Vet students and professionals
Point Breeze Vet	Clinic Site	Information provided in scanned PDFs.
Chewy	Online pet owner store	Product comes with full information

Table 1: Survey of existing pet websites.

Online Blogs, articles, pet stores and vet clinic websites provide the information for creating content for my website prototype. Dr Sue Cancer Video Blog is a wealth of cancer information among veterinarians and animal enthusiasts as it provides information regarding how to detect cancer. The web blog creates revenue from its online store as well as promoting her service as a hired public speaker (Ettinger, 2020). Dr Hank's blog posts informational articles about dogs on his clinic website (Hank, 2020). The Hartz website does a great job in providing information about the objects you are buying. They have a learning center section in the menu with well informative articles (Hartz, 2020). Chewy has a vast amount of products in comparison to the other online sales websites with a great deal of product information (chewy, 2020). The Spruce Pets website has articles on how to train your pet as well as how to provide services to your pet and understand their behaviors. (TheSprucePets, 2020). My Pet Needs That has articles on information about animal care under ownership and reviews comparisons of food brands and their health impacts (MyPetNeedsThat, 2020). Every one of these sites has strengthened individual information about our pets. My goal is to have the generalized information based off of these websites. By using these sites as a guide it becomes clear that most pets may also need these categories.

As part of my study I conducted a personal phone interview with Kurt Hoffmann, one of the Founders/Partners of Petrific and the Creative Director of the website. I was able to obtain information about Petrific's website functionality, business model and overall success and failures. Petrific is the only website that stores your pet's healthcare information into one secure website and is free for pet owners, but veterinarians would have to pay yearly membership dues. The site is popular in California and was created as a prerequisite model for creating a website for humans under HIPAA regulations. I was able to discuss the difference in health records between animals and humans when it comes to logistics (K. Hoffmann, personal communication, November 6, 2020). When

Interviewing Kurt Hoffmann we discussed how Petrific is doing and reasons that it is not as big and popular as it could be. The website's 2008 design work resembles one in which it holds very little information and serves one purpose. The business model creates revenue from accounts to veterinarians as well as selling advertisement space. The advertisement space does not work to the fullest as it requires people returning to the site. If a person is on the site it is for a minimal time to use the application on their pets records. The owner can set an expiration date for the office to receive that animal's information. The reason it has become popular in California is because it allows the owner to go beyond the one veterinary clinic without having the information held in their location. Forms allow agents to access records but agents can not act on patients' behalf in respect to medical decisions. Animals do not need to abide by HIPAA Privacy rules. The access restriction to information does not apply to doctors, nurses, lab techs, or other health care providers from medical records so long as the information needs to be shared for the health of the patient (K. Hoffmann, personal communication, November 6, 2020).

I further analyzed why this project considered a failure as a startup. For starters, the target audience was designed around people around the globe and not around pet's information in California. Petrific is meeting human requirements for health records as it was meant to serve as a prototype for human health information. Animals do not adhere to the same HIPAA compliance as humans so they could get away with less stringent protections, however their efforts are commendable. If a site such as this were to add personal accounts for pets I believe that having information about your pet regarding other aspects of their life and care such as training, crafts, diet and other health related information would give people more reason to return to the site more often. If an app is created in the future it has to avoid storing Electronic Protected Health Information (EPHI) on mobile devices. EPHI needs to be in a stored secured location and encrypted in a way so that only authorized parties have access to it. A strong password is necessary for manual login every time. This means everytime you wish to use the app or website for that pet's information, the user is required to type in their login information in order to proceed. This is something that is required legally to access a pet's health information by EPHI. Time limits have to be set and a confirmation that you are still using the website is required so people are not automatically sent back to the login area. The app would need to be configured with a screen locking setting that requires your password to be manually entered after inactivity or a set amount of time.

Record documents have to be stored in a secured location at all times and kept out of sight at all times from unauthorized parties. If a Veterinarian accidentally filed information in the wrong pet owners chart it could potentially be a violation as it is an Unauthorized Disclosure of information. One way to fix this issue would be repeating the information to the person sending the information so they can confirm by viewing and comparing the account information of who you are sending and the pet owners information. A business associate agreement is required for this type of animal health security. Failure to create one can lead to a fine or the organization liabilities for any breach of information. Web security can be outsourced to a third party company.

Policies must be reviewed and updated with the focus of potential violations that are subject to change. Currently, when going to a specialist, most often they have to pull up and track down records repeatedly. This application would put all information in one convenient system location, making the application provider centric. Records would no longer rely solely on animal hospitals and would be accessible to the owners to access in case of emergencies or when changing veterinarians.

Conclusion

Through my time perusing the internet for various articles related to the design of these websites, conducting interviews over phone and email and brain picking professionals in the field of animal care, it seems that the world wide web has not been kind to animal lovers when it comes to providing simple navigation on a website that is able to bring people to articles of information regarding their animals. Creating informational articles on the website is the likely first step to putting content online. The Vet Hack website relies on articles found online as well as interviewing and brain picking experts in their respective fields, preferably those with an online presence. As gathering information for the website and discussing with professionals, I feel as if the idea is going to evolve to eventually allow user accounts as well as app and mobile site extensions. The animal information links are placed on the footer of the site. These allow the user to be further provided in links to pages such as crafts, training, grooming and health. This website is meant to evolve and challenge traditional ways that animal information is displayed online.

Methodology

By contacting many veterinarians I found that many were willing to help me with information, or connecting me with the appropriate person or website that may be able

to help in providing said information. I set out to create a solution to the issue of pet related information having to search for articles of information on several websites. I sought out to develop a user friendly website for pet owners by making it be able to hold all types of pet related information and be easy to navigate. This project uses everything I have learned in the Masters of Information Design Technology program. Theories from “the universal principles of design” and “designing Information” have been applied to help my website be the change in providing pet owners a navigational informative website. I have produced a prototype of the website’s navigation and effectively convey a survey to better understand the end user’s problems and if it works. Pet lovers require a convenient website that has information for their beloved companions that easily navigates the user to find their targeted information.

Problem Statement

There is so much Information out in the world wide web that includes websites for animals such as wildlife, adoption, training, vet clinics, blogs, instructions and articles. Despite all this, there is no one site that fits all of the needs for companion animal owners. With all this information scattered throughout the web, pet owners face great peril in finding information online when it comes to their beloved companions. The animal informational web content is scattered within a series of websites, web articles, web blogs, and video blogs. The end user might need to search through several websites before finding one that contains the information they require. Much of the content is created by Veterinarians, leaving it stuck on their level of expertise, other content is created by individuals claiming to know more than they do, making it hard to judge what is good info and what is bad. Many websites are incomplete, lack relevant information or are designed to be visualized by the designers viewpoint. For me it is important that a pet owner be able to find out accurate information about their pets regarding training, nutrition, health, preventatives, crafts, technologies and proper care practices. It should also be able to be used as refreshers for things the owner already knew. People are able to compare these other topics with knowledge of what its appearance should be like with no understanding of how something works. I resonate with the below quote and believe in the wisdom of these words.

“People only understand something relative to something they already understand.”

-Richard Saul Wurman

Project Description

When it comes to pets, it is difficult to find a website that provides information in one convenient location. This site that i have built contains various categories of information as opposed to being specialized to one topic. The site mimics what one would expect from a frequently asked question page of a site and adds imagery and connective links to cycle the site.

User-Centred Approach was used to help develop the requirement features, design the website and test the concept with the usability test. Looking into the design methods individually help demonstrate my ideas for moving forward with pet based sites. I plan to view other sites within the 21st century as a comparison. The site discusses the sites available today for pet owners. In order to produce a website I have created a logo, universally understandable site navigation, and informational pages. I am currently gathering information to plan to publish the website on may of 2021.

The sites deliver information in the form of video blogs and articles. Instead of specifically looking into your pets illness you would have to have such diseases and hope a site was available such as the cancer information video blog. The information is sometimes generic and is delivered to the audience as opinionated rather than facts of information. My site differs from other pet websites by providing only information and avoiding misinformation and opinions to the best of its ability.

The evolutionary prototype used Wix to create a website's navigation. The prototype is currently an incomplete website of the main navigation for the site. This project uses feedback from veterinary students and animal health care related professionals to provide an understanding in the design requirements needed. The information has been evaluated to improve the designs of the navigation before finishing the site's overall structure. Creating a website for pet owner's projects is based on deductive theories gathered from observations from books on what others have done on their topics. Wix and Adobe werel used to create most of the project content. In order to accomplish my goal, I was required to create a logo and website. The prototype is a solution to easy navatation with field tested usability. It uses wix as a body outline in which to begin the web design process. The website prototype was created using the Wix template. Adobe suite was used in order to create a logo for this type of project.

A Survey was made using Type form to receive feedback. The data from the survey allows for a further understanding of the depth of processing. It allows the end users to better learn the navigation system to find their information. The task at hand given to the people taking a survey is to find the cat vaccination information page on the site. The user is presented with multiple engagement clicking opportunities in finding the site. Qualitative research is used in order to arrive at the best accurate results. The data was collected and used to create a brand with a user centered approach. The survey takers were able to navigate the website and provide further understanding on the wayfinding of the site . It looks into the aspects of the end users route decisions and destination recognition. The end user's comments or concerns were able to allow me to better understand what can be done to fix any issues with the creation thus far. The site uses signage with clear identity to relate the user to its orientation of the sites header and footer. The site's end user needed to be provided with a minimized navigational length that is more understandable.

Goals and Objectives

My website's goal is allowing people to have a website location in which they can rely on to find all their general information about their specific pets. Pet owners should be able to train their pets as well as know the technology and software available for one's pet. After the navigation and information is placed correctly videos and images are meant to be added to further engage with the kinesthetic, visual and verbal learners. The language options have been translated by google in order to help cover all users so the site should be universally understandable.

While I would like to imagine a place where all pets are trained and able to use technology to improve their lives as well as that of their owners such as self cleaning litter boxes. A website might not become a sensation but it can become a location for the animal lovers of our world. It is a view that seems impossible to achieve in our lifetime but I feel as if I can at least create a website that causes users to reflect and spread the effects of informational navigation.

Navigation

Semantic design allows the user to access and navigate the designs with the use of concepts they are familiar with. The user should always receive the most important information with the use of graphic organizers. The graphic organizers on my website use the same charts that are in FAQ selections of the site and made them the main content of the site . By using hierarchy of text size and weight as well as a graphic logo that can create a big impact through simplistic design.Semantic memory was used when survey takers used a new website for the first time with knowledge of how it works. In order to receive informational feedback, a visual representation of progress, I have created a task of finding a page on the website before completing the survey. Origin of source questions and provide information of other websites the survey takers use as well as assumptions they possess. Universal understanding can be achieved this way, allowing me to better lead the user to the info that they seek and easily process the info.(Sprenger, 2018).

They can click and drive in several ways to the information at hand

1. Click animals> to cats > Health problems> Vaccines> more information<Finished>
2. Click Health > Health problems> Viruses>Vaccines >More Information> Feline <Finished>

The first method of navigation works well and allows the users who look for all types of information regarding their feline. The second method got people confused or lost a little because it took too long for them to arrive.

“People are poor at discriminating between features they like and features that actually enhance the performance; they commonly prefer designs that perform less well than available alternatives, and incorrectly believe that those designs help them achieve the best performance” -(Lidwell).

This has been my observations in designing this website based on the various survey responses. The performance versus preference was clear after looking at the survey. The feedback obtains the preference information which is important to consider when making decisions. The navigation was over corrected under the health button approach and the tradeoff was the increase in usability. The flexibility usability tradeoff on the navigation needs to arrive at a happy medium when it comes down to the second navigation option. The information is made to be an interactive chart organised with a simplistic visual for understanding. The hierarchy used stair structure to show a complex mix of information. Normally stair structure is not easy to browse as they “deal with the former problem by concealing child elements until a parent element is selected”. As the pet site deals with a variety of information I felt this be the best way to display this information.

Layering different types of animal information content was done by adding images, illustrations, videos and other content to the pages. The mobile page had less information in order to help with navigation and focus a bit more on key words and still provide a learning experience. The website relies on nonlinear two dimensional layering to emphasize relative information that the end user is able to use to cycle within the site. With the information separated into layers the site is able to get better mobile results. The end user could select the topic group followed by the subtopic group and end with the specified information.

Domain Name Extensions

.com names	.net names	.pet names
Animal fast	Cool Vet	Vet Web
Ecopet now	Pure Pets	E Vet
Vet Pets	Emergency Vet	Vet Tech
Vet Hack	Pocket Pets	Vet me
Living Pets	123 Pets	Vet Net
Vet Win	Pets Best Friend	Top pets
Vet Free	Top pets	Vet Home
Plus Vet	Vetcity	Hacked

Table 2: List of website available urls in relation to animals.

I was unsure if a .com would be my best use of a domain name when .pets would be more relative to my specific project. What is a .com, .org and .net? Expectations are set to the end extension of a site.

.com was originally used by the US department of defence and is now used for companies to create a global presence. .com is the most commonly used. .org stands for an Organization. The org is meant for a charity or non profit organization. It is a trustworthy and reliable source of information. Not typically associated with a commercial brand. .net stands for Network and is used by technology companies. today the .net can be used by anyone. (Cromie, 2006)

After your .com|.net|.org|.pet, you might add the country by adding a period and the countries web abbreviation. For example you would add the .us to the end where you relate the extension to the United states, .uk for the united kingdom and so on. Today the general public is most likely to assume every website ends in .com as they are only willing to remember the brand name of your site.

After knowing the domain end difference between .net .org or .com. It has contributed to the decision of the name and ending that the site finally has. Looking into a domain is tremendously important as the target audience should be able to remember the site with ease. My website is not related to technology or software making .net unusable. A .org would fit the site as long as it stayed informative and did not venture into adding an online store, personal accounts or untrustworthy information such as an advertisement. I assume that a .com would be the best possible option. My first choice would be Vet Hack (domain cost 2,000.00) with Plus Vet and Pets fire as runner ups (cost 0.99).

Survey

I evaluated my website with a user survey. The survey takers are Veterinarian students as they can see pet information and add ideas to things I may have overlooked in the animal field. The feedback to my website was educational. The survey was done on a free survey site called typeform. The survey consists of 4 questions that need to be rated as well as 4 that need to be answered. I was able to get 17 survey takers. The survey takers have one objective prior to taking the survey, They would use any form of navigation to find the cat vaccine information.

Research Outcomes

The Logo



Figure 1: Convergence single context comparison of logo brands

Figure 1 shows a single context comparison is a “subtle difference and patterns in data that are detectable”(Lidwell). The logos of the websites that have articles and information on pets are displayed on the comparison chart. The convergence chart on figure 1 shows the evolution of the multiple pet site logs. The logos were compared and contrasted based on their Typography and whether or not the site was selling you goods and services versus ones that simply provide information. Looking at the sites and popularity I noticed that Chewy and Dr Sue had a tremendous following compared to their competitors. Their logos are legible san serif with a simple aesthetic that takes all aspects of type into consideration. They also rely on site visual language by relying on video and imagery



Figure 2: logo

The logo itself is an abstract bowl with interaction from a split in the text. The text vet has small legs and eyes as part of the bottom of the letter V. The text “hack” itself is a knockout of the bowl. This logo uses mimicry to show a pet going for their bowl. The design is one I believe works well.

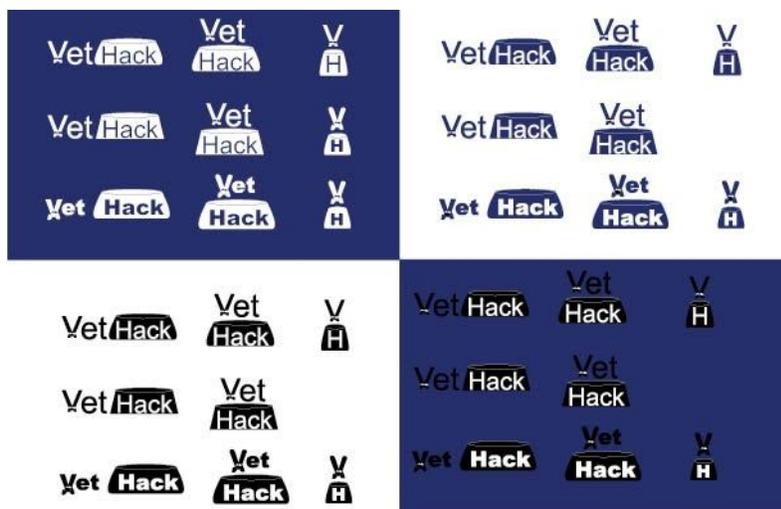


Figure 3: logo constraints

The Logo and title has been created with constraints of color and Arial Black san-serif fonts to be used. After the color scheme was whicked around it was made clear that the logo must always be on a white background. The logo is meant to be blue but can change to accommodate a black and white scenario. The color scheme is meant to portray cool colors in order to convey a professional look as well as coincide with the color scheme of the site.

Website

<https://soaj926.wixsite.com/mysite-2>



Figure 4: Website

The website is made to provide an experience where the user finds helpful information about their animal with ease through the use of verbal language that is assisted with created visual components and the same color constraint rules as the logo color scheme that is made with use of white, black and blue to create a professional cool look to it. The information was made with ease by duplicating pages on wix as well as altering them once the template is established. The content is planned so the user is quick to find the information.



Figure 5: Header

The Header contains the logo with a link on the far left to revert the user to the home page. The Language icon is placed to help the user translate any information to their preferred language. The translation is currently set to google translate and only spanish for now. If the navigation is still an issue the search option should help you find the animal or topic of information you are looking for. The ordered list main are animal, craft and veterinarian services. Links hover over after you click the link and remain on the page until you hover your cursor over another link outside the list.



Figure 6: Footer

The footer focuses on the animals and the links in relation to them. The icon of the species links to the page as if in the navigation menu header. The word buttons under the icon link to further information regarding those types of animals. The footer mobile options appear to lose usability due to the overloaded amount of flexibility of the links. Each pet's links take up one's mobile device's full screen so it must be lowered to a name and icon.

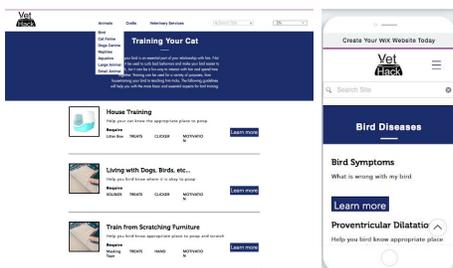


Figure 7: Navigation links

Cascading drop downs and clickable dropdowns need to be added to as an option to help guide the user to their information. It would allow the user to navigate easily thru a page filled with information

Content

Some of the Information on a topic is long when it comes to mobile devices. The context was shortened as arrows are used to expand on the information. The links are in blue text on the drop down menu to match the color scheme.

User Experience

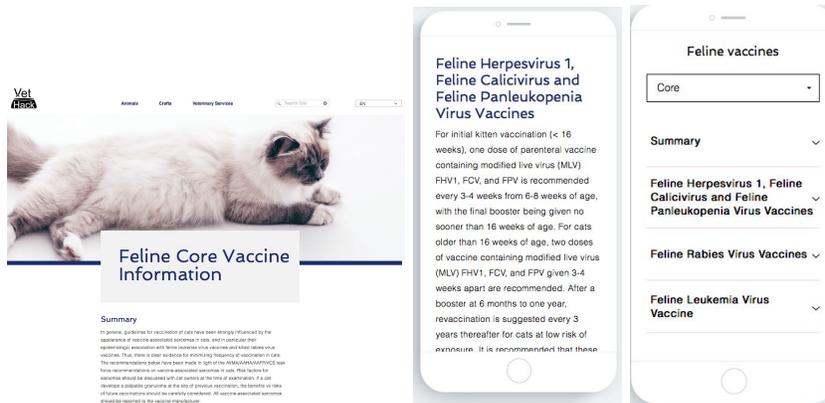


Figure 8: Information functionality changes to mobile devices

The area in which people most likely have trouble is navigating with the animal website. Looking at the survey Responses I have realized people were able to navigate the website on the computer but didn't account to most of my users using a phone. I realized that the Information has to be lowered or summarized to better coexist in the small pocket sized cellular phones that we have become accustomed to. I sent the survey over an app so I got most results from phones. The Information on the links is valid and easy to navigate on a computer but will need further improvements to function for every user. The Website is mainly meant for viewing Information about your animal as a solution to providing a healthy lifestyle.

Survey Results

All Devices						Desktop						Mobile						Tablet						Other					
Views	Starts	Responses	Completion rate	Average time to complete		Views	Starts	Responses	Completion rate	Average time to complete		Views	Starts	Responses	Completion rate	Average time to complete		Views	Starts	Responses	Completion rate	Average time to complete							
0	24	13	54.2%	02:25		0	6	4	66.7%	01:23																			

Figure 9: Survey takers

One result I found surprising from this survey was the amount of people looking up this information from their mobile device versus from a computer. The mobile survey took

about twice as long to complete on average than the desktop users. This survey information was taken by 17 veterinarian students.

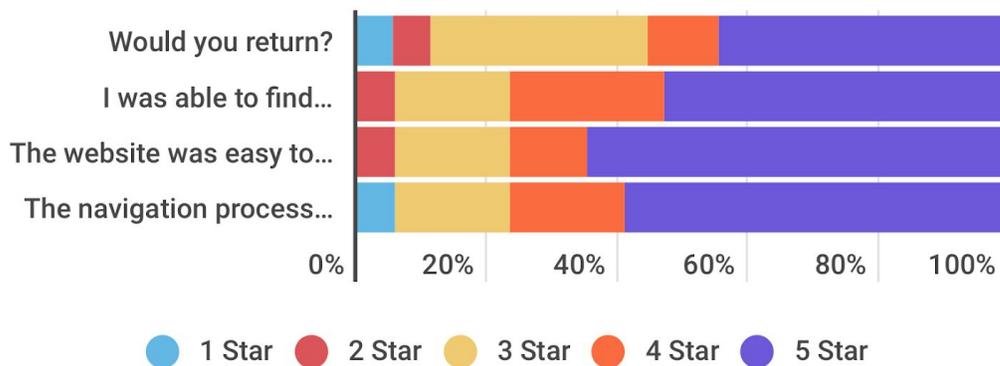


Figure 10: Rating feedback

Taking a look into figure 10 rating feedback allows us to see observations for the survey takers. 10 percent replied that they would not return to the site. Most of my targeted survey takers were able to find the end goal and rated it easy to use with logical and enjoyable navigation. About 6 percent (1 out of the 17) did not feel great about the websites and its navigation. They are the ones whose feedback information may reveal new information on aspects of creating the website that may have been missed. Figure 10 was created using infogram.

(<https://infogram.com/facts-and-figures-1h8n6mzqegv92xo?live>)

Is there anything that is missing?

- When scrolling down to the cat section on the home page, clicking on diseases brings me to the Bird page
- Navigating to feline vaccines could have been simpler. I did not initially think to find it under veterinary help, I was expecting it to either have its own tab or be one of the main things shown when I clicked cats under animals.
- I thought the cat vaccine section would be at the bottom under feline, but it wasn't so then I had to go all the way back to the top and use the Animal dropdown menu. Also Diseases are spelled wrong on the bottom sections for birds, canines, felines, and large animals.
- I think the categories are good and it has a lot of potential. It seems fairly easy to navigate until you click a button and it takes you back to the homepage or to the top of the page. Some of the vaccine info kept coming up under multiple different tabs including under training questions.

Table 3: Answers to first survey question.

Observing the responses of what survey takers think is missing from the website provides information on corrections that need to be made. Originally vaccines were under health but was removed as users commented prior to the survey that it should not be under the menu. My misconception of changing the menu items without any further evidence leads me to consider the performance over preference of the design. The links and buttons on the page need to be Spell checked and re-evaluated so that they are functional. The Information content is to be added and corrected as time passes.

What animal related websites do you normally go to?	
Responded with Website	Responded with concepts
<ul style="list-style-type: none"> ● Chewy ● Spruce pets ● Merck veterinary Manual site(x3) ● Cornell feline health center & Vet sites ● Petco ● Google Articles and reddit 	<ul style="list-style-type: none"> ● Dogs and/or Cats ● Info on breeds, ● Behavior/training sites ● animal husbandry info ● VIN ● VCA banfield, AKC ● veterinary clinic sites(x2)

Table 4: Answers to second survey question.

Looking at the users current knowledge of animal related websites allows us to see a ratio of people who search for their information every chance they need new information as opposed to the users that have a pet related website in mind. About half the veterinary students were able to answer the question with the name of a website they use while the other half provided what they usually search for in regards to their pets. Merck vet manual is an alphabetical organized informational website with loads of veterinary health information and practice quizzes. This is a resource that was made present through the use of this survey and must be used in the future.

Anything that you don't find helpful?
<ul style="list-style-type: none"> ● Clicking on the disease banner on the home page doesn't bring me to a page about diseases ● The DIY craft, but maybe I'm just not seeing the potential there ● When the info in the rest of the website is finished it will be helpful. Everything was helpful and concise

Table 5: Answers to third survey question.

Anything the end user doesn't find helpful is considered for removal or correction. At least 17.6%, three of the seventeen survey takers had difficulty navigating the site. As the site is unfinished I mainly focused on links that would involve reaching the target of finding cat vaccines. The home page may need more consideration to the end user in functionality. The DIY/ Craft option was removed from the menu and placed in the animal options under each pet.

What were the most useful features you found.
<ul style="list-style-type: none"> ● Very understandable labeling and concise info ● The organization of the site was very easy to navigate. Redundancies are good on products for mass consumption ● Has a lot of relevant categories that seem like they'll be able to provide at least a basic overview for pet owners ● Menu bar that has simple selection options to get you started on your search That I could scroll through core and then non core and then view the literature ● How easy the animal sections are to find ● Easy to read/find categories ● Easy to navigate; modern and appealing ● The dropdown features ● The details were located in convenient areas near each category ● The side nav bar ● Icons of animals

Table 6: Answers to fourth survey question.

The most useful features people liked best about the site was that it was easy to use and simple core content. This allows me to know that my design is user functional when it comes down to finding pet information.

Conclusion

I have explored an under-researched topic which involves a website design to inform pet lovers about how to take care of their pets to the best of their abilities. Collecting data about pet care information entails looking at sites with targeted articles or made by professionals in their field. The informative website is not meant to be a blog, news, or opinion piece. It does however take information from blogs from certified professionals. Analyzing the survey data has led to a better understanding of my navigation and site design model. There are very few animal informative websites that are targeted towards pet owners. Most viewable pet websites include information in the form of a blog or newsletter. I believe my website portrays the information in a way that is universally understandable and easy to navigate. Pet information is not easily accessible as it is currently, the websites are unorganized or not relative and I am hoping this will help solve that problem.

Possible Future Strategy

Once the website is finished the future direction should be developing a mobile app so people can have the information on their fingertips. If the app should store data on a phone and it may involve making several apps targeted towards each individual animal. With that in mind I feel as if an app would work better if it relied on the internet to pull up the information. The app should focus on crafts, training and health. The last thing to attempt to add might be a forms page like Petrific to store pets data on your phone and manage the account to have clinics be able to have a hold of the information. If this were to happen the website would need to allow accounts. Advertisement space needs to be used in order to keep the site running as part of its business model.

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