



# CatInfo.Org

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Presented by Amaka Odozi

A close-up, high-contrast photograph of a dog's nose and the surrounding fur. The nose is in the center-right, and the fur is dark and textured. The background is a dark, blurred gradient.

# Agenda

- Brief client Overview
- Description of user and their tasks
- Improvements and wireframes

**AMAKA ODOZI**

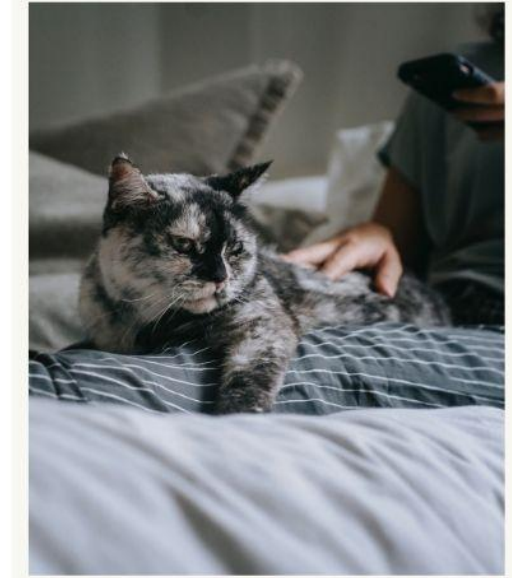


## **BACKGROUND**

CatInfo.Org was created in March 2003 by Dr. Lisa A. Pierson with one goal: giving our furry friends (i.e., cats) a better life through informative articles about them.

## **MISSION**

This site is dedicated to being the best and most comprehensive resource for cat lovers, owners, caretakers, and communities - providing resources to help cats stay healthy and happy.



# Customer Journey Mapping



Persona 1  
Juliet

## Key Attribute

User group: Cat lover/Owner

1. Name: Susan Miles
2. Age: 23
3. Gender: Female
4. Occupation: Student

## Short Description

Juliet visits the website to access information about feline health. She also wants to contact the website owner/staff about her research on the best way to care for her cat.

## Needs

- Search for information on the website
- Contact the website owner
- Browse through articles on the website

## Challenges

- The website is cluttered with too much information.
- The user is forced to scroll endlessly to find what they are seeking.
- The website is hard to navigate and has many dead-ends.
- The website's design is not appealing and does not appear professional.
- The contact page is absent, making it unhelpful for new users.

## Opportunities

- Organization of its content: The website contains too much information that needs to be prioritized and organized. The content and layout need to be more structured and designed for a larger audience. If users can't find information, they need additional methods to help them find what they're looking for.
- The website needs an easy-to-use navigation system with clearly labeled links so users can easily find the information they're seeking.
- The website should have an active contact us section so that users can communicate with the website owner more efficiently and for them to provide feedback about the website.

# METHODOLOGY



Personas were created to represent the diverse group of users on the platform. In addition to identifying hesitations and pain points using task analysis, the journey map was used to map the stages of the user's journey

I created this report using heuristic evaluation and user interviews. I asked users a few questions to make this report and synthesized their answers to identify areas for improvement. Furthermore, I observed other users' websites and used them as a benchmark to evaluate my client's site. In order to assess the taxonomy's fitness, open card sorting was applied.

- **Content navigation and organization system:** I added a horizontal navigation bar and drop-down menu features to the proposed designs so the user can see all cat-related information at a glance.
- **Added images to the site:** Images help make information easier for readers because they provide context for what is being discussed.
- **Searching system:** I changed the position of the search bar and moved it to the top of the site to ensure that users could easily search for their cat-related information.
- **Call-to-action:** I added this feature which tells users to subscribe to the site's newsletter so they can be informed about any new content published on the website.
- **Contact form:** I developed a form for users to contact the website owner.

# CatInfo.org

Common sense. Healthy cats.



## Feeding Your Cat: Know the Basics of Feline Nutrition

Lisa A. Pierson, DVM

If you do not want to read this entire webpage, please review this shortened version:

 [Feeding Your Cat](#) - Short version - 4 pages (updated November 2013)

Many readers of this website have kindly donated their valuable time to translate this important information into various languages. Please click [PDF options](#) for more information.

Diet is the brick and mortar of health. This web page lays out some often-ignored principles of feline nutrition and explains why cats have a better chance at optimal health if they are fed **canned food** (or a balanced homemade diet) *instead of dry kibble*.

Putting a little thought into what you feed your cat(s) can pay big dividends over their lifetime and very possibly help them avoid serious, painful, and costly illnesses. An increasing number of nutrition-savvy veterinarians,

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Search this site.

### ORIGIN of CATINFO

Dr. Pierson - How CatInfo Came to Be

### FELINE NUTRITION

Feeding Your Cat: Know the Basics of Feline Nutrition

"Prescription" Diets

Transitioning Dry Food Addicts to Canned Food

The Carnivore Connection to Nutrition in Cats

Commercial Cat Foods

Protein/Fat/Carb/

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## Common Feline Health Problems and Their Ties to Diet

### Feeding Your Cat: Know the Basics of Feline Nutrition



#### 'Prescription/Therapeutic' Diets

Let's move on to the veterinarian "prescribed" diets which are also known as "therapeutic" or "prescription" diets. "Prescription/therapeutic diet" is another label that is certainly not indicative of a high quality diet or one that is necessary.

[Click to read](#)



#### My Cat is Doing Just "Fine" on Dry Food!

Every living creature is "fine" until outward signs of a disease process are exhibited. That may sound like a very obvious and basic statement, but if you think about it....

[Click to read](#)

### Cat Urinary Tract Diseases: Cystitis, Urethral Obstruction, Urinary Tract Infection



#### Cystitis

Cystitis, also known as Interstitial Cystitis, refers to inflammation of the bladder wall leading to painful, frequent voiding of small amounts of urine.

[Click to read](#)



#### Urinary Tract Infection

Urinary tract infections can occur anywhere along the tract from the kidneys to the urethra. Most infections gain access to the bladder when bacteria travel up the urethra from the outside world.

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Proposed redesign

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## Consultation Service

Lisa A. Pierson, DVM

**Attention: Dr. Pierson is taking a break from her consulting service for an undetermined period of time.**

As is evident by my website, cats are my passion and my goal is to help as many as I can before I depart this earth. To this end, I have spent a tremendous amount of time over the past 15 years reading and responding to thousands of emails that have been sent to me asking for help/advice and "further explanation" of information on my website.

Unfortunately, this has resulted in a significant sacrifice of my personal time and I have reached a point where I can no longer read or respond to the large volume of emails that I receive.

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Tell us what you need

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contact us

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Subscribe to our weekly veterinary community newsletter for tips, articles, and insights on caring for your pet.

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- 1 Include search bar
- 2 Add banner image and text
- 3 Include links to articles
- 4 Include Contacts info
- 5 Add footer and social media icons

Current contact page

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## The Origin of CatInfo.org

Lisa A. Pierson, DVM

Hello CatInfo readers,

I am often asked what led to the creation of catinfo.org and what fuels my passion for doing as much as I can to help cats from all over the world live long and healthy lives.



The second part of the question is easy to answer: I really love cats.

The first part of the question takes a bit more explaining.

I never imagined that I would become such an outspoken veterinarian regarding matters of optimal feline nutrition and care given that my primary focus straight out of veterinary school was equine medicine. I never dreamed that I would

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Photo

Author's name and publication date

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- 1 Include search bar
- 2 Switch to horizontal navigation bar and add drop down menu
- 3 Add image and article
- 4 Add link that directs users back to homepage
- 5 Social media icons
- 6 Add picture of author and publication date for clarity

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feline health

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Key Words Feline Hyperthyroidism

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Current search result page

Proposed redesign

- 1 Include search bar
- 2 Include Contact Us
- 3 Switch to horizontal navigation bar and add drop down menu
- 4 Include link to direct user to the homepage
- 5 Concised articles (previews)
- 6 Call-to-action



The End