

## **Expert Review**

*PetSuppliesPlus.com*

*<http://www.petsuppliesplus.com/>*

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## Executive Summary

An expert review was conducted of the PetSuppliesPlus.com website, examining the Home page as well as all individual pages that comprise the website. The inspection focused on identifying usability issues, while also pointing out strengths of the current website that should be maintained.

The most significant usability issues identified in this evaluation include:

- **Consistent global navigation should be implemented throughout the site.** A consistent navigation system is essential for efficient use of a website. Recommendations include consolidating the navigation that appears across the top of the pages from left to right with the navigation that appears on the left of the pages from top to bottom, as well as modifying the appearance and/or labeling of particular navigation links.
- **A style guide should be provided and applied to all pages to alleviate inconsistencies in page layout.** Consistency in design helps facilitate efficient navigation as well as readability/scannability. A persistent appearance from page to page also helps to maintain the “feel” of a website and users' location in it. A style guide that defines positioning and styling of page elements would resolve the inconsistencies.
- **Visual hierarchy should be strengthened.** Recommendations include creating different styles for page names and local navigation, which are currently similar, adding page headers for pages that are currently missing them and placing local navigation in certain areas of the website.
- **Form functionality should be improved.** Several forms on the site are not properly aligned. This creates a confusing interface for users and may result in lower completion rates. Recommendations include increasing text size, standardizing style and alignment of form elements and improving the form validation system to screen user input errors.
- **Web conventions are not always observed, such as underlining unlinked text and not coloring links.** Most users expect underlined text to be linked. In addition, it is difficult for users to discern links if they are not colored or otherwise styled differently than unlinked text.

The aforementioned issues are considered the most important in this review, however, there are additional usability issues and recommendations that are addressed and should also be given attention.

## Terminology & Conventions Used

Many terms are used when describing various elements of a web page or browser. To assist in the comprehension of this report a given term was used consistently for each web page or browser element. The terms are:

**Field Name:** Labels applied to form fields, text input boxes and drop-down menus.

**Global Navigation:** Links or buttons provided on every page, allowing navigation to the most important pages of the site.

**Link Label:** The link label consists of words that make up the link to a new website page. The link label may be graphical in nature or stylized HTML text.

**Local Navigation:** Links or buttons provided for navigating within a section or sub-category of the website.

**Page Name:** A heading generally displayed as larger text after the global navigation and before the text content. The page name ideally indicates what the page holds for the user.

**Window Name:** Text found at the top of the browser window displaying the (X)HTML title using the <title></title> tags.

Single quotes are used to indicate link labels, page names and window names. Double quotes reference non-linked body text, field names, alt text, and are applied when referring to a page in general.

## Priority Levels

The issues identified in this evaluation are grouped into three levels of priority:

**High Priority:** These issues are likely to impact a large number of users significantly. They should be resolved as quickly as resources allow.

**Medium Priority:** Issues at this priority level are also likely to affect a large number of users but generally are less disruptive to the user experience, relative to the high priority issues. If resources are available to address these issues, they should be addressed.

**Low Priority:** Low priority issues typically impact a small subset of the overall user base, although they may impact a larger group. Regardless of the number of users affected, these issues carry only a minor negative impact. Low priority issues are generally easy to resolve. There is less time pressure to fix low priority issues, compared to medium priority issues and especially high priority issues.

## Usability Guidelines

### Efficient Navigation

A user clicks links to move from page to page to browse a website. Navigation links should clearly indicate what the category holds, allowing the user to inherently know where they are browsing to. Intuitive link labels will encourage users to return to the website since they won't have to spend time relearning the site's architecture.

### Practices to Continue

- **Supporting local navigation within categories of the site.** The current implementation of 'Back' and 'Forward' buttons found in sections such as 'Franchising > Brochure' are helpful in quickly navigating through pages of the website.

### Suggested Changes

#### *High Priority:*

- **Provide consistent global navigation throughout the site.** Currently the top global navigation changes upon leaving the home page. 'Franchising' leaves the top navigation and is found located at the left-hand navigation on other pages. A secondary global navigation is applied inconsistently across the site on the left-hand side of some pages. Combining these two navigation menus into one consistent menu would clearly define the site's architecture.
  - **Reorder the new global navigation buttons to display the 'Home' button as the first button instead of the last button in the menu.** The secondary global navigation currently lists 'Home' as the last choice.
  - **Create a local navigation for each category listed within the global navigation.** Local navigation is found on various pages within categories, however, when it is displayed the location and display is inconsistent. Local navigation could be added under the page names at the top portion of pages and easily displayed on each sub-category page.
  - **Shrink the existing local navigation links to reflect the site's hierarchy.** The link text for some local navigation is the same size as the global navigation, which does not provide a visual indication of the site's hierarchy.
- **Reinforce the user's current location within the website and category.** Indicating to the user what page they are visiting aides their ease of navigation. The current site design has little visual indication of where the user is or has been. Visual indication can be accomplished by implementing these changes:

- **Apply an alternate text color and/or background color to the navigation links for the current page.**
- **Unlink the graphic or link for the current page.**
- **Implement a bread crumb trail.** A bread crumb trail displays each category the user has browsed through as a single line of text. The bread crumb trail allows for easily drilling up levels of the site to return to previous pages and also reinforces to the user the current page they are visiting.
- **Links for pages and products should not open in a new browser tab.** While browsing within 'Product Guide' many links open a new browser tab, completely losing all navigation. Those pages also do not appear to be related visually to the rest of the website. To provide a more useful navigation and reduce user confusion, all pages and products for Pet Supplies "Plus" should not open within a new browser tab.
- **Links leading to outside sites should open in a new browser tab.** Pet Supplies "Plus" has several links to outside vendors or third parties that do not open in a new browser tab. These links are better suited for opening in a new browser tab so the user has their choice to visit that site but not leave Pet Supplies "Plus" in the process.

*Medium Priority:*

- **Link logo or graphic to 'Home' page from each page of the site.** The logo was clickable and linked to the homepage in some instances. However, some pages were found that did not have the link implemented. This could cause the user to either not notice the convenience in the first place or become frustrated as it does not work consistently page to page.
- **Modify link appearance when a user mouses over a navigation button or link by using CSS or JavaScript for image rollovers.** This additional visual indicator will greatly help the user figure out which buttons/links can be clicked, is being clicked and has been clicked. Rollovers or hovers would be best implemented within both global and local navigation. The color chosen should be used consistently across the site for all rollovers.

## Organizational Clarity

Organizing a website's content into sections, categories and groups is common practice. The clarity of these sections or categories will greatly effect how easily a user transverses a website's layout. Organization issues that pertain to other guidelines may be listed under those guidelines and therefore are not detailed here.

### Suggested Changes

#### *High Priority:*

- **Indicate current page visited by implementing page names on every page.** The current site design does not consistently display page names. Page names would fit nicely into the current top global navigation area. By combining global navigation into one menu located on the left-hand area of the page and using consistently styled page names at the top of the page the organization of the website would be better defined. Page names should also match the wording of the navigation button.
- **Navigation categories should be consistently organized and placed.** The 'Home' page shows 'News' and 'Events' as two separate items. The 'Product Guide' page shows 'News & Events' as a combined category. 'Franchising' also moves around in location of navigation. Keeping the organization of the website consistent will avoid user confusion.
- **Display local navigation on each page to browse through content easily.** Currently the site has information that is found only by browsing to a section and then clicking the 'Back' and 'Forward' buttons. Should the user not see the 'Back' and 'Forward' buttons they could miss the content completely. Instead of making the user search for information display links to all content prominently through local navigation.

#### *Medium Priority:*

- **Reduce the number of clicks to reach the desired content.** Most categories have over four clicks to get to very little information. Instead of creating a new (X)HTML page for each link, listing similar content on one page would create improved organization.
- **Eliminate pages with no beneficial content.** Categories such as 'Product Guide' and 'Adoptions' contain pages which have either very little detail on a product or no adoptions in the state. Instead of displaying pages that have no information for the user, remove the pages until needed.

## Clear Labeling

Labels are an essential element to the usability of a website. A label should be a clear indicator as to what information is held within that section of the site. Poor wording or vague descriptions for navigation buttons or links serves little use to users searching for information quickly. Frustration due to poor labeling often leads to users leaving the site even if the content they were looking for was available.

### Suggested Changes

#### *High Priority:*

- **Implement consistent and clear labels for all navigation.** Several labels should have wording changed to better represent what each category holds.
  - **'Order Online' label and page should be removed entirely.** 'Order Online' used to contain the ability to order products online but has since been removed to display an option to view the monthly flyer. There is another link for the 'Monthly Flyer'. Depending on how long ago ordering online was disabled a notice on the home page could be displayed.
  - **'Our Stores' label should be changed to 'About Us'.** The 'Store Locator' option could be removed from the 'About Us' page as it has its own navigation link.
  - **'Monthly Flyer' label should be changed to 'View our Monthly Flyer' to better indicate that the flyer is displayed on the website.**
  - **'Product Guide' should be changed to 'Product List'.** The current section does not contain details on products but rather mostly lists what Pet Supplies “Plus” carries in their stores.
- **Remove “click here” wording from links.** It is unnecessary to add the words “click here” to links as it should be obvious to the user where links are by the use of color, underlining and CSS/JavaScript rollovers. In addition, graphics saying “click here” are unnecessary and could confuse users because the 'click here' graphic is not clickable.
- **Reduce length of link descriptions.** A link should not be the length of a sentence. Keeping links down to a few words is easier to read and keeping the link to-the-point better indicates to the user what the link is for.

#### *Low Priority:*

- **Avoid using the 'PSP' abbreviation.** Pet Supplies “Plus” uses the abbreviation 'PSP' on several pages. The abbreviation could confuse users and should be displayed fully.

## Consistent Design

All aspects of a website benefit from consistent design. Page layout, link handling, graphic styling and navigation all should be handled in a consistent manner. The consistency of a site can aide the user in learning the site's architecture easily. User confidence lies within the organization and clarity of a site's design. Many inconsistencies are detailed here, with specific page problems provided in Additional Usability Issues by Page & Section.

### Suggested Changes

#### *High Priority:*

- **Provide one layout for all pages with the exception of the home page.** The current site has three page layouts. Additionally, those three page layouts are found to have varying size and formatting displays throughout the site. While it is common for the 'Home' page to be different from sub-pages, it should not be a huge difference and navigation should remain consistent.
  - The '**Home**' page displays a layout consisting of global navigation at the top, with additional navigation choices in the middle and bottom of the page used in conjunction with photographs and graphics.
  - The '**Store Locator**', '**Order Online**' and '**Monthly Flyer**' pages display a layout with no navigation and a green background color, instead of the orange color more commonly found throughout the site.
  - The '**Product Guide**' contains local navigation on products which open in a new browser tab, has no navigation and a white background.

The drawbacks on the inconsistency of the site's layout include having to use the back button for navigation, the user being uncertain as to whether they are still on the same site and having multiple browser tabs open unnecessarily. By providing one consistent layout throughout the site the clarity of the site's design and architecture is much improved, enabling the user to easily navigate.

- **Establish an orderly layout for content within the body text area.** Layouts on pages 'Contests & Fun Stuff and 'News & Events' could be improved greatly by applying a more orderly feel to the content. No real hierarchy is applied to the page and it's difficult to know where to look first. Standardizing the content area layout on all pages would make the site feel more consistent.
- **Establish one text size, color and font for all links within the body text area.** Links within the main content areas currently vary in size, color and font. Reducing the links to one style will help the user understand which text are links and which links have already been visited. One style for link handling also looks more professional and standardized.

- **Lengthen white background for content on longer pages.** On many pages the white background area for content is not long enough to hold all content. The white background should be lengthened to appropriate lengths to allow for ease of reading and a more professional appearance.

*Medium Priority:*

- **Visually indicate graphics that are clickable links.** The existing photographs displayed are styled in numerous fashions. Some photos are links to categories and some photos are just for display. With the current implementation of varying styles it is difficult for the user to differentiate between a clickable image or a static image.
  - **Style the clickable photographs in the same manner as the photographs on the 'Animal Care' page.** These photographs are handled nicely and have a button appearance to them. A border color change could be applied to indicate a section already visited.
  - **All other static images should be styled differently to indicate the graphic is static.**

## Matching User Expectations

Common practices have been in place on the Web long enough for users to have certain expectations when visiting a site. Page behavior such as link handling in regards to color and underlining have been taught to even the most non-technical user by past experiences. Underlines indicate a link and those links have historically been colored blue. Matching User Expectations issues that pertain to other guidelines may be listed under those guidelines and therefore are not detailed here.

### Practices to Continue

- **Providing useful content to the users.** Content found within the 'Animal Care' and 'Product Guide' sections is expected information a user would be searching for when visiting a pet store site. The 'Animal Care' section is chunked by type of pet which is a great format. While the 'Product Guide' section would benefit from additional details, the listing of products the stores carry is good information.

### Suggested Changes

#### *High Priority:*

- **Remove underlining of text that are not links.** Body text that is underlined and not clickable confuses the user as they expect the underlined text to be a link.
- **Avoid using blue colored font for text that are not links.** Both links and content text are blue on the 'Adoptions Page' creating confusion as to whether the text and header are also clickable.
- **Add pricing and additional detail to the 'Product Guide' category.** Most users want as much information as they can get. Currently 'Product Guide' mainly consists of lists of products and doesn't offer specific details and pricing.
- **Display the appropriate page behind navigation labels.** In 'Contest & Fun' and 'News & Events' the survey links display the 'Thank You for Taking Our Survey' page. Errors such as this are indicators that the site is not well maintained.
  - **The survey is labeled as the 'Spring Survey' and it is currently October.** A vague or incorrect date is also an indication the site is not updated often. To obtain ultimate traffic to the site, monthly updates are recommended.

## Effective Visual Design

Visual design pertains to how effectively design principles have been implemented. The “look and feel” of a site is an important element in aiding user's ability to access desired content. Sites that adhere to the design principles will have improved aesthetics and functionality. Visual design issues of a wide-spread (multi-page) nature are detailed below, while specific page issues are provided in Additional Usability Issues by Page & Section.

### Suggested Changes

#### High Priority:

- **Provide visual hierarchy for all pages.** The size of the page names on pages that do have them are the same size as the left-hand global navigation. Some links for local navigation are also the same size. By adding text of varying sizes visual hierarchy can be accomplished.
- **Create a style guide for the entire website.** The variance of colors, sizes, and fonts of page elements such as page names, links, and text used in the existing design is overwhelming. By choosing consistent styles for page elements the site would have a more unified look and feel.
- **Avoid large areas of white space.** On several pages large areas of white space were found unexpectedly in the middle of content and forms. These issues stem from coding problems and should be corrected.
  - **Ensure pages feel balanced.** Some longer pages feel unbalanced due to the large amount of white space under the left-hand global navigation. Filling that area with color or other content would improve page aesthetics.
- **Improve contrast between non-visited and visited link coloring.** Currently most of PetsuppliesPlus.com's links within the body content area are dark green. Visited links display as black. This does not provide much contrast for users who may not have the best monitors or eye sight.

#### Medium Priority:

- **Display photography versus cartoons or clipart for visual appeal.** Professional photographs tend to give a more professional feel to the site compared to clipart.
- **Improve page names' visual appeal.** Some pages have headers that are fuzzy and difficult to read. These headers are images that were incorrectly adjusted or compressed too many times. Rendering clear and easy to read page names would look more appealing to users.

## Supporting Readability & Scannability

Most time spent browsing websites consists of reading content and more specifically scanning through pages looking for specific items such as headings or links. In order to support both readability and scanning, text should have clear headings, bulleted lists and an ample amount of surrounding white space. Color and contrast are also important elements when organizing content for a webpage.

### Suggested Changes

#### *High Priority:*

- **Increase hierarchy by using varying sized page names, headlines and bold text.** In order to support both readability and scannability applying visual hierarchy by using text sizing would benefit the user.
- **Avoid using text colors that are link colors.** Several sentences within the current site are colored green, the same as the links. In those instances the text is also underlined and says to the user “this is a link”. However, the text is in fact not a link. Not only are large bodies of green text difficult to read but the green color confuses users as to which text are links.
- **Avoid usage of red font.** Red font is used in several areas of body text. This color is difficult to read and usually marks something important. Usually text and links should not be colored red.
- **Use bulleted lists for improved scannability.** Bulleted lists are easier to review quickly than bodies of text.
- **Correct page layout issues in regards to positioning of graphics and background.** Page issues such as content running off the white background and 'Back' and 'Forward' buttons placed ovetop content make reading the content near impossible. Absolute positioning using CSS appears to be causing these problems. If using absolute positioning the layouts should be tested in multiple screen sizes to ensure page quality.

#### *Medium Priority:*

- **Implement left-aligned text within the body content area.** Many pages currently display text that is center-aligned. Reading and scanning is much easier when the text is left-aligned such as it is in newspapers and magazines.
- **Increase line spacing and text size within large bodies of text.** The space between each line of text within the body content area is at times a little too condensed. The text size would also benefit from enlarging on applicable pages to aide in improved readability.

## Facilitating User Tasks

Tasks on a website should be accessible, quick and to the point in order to keep the users coming back. A well designed task will keep frustration out of the user's experience and build confidence in the organization whose site they are visiting.

### Suggested Changes

#### High Priority:

- **Improve all forms to better facilitate the task of filling in the information requested. PetSuppliesPlus.com provides several forms on their current site, including forms for:**
  - Franchising Application
  - Gift Card Ordering
  - Special Email Offers
  - Surveys

Each form varies in style and format and could be improved by implementing the following recommendations:

- **Standardizing style of titles for forms for improved visual appearance.**
- **Increasing form hierarchy to create increased scannability.**
- **Enlarging text describing form fields for improved readability.**
- **Marking which fields are optional instead of marking each field required.**
- **Increasing overall white space surrounding form fields.**
- **Formatting all forms similarly for ease of use.**
- **Removing the 'Reset' button next to the 'Submit' button.**
- **Creating form validation to obtain quality results from users.**

#### Medium Priority:

- **Indicate when a link is a downloadable PDF file instead of a normal link.** File size and download time are also useful items to the user who may have a slow internet connection.
- **Add a “Subscribe for Email Offers” field and “Go” button at the top portion of all pages for easy access.** If no online ordering is available special emails offering discounts for in-store purchases would be valuable to users. The current 'Email Offers' page is found linked from the 'Home' page and inconsistently through the rest of the site.

## Providing Help

Providing users with a help section is sometimes necessary even for the simplest websites. While some users may have negative connotations when seeing a 'Help' section due to previous experiences with unhelpful 'Help' sections, it is still good practice to provide a section where commonly asked questions can be answered.

### Practices to Continue

- **Offering users options to locate a store, receive email specials and flyers.** Providing common tools and information users need will retain user traffic and spread the word of Pet Supplies “Plus” stores.

### Suggested Changes

#### *High Priority:*

- **Create a FAQ section for the 'Animal Care' section.** Creating a new section to aide in locating information on caring for their pets would be valuable information to users. The FAQ could be broken into sections on frequently asked questions on caring for pets. Providing quick access to important animal care questions either with an FAQ or a search within 'Animal Care' would be beneficial additions.
- **Create a footer on each page to display utility links such as: 'About Us', 'Contact Us' and 'Privacy Policy'.** While the existing site design does have 'About Us' and 'Contact Us' pages they are implemented inconsistently and in an unexpected fashion.
  - 'About Us' is found under 'Our Stores > PSP Story' and 'Contact Us' has an (X)HTML page found only from the 'Home' page (all other pages implement a <mailto:> link). The 'Privacy Policy' consists of a one line declaration that Pet Supplies “Plus” will not sell email addresses.

A footer added to each page would allow for the user to quickly find information on who Pet Supplies “Plus” is, how to contact them and whether the site is to be trusted with personal information.

- **List an email address for contact which reflects the Pet Supplies Plus domain name.** Currently the email address listed for contact is petsuppliesplus@fucinipro.com. The domain fucinipro.com could confuse the user and create doubt about whether they are sending an email to a safe and trusted source. Obtaining email services for the domain @petsuppliesplus.com would correct this issue.

## Additional Usability Issues by Page & Section

Within this section further issues specific to various pages or categories are detailed. Repetition may occur with issues also noted within the general analysis if the page in question requires significant assistance to correct existing issues. These issues are itemized below.

### Home Page

#### *High Priority:*

- **The 'News' section should match the 'News & Events' section within the website.** Having two different areas for news is confusing to users.
- **Match the global navigation to the rest of the site.** Although the layout of the content can be different between the home page and the other pages of the website, if a global navigation is included on the home page it should be consistent with the rest of the site.

### Store Locator

#### *Medium Priority:*

- **Change the label 'Store Locator' to 'Find a Store'.** Ensure the label clearly indicates what section the user is about to browse to.
- **Alter the 'Store Locator' section by removing the map for locating store by red dot.** While a store locator is a useful tool, it is very difficult to choose the correct store by the small red dots displayed for each location. If a tool is not beneficial it is better to remove it than to frustrate the user trying to use it. The current search function locates stores readily and could function as the only tool on the page.

### Order Online/Monthly Flyer

#### *Medium Priority:*

- **Rewrite the three explanatory paragraphs for clarity and readability.** These paragraphs could probably be reduced to three sentences or less, for example:
  - To serve you and your pets better, we no longer offer online ordering.
  - Please enter your zip code or select your state from the list to download a PDF of your area's current Pet Supplies "Plus" flyer.

The disclaimer should be placed beneath the form.

- **Indicate that the flyer is a downloadable PDF.** See 'Animal Care' for example.

## Franchising

### *High Priority:*

- **Chunk pages of 'Brochures' and provide local navigation to each section.** The 'Brochures' section contains five pages of information users might not see as the only way to navigate through the information is using the 'Back and 'Forward' buttons at the bottom of the page. Providing local navigation to this area would correct the issue.
- **Remove the white space found within the 'Confidential Franchise Application' area.** A screen of white space is found in the middle of the form most likely caused by coding issues. If a user did not scroll down they would not find the rest of the form.

## Product Guide

### *High Priority:*

- **Set links to open in the current window, rather than a new window.** A new window opens for each product, which eliminates the global navigation completely and is likely confusing for the user. Having the links open in the current window would further reinforce the organizational clarity of the website.
- **Create a local navigation within the sub-pages.** Along with the above recommendation, this would be very beneficial to organizational clarity and would lower the necessity of the browser back button.

### *Medium Priority:*

- **Standardize individual product layout.** The position of the 'Close Window' link and the product image varies from page to page. See Consistent Design on page 10.

## Our Stores

### *Medium Priority:*

- **Rename the links 'Store Locator' and 'PSP Story' for clarity.** 'Store Locator' is slightly ambiguous and should be changed something more specific, such as '[Find a Store](#) in your area', with 'Find a Store' linked to the current store locator. 'PSP Story' should be renamed to a more common term or phrase such as 'About Us', 'Company History' or 'Our History'.

## Animal Care

### *High Priority:*

- **Replace 'Back/Forward' links with local navigation at the top of the page.** Within specific animal sections, the lack of specific-animal page names and no way to navigate back without resorting to the browser's back button tends to make users feel lost.
- **Links within 'Reptiles & Amphibians' should open in the current window, rather than a new window.** This recommendation is explained in the previous section of this review.
- **Remove the picture of the black dog after every question in the 'Allergies', 'Arthritis' and 'Dental Care' sections within both the 'Dogs' and 'Cats' sections.** A single picture at the top of the page is sufficient; repeating the same picture throughout creates significant, unnecessary scrolling.

### *Medium Priority:*

- **Visually separate different types of information.** Some subcategories within a specific animal section have bold-faced subheadings; this practice should be standardized throughout each different animal type (e.g. 'Diet & Nutrition', 'Equipment & Supplies' for each animal type). Further visual distinction between these subcategories could be shown with individual columns for each subcategory.
- **Indicate which links are PDF downloads.** A common method for file download links is to list the file type and file size next to the link, for example [AnimalCareLink \(.pdf, 1.0 MB\)](#).
- **Page names should contain the animal name/type in those sections.** Currently, 'Reptiles & Amphibians' is the only page that includes the animal name in the page name. The other animal sections should have similarly representative page names.

### *Low Priority:*

- **Link names should be consistent with page names.** 'Reptiles' link leads to the page 'Reptiles & Amphibians.' The link label should be changed to reflect that.

## Contests & Fun Stuff

### *Medium Priority:*

- **Explain in brief what the different contests are beneath their respective links.** An explanation would allow users to find contests they are interested in more easily.

*Low Priority:*

- **Size image files to the dimensions at which they are displayed on the page.** The photo image of the two dogs at the top of the page is much larger than it is displayed. The larger image increases download times and may be frustrating for users with slower Internet connections.

## Pet of the Month/Pets at Work

*Medium Priority:*

- **Create an image-upload form for the 'Pet of the Month' and 'Pets at Work' sections.** Allowing users to submit their photos in a quicker way than e-mailing is likely to improve response for this activity.

## Cartoon Contest

*High Priority:*

- **Remove the “Click Here” paw image.** Clicking on the paw doesn't invoke any action, and therefore action should not be suggested.

*Medium Priority:*

- **Include the caption-submittal form directly under the explanatory paragraph at the top of the page.** The text in the paragraph is misleading by suggesting that e-mailing the caption is necessary. Users may not see the link to the form at the bottom of the page, and actually placing the form on the main 'Cartoon Contest' page would alleviate that problem.
- **Move or remove the “Get Creative” image that is located behind the deadline paragraph.** The image makes the text difficult to read and would be better suited near the caption-submittal form or at the end of the contest briefing page.

## Mystery Pet

*Medium Priority:*

- **Consolidate the clues and forms page into one page.** To see the clues for the mystery pet, the user has to click on this graphic link. The same graphic link is used on the clues page to get to the contest form page. If the form and clues page are not combined into one page, these links should contain more specific text, such as “See the Clues for this

Month's Mystery Pet” and “Submit Your Answer”.

## Adoptions

### *Medium Priority:*

- **Indicate the number of current adoption event/program listings for a given state next to that state's link.** Users may be disappointed or frustrated when clicking on a link yields no additional information. Users generally don't want to click only to find out the information could have been given to them without clicking. Knowing whether further information is available before clicking would improve the general user experience.
- **Include a short note or disclaimer about the states that are missing from the list.** Explaining that a state has no current adoption events is more clear to the user than simply omitting the state from the list.

## News & Events

### *High Priority:*

- **Ensure the preview pictures for a given story link to the same page as the text link.** The picture above 'PSP AKC Dog Show Report' links to a different (non-existing) page than the text link.

### *Medium Priority:*

- **The date of the news story or event should be listed near the link to the story.** Ordering the news stories by date would also be helpful in letting users know how current the events on this page are.
- **The page name should be styled consistently with other page names on the site.** The current style is unique to this page.

### *Low Priority:*

- **Visually divide the events and news from the customer surveys.** Because the page link is 'News & Events', the main focus of the page should be that. Relegating the customer survey links to a right-aligned, visually distinguished box or area would make them less intrusive and clarify that they are not an “event.”
- **Include the first paragraph of the story or a short summary below the link to the story.** A preview would allow users to be more selective in the stories they read.

## Gift Cards

### *High Priority:*

- **Implement better form validation for the ordering form.** The current validation system allows a dollar amount of 0, and only a single character is required to successfully validate the other required fields.

### *Medium Priority:*

- **Stylize or color 'To Order a Gift Card...' link to differentiate it from regular text.** The link is currently colored black, which does not signify a clickable link. Based on the nature of the desired action (ordering a gift card), a graphical link may be more appropriate. Re-labeling this link to something more concise, such as 'Order a Gift Card' would also be appropriate.
- **The 'Reset' button should be removed from the ordering form.** The 'Reset' button is rarely used and generally only serves to cause user errors, e.g. resetting the form unintentionally.