Information architecture writeup -

I wanted to give the user the same navigation tools wherever they were on the website. I wanted to avoid making the user memorize where certain navigation tools were in order to use the site properly, so using a navigation bar in the header felt like an obvious choice. The logo also serves as a way to go back to the home page in addition to the home navigation option to make getting back to the home page as intuitive as possible. The highlighting in the nav bar also makes sure that the user always knows where they are and that they’re never confused or lost. I also made an effort to make each of the nav pages different from each other (like putting images on opposite sides) to further contrast and make sure the user wouldn’t get lost. The owner would want the user to check out their social media, so I put the social media links in the footer. That way they’re always available but not obnoxious and annoying. The contact information is equally important, so I put the contact information in the footer as well. I tried to make additional page navigation intuitive and related to their parent page. So for example the link to Pamela’s trip advisor page is on the reviews page, along with all the other trip advisor content. I also included the hours of operation on the homepage because I didn’t think it fit that intuitively in any other nav page, so I put it in the homepage where the users would likely look towards by default.