Home (Accessible Through The Logo On The Home Page):

- Accessible through the logo on the home page:

    - **a homepage accessible through the logo** is an essential practice that simplifies user navigation and enhances the overall user experience. It not only aligns with **best practices** but also contributes to the clarity, consistency, and usability of the website.

- Home Page (Important Info and Advertising):

    - Home page:

        - The **Home Page** must establish trust and give users confidence that they've arrived at the right place. It should provide the most important information upfront and guide users seamlessly through the site. The idea is to highlight what's most relevant to your audience while maintaining a clean design and user-friendly navigation.

    - Important Info:

        - **Important Info:** At the core of any website's home page is clear, concise information. Whether it's a product, a service, or a cause, this information should be front and center in a way that answers the fundamental questions users may have. This could include:

A brief description of the service or product.

Key features or benefits that users should know immediately.

Contact details or calls to action for further engagement.

Trust elements like testimonials or reviews.

    - Advertising:

        - **Advertising:** Advertising should always feel seamless and non-intrusive, supporting the website's user experience rather than detracting from it. Philosophically, advertising on the home page is about aligning business goals with user interests. Advertisements should be relevant to the target audience and presented in a way that's easy to dismiss if not of interest. Overloading the home page with too many ads risks overwhelming the user and diminishing trust. Instead, consider subtle, context-sensitive ads that integrate smoothly with the rest of the content, ensuring they do not dominate the user's attention.

About (Accessible Through Header, Displayed Through Text) (Dropdown Menu):

- FAQ

    - **FAQ:** A brief description could read "Find answers to common questions about our products/services."

- Business History

    - **Business History:** The **Business History** section gives visitors an overview of the company's **background** and evolution over time. This section should not just focus on dates, but also on the **values** and **milestones** that have shaped the company.

- Business Awards

    - **Business Awards:** The **Business Awards** section highlights the company's achievements and recognitions in the industry or community.

This section should be visually engaging, showcasing the awards, certificates, or recognition the business has earned. You can include **images of awards**, **press mentions**, or **testimonials** to lend credibility.

- Company Mission

    - **Company Mission:** The **Company Mission** is often the guiding principle of the business. It's vital to make this section **clear** and **compelling**, highlighting the organization's core beliefs and goals.

Ideally, this section should reflect the company's **values**, **vision**, and **long-term goals**. It can be enhanced with visual storytelling, such as **infographics** or **videos**, to make it more engaging and impactful.

Shop (Accessible Through Header, Displayed Through Text) (Dropdown Menu):

- **Dropdown Menu:** Given that there are several categories under Shop (Hotel Booking, Zoo Booking, Gift Shop, Restaurant Menu), a **dropdown menu** allows for efficient organization. The goal is to reduce clutter while providing quick access to different offerings.

- **Accessible through header:** By placing the **Shop** section in the header, you're ensuring that users can quickly find and access this critical part of the website. Accessibility from the header helps guide users directly to where they can purchase, book, or explore available services.

- **Displayed through text:** Each option in the **Shop dropdown menu** should be clearly labeled and concise, allowing users to quickly understand what they'll find when they click the link. **Clarity of Labels**: The text labels should be descriptive yet concise enough to fit neatly into the dropdown menu. For example:

"Hotel Booking" should clearly convey that users can book a hotel room.

"Zoo Booking" should indicate ticket or experience booking for the zoo.

"Gift Shop" should suggest the presence of a marketplace for items.

"Restaurant Menu" should indicate the available food and beverage offerings.

- Hotel Booking (With Ordering System)

    - **Hotel Booking:** This section allows users to **book a stay** at a hotel. From a design perspective, the page should feature an **easy-to-use booking system**, where users

can select dates, view room types, and make reservations. **Booking forms** should be simple, with a **calendar system**, clearly marked prices, and an intuitive flow for users to make their choices.

- **Ordering System:** An **ordering system** could mean a function that allows customers to reserve rooms, add extra services (such as meals, spa bookings, etc.), and finalize their order. This system should be easy to navigate, displaying available options clearly and guiding the user smoothly through the booking process.

- Zoo Booking (With Ordering System)

  - **Zoo Booking:** This section allows users to **buy tickets** or **reserve experiences** at a zoo. The design should offer a **ticketing system** where visitors can choose dates, ticket types (adult, child, senior), and any specific animal experiences or special events. Clear pricing and available times should be shown, helping users decide when to visit.

  - **Ordering System:** For the zoo booking system, the ordering system should allow users to add multiple tickets to their cart, choose extra add-ons like tours or exhibits, and finalize their purchase. The goal is to provide an easy and smooth booking experience, similar to the hotel section.

- Gift Shop Item Lists

  - **Gift Shop:** This part of the website would list all available items for purchase, whether they are souvenirs, merchandise, or other products related to the brand or location (e.g., zoo-themed gifts, hotel-branded merchandise). It should be designed as a **mini e-commerce platform** with **filter options** (price range, categories) and **search functionality** to help users find specific items.

  - **Item List:** An **item list** under the Gift Shop section should display the various products available. Each product should include an image, price, description, and a quick option to add it to the cart. The list should be paginated or infinite scrolling for larger item inventories.

- Restaurant Menu

  - **Restaurant:** The restaurant section should clearly outline the food offerings of a hotel, zoo, or other venue with a dining facility. This section could include **details about the restaurant**, opening hours, and reservation options.

  - **Menu:** The **menu** should be easily readable, showcasing the various dishes available for purchase. Each item can have a description, price, dietary information (vegetarian, gluten-free, etc.), and an option to order (if the restaurant supports online ordering). Consider using visually engaging design elements, like images of dishes, to make the menu more appetizing.

Map (Accessible Through Header, Displayed Through Text):

  - **Map:** The **Map** section provides an interactive or visual representation of locations within a larger area, such as a zoo or a hotel. The **header** and **text displayed in the dropdown menu** will ensure that this section is easy to find and navigate for users.

- **Header Access:** To make the **Map** section easily accessible, it should be placed in the **header** of the website's navigation menu. This ensures that users can quickly find the map, no matter what page they are on. A clear, descriptive label like **"Map"** or **"Interactive Map"** should be used, and it can either appear directly in the main navigation bar or within a **dropdown menu** under broader categories like "Zoo" or "Hotel."

- **Displayed through text:** Each item in the **Map** dropdown menu should clearly describe the content users will find when they click. This text should be concise yet informative, guiding the user to the specific map that corresponds to their interests or needs.

Zoo Map: "Explore zoo attractions and locations"

Hotel Map: "View hotel room locations and amenities"

The **text labels** should be simple and easy to understand, as they serve as a navigation aid for users.

- Zoo Map (Displays Attractions and Locations)

    - **Zoo Map:** The **Zoo Map** will likely display the **layout of the zoo**, including the locations of animals, exhibits, rest areas, food vendors, and other points of interest.

    - **Display of Attractions and Locations:** Interactive elements: The map should allow users to zoom in and out, and possibly click on areas of interest for more information. Interactive elements like clickable icons or markers for exhibits, restrooms, food stands, etc., can make the map more engaging.**Display of Attractions and Locations**: Ensure that key areas like animal enclosures, bathrooms, restaurants, and emergency exits are easily identifiable. Color-coding or icons can be used to distinguish different areas, making the map easy to read and navigate. A **legend** or key can help explain the icons.**Search Functionality**: If the zoo is large, consider including a search bar where users can type in a specific animal or exhibit they're looking for. The map can then highlight that location for quick reference.

- Hotel Map (Displays Location Of Rooms)

    - **Hotel map:** The **Hotel Map** will help guests visualize the layout of the hotel, including the locations of rooms, amenities, exits, restaurants, and other important facilities.

    - **Location of rooms display:** The hotel map should include a clear layout of all the hotel floors, including room numbers, elevators, stairways, and access points. It should also show public areas like the lobby, gym, or restaurant, along with key amenities like parking, pools, or spas.

More (Accessible Through Header, Displayed Through Text) (Dropdown Menu) (General Miscellaneous Info):

- **Accessible Through Header:** The accessibility of important information is paramount. A clear, well-structured header serves as the gateway to key sections of a website. By placing the most critical content in the header, such as navigation links and key categories, developers ensure that users can quickly access what they need.

Accessibility in this context is about making information easy to find and interact with for all users, including those with disabilities. The header should include intuitive labels, ensuring clarity for all site visitors.

- **Displayed Through Text:** Text-based information is the cornerstone of digital communication on a website. When displaying content, the priority should be on clarity, conciseness, and readability. It's essential to structure text in a way that allows users to find relevant information quickly. Content should be formatted properly for accessibility, including the use of proper headings, lists, and paragraph breaks to improve readability. Furthermore, text should be understandable and free of jargon, ensuring that the widest possible audience can comprehend the information.

- **Dropdown menu:** If there are multiple related topics to cover (like FAQ, History, Awards, Mission), a **dropdown menu** is an excellent solution. This minimizes clutter in the header while still offering easy access to a variety of sub-sections. It also helps **reduce visual overload** for users, keeping the interface neat and clean.

- **General Miscellaneous Info:** A well-rounded website provides a space for miscellaneous information that may not fall into specific categories but is still essential for a complete user experience. This could include general background information, contact details, FAQs, and other resources that may not be central but still offer valuable insights. It's important to integrate this information in a way that doesn't clutter the main navigation but makes it accessible when needed. This helps to build trust and provides users with well-rounded support.

- Safety Guidelines

    - **Safety Guidelines:** Safety and security are critical aspects of web development. Developers must adhere to best practices for ensuring the privacy and protection of users. This includes encrypting data, protecting personal information, and employing strong security protocols (such as HTTPS and two-factor authentication). Websites should also provide clear safety guidelines, helping users understand how their data is handled and what steps they can take to protect themselves while navigating the site. In addition, safety should be prioritized in design, ensuring that users are not exposed to phishing or malicious activity.

- Business Policy

    - **Business Policy:** The business policy governs how a website engages with its users and customers. This includes clear guidelines on how data is collected, used, and stored, as well as any restrictions related to the website's content or services. The business policy should be transparent, with easy-to-understand language that leaves no room for ambiguity. It's important to build user trust by ensuring that policies are not only clearly communicated but also adhered to consistently throughout the operation of the site.

- Info For Employment

    - **Info for employment:** Websites often serve as a platform for recruitment and employee relations. Information for employment should be prominently displayed to encourage engagement from prospective employees. This may include job listings,

company culture, benefits, and the application process. A dedicated section for employment-related content demonstrates an organization's commitment to attracting talent and providing a transparent hiring process.

- Info For Outside Businesses

  - **Info for outside businesses:** Websites may also need to engage with other businesses, whether through partnerships, collaborations, or vendor relationships. Information for outside businesses should be well-organized and easily accessible, outlining how external parties can engage with the website or company. Whether it's through a vendor application process, partnership guidelines, or business inquiries, the content should be clear and concise, enabling other businesses to easily navigate opportunities for collaboration.

- Terms & Conditions

  - **Terms and conditions:** Terms and conditions (T&C) are essential for protecting both the website owner and its users. They provide the legal framework for interactions on the site and outline the responsibilities, limitations, and rights of both parties. The terms should be written in clear, comprehensible language, avoiding overly complex legal jargon, to ensure that users understand what is expected of them. The website should also make these terms accessible, ensuring that users can find and read them at any time, particularly before using services or making purchases.

Cart (Accessible Through Header, Displayed Through Icon):

- **Cart:** The shopping cart is where users can review the items they intend to purchase, modify quantities, remove items, and ultimately proceed to checkout. As one of the most important features of an e-commerce site, the cart must be user-friendly and easy to interact with. It serves as both a summary of the user's shopping experience and a final step in the transaction process.

- **Accessible Through Header:** The cart must be easily accessible to users at all times, as this ensures a seamless shopping experience. One of the most efficient ways to do this is by integrating the cart within the website's header. This placement allows the cart to be constantly visible, ensuring users can check their selections or proceed with their purchase without having to navigate away from their current page. A header with an accessible cart icon or link also reduces the effort users need to put in when they want to view or modify their cart. This promotes a frictionless experience, especially for those navigating between different pages.

- **Displayed Through Icon:** To keep the website clean and avoid overwhelming the user interface, the cart is often displayed through an icon, typically resembling a shopping cart or basket. This icon serves as a visual cue for users that represents their cart and acts as a gateway to their shopping items. The icon should be prominently displayed in the header, with a clear design that instantly communicates its purpose. To improve accessibility, the icon should be paired with a text label or a visible cart item

count, letting users know how many items are currently in their cart at a glance. This helps users stay informed about their shopping experience without needing to open the cart fully.

- Displays Items items in cart

    - **Displays items in cart:** When a user clicks the cart icon, the cart should display a summary of the items the user has added, including the product name, quantity, price, and total cost. This gives users a clear view of their current shopping selection and allows them to make adjustments before proceeding to checkout. The cart should be easy to interact with, allowing users to modify quantities, remove items, and even save items for later. By presenting the cart contents in a clean, well-organized manner, the website ensures that users are able to review their selections efficiently and confidently.

- Can Redirect To Checkout

    - **Can Redirect to checkout:** The ultimate goal of the cart is to lead users to the checkout process. The cart interface should include a clearly visible call-to-action button that redirects the user to the checkout page. This step should be clearly marked, using a term such as "Proceed to Checkout" or "Checkout Now" to remove any confusion. Additionally, the process of transitioning from the cart to checkout should be seamless. There should be no unnecessary obstacles or interruptions; users should be able to quickly review their cart and move on to the next step in the purchasing process. Furthermore, the checkout button should be easily accessible, regardless of where the user is on the page, to ensure they can finalize their purchase with minimal friction.

Account (Accessible Through Header, Displayed Through Icon) (Dropdown Menu):

- **Account:** The account feature is vital for websites that require or offer personalized experiences, allowing users to manage their preferences, view their history, and access account-specific settings. The design and accessibility of the account section greatly affect how users interact with the website. A seamless and user-friendly account system provides a more engaging experience and builds trust with users.

- **Accessible through header:** For ease of use, the account section should be easily accessible through the website's header. This ensures that users can quickly log in, register, or access their account information no matter where they are on the website. By placing an account link or icon in the header, users do not need to search for it or navigate away from their current page. This makes the user journey smoother and minimizes friction in accessing personalized features.

- **Displayed Through Header:** The account link or icon in the header serves as a visible cue for users to interact with their personal account. The header is the ideal location for such a feature because it is consistently visible across pages and provides users with a reliable point of entry. Whether it's a simple account link or an icon (such as a person or user avatar), it should be easy to identify and interact with. This helps

users understand that they can personalize their experience and access account settings or information with a click.

- **Displayed through Icon:** The account icon, commonly represented by a user silhouette or avatar, serves as a recognizable visual indicator that users can click to manage their account. The icon should be intuitive and should ideally change based on whether the user is logged in or not. For example, once logged in, the icon could be updated to display the user's profile picture or an initial. This visual differentiation helps users quickly determine their login status and whether they have access to their account features.

- **Dropdown menu:** A dropdown menu under the account icon or link provides users with easy access to a variety of account management options. This allows users to interact with the website in a more organized and efficient manner. The dropdown should include clear links to key sections such as the account dashboard, account settings, login/logout options, and more. It should be responsive, ensuring that the menu opens and closes smoothly, and its options should be logically grouped to avoid overwhelming the user.

- Account Dashboard (Displays Account Info & Account Settings)

  - **Account Dashboard:** The account dashboard is a central location for managing all personal information and settings. This dashboard should display key account details such as the user's name, email, order history, and other personalized data. It provides users with a quick overview of their account and allows them to navigate to various settings or make updates as needed. The account dashboard is the place where users can control their preferences and view important information, contributing to an enhanced user experience.

  - **Displays account information:** The account information displayed in the dashboard should provide users with a summary of their personal data, including contact details, order history, and possibly saved preferences. This information should be organized clearly and be easily editable, allowing users to update their details when necessary. Transparency and clarity in displaying account information help users feel more in control of their data and strengthen their trust in the website.

  - **Account Settings:** Account settings allow users to manage their account preferences, such as notification settings, privacy options, password changes, and linked payment methods. These settings should be easy to navigate and organized in a way that users can quickly locate the options they need. The design of the settings page should focus on usability and ensure that users can make adjustments efficiently without confusion.

- Login Page (If Not logged In)

  - **Login page:**

  - **If not logged in:** For users who are not logged in, a clear and simple login page should be provided. This page should require minimal steps to access the account, such as entering an email and password. The login process should be secure and may include features like password visibility toggle, forgotten password recovery, and two-factor authentication to ensure a safe login experience. It's essential that the

login page is easy to navigate and visually aligned with the overall design of the website.

- Register Page (If Not logged In)

    - **Register page:**

    - **If not logged in:** If the user is not logged in and does not yet have an account, they should be directed to a registration page. The registration page should allow users to create a new account by providing basic personal information (e.g., email, name, password). This process should be streamlined and clear, ensuring users understand why they need to register and how their information will be used. Additionally, the registration page should include security features such as CAPTCHA to prevent bot sign-ups.

- Log Out Page (If Logged In)

    - **Log out page:**

    - **If logged in:** When a user is logged in, they should have an easy option to log out. The log out option, typically found in the dropdown menu or within the account dashboard, should be clearly labeled and easy to access. Logging out should immediately terminate the session, ensuring the user's account is secure. After logging out, users should be redirected to a page confirming their action or automatically taken back to the homepage.

- Employee Portal (If Given Staff Access) (For Editing Site Features and Accessing Staff Info with Corresponding Security Access)

    - **Employee portal:** The **Employee Portal** is typically accessible to internal staff members who need to manage or update certain aspects of the website. This portal offers access to relevant site features or staff-specific information and should be carefully controlled to maintain security while providing the necessary functionality for the team.

    - **If given staff access:** Access to the Employee Portal is restricted to authorized personnel only. To prevent unauthorized access, it's important to implement role-based access control (RBAC), ensuring that only employees with the correct permissions can log in and use the portal. Staff members should be authenticated through secure login methods (username/password, multi-factor authentication), ensuring that access is granted only to those with appropriate credentials.

    - **For editing site features and accessing staff Info with corresponding Security Access:** Employees with the appropriate permissions can use the portal to edit or update certain features of the site. This might include managing content, adjusting settings, or updating other areas within the site that do not require admin-level permissions.The portal should also provide access to staff-specific information, such as personal details, schedules, roles, and communication tools. However, the level of information available to an employee should be limited based on their role, ensuring they can only view or edit data relevant to their work. Security measures, such as encryption of sensitive data and tracking user actions within the portal, should be implemented to avoid unauthorized actions and data breaches.

- Admin Portal (If Given Admin Access) (For Editing Site Features and Database Info, Highest Security Access)

    - **Admin Portal:** The **Admin Portal** is the most powerful portal on a website, typically reserved for system administrators or site owners. Admins have the highest level of access and control over the website, including editing site features, managing users, and manipulating database information.

    - **If given admin access:** Like the Employee Portal, the Admin Portal should be protected by strong authentication mechanisms to ensure that only authorized individuals can access it. Admins often have broader access, so additional layers of security are essential to protect the portal from misuse. Features like multi-factor authentication, IP whitelisting, and strong password policies are necessary for maintaining secure access. Admins must be granted specific access rights based on their role, and their actions within the portal should be logged for auditing purposes.

    - **For editing Site features and Database Info:** Admins can access and manage every aspect of the website. This includes the ability to edit critical site features, alter content, and configure settings that impact the entire site. Admins also have the ability to interact with the database, managing the backend, altering data structures, and maintaining the integrity of the database.

The site's database may contain sensitive information such as user profiles, order histories, or financial data. Therefore, it is essential that admins use caution and follow best practices when handling this information to avoid security breaches or data corruption.

The admin portal should also allow for granular access controls, ensuring that different admins can be assigned specific permissions for various features (e.g., some admins may only manage content, while others handle user management or database modifications).

    - **Highest security Access:** As the highest security access level, the Admin Portal must be safeguarded against potential threats. Along with strong authentication, it is vital to implement role-based access control (RBAC) and data encryption at rest and in transit. Admin actions within the portal should be monitored with an activity log to track every change made to the site or database. Security features like session timeouts, login attempt monitoring, and intrusion detection systems are essential to protecting the portal from unauthorized access and attacks.

Moreover, an emergency access protocol (e.g., a system for temporarily suspending admin access or revoking credentials if necessary) should be in place to ensure that only the right individuals have control over the portal.