My site was designed so that new visitors can first see images of Prantl’s and some of their items, with more information about Prantl’s, a feature on their Almond torte, and links to their social media organized in tabs at the bottom of the page. This is so that general information about Prantl’s that new visitors would want to read before deciding to visit is easy to find on the home page of the site. I included a navigation bar at the top of every page to make navigating between pages consistent and simple. I put a menu page to store information for all of the Prantl’s menu items. I set up the navigation to work with smooth scrolling so visitors can both skip to an item they’re looking for and scroll through all of the menu items at once. I only included some of Prantl’s menu items as a demonstration of the format; Prantl’s could later add the rest of the items. Next I put an occasions page with information about Prantl’s services for birthdays, weddings, and holidays organized in tabs, so that people looking for cakes for a special occasion would be able to easily find this information. I included links to relevant Facebook pages to give visitors more examples of products to look at. I made a visit page to make the location information for Prantl’s stores easy for new visitors to find, with all of the necessary information located in one table. I made a contact page to make the visitor inquiry form easy for new visitors to find so they can quickly contact Prantl’s. My data visualization page was designed so that Prantl’s can have multiple data visualizations organized in an accordion. The graphs were designed to help Prantl’s analyze their general sales and sales of specific items and categories.