I intended to design the Prantl's website in such a way that new users wouldn't have to look too minutely to find what they're looking for. I achieved this by using big fonts, simple navigation and same design structure on each page of my website. Additionally, I used a simple grid structure on each page, with only two vertical divisions. Also, I used a color scheme to make the pages look more visually appealing and easier to navigate through. I also tried to divide information into as many pages as possible so a user wouldn't have to scroll too much to look for something. And I tried to make these divisions as intuitive as possible. And I further divided information on pages using chunking to make the pages more coherent.