**Site MapA diagram of a product

AI-generated content may be incorrect.**

**Information Architecture & Navigation**

For any website that deals with interaction between clients or customers with information, it is important for good informational architecture throughout the website. The website’s information architecture has been designed to ensure intuitive navigation, which guides users to relevant sections with minimal effort. The top navigation bar includes four main sections, each labeled clearly to help users find what they need quickly. To enhance usability, the homepage consolidates important visitor information, such as group rates and tour bookings, which reduces excessive clicks. The Things to Do page organizes post-visit recommendations and points of interest near the inclined into easily navigable categories. The About page presents information in a structured format, which also features a donation option to encourage community involvement. The Gift Shop page provides a simple, product-focused layout that highlights featured merchandise. Furthermore, the footer in the home page includes important details such as contact information, and directions are accessible from any page. This structure focuses on usability, accessibility, and efficient content discovery, which benefits the overall experience for all visitors.

**First-Time Visitors**

The website has been designed to provide efficient experience for first-time visitors. I made sure they can quickly understand the purpose and significance of the Duquesne Incline while accessing practical information for their visit. First, users are greeted with a visually engaging homepage that combines historical context with visitor essentials. A brief introduction highlighting the incline’s importance along a mix of interesting images, videos, and text descriptions helps new visitors understand the significance of the incline without being overwhelmed. To guide users efficiently, the homepage features call-to-action buttons that direct them to important functionalities such as booking tours, learning about group rates and directions to the incline. These buttons are placed to encourage interaction and reduce frustration in the decision-making process. An interactive map at the bottom of the homepage further helps the new visitors in locating the incline.

Navigation has been structured to cater to users who may not be familiar with the incline or the Pittsburgh area. The Things to Do page provides a list of recommended activities, including city tours featuring the incline and nearby attractions, which allow first-time visitors to plan a complete experience beyond just the ride itself. The website creates a welcoming environment that makes planning a visit intuitive and stress-free for new users by making clear pathways to critical information.

**Returning Visitors**

For returning visitors, the website prioritizes fresh and dynamic content to encourage continued engagement. While first-time visitors may need guidance on how to explore the incline, returning users are likely familiar with the basics and seek updated experiences, promotions, and new attractions. The Things to Do page plays a crucial role in keeping content relevant by highlighting new city tours and updated recommendations for nearby attractions, which makes sure repeat visitors always have something new to discover. The Gift Shop page is another important area designed with returning users in mind. Since many incline visitors will enjoy purchasing souvenirs, the shop will feature regularly updated products, which allows visitors to explore new items on each visit.

Furthermore, the About page includes an option for users to donate to support the incline’s ongoing preservation efforts. This feature is particularly valuable for engaged visitors who have already experienced the incline and want to contribute to its long-term sustainability. By balancing interactive elements and evolving, the website ensures that returning visitors are engaged while maintaining a user-friendly experience for all.

**Design Evolution**

The design process began with wireframing, which creates clear visual hierarchy and well-defined content organization. Over the entire duration of the project, I tried staying as close to the wire frame as possible. The initial structure focused on simplifying navigation while maintaining a visually appealing layout. As development progressed, several refinements were made based on usability testing and feedback. The homepage layout was adjusted to prioritize tour booking and group rates, which made sure users can access important features immediately. The Things to Do page was refined to improve readability and highlight local attractions more effectively. A carousel was also added for more interaction from the user and provided several images for preview. The Gift Shop page was optimized to allow easier product updates and a flexible and scalable design. Furthermore, accessibility improvements were implemented, such as alt text for images and logical heading structures. These refinements made sure that the website remains user-friendly, visually engaging, and easy to navigate.

**Before:**

**A screenshot of a computer

AI-generated content may be incorrect.**

**After:**

**A screenshot of a website

AI-generated content may be incorrect.**

**Used Javascript Libraries and APIs:**

Youtube API: <https://developers.google.com/youtube/v3>

Google Maps API: <https://developers.google.com/maps>

JQuery: <https://jquery.com/>

JS Validation API: <https://www.w3schools.com/js/js_validation_api.asp>