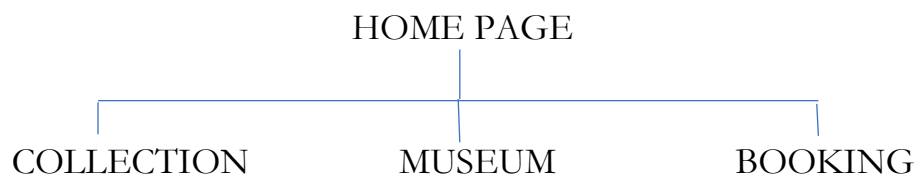


# The Structure Plane

## Information Architecture

Will be a simple tree structure.

The sticky header will be placed at the top with a collapsible navbar on tablets and mobile phones.



## Interaction Design (IXD)

- A sticky header will help the user to navigate the website without scrolling the page to the top.
- Each menu item will get bolder while the user moves the mouse on top or select the item on a touch screen device.
- Three colours will be repeated on the headings and backgrounds throughout the website (pale red, pale yellow and pale blue), giving the feeling of something united and compact.
- A section with the upcoming exhibitions and the call-to-action “book now” will be repeated in every page (except the booking one), so that the user can easily book a visit. The same call-to-action, but without a button, will be displayed on the footer.
- After submitting the form, a friendly message will thank the customers and will remind that the customer service of the museum will get soon in touch with them.
- All the social icons will have a link that re-directs the customer on a new page, so that the Museum website will not close.