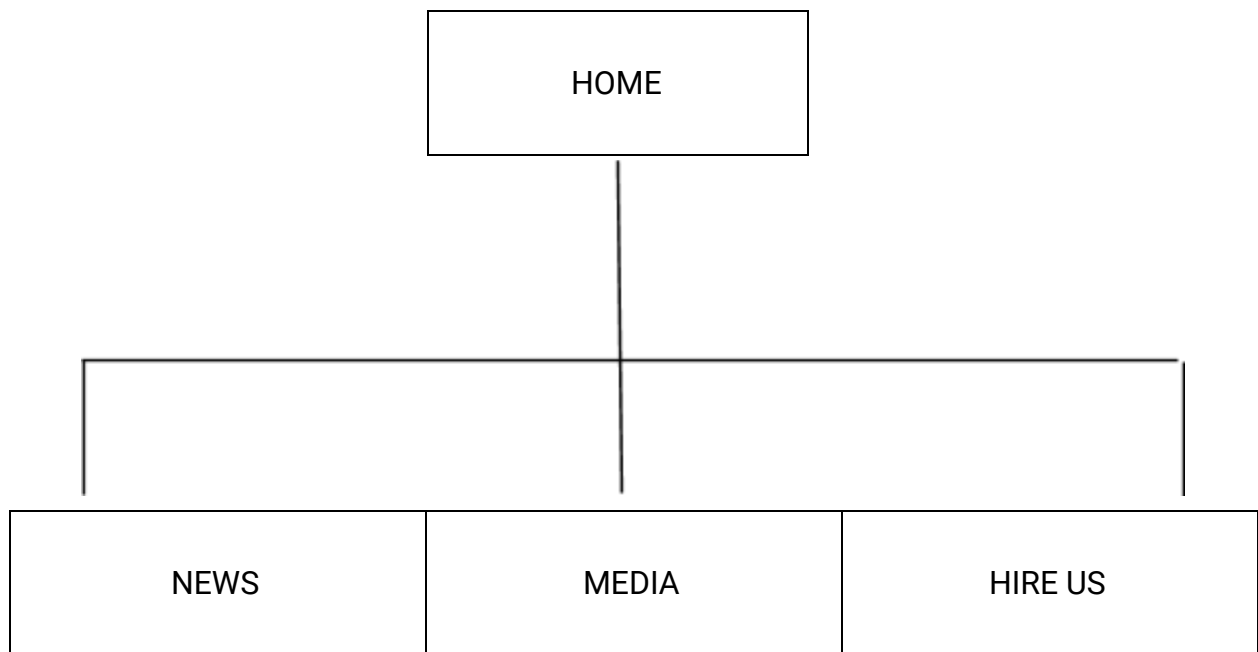


Structure plane

Information Architecture (IA)



Interaction Design (IXD)

- Each page will have a specific color theme to give user a visual clue which page they are currently on.
- Hover over the menu headings and social media links will have a hover effect on the buttons to confirm it is clickable.
- Link to online shop will be on the footer only in order not to appear too pushy.
- The social links will be in footer on every page and will open up in new tab, so the user does not lose the page they are currently on.