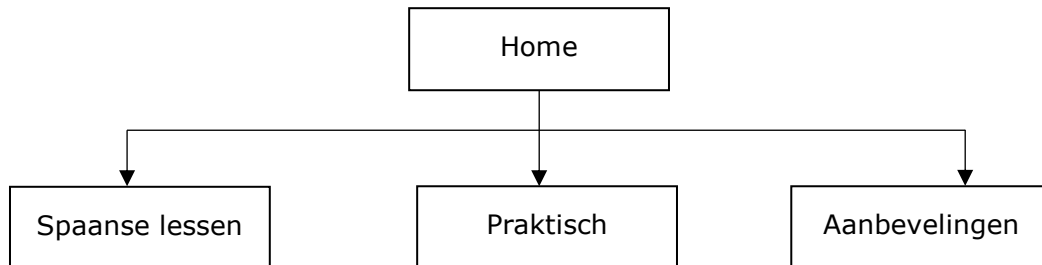


Structure

Information Architecture

It will be a simple tree structure, using a horizontal bar near the top of the page, taking up all of the page width. On desktop screen it will take up the left 2/3 of the width.



Interaction Design (IXD)

- Site logo will bring users back to home. One of the buttons will also be Home, in case some people won't understand they can click the logo.
- Each menu heading changes colour with a rollover, confirming that clicking on that area evokes an action. That is also the case with the links to the contact form and to the social media channels.
- The navigation buttons are in red and yellow, the colours of the well-known Spanish flag, that gives our visitors a strong connection with the information – Spanish lessons – that they search. Basically the buttons are used to send an immediate message that the visitor arrived on the website they were searching for. Recognizable icons will be used inside the buttons to address the visitor also intuitively.
- The link to the contact form, where potential clients can ask for a free trial lesson, will be placed immediately below the navigation button. The navigation buttons on mobile screen will go 2 on a row, so it's not esthetical to have a fifth button for the contact form. Also, a link to the contact form outside the main structure draws more attention. Because of the choice to use recognizable colours for the navigation button, this is also used on mobile screen. Therefore we don't use the hamburger icon, also because older users may not recognize this.
- On desktop screens, there will be an additional button to the contact form at the right 1/3 of the screen.
- On the home page we shortly introduce the main information, linking to pages with more extensive information. In those introductions we don't follow the same structure as in the menu: we feel we don't have to further introduce practical information, but we do introduce different aspects of the lessons. By clicking the visitor will be directed to the specific place of the page where he can find the desired info. The information on the homepage about material and teachers for example link to the same subpage, but to different sections.

- On the page with practical information we use internal links so that the visitor can go immediately to the desired information, without having to scroll.
- The links to Facebook, YouTube and Instagram will open in a blank window and have the same roll-over effect as the menu headings.