Mobile-First Wireframe and Priority Guide
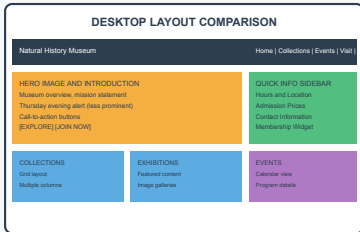
Natural History Museum Website - Information Architecture

PRIORITY 1: NAVIGATION (CRITICAL)
Hamburger Menu | Museum Logo | Quick Contact

PRIORITY 2: THURSDAY ALERT (HIGH)
NEW: History After Dark - Thursday until 11PM
[PROMINENT BANNER - Click to Learn More]

PRIORITY 3: ESSENTIAL INFO (HIGH)
Location: University Campus, Cardiff
Today: 9AM-5PM (Thu: 9AM-11PM)
Adults £15 | Students £10 | Kids FREE
[QUICK ACTION: Get Directions | Call Now]

PRIORITY 4: WHAT IS ON NOW (MEDIUM)
NEW: Ice Age Mammals (Limited Time)
Ocean Depths Exhibition
Summer Kids Programs Starting
[VIEW ALL EXHIBITIONS]

PRIORITY 5: JOIN NOW (MEDIUM)
Unlimited Access from £35/year
FREE Exhibitions + 10% Shop Discount
[LARGE BUTTON: BECOME A MEMBER]

PRIORITY 6: SECONDARY CONTENT (LOW)
Permanent Collections (Dinosaurs, Minerals, Wildlife)
Tours and Talks (Daily guided tours available)
Contact Form (Questions and Group Bookings)
About Museum (History and Mission)
Social Media Links and Newsletter Signup
[COLLAPSED/EXPANDABLE SECTIONS]

FOOTER: Quick Links and Legal
Privacy | Terms | Accessibility | Copyright 2025

DESKTOP LAYOUT COMPARISON

Natural History Museum   Home | Collections | Events | Visit

HERO IMAGE AND INTRODUCTION
Museum overview, mission statement
Thursday evening alert (less prominent)
Call-to-action buttons
[EXPLORE] [JOIN NOW]

QUICK INFO SIDEBAR
Hours and Location
Admission Prices
Contact Information
Membership Widget

COLLECTIONS
Grid layout
Multiple columns

EXHIBITIONS
Featured content
Image galleries

EVENTS
Calendar view
Program details

INFORMATION ARCHITECTURE AND NAVIGATION FLOW

PRIMARY NAVIGATION (Mobile: Hamburger Menu)

HOME	COLLECTIONS	EXHIBITIONS	EVENTS	VISIT	MEMBERSHIP	CONTACT
Thursday Alert	Dinosaurs	Ice Age	Kids Programs	Opening Hours	Individual	Contact Form
	Minerals	Ocean Depths	Thursday Tours	Location	Family	Phone/Email
	Wildlife			Accessibility	Patron	

CONTENT PRIORITY MATRIX

HIGH PRIORITY
• Navigation and Search functionality
• Thursday Evening Alert banner
• Hours, Location, and Admission Prices

MEDIUM PRIORITY
• Current Exhibitions and Events
• Membership Benefits and Pricing
• Kids Programs and Family Activities

LOW PRIORITY
• Detailed Museum History and Mission
• Social Media Links and Sharing
• Newsletter Signup and Secondary CTAs

MOBILE UX PRINCIPLES AND GUIDELINES

Touch Targets: Minimum 44px for easy finger navigation on all interactive elements
One-Thumb Usage: Important actions positioned within comfortable thumb reach zones
3-Second Rule: Critical information must be accessible within 3 seconds of page load
Progressive Disclosure: Show essential information first, expand sections for detailed content
Vertical Scrolling: Single column layout optimized for natural scroll behavior
Loading Performance: Prioritize above-the-fold content loading for fast perceived performance
Error Prevention: Clear form validation and user-friendly error messages
Contextual Actions: Place actions near related content for intuitive user flow
Readable Typography: Minimum 16px font size with sufficient contrast ratios

USER SCENARIOS AND CONTEXT ANALYSIS

WALKING TOURIST
Context: Walking through Cardiff city center
Device: Mobile phone (one hand)
Time pressure: Very high (5-10 minutes)
Environment: Outdoor, bright sunlight
Needs: Quick location, current hours,
admission price, what to see today
Goal: Make immediate visit decision
Priority 1-3 content absolutely critical
Must load within 3 seconds on mobile

LUNCH BREAK PLANNER
Context: 30-minute lunch break at office
Device: Mobile at desk or laptop
Time pressure: Medium (10-15 minutes)
Environment: Indoor office setting
Needs: Can I visit today after work?
Special interest in Thursday evening
Goal: Plan visit for this week
Priority 1-4 content needed
Thursday alert becomes high priority

FAMILY PLANNER
Context: Weekend family activity research
Device: Any device, multiple sessions
Time pressure: Low (30+ minutes)
Environment: Comfortable home setting
Needs: Kids programs, accessibility,
parking, facilities, pricing
Goal: Plan perfect family day out
All content priorities relevant
Will explore entire website thoroughly

POTENTIAL MEMBER
Context: Considering museum membership
Device: Any device, multiple sessions
Time pressure: Very low (research mode)
Environment: Various settings
Needs: Membership benefits, ROI,
value proposition, pricing tiers
Goal: Evaluate membership value
Priority 5 becomes critical
Thursday perks may be deciding factor

SUCCESS METRICS AND KPIs

Mobile Performance Targets:
• Page Load Time: Under 3 seconds on 3G networks
• Bounce Rate: Less than 40% for mobile traffic
• Task Completion: 85%+ for finding hours and location
• Mobile Conversion: 15%+ visitor-to-action rate

User Engagement Goals:
• Thursday Alert Click-through: 25%+ engagement
• Membership Page Views: 30%+ of total sessions
• Time on Site: Average 3+ minutes for mobile
• Return Visitors: 25%+ within 30 days

Business Impact Metrics:
• Thursday Evening Bookings: 200%+ increase
• Online Membership Signups: 50%+ increase
• Phone Inquiries: 30%+ increase from mobile
• Overall Visitor Numbers: 20%+ annual growth