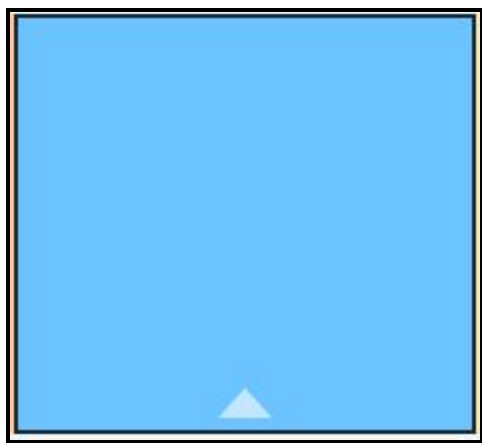


Blue Monkey Tea Design Guide

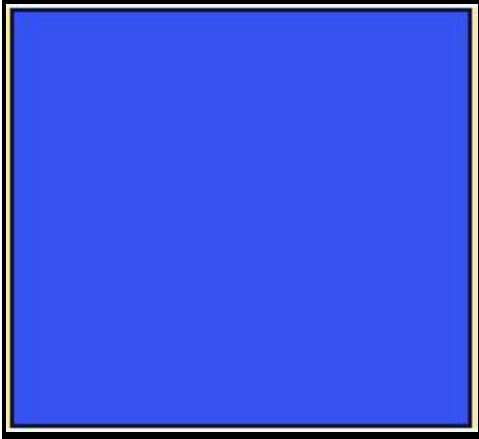
Logo



Colors



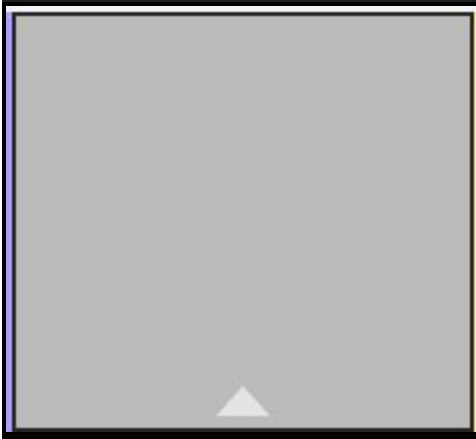
#6BC4FF



#3652F0



#333333



#bbbbbb

Fonts

Helvetica

Arial

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

- Bulleted Point

Site Navigation

A new visitor to the Blue Monkey Tea Pittsburgh website will start off at the home page, which provides all its information in a scroll-free and non-cluttered manner to avoid overwhelming the user. The user has quick access to social media links through the logos in the sidebar, and the user also has constant access to the old website through the hyperlink in the footer. From there the user can either go to the About Us page or the Reach Us page depending on their intentions. If they want to learn about the store, they can visit the About Page and navigate through the accordion text display and lightbox image gallery to learn about the products, or they can watch the embedded youtube video at the bottom of the page. However, if the user is looking for specific store contact information, they can visit the Reach Us page and navigate through the table to find the information they need. Additionally, the user can scroll

down to find more information about busy store hours and also fill out a form to join the store's mailing list.

Information Architecture

As previously mentioned, the site keeps the majority of its information in the two tabs About Us and Reach Us to avoid having a cluttered home webpage. The specific information architecture consists of three webpages: Home, About Us, and Reach Us. The Home webpage is meant to act as the central hub and leads to the About Us and Reach Us webpages. However, both of these webpages allow for travel back to the Home webpage because of the usage of a navigation bar for switching between web pages. Additionally, the user can move freely between the About Us and Reach Us webpages. Additionally, all three web pages have a sidebar that links to external web pages consisting of the store's social media and the store's open positions for work. Besides these external pages, the information architecture of the website is interconnected between all three pages as shown below.

