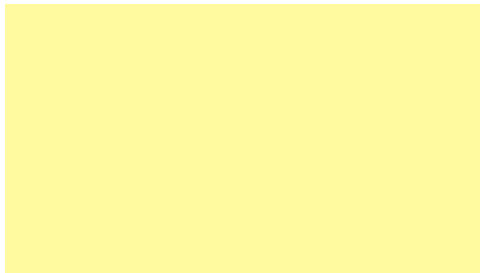
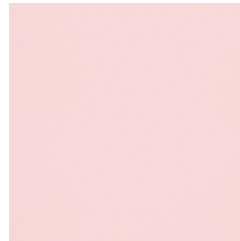


Design Guide:

Logo:



Colors: pink for headers and design features #FFC0CB
yellow for design text background, text highlights, and buttons #fddf83



Fonts: Lucida Console, Courier New, and Monospace

Title: Lucida Console

Subtitle: Monospace

Heading 1: Monospace

Heading 2: Monospace

Heading 3: Monospace

Body Text: Courier New

Bulleted Point: Courier New

How the website is designed for users navigating the site for the first time:

This site is designed for users navigating the site for the first time by means of the very simple navigation bar which lists out exactly what the purpose is of each of the pages on the site. For example the home page offers pictures, includes Pamela's slogan, and recent updates about the status of the Squirrel Hill location. The menu page allows the user to select which location they want to see the menu of, and also allows the user to transfer to the online ordering page. The location page offers the addresses of each Pamela's location and also the directions/google maps to each of them, as well as the times that each of the Pamela's branches is open. The order online page is easy to use because one just has to click on the Pamela's location that they want and they will be taken to the online-ordering page for that location. Lastly the contact page allows the user to see all the possible methods of contacting Pamela's and then allows them to fill out a contact form that will allow them to email them. Each page is simple in that it is very clear what the purpose of each one is and how a user can use it. I made sure that the color layout and design of the buttons and pages makes it clear what everything does. I did this by making the buttons colors bright like pink and yellow, and I gave the pages as little text as possible that made the purpose of the pages clear and easy for users to see what they had to do.

The information architecture approach of the site and site map:

The information architecture approach of my Pamela's website is one based on the navigation bar at the top of the screen. From there a user can easily see the list of pages, infer their purposes, and go to the page that they visited the website to see. In the navigation bar there are the Home, Menu, Locations, Order Online, and Contact screens. The footer in each screen also allows the user to see all of the company's socials, as well as the main company's locations for when a user might be trying to contact Pamela's or visit the main place. In the home screen the only information is what the slideshow of images conveys and the message regarding news of the Squirrel Hill Pamela's location. Next in the menu comes more information in the form of buttons that allow the user to find the menus of the various locations. In the menu page there is also a link to the order online section of my website. Next, the locations page actually has a lot of information that needs to be structured. I structured this information by first listing the location name and the hours of location of each branch. Under each branch I added a map and since the map has the location included in the top left corner I decided that it was not necessary to add it to the text above each map. Next, in the order online page of my site I have three buttons highlighted in yellow that take the user to the menus of the various branches of Pamela's. This is simple for the user because above the buttons I have text that says to choose the location of the menu they want. Lastly in the contact form I have information in a table telling the user the various methods of getting into contact with the restaurant. Then I tell the user to fill out the form if they want to get into contact online. This is how I designed the information architecture of my Pamela's website.