There are many aspects and features of the redesigned Pamela's website that were implemented intentionally so that a first-time visitor would not only be able to use the site but feel comfortable throughout their browsing. One such aspect is consistency across pages. On every page of the website is a top header with the logo, the navigation bar, the bottom contact form, and the footer. Syncing these elements across pages gives multiple access points for many actions and helps give the website a signature "look." That way, as users continue to return to the website, they will more easily remember the locations of elements and their design.

I included a slow-moving photo slider on all of the location pages, as well as the home page (The images are cited in the file 'citations.txt'). Without clicking or hovering over anything, the user is shown that the website is dynamic and without being overwhelming. The slider was used as a background for the pages' titles, which helps draw attention to the area of the screen, helping guide the user in an otherwise similar "top-of-screen."

Additionally, for first-time visitors especially, I kept in mind that most of the users visit the website with a specific goal in mind. I made sure that it was possible to access all of the pages of the website with only a few clicks, and with little room for confusion. One way I accounted for user mistakes was by including a button to each location's "menu page" within its "location page".