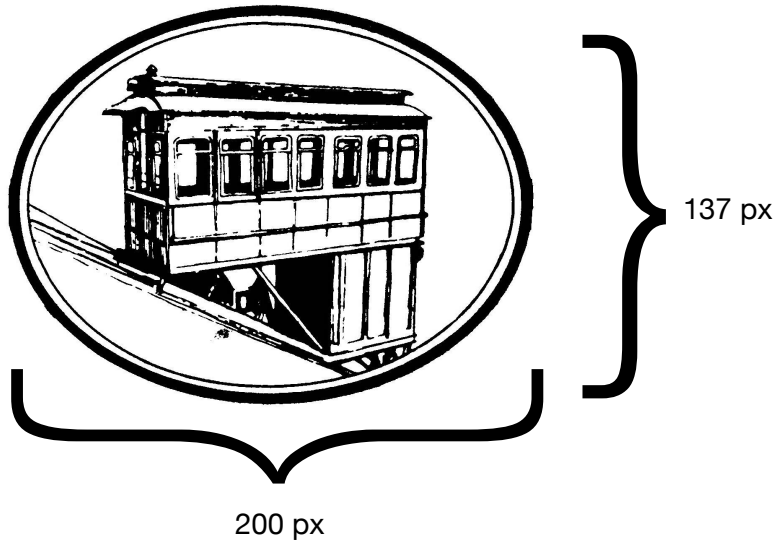


Duquesne Incline Website Design Guide

Logo



Colors

- Body-font color: Black
- Other colors:

Deep Space Sparkle
#335C67

Medium Champagne
#F1E9D8

Auburn
#540B0E

Rosewood
#540B0E



Layout and Space

- container width: 85%
- content width: 70%
- line height: 1.5em (24px)
- sidebar position: right

Fonts

Catamaran

Montserrat

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

- Bulleted Point

Design Considerations

An organized sidebar: the sidebar contains the most relative visiting information, i.e. the FAQs.

A visually-pleasing homepage (the “Visit Us” page): have rich images and videos of the view from the incline on the homepage to attract visitors.

Links: Besides having links that direct to external websites, I decided to have some anchor links which ***internally direct*** to specific sections of the website. These anchor links save space while making relevant information accessible in a mouse-click.

- Specifically, in the sidebar, the “fares and rates” internally directs to the “fares and rates” section of the “Visit Us” page, where the complete and long list of fares and rates info is listed. This saves space in the sidebar while ensuring that users can conveniently, quickly, and directly navigate to “fares and rates” no matter which page they are on.
- The same thing goes for “Become a Member” at the bottom of the sidebar, which links to the membership form at the bottom of the “Visit Us” page. Additionally, “Become a Member” is at the *bottom* of the side bar and the membership form is at the *bottom* of the index page. This is reasonable since membership is a relatively unimportant part for most users. However, by having the accessible “Become a Member” in the sidebar (which is displayed on all three webpages), there is an effect of encouraging users to sign up for membership.

- On the “Featured Tours” page, right after the description of each tour, there is: “Contact Tom Reinheimer at 412-381-1665 or E-mail tomreinheimer@duquesneincline.org for details, or schedule a tour [online](#).” The red, underlined text represent clickable links, and the second link internally directs the user to the bottom of the same page, where there is a form to schedule tours. In addition to enhancing accessibility, these links may increase the possibility that a user schedules a tour right after reading the description of one of the tour.
- It is common practice to have internal links open up in the current/same tab. Since the purpose of my internal links is to help users conveniently navigate to specific sections of the website, it would be redundant to have the sections pop up in a new tab.

Information Architecture

- Information is categorized and structured by content - basic visiting information (“Visit Us”), information on the four featured tours (“Featured Tours”), and history and fast facts (“History”)
- The sidebar contains the most relative visiting information, i.e. the FAQ - operation hours, fares and rates (which internally navigates to the “fares and rates” section of the “Visit Us” page), a table of contact information, an embedded map, wheelchair accessibility info, and “Connect with Us” information (which externally links to social media and internally links to the “Become a Member” section of the “Visit Us” page).

Site Map

