Duquesne Incline Design Guide

Logo

Colors

407959	5AA079	BFE8D1	CDE6D8	D1E4DA
Amazon	Shiny Shamrock	Aero Blue	Honeydew	Honeydew
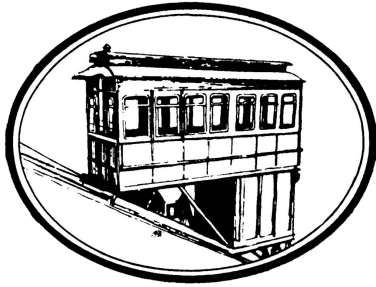
Fonts

Arial
Helvetica

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Body Text

Color Palette:
Since the Duquesne Incline is a viewpoint where one can see the beautiful views of Pittsburgh, I thought that green was a good color to go with, since the color is often associated with peace, calmness, and growth. Thus, my color palettes include the following shades of green (as well as black for body text, since that is a standard, universal color that goes well with pretty much any color palette):
- #5aa079 - accordion text, highlighted hyperlinks, table borders
- #407959 - title and nav bar, accordion headers
- #bfe8d1 - accordion backgrounds, dotted lines,
- #000000 - all body and header text
- #d1e4da - background of nav bar
- #cde6d8 - table backgrounds

Font Choice:
For all of the text, besides the page headers, I used the standard default fonts, because it maintains professionality and helps the Duquesne Incline establish a modern presentation. For the page headers, I used Helvetica, just to establish some contrast between the page titles and the rest of the text.

How the design is intended for first-timers:
For first-time users, it is important to ensure that the website is easily navigable and not confusing, since if it were to be confusing then the user would exit the page immediately. This not only includes the general organization and structure of the website, but also the fonts, color schemes, and placement of text and images, as well as the use of white space. Thus, this website is very easy to navigate, especially because there are only five tabs and no sub tabs or sub links. All the information necessary can be summarized by those five tabs, so it is not difficult to find what one is looking for. The entire website also has a very calming and consistent green color scheme, which makes the users want to keep navigating throughout the website. Also, the fonts are very consistent as easy on the eye. The font is also at a good size -- not too big that they have to scroll infinitely to read a sentence, yet not too small that they need to zoom in and adjust the sizing. Each page also has other features in addition to plain text, such as pictures, tables, accordion, bullet points, or forms. This makes the website not too boring to navigate, and it also makes each page differentiable from the other so that the users will not end up having to continually click back and forth because they don't notice what page they are on. The use of highlighted tabs on the selected one, as well as underlining and highlighting hyperlinks when they are hovered over by the mouse, makes it easy for users to click to external links and do further research and find information. Lastly, the sidebar on the side that includes not only the hours of operation for any day in the year, but also both the parking and mailing address as well as other contact information such as phone number and email address make it very easy for the user to access the more important information from any page. The icons in the sidebar are also clickable so that they can take the user directly to the Duquesne Incline's email, Facebook page, photo gallery, or YouTube channel.

Architecture Approach:

My architectural approach was based on the idea that the website should be as easy as possible for any user, new or old, to navigate. Another priority was having a clean, sleek website that would keep users on the webpage, rather than pushing them away. I started by creating five tabs in the top navigation bar: Home, About, Things to Do, Field Trips, and Contact. I decided on these five headers because they pretty much encompass everything that a general person visiting the website would want to see. On each page, there is the same sidebar which includes not only the hours of operation on any day of the year, but also both the parking and mailing addresses, and other contact information like the phone number and email address. I also added four icons that linked the Duquesne Incline's email, Facebook page, photo gallery, and YouTube page. I decided to put this on the right side mainly because humans read English from left to right, and so having the sidebar on the right side would not only fill up some otherwise empty whitespace, but also add some consistency across the pages. I was careful not to include too much text on each page, and thus used other more visually appealing and easier to read elements, such as images, tables, and accordions. For example, on the home page I sectioned off text with images, and at the bottom I represented trolley fares with a table rather than more text. Similarly, on the "Things to Do" page, I utilized an accordion to organize all the different external links to sites of other attractions and restaurants. This way, the webpage was not too long, eliminating the need to scroll extensively to get to, say, an attraction like the Heinz Hall in Downtown Pittsburgh. In another example, on the "Field Trips" page, I decided to organize the program details in bullet points, which are much easier to read than a huge chunk of text. I also created an easily accessible form, which makes it more convenient for customers to place a reservation.

Site Map: