**Idea Justification**

Sketch number 3 is a sketch of the main navigation screen, as if you first entered the web page, with inspiration coming from Apple’s web page. The idea behind this sketch is to provide the user with a navigation menu with a slide show of large pictures showing movies that are currently playing or movies that are coming soon. Allowing them to click directly on the large images to continue with the process of purchasing a ticket for the movie or to see further information about a movie that is coming soon. The idea was to provide the user with a simple, highly visual first experience that is easy to understand. This idea was chosen as one with the most potential because it does not overload the user with too much information for them to process but also provides enough for them to understand how to navigate the site.

This idea is appropriate in the sense that it meets a lot of our requirements from Milestone 1. It meets the requirement of learnable because the interface is simplistic, allowing the users to easily learn how to navigate the web page with intuitive keywords describing each button. The top menu navigation was created using information gathered from the card sort method in Milestone 1 to mimic the user's mental model, adding to the learnability of the idea. This simplistic, visual design also adds to the memorability aspect we set as a requirement for our web page in Milestone 1. There is not an overload of information for the user to take in, making it easy for the user to remember how to navigate the web page. Learnability and memorability combine to meet one of our constraints we described in Milestone 1, being that most of our users will be novice, casual users. A learnable and memorable navigation screen cater directly to this audience, which will be approximately 64% of our users.