

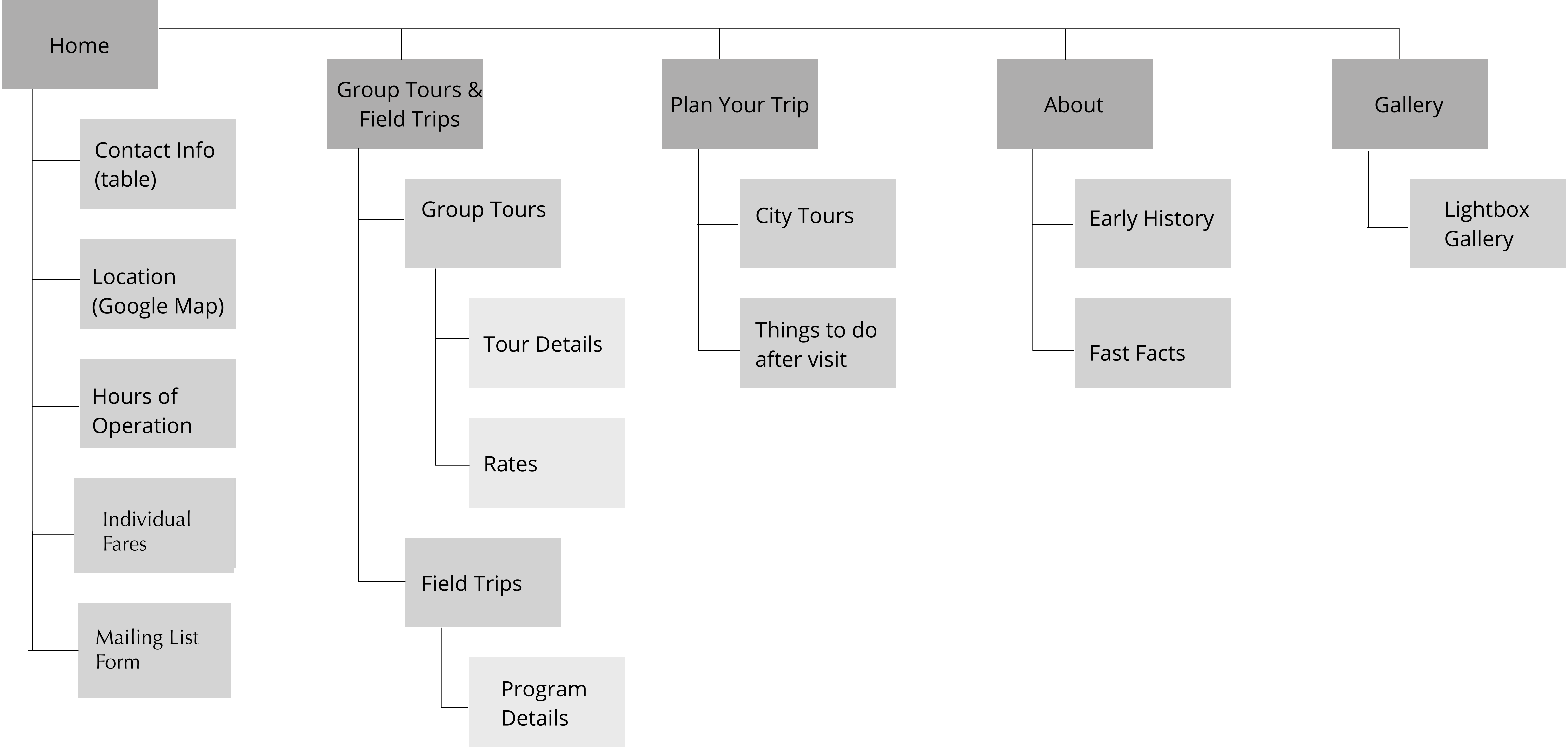
## **Design Intention for New Visitors**

I redesigned the current Duquesne Incline website for a more modern but classic look while keeping the green color used on the current website. The typeface choices of Open Sans for mainly body text and Cormorant Garamond for various headings contributes to achieving the classic yet sleek overall look. The Home page greets the viewers with a sleek image of the views from the Incline and includes the most important information: contact info, location, and hours of operation. The mailing list form is also included on the home page for easiest access. This form has a green background (unique feature on the website) to set it aside from the other information in case the visitor misses it.

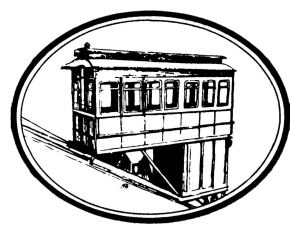
The navigation bar was redesigned to better categorize the information available on the current site. The current website has unclear navigation bar tabs, making it difficult to find some pages. In particular, the Field Trips page was difficult to find from the navigation bar despite being an important service offered by the Incline. With tabs for Group Tours & Field Trips, Plan Your Trip (city tours), About (history), and Gallery, important information is organized in a clear way. The Gallery also includes an interactive way of showing images using Lightbox.

## **Information Architecture**

There are 5 “tabs” on the sticky navigation bar at the top of the website. The tabs are ordered by importance. The 1st tab, the “Home” page holds the most crucial quick-information for users who may be checking the website quickly to double-check things. There is information about contact information, location, an interaction Google Map, hours of operation, and a mailing list signup form. Second is the “Group Tours & Field Trips” page, which holds program details and pricing information for group tours and field trips (as per the name!). This is essentially selling the “products and services” of the Duquesne Incline, which is high-priority. Third, the “Plan Your Trip” page holds information about city tours that feature the Duquesne Incline and nearby things to do after visiting the Incline to help visitors easily incorporate the Incline into their schedule of the day. This is somewhat important as well because it helps to convince visitors that visiting the Incline could be a seamless part of their day of activities in Pittsburgh. Fourth, the “About” tab includes information about the history of the Incline and some fast facts for visitors who may be interested. Finally, the “Gallery” tab simply holds a Lightbox gallery of pictures of the Incline. Rather than spreading out all the images over several pages in the website, it is more convenient for users to access them all in one place in the gallery.



Logo



Colors

Sub Heading

Fill

Outline

Light Shading

Body Text

#4E5886

#4E8761

#DFE2EE

#F7F7FA

#FFFFFF

System Typography

CATEGORY	TYPEFACE	FONT WEIGHT	FONT SIZE
H <sub>1</sub>	Cormorant Garamond	Regular (400)	80px
H <sub>2</sub>	Cormorant Garamond	Regular (400)	40px
H <sub>3</sub>	Open Sans	Bold (700)	20px
Body	Open Sans	Regular	18px