**Design Summary**

**Visual Site Map:**

Home

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├── Intro

├── Photo slideshow

├── Video

│

├── Visitor Information

│ ├── Hours, Location

│ ├── Fares, Group Rates, Field Trip Program

│ └── FAQs

│

├── About

│ ├── Incline History

│ ├── City Tours

│ └── Quick Facts

│

├── Gift Shop

│ ├── Product 1

│ ├── Product 2

│ └── Product 3

│

├── Contact

│ ├── Join Mailing List Form

│ └── Contact Table

│

├── Citations

│ └── Links to all citations

│

└── Sidebar Section

├── Hours

├── Fares

├── Location

├── Contact

├── Socials

└──Copyright

**Information Architecture:**

Information Architecture (IA) is the idea of organizing information and data in the most accessible way for users. It is the overlap between users, information, and context. IA is intended to make navigation design intuitive, logical, and user-centered. LATCH is a method used to organize information by Location, Alphabet, Time, Category, and/or Hierarchy. The Duquesne Incline’s website is organized by hierarchy and category as the most relevant information can be found on all pages, while other information is grouped into subpages categorically. Organizing information in an accessible way makes the user experiences (UX) much more enjoyable, emphasizing more focus on the actual content instead of the navigation. The objective of IA is to remove the friction between content and users, creating an easy, seamless experience on the website.

**First-time vs. Returning Visitors**

The website is intended to be engaging to both returning and new visitors to the Duquesne Incline. For first-time visitors, the Home page is filled with images, information, and a video about the Incline so the visitors attentions is captured and they can learn about the general idea of the incline. The images are so the user’s attention is captured, and the intro and video give information so the user can gauge whether the Duquesne Incline is something they are interested in attending or learning more about. Key information such as hours or fares will be clearly highlighted on a sidebar seen in all pages, so that no matter the location on the website, key information is displayed for both new and returning visitors. A clearly labeled navigation bar will be showcased so visitors can easily toggle between information. New visitors may want to access information that returning visitors may not, so there is a visitor information page that highlights all the information new visitors may want to know. There are other webpages so all users can easily toggle between each page depending on what they are looking for. This approach allows for users to navigate through the website seamlessly to access the information they were looking for without searching through trivial information.

**Design Evolution**

The wireframes were first made to give an overall leading idea for the structure of the website. As the website was built the video was added to the home page, because it would capture the user’s attention while also providing some baseline information about the Incline. After finishing the sidebar, it was decided to add the hours, maps, fares, along with the group information and just make it a visitor information page so it is all in one place and different options are easily comparable. While styling the website, subtle formatting changes were made to make the website as a whole more coherent. Also while styling the green was changed to a light pink to better fit the palette. A citations page was also added since I didn’t like how it looked at the footer of each image. User feedback was helpful, but didn’t offer much critique so little was changed.

**Link to Usability Testing**

<https://drive.google.com/drive/folders/1R1RSPVNcaD05TjYTcriPBkSv5W_K-L5s?usp=sharing>