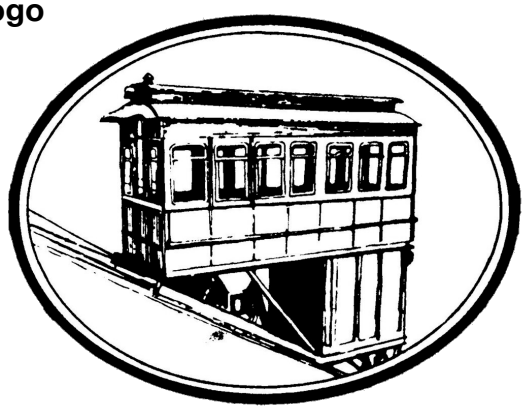
Duquesne Incline Website Design Guide

Logo



Colors

#DC5126	#2C2926	#79B473	#FBC42B	#6CA6C1

Fonts

Palatino

Gill Sans

TITLE

Subtitle

Heading 1

HEADING 2

Heading 3

Heading 4

Body Text

How first-time visitors navigate the site

First time visitors would arrive at the home page. This can also be accessed by clicking on the logo on the upper right corner. They would first notice the Lightbox gallery and click around. The large and high quality photos establish a good first impression and display the beautiful scenery. Next, they would scroll down the home page to see what else there was. They would be met with general information about the hours, and ticket prices, and an interactive map. This would be allow users to quickly see information that would be helpful to most who visit the site. At the bottom, they would see a footer with the addresses, contact information, and a few external links for social media.

If a user were trying to learn more about the Duquesne Incline, they would click the About tab. First they would be met with a very large video, explaining general information about the incline. After scrolling, they would see Fast Facts that would allow them to learn interesting tidbits in an easily readable fashion. At the very bottom, they would be able to read a long paragraph of text that goes more in depth about the history of the Duquesne Incline if they so desire.

If the user is interested in visiting the Incline, they would click on the Visit tab. They would first be met with a video on top that advertises the features of the Incline. Here teachers can find information about field trips, tourists can find information about city tours, and any other visitors can find the price of a their visit in the Admissions section. A map and information about visiting hours is also included despite already being in the home section since those who visit would also want to know this information.

Finally, anyone interested in the newsletter or wanting to send a message would go to the Contact tab. This can also be accessed at the footer if they click “Subscribe to our newsletter.”

Information Architecture

I organized the architecture so that different users would be able to quickly access the information they are interested in.

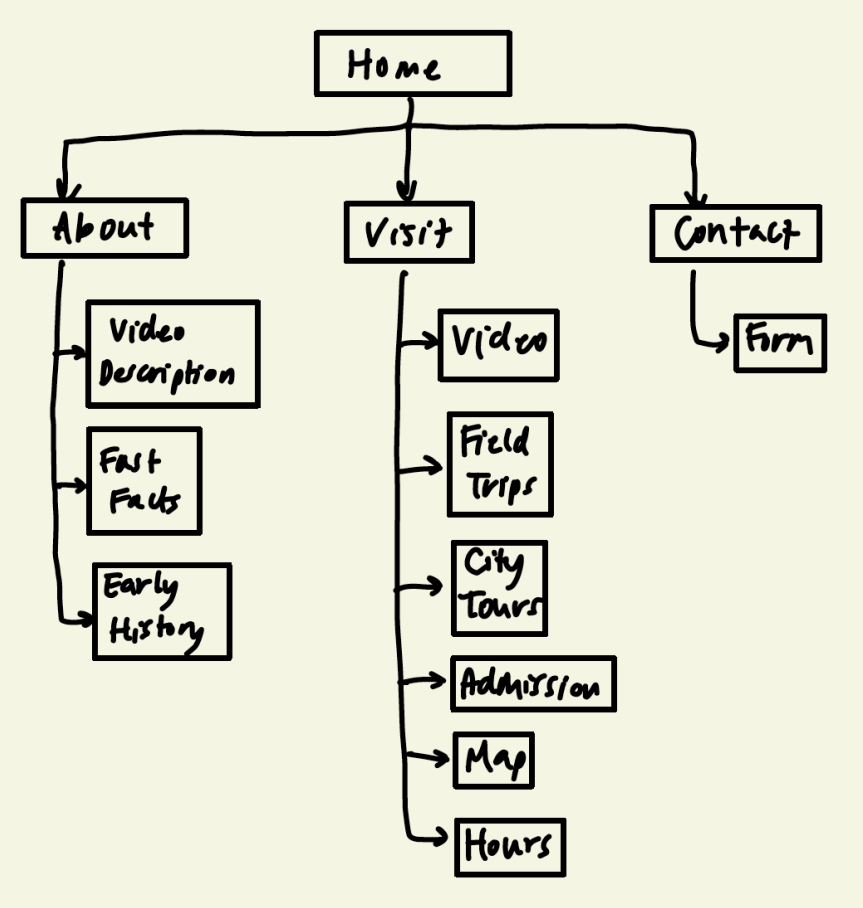
I grouped the information into 4 different categories: General information applicable to anyone on the page titled with the tag “Home”, detailed historical descriptions on the about page, visitor and tour planning information on the visit page, and the contact form for anyone trying to reach out for more information or feedback about the Duquesne Incline. On the home page, there is information that most users would be interested in. This includes information about the hours, fares and rates for various customers, and location on an interactive google maps. In addition, there are very nice images that display the scenery of the Duquesne Incline. The about page includes three different forms of communicating information on the historical and mechanical details about the Incline. The first includes a video that automatically plays when the user visits the page. Next, there are fast facts that are readable. Finally, there are long paragraphs of text that go in depth into the history and story of the Incline, for anyone that’s more interested.

The visit page first display a video that demonstrates the many features of the incline. As the user scrolls down, the free field trips and other city tours are advertised. Then the different prices for different groups of people are clearly displayed in a table format.

Finally the contact page has a simple form that allows users to send a message or subscribe to the newsletter.

The footer is on every page. This footer clearly displays the location information, contact information, and some external links. This makes visiting and contact information very accessible.

Site Map


Home
About
Visit
Contact
Video Description
Fast Facts
Early History
Video
Field Trips
City Tours
Admission
Map
Hours
Form