

The Butterwood Bake Consortium's website is easy to navigate for new visitors because of its simple design. All pages have a navigation bar in the top that links all the pages of the website, allowing users to easily navigate through pages. The website's clean design and use of different colors makes it readable and interesting to navigate. All information is organized in a hierarchy (most to least popular) information architecture. For example, in the 'index' page the first section contains information about wedding cakes, second are celebrations and, third, holidays. In addition, each section has a button that links to more in-depth information about the categories. This allows users to jump right into what they're looking for. If users just want to find their contact information, every page has a footer that links to the 'Contact Us' page, in addition to the navigation bar. The 'Special Occasions' page is a combination of hierarchy and category information architecture because it uses an accordion to separate the different occasions but are ordered from most to least popular.