Duquesne Incline Design Guide

Logo
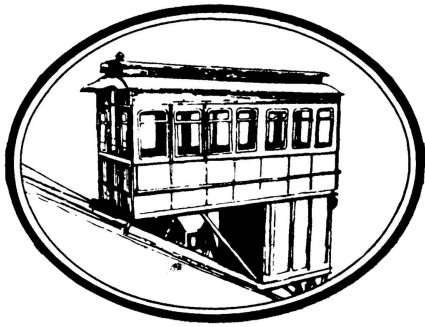
Colors

#5F7470	#889696	#d2d4c8	#8080aa	#114258	#304e48	#cccccc
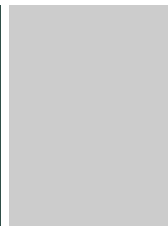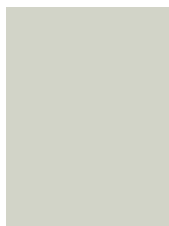
Fonts

Georgia
Arial
Trebuchet MS

Title

Subtitle

Heading 1

Heading 2

Heading 3

Heading 4

Body Text

For visitors navigating my site for the first time, they should be able to easily navigate the tabs and the color scheme should allow the user to easily read the titles and information. The homepage gives a general overview of what the incline looks like and some basic information about what it is so that visitors know what to expect. It also provides the hours of operation because oftentimes, when users search up a website, it is to find the hours of operation to plan their visit. The tabs at the top right would allow visitors to easily find the other more detailed information they are looking for. After finding the hours of operation, users would most likely want to find the fare rates, which is easily accessible in the next tab. After going through the hours and the price, users are able to start planning a trip by finding the other activities that can be enjoyed around the incline or just learning more about the incline to see if they want to go. Visitors would be able to find the other sites they can visit during their visit to the incline easily by just referencing the links. If the user still has questions after reading all the information on the website, they can go to the last tab and find direct contact to the incline for more information. They are also able to find the location and mailing list. At the bottom of each page, there are linked social media icons for users to visualize through videos and pictures of the incline.

My information architecture approach was to make the main ideas of each page the biggest and then make the titles of each page/tabs the second largest font. I decided to put the title in the center because I feel like it catches the attention, and I put the navigation on the right because most websites I use have the navigation tab on the top right. To balance out the navigation bar, I put the titles of the information on each page to the left side along with the information. I decided to put the hours of operation at the bottom of each tab because most people want to find that information quickly and easily. I made it into a tab because I thought it would be a more unique, fun design than just listing out the hours of operation. I also put the social media link at the bottom for users to reference for extra information. On the field trips and city tours page, I linked the places to allow users to easily access or find more information on the ones they are interested in. The site map is drawn below.