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Information Architecture Approach

For this website, I used a coexisting hierarchies design (hierarchical structure but child pages can access other child/parent pages) to increase link redundancy and facilitate site exploration. For instance, the products sidebar menu can lead to other product categories or to other parent pages. Another example is the image of each product category on the index.html page; predictably they lead to their respective pages but the dropdown menu on the navigation bar can also take the visitor to the same pages. In general, the goal is for the new user to easily navigate the site.

Towards that goal, the design is kept relatively minimalistic and there is a strong emphasis on visuals to ensure the user doesn't get overwhelmed by all the information. The website is grouped by time elements and hierarchical elements: navigation bar represents the order in which users will most likely access the links, products and occasions subdivided into more descriptive categories using tabs for easy access.