Visual Site Map

Home

* Home

Opening hours

Informational video

Current weather

Ticket prices

Contact Information

Location

Frequently asked questions

* Group Information

Opening hours

Fare prices

Group rates

Field trip program

Self-guided walk

* Gift Shop

Gift Shop items

* Things To Do

City tours that feature the incline

Things to do after incline visit

* About the Incline

History

The Society for the Preservation of the Duquesne Heights Incline

Facts

Useful Links

Join the Mailing List

Information architecture and navigation

I mainly organized the information by category, thinking about what types of users would want and what type of information at what time. For the home page, I wanted to make it have information that absolutely new users need to have, especially opening hours, days, prices, contact info, and location. For Group Information, I wanted a sample picture of the gears for interested clients, as well as a repeat of all the opening information, individual fares, the self-guided walk, and all the group tour information. I also added a gift shop carousel under gift shop with correct credits. For things to do, I chose a picture of Pittsburgh to emphasize more of Pittsburgh’s activities included with the Incline. I kept history, facts, useful links, and the mailing list in about the incline, since people who clicked that page were likely the most interested users.

First-Time vs. Returning Visitors

For first time visitors, I wanted to have all the necessary information on the home page, helping them know exactly when the right time was to visit. I also wanted to help make the other page headings as clear as possible. I also wanted to make my pictures comprehensive but few as to not overwhelm the visitor with pictures but also let them know exactly what type of view they will get on top of the incline. For returning visitors, I added a lot of extra information about the incline for them to read about, as well as a fun carousel for the gift shot items they might already have.

Design evolution

It was very easy to transition from wireframing to development thanks to all the web dev lab experience I previously had. There literally wasn’t all that much going on in my head when I was choosing designs. I chose Times New Roman because it’s my favorite font and the colors I did because they were just lighter versions of very common colors. I thought having the headers centered was also very important with the p elements centered left to make it easier for the reader. I broke lines and created a lot of white spaces to do this as well.

I also added a lot of stuff after writing the wireframes, such as the embedded google maps and FAQs on the home page and the field trip information and self-guided walk I almost forgot about for Group information. I also added things to do after the incline in things to do, and decided to put my mailing list, fun facts, and external links in the about the incline page.