Homepage
(index.html)

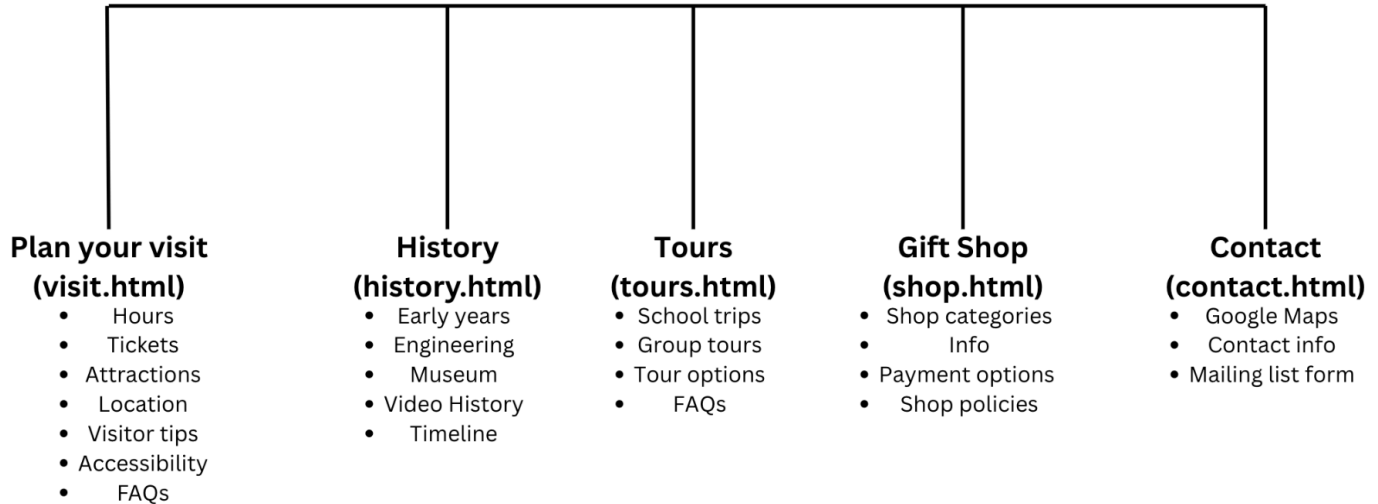| Plan your visit (visit.html)	History (history.html)	Tours (tours.html)	Gift Shop (shop.html)	Contact (contact.html)
• Hours • Tickets • Attractions • Location • Visitor tips • Accessibility • FAQs	• Early years • Engineering • Museum • Video History • Timeline	• School trips • Group tours • Tour options • FAQs	• Shop categories • Info • Payment options • Shop policies	• Google Maps • Contact info • Mailing list form

Information Architecture & Navigation

The Duquesne Incline website was designed with a clear focus on visitor needs, making it easy for users to find essential information and complete their tasks quickly. I structured the site around a task-based approach, prioritizing the most common visitor questions—hours, ticket prices, and directions. Each section follows a logical hierarchy, with the most important details presented first, such as hours and ticket prices at the top of the Plan Your Visit page, followed by additional information.

Navigation is built for clarity and consistency. A primary button menu appears on every page, keeping visitors oriented and making it easy to explore the site. Contextual secondary navigation, like anchor links within the Visit page, allows users to jump directly to specific sections (hours, tickets, attractions, etc.), whether by scrolling or clicking. The footer serves as a tertiary navigation layer, offering quick links to key pages and a prominently placed mailing list signup. This multi-tiered system ensures visitors can quickly access the information they need, whether they're looking for specific details like operating hours or browsing to learn more about the incline's history. Interactive elements, such as expandable FAQ sections, help present information without overwhelming users.

First-Time vs. Returning Visitors

The site's design caters to both first-time and returning visitors with a mix of orientation elements and streamlined access. For first-time visitors, the homepage immediately establishes context with a striking hero image of the incline and a brief introduction to its history. A "Quick Info" section answers the three most common questions—hours, ticket prices, and location—without requiring users to navigate elsewhere. The clearly labeled main navigation, with descriptive titles, helps new visitors understand the site's structure at a glance and confidently explore.

Returning visitors benefit from features that enhance efficiency. The consistent header navigation allows instant access to any section without scrolling. Anchor links on longer pages, such as Plan Your Visit, let users jump directly to key details like ticket prices or hours. Contact information is easily accessible in both the header and footer, so returning visitors can quickly find phone numbers or email addresses. Additionally, the Google Maps integration on the Contact page provides instant access to directions. This balanced approach ensures that first-time visitors receive the context they need while returning visitors can efficiently find specific details without unnecessary steps.

Design Evolution

The website's design evolved significantly from its initial wireframes, which established a basic structure with placeholder content. As development progressed, I made key design choices based on usability testing and the site's historical character.

Several refinements shaped the final version. The homepage's information cards, originally simple text displays, were redesigned into visually engaging content blocks that highlight key visitor details. The Plan Your Visit page was reorganized to prioritize hours and ticket prices based on user feedback about information hierarchy. The Google Maps integration, initially embedded within the Visit page, was moved to the Contact page for better visibility, serving as both a location reference and a contact tool. These improvements resulted in a site that not only delivers practical information efficiently but also aligns with the Society for the Preservation of the Duquesne Heights Incline's mission of cultural preservation.