Site Map Questions:

1. I chose to research the MoMA (<https://www.moma.org/>), the Uffizi Gallery (<https://www.uffizi.it/en/the-uffizi>), and the Louvre (<https://www.louvre.fr/en>)
2. These sites all contain:
   1. A navigation bar with visit, events, explore, and a search tab.
   2. Purchase tickets in the top right corner
   3. An image or video showcasing highlights of the museum
   4. Examples of art and artists showcased in the museum
3. Differences:
   1. The MoMA puts the shop in the main navigation bar, while the other two museums have tucked away at the very top
   2. The Uffizi puts the donors and donate tab in the main navigation bar when the other two hide it behind a menu in the navigation bar
   3. The Louvre and MoMA display hours and plan your visit on the main page, the Uffizi does not
   4. The Uffizi and Louvre highlight the building’s architecture and art they display in their main image or video. The MoMA chooses to highlight more of the visitor experience
4. What I like and dislike:
   1. I like how the Louvre and MoMA put the hours and ticketing right in front of the user
   2. I do not like how the Uffizi does not translate their museum names from Italian when in the English mode. For example, instead of “The Uffizi” it displays “Gli Uffizi”.
   3. I like the cinematic videos that are displayed on the Louvre and MoMA websites, they create excitement for the atmosphere of the museum.
   4. I like the MoMA’s navigation bar containing “Visit, Exhibitions and Events, Art and Artists, Store, and Search” I feel that this is a very well balanced and useful selection.
5. Site map

* Home Page (IST 263 Art Museum)
  + Exhibitions
  + Visit (Hours, Tickets, Directions)
  + Events and Programs
  + Learn (Workshops, Tours)
  + About (Mission, Staff)
  + Support (Membership, Donate)
  + Shop
  + Collection

1. Rationale
   1. Exhibitions is a highlight to showcase to visitors what they can see at our museum.
   2. Visit is emphasized to help direct users to buy tickets and view hours of the museum.
   3. Events and programs and learn group time-based activities and education separately to keep from distracting users that are just looking to visit.
   4. Support centralizes where to find donations and memberships and support the museum.
   5. Shop is used to help maintain funding for operations.