Explanation of Information Architecture:

The home page is intended to provide basic information about the bakery, then direct the customer to wherever they want to go using the navigation tools on the right. From there, the title of each of the pages ideally should help the customer go where they want to. “Cakes” for information about cakes, “Pies” for information about pies, “Event” for information about events that the bakery helps do, “Contact Us” for if the customer wants to contact the bakery, “Visit Us” for if the customer wants to visit the location, and “Order Online” to order pies online. The cake and pie pages are organized such that customers see the pictures of the cakes and pies, which ideally provide more incentive to buy them. Then, they can look into what types of cakes are available, and pricing information. The events page is similar. The pages with forms on them, “Contact Us” and “Order Online” have only the form, which the purpose of the page. The visit us page provides the most crucial information first, being the map and the contact information, so customers that want to visit can see the information right away. Then, there more information that could be important, like popular visiting times and more information about the bakery in the news.