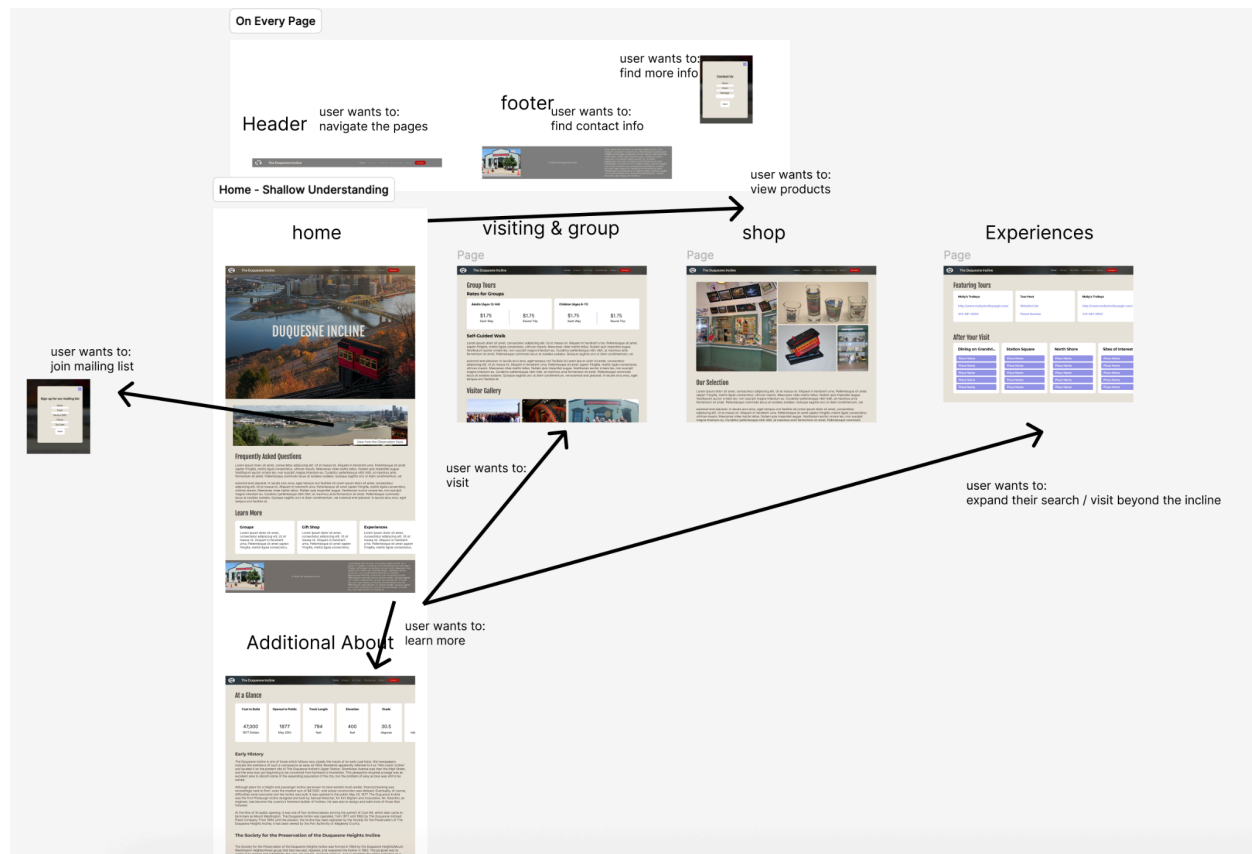**Visual Site Map:**

Information Architecture & Navigation

In order to preserve the sanctity of user time and attention, the content within this site should be first and foremost accessible at a glance; more detailed information should become available as the users would like it, but not be in the way. The homepage should be able to tell users all the surface-level information they need to know to decide whether or not they want to look further, while other pages focus on serving a sole mission as part of the user's needs (e.g. the existing Visit page gives them all relevant information they may want to know to visit, while the shop page shows only that relevant information). Beyond this, contact information should stay where people may expect it (which has been proven to be the footer through user testing), with larger action buttons drawing in the user as needed

Design Evolution

While the design began very close to the high-fi design, it gradually shifted to include more card-based content, and shifted content from what was previously on the "About" page to the homepage. I found that users enjoyed when this text-dense content was buried

deeper, which worked out well. Additionally, adding more clickable regions seemed to help the users find their correct paths, so I incorporated additional links. I was not entirely surprised to see that they enjoyed it more when contact info was found in the bottom, so I was able to move that content early on! That is to say, their feedback allowed me to shuffle around content to the places where it was most useful and expected early on, which led to a much more usable and intuitive experience.

Returning vs First-Time
I designed my hero section on the main page to be most attractive to new users; users prefer visual content over dense text when they are new and initially learning, but shift to wanting more scannable text information later when there is an opportunity to dive deeper. Thus, I aimed to use card-formatted short-format information interspersed with longer text sections to allow quick absorption of basic information as well as interesting content for advanced/returning users. Using a clear, clutter-free navigation section also appeals to both these user groups, and the repetition of a card-text structure served to reduce cognitive load on the users. I additionally applied design principles to reduce unintendeds (unintended contrast elements) and focus the user with choice use of spot color, dark value, complicated shape, etc.