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Information Architecture

Most of the pages all the information is centered in the page. This is more for ascetic purposes but also it requires less eye movement to view things in the center of the page rather than items on the left or right of the page. On the home page, the information is laid out so that there are not many words around any specific part of the page except on the home page with the information about the store. On the home page there is general information about the store and some information found around the site.

On the products page, there is all the products in each tab, they are laid out in three columns and multiple rows and the products are alphabetical by row. This is the lay out for the teas and coffees page and other products. On the all products page it is sorted by category. The categories are in order of the tabs, since the teas come first, they come first in the all products tab. Coffee is next because that’s what comes next in the tabs and so forth. They are in the same alphabetical order as the other tabs.

The store information page is ordered in order of importance. At the top of the page is the information about the closed store. After that comes the general information about the store such as address, hours, email, and phone numbers. Then comes the embedded map which adds to the general information. After that comes the graph of the busiest hours of the shop.

The last page is the contact page. This is in general order of what a standard site has in that they ask for name first and email last and any check boxes are at the bottom of the page. This standard is kept so it seems familiar to the user and ease of completion since this is what they are most likely used to.

At the bottom of the page is a footer. In this footer there are some of the links to the other pages. This is so it is easier to navigate to other pages from anywhere on the site. Also ontop of that it is standard that you could find the mailing list, contact form and social media links at the bottom of the site and that is the links to their Facebook and Instagram are located at the bottom of the page.