When building the site, I tried to make it as easy for new users to navigate the site, which is why I included a conventional navigation bar, as well as many titles and headings so users know where they are within the site. In addition, I used lots of images so visitors could get a good sense of what the bakery looked like and some of the pastries and desserts that are created there. From the slideshow on the home page, to the images gallery on the Menu page, users can see with their own eyes what is offered at Prantl’s. In terms of the information architecture, I wanted it to be logical, which is why the home page included information about the bakery in general and provided a glimpse into what the rest of the site would consist of. Then, users will be drawn towards the menu and celebrations pages to see whether their needs align with what Prantl’s offers. Lastly, the contact form and visiting information are there for those that are interested in making a visit to the store or asking questions if they have any to get further information. The information was structured so it followed a logical flow from one tab to another, and the important information that pertained to everyone was showcased first.