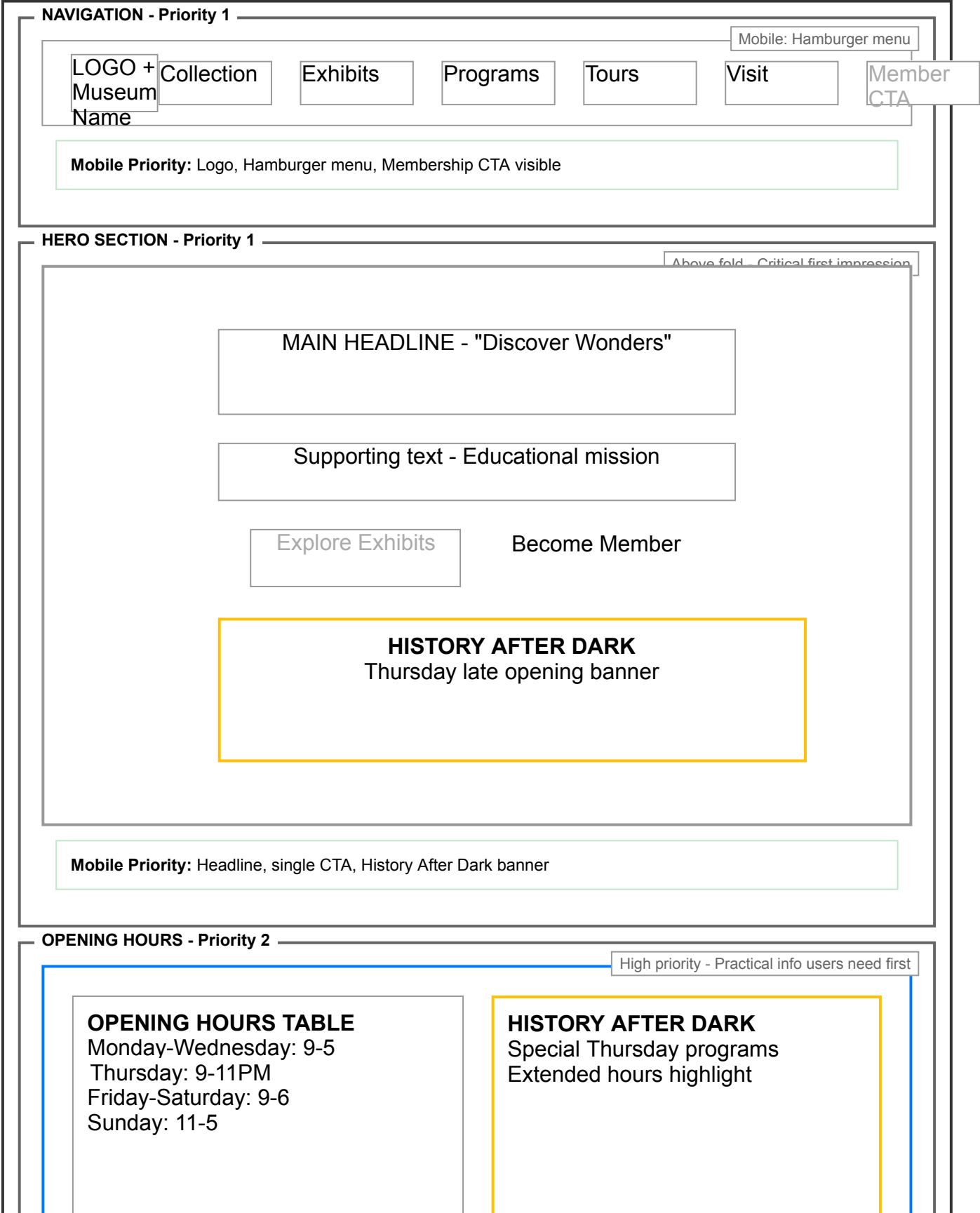


Priority Guide & Content Hierarchy

- Priority 1: Critical (Conversion & Navigation)
- Priority 2: High (Key Features & USP)
- Priority 3: Medium (Supporting Content)
- Priority 4: Low (Additional Info)
- Priority 5: Supplementary (Footer Content)



Mobile Priority: Hours table stacked, Thursday emphasis maintained

PERMANENT COLLECTION - Priority 3

Core content - What museum offers

Dinosaur Image

Paleontology Hall

Description text

Mineral Image

Geology & Minerals

Description text

Wildlife Image

Wildlife & Biodiversity

Description text

Mobile Priority: Single column, image-first layout

CURRENT EXHIBITS - Priority 2

Time-sensitive content - Drives visits

FEATURED: Climate Change Exhibit

Featured Exhibition

Prominent display with expiry date

Ancient Civilizations

Secondary Exhibit

Supporting content

Ocean Depths

Permanent Display

Ongoing exhibition

Mobile Priority: Featured exhibit full-width, others stacked

SUMMER PROGRAMS - Priority 2

High value - Family audience & revenue

Young Scientists Icon

Ages 6-10 Program

Schedule & description

Fossil Hunters Icon

Ages 8-12 Program

Schedule & description

Photography Icon

Ages 10-16 Program

Schedule & description

After Dark Icon

After Dark Adventures

Thursday evening special

Mobile Priority: 2x2 grid, After Dark program emphasized

TOURS & TALKS - Priority 3

Revenue generating - Secondary conversion

Guided Tours

Daily schedule
Free with admission
60 minutes

Expert Lectures

Monthly events
£15/£10 members
Evening slot

After Dark Tours

Thursday specials
£25/£20 members
Behind scenes

HOW TO FIND US - Priority 3

Practical information - Pre-visit planning

Address & Contact

Full address
Phone & email
University campus location

Getting Here

Public transport
Parking info
Cycling options

Interactive Map Placeholder

Map integration for directions

MEMBERSHIP - Priority 1

Primary conversion goal - Revenue critical

Individual - £45

Basic benefits
Entry level option
Clear value prop

Family - £95 ★

MOST POPULAR
Family benefits
Best value highlight

Patron - £200

Premium tier
Exclusive benefits
VIP treatment

Mobile Priority: Family plan featured first, clear pricing visibility

CONTACT FORM - Priority 1

Conversion point - Lead generation

First Name *

Last Name *

Email *

Phone

Inquiry Type * (Dropdown)

Message *

Newsletter checkbox

SEND MESSAGE

Mobile Priority: Single column, large touch targets, minimal required fields

FOOTER - Priority 5

Supplementary info - SEO & legal

Museum Info

Logo + mission
Social links

Quick Links

Navigation menu
Site map

Hours Summary

Condensed
schedule
Thursday highlight

Contact

Address
Phone & email

Mobile-First Considerations

- **Above the fold:** Logo, hamburger menu, headline, single CTA, Thursday banner
- **Navigation:** Collapsible menu with membership CTA always visible
- **Content hierarchy:** Hours → Collection → Exhibits → Programs → Membership
- **Touch targets:** Minimum 44px for all interactive elements
- **Form optimization:** Minimal required fields, large input areas
- **Performance:** Image optimization, lazy loading for below-fold content

Key UX Decisions

- **Thursday emphasis:** "History After Dark" appears in 4 strategic locations
- **Membership focus:** Multiple conversion points throughout user journey
- **Practical information priority:** Hours and location emphasized for decision-making

- **Family-friendly design:** Kids programs prominently featured
- **Educational authority:** Expert content and academic affiliation highlighted