The purpose of my website was to make new customers/new website visitors familiarized with all of the options that Prantl’s has to offer, as well as details on locations and hours of operation. The website can be navigated with navigation bar located at the top, which is sticked to there even when the page is scrolled down, therefore making it easy to navigate at any point. All of the website’s pages can be accessed via navigation bar through buttons and dropdown menus from them. All webpages are categorized under categories: for example, holidays, weddings, etc. are organized under “Specialties.”

The webpages also contain the links to other pages in the text that might be of interest after reading some specific information (like “click here to check locations”), which makes the navigation easier. In addition, “About” page (the starting page) consists of different information that may interest the first-time visitor such as Burned Almond Cake (which is claimed to be best cake in America -> the customer is interested!) as well as links to specialties with funny pictures that grab attention ☺ Therefore, my intent was to provoke interest of new visitors and to provide a thoughtful navigation for customers.