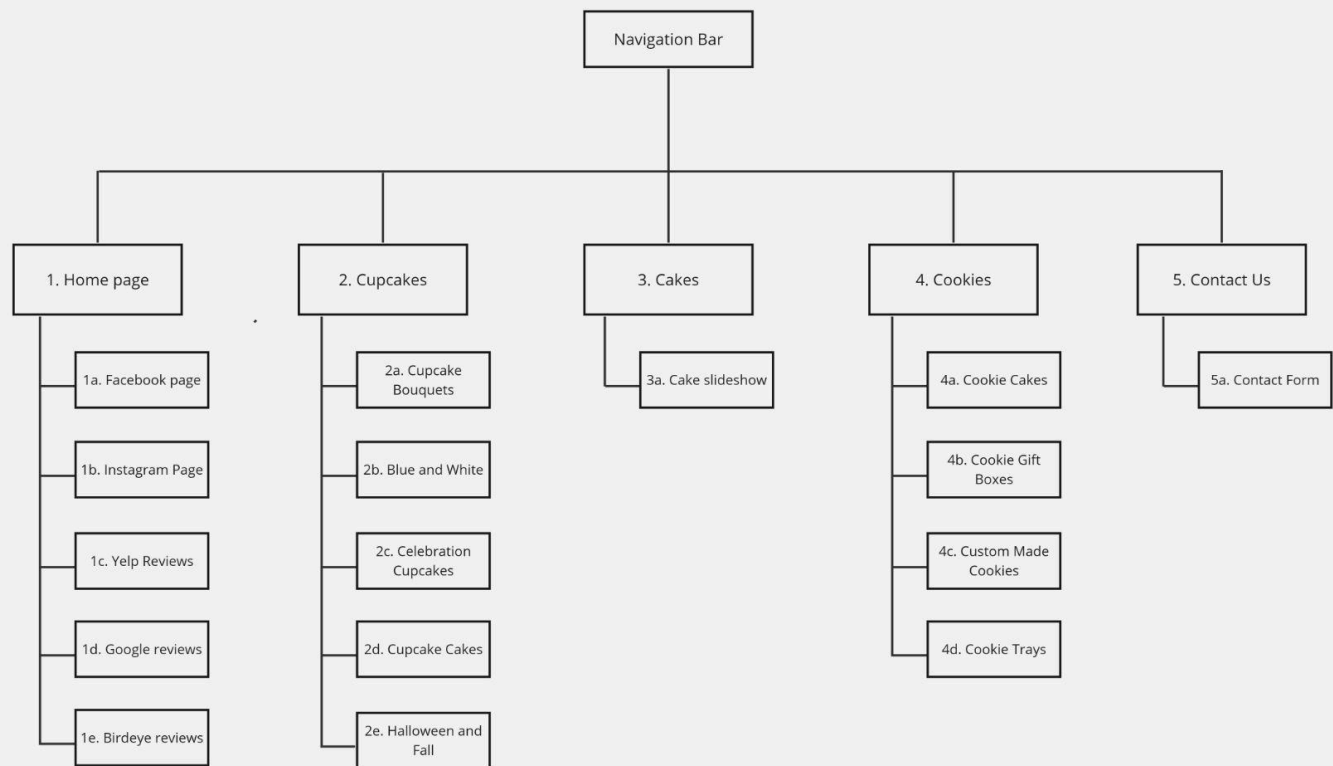


Visual Site Map:



Information Architecture

I used information architecture to categorize the main products, services, and information needed for customers to be able to purchase orders for a pastry. The biggest products I thought were most important were the “cupcakes,” “cookies,” and “cakes” categories, so they had to be easily accessible anywhere on the website. These became tab names that were on the navigation bar along with the “Home” and “Contact Us” pages, so users would be able to quickly access information about their desired pastry category or action. On each page, there is a sidebar that reminds users of the hours of operation and store number. Since most of the orders were made through the phone, this information would be needed and quickly accessible on every webpage. Within each category, for example “cupcakes,” I used accordion tabs that would allow users to be able to click on a specific type of cupcake service they were looking for, and display the necessary information about them. This kept the interface relatively clean and simple while providing the necessary information needed.

Accommodating returning and first-time visitors

For returning users who are familiar with the products and services offered, they can directly click on the respective tab they want to visit, which will take them to subcategories and pictures of a variety of selections. If returning users also want to be updated with weekly subscriptions and notifications of weekly promotions, they can quickly access a contact form by

clicking the “Contact Us” tab on the navigation bar. For new visitors, the home page contains information about the types of services provided and reviews to convince users to order from the store. Links are provided to the store’s facebook and instagram pages, so users are able to browse some of the products and review what others think about this place. From there, cupcake, cake, cookie designs, and the contact form are accessible through the navigation bar at the top.

Wireframe to Development

The wireframes helped lay out the website’s navigation system and sitemap, which made it easier to identify what needs to be created first, and potential functionalities and jquery functions are needed. Starting from the homepage, it was clear that I first needed to separate the webpage into two separation sections, one sidebar on the left providing basic store information and links to external sites and a general content area on the right. These webpage structures laid out all of the webpages, so it was a good starting point to the website. The homepage wireframe also had google maps with geolocation provided, so I knew I had to implement an <iframe> for the google maps API and the geolocation. Later, considering the amount of services are provided in each category (“Cupcakes” had “cupcake bouquets,” “celebration cupcakes,” “blue and white cupcakes”,etc), a carousel and accordion tabs were necessary to provide necessary information in a concise way. This required jquery and relative path to image links. Lastly, the contact page wireframe suggested the need to implement <form> and necessary jquery functionalities to validate the form.

Citations:

- JQuery Library: <https://ajax.googleapis.com/ajax/libs/jquery/3.7.1/jquery.min.js>
- Youtube API: <https://www.youtube.com/embed/HrFyMfWoTTY?si=GX6K2Ot3sSErftq>
- Javascript features: <https://polyfill.io/v3/polyfill.min.js?features=default>
- Google maps API:
<https://www.google.com/maps/embed?pb=!1m18!1m12!1m3!1d3033.620191226321!2d-78.38948908833704!3d40.50578105009529!2m3!1f0!2f0!3f0!3m2!1i1024!2i768!4f13.1!3m3!1m2!1s0x89cb9188567d3371%3A0x79740809b421e8ac!2s1307%20Pleasant%20Vally%20Blvd%2C%20Altoona%2C%20PA%2016602!5e0!3m2!1sen!2sus!4v1712057230920!5m2!1sen!2sus>
- [W3Schools Tryit Editor](#)
- [Accordion Widget | jQuery UI API Documentation](#)