



Information Architecture & Navigation:

Information architecture was key to making the website easy to navigate. I wanted visitors to find what they needed quickly and effortlessly, so I grouped related information together. For example, the main pages—Home, History, Visit, Gift Shop, and Contact—serve as clear entry points, while things like the mailing list form and Google Map are tucked neatly under the Contact page. I made sure that the navigation labels are straightforward and descriptive. Instead of vague terms like "More Info," I used specific labels such as "History" and "Visit" so users immediately know what to expect. I also kept the navigation bar consistent across every page, giving users a reliable way to return to the Home page or jump to other sections without having to relearn the layout each time. Overall, this approach minimizes clutter and helps avoid overwhelming users, ensuring that essential information like operating hours and contact details is always easy to find.

First-Time vs. Returning Visitors:

I designed the website with both new and returning visitors' needs in mind. For someone visiting for the first time, the Home page immediately grabs attention with a dynamic video banner and engaging introductory text that tells the story of the Duquesne Incline. The clear and straightforward navigation labels guide newcomers to key sections like History and Visit, while part such as "Join Our Mailing List" encourage them to get to know more about the place. High-quality images, interactive slideshows, and multimedia content work together to create a memorable first impression that invites further exploration. For returning visitors, I made sure that frequently needed information like visitor details, operating hours, and contact information is easy to find. Tools like the mailing list and interactive maps provide timely updates and help users plan their next visit without any trouble. Overall, by combining an engaging design with efficient navigation, the website meets the needs of both first-timers looking to discover and returning users seeking a quick, familiar way to access updated information.

Design Evolution

Early wireframes were developed to map out the basic structure and information hierarchy. These wireframes focused on layout, content grouping, and the flow between pages. Early feedback highlighted the need for clearer navigation and more engaging multimedia elements.

Based on usability testing, I iterated on my initial designs. Adjustments were made to the image placements and interactive components (such as the inclusion of a slideshow and interactive map). Feedback revealed that users preferred a less cluttered layout with ample white space and more prominent visual cues.

The final design focuses on accessibility and responsiveness. I ensured that all multimedia elements (images, videos, interactive maps) are optimized for quick loading and high performance. Additionally, I refined the visual elements such as color schemes to align with the Duquesne Incline's branding while appealing to a modern audience.

Throughout the design evolution, I maintained an emphasis on user-centered analysis, ensuring that every design decision was backed by usability testing. This iterative process allowed us to identify pain points early and implement solutions that enhance the overall user experience.