

WEBSITE DESIGN



PROCESS BOOK

Debbie Murdock • Interaction Design • Fall 2019

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02

Website

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Research: website

DEFINE PROBLEM

The website for Adams County Iowa is a heavy information site that needs updating. The redesign needs to allow visitors to be able to search for and find information on specific topics. Good typography is a necessity in organizing the information of the site.

The following requirements are as follows:

1. Design for desktop monitor screen size
2. Design 5 to 8 screens to demonstrate functionality
3. Include homepage, historic photo section, maps of voting districts, and a search/search results page
4. Include at least 2 mobile page views

TARGET AUDIENCE

The target audience will be for individuals of voting age. The age range will be around 18 to 80. The range is broad but different information will need to be accessed at different points in their life.

One category will be specified to voters that are active in the community. They keep up to date in the political process and search for information regarding elections and polling precincts. They use the site to find out who is running and what the election results are.

Another category are homeowners. They can use the site to find information on current ordinances or get information on local services that they would like to find more information about. This could include services about taxes, roads, real estate, or registration for vehicles.



Current Adams County Iowa website

Research: website

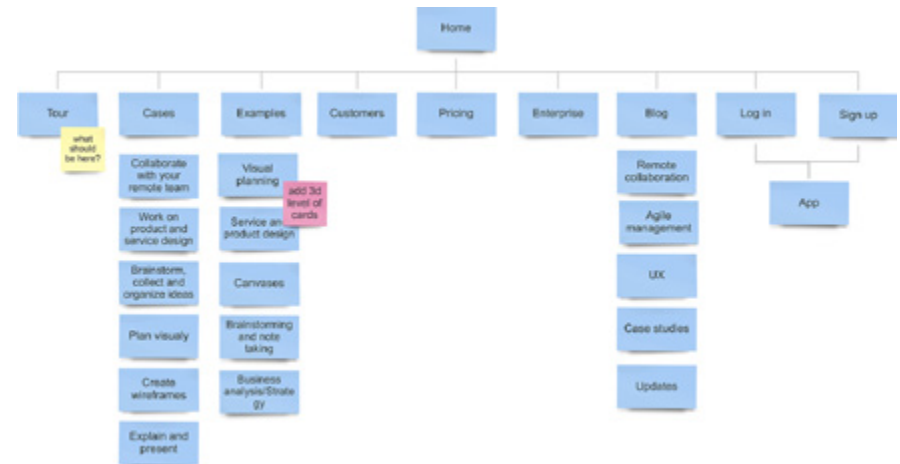
INFORMATION ARCHITECTURE

Sitemaps, Sketching, and Patterns

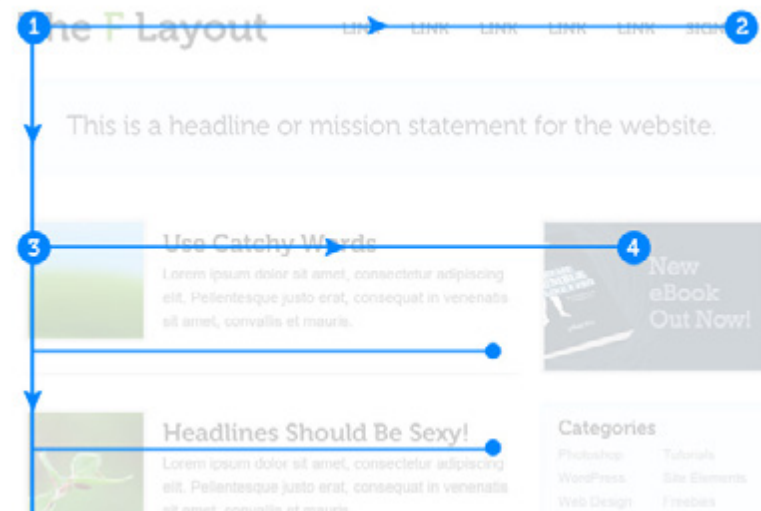
Information architecture is an important part of research for designing a website that will help provide a good user experience. "Information architecture focuses on organizing, structuring, and labeling content in an effective and sustainable way." The designer is tasked to present information in a way that defines the path the user is going to take through the website. The designer chooses the level of detail but most sites have a solid infrastructure in order for the page to flow.

Sitemaps are really important when determining your information architecture. If you have multiple pages it can help to see the interaction between the website. There are free tools that are offered such as draw.io and lucidchart.com to help aid you organize the architecture of the information in the pre-planning stages. It will help give you an idea of the pages and site navigation.

In order to have a solid infrastructure it's important to test your sketched out ideas on users to see where the pitfalls may lie with people having trouble navigating your site. **Sketching** provides the framework of all your information that's derived from your sitemaps. In your sketches, it's important to place your content with the purpose of the users experience in mind. Visual hierarchy is the most important in this regard. When a user enters a website they only take a few seconds to scan the page for the most important details. People tend to view websites in an **F-pattern** for heavy text and information sites or a **Z-pattern** across the screen for websites that are more image based. Putting important labels and content within these patterns will benefit your design.



Sitemaps are used to help organize the pages of the website



Placing important labels and content where your eyes follow in an "F-pattern" helps the information architecture

Research: website

Color, Size, and Contrast

To help with the information architecture color, size, and contrast play an important role in directing the user's eyes to important elements. **Warm colors** are better suited for **action items** you want clicked because it draws the user's attention. **Varying the size of the text** also grab the attention of the user. With visual hierarchy white space will be your friend in helping to direct the eyes of the user.

One technique that they say helps you to see what elements stand out is using the **blur technique**. If you put a 5-10 pixel Gaussian blur using Photoshop from a screenshot of your site you will quickly see what elements stick out. If they are not the ones that you want highlighted you can go back and make the proper adjustments.



Notice the call-to-action button is in the warm color red to catch the attention of the user

The contrast of this text is incredibly

LARGE

This example shows the difference in contrast text can make to draw the users eyes to specific elements on the page



Using the blur technique can help you identify key features in your website and help you assess if you need to change any of the elements.

Research: website

TYPOGRAPHY ON THE WEB

It's important when choosing fonts for websites. Good web fonts will increase readability. A lot of rules have changed that used to be acceptable for print. Those same rules do not apply for digital design.

Capitalization

On websites, it's bad practice to use all capitals in your body text. Capitalizing words are harder for users to read. Usually it's a personal preference for titles but web designers highly suggest to avoid using capital letters for the following reason:

1. Uppercase letters slow down their reading. Studies show that it can decrease the readability by 10%. People look for letter forms in order to decipher words.
2. People associate all capitals with electronic yelling. It's suggested to use sentence case or title case. Whichever method you choose, just make sure there is a consistency through out the pages of the site.
3. There are better ways to emphasize text than using all capital letters. Bold text or changing the color is suggested to use on certain content to be emphasized on the website.



It's easier and quicker to decipher a word if it is NOT capitalized. Capitalizing words forces the reader to stop and look at each of the letters to determine what the word is.



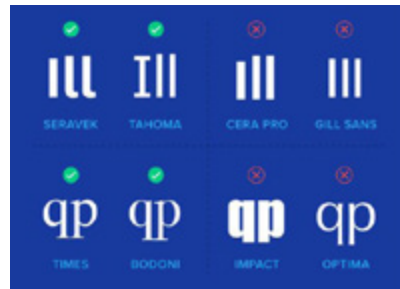
This is an example of poor typography. There is no consistency with font sizes, too many colors on the links are being used, and there isn't a clear visual hierarchy. The page gives me anxiety at first glance.

Research: website

WHAT FONT TO CHOOSE?

Kerning

The kerning is the amount of space between letter forms. If the letters are too close together they will be hard to decipher on the screen, especially at smaller sizes.



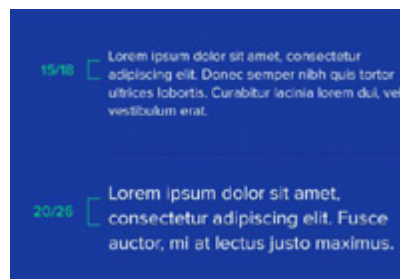
Open Forms

The fonts need to be able to be scaled for various screen sizes and still be readable. Fonts with more open forms are distinguished better at smaller sizes.



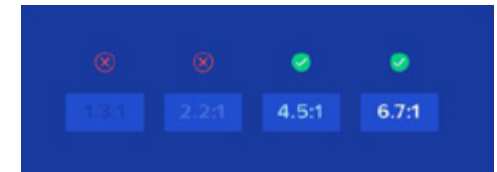
Leading

Leading is the distance between lines. More leading will help the readability of the text on the screen because it allows more white space.



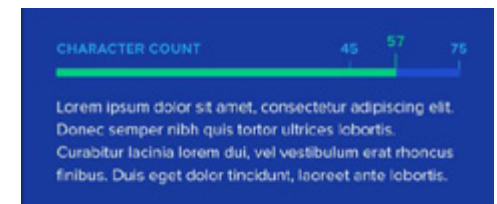
Color

Contrasting colors help to have the typography easier to read. Gray also is a good color for text against white screens. Black tends to be a little harsh on the eyes.



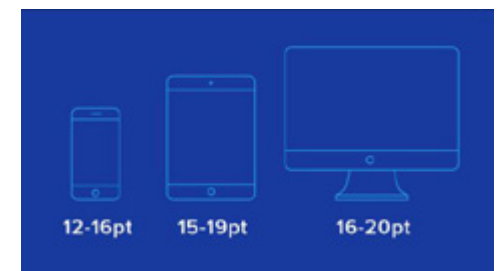
Line Length

It's important to not have your line length too long. It's suggested to keep the line length in between 45-75 characters per line.



Body Copy

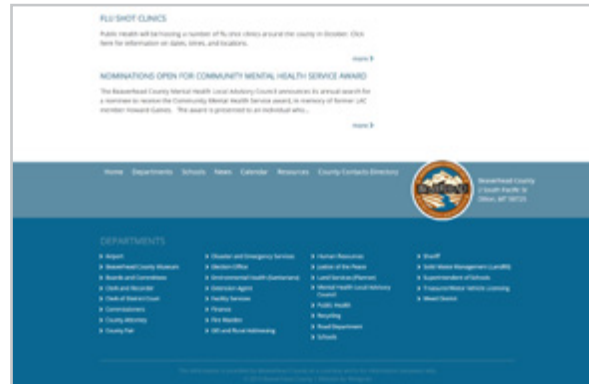
The body copy is the main text of your website. It's suggested not to go below 16 pixels on desktop designs. Tablets and mobile devices have their own set of guidelines and when designing, need to be tested to assess the readability of the font.



Research: website

INFORMATION-HEAVY SITES

Good Examples



Beaverhead County

This website has very good white space to help the eyes maneuver through the screen. The choice of font is a sans-serif which is very easily read on the screen. They use contrast with size and color to identify the headings. I especially like how they integrated infographics to how statistics for their county. The department links are in the header, freeing up the space for the navigation on top.

Wasatch County

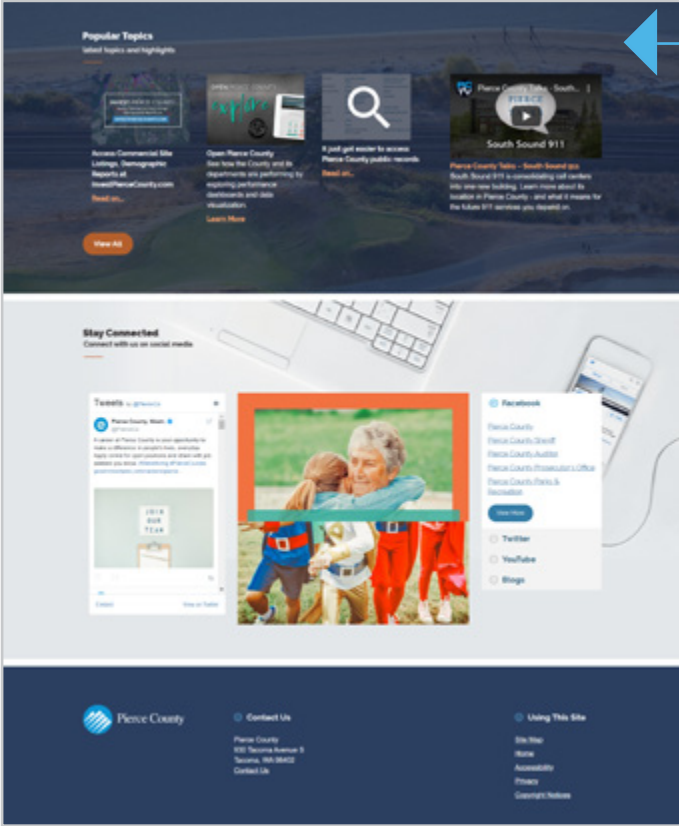
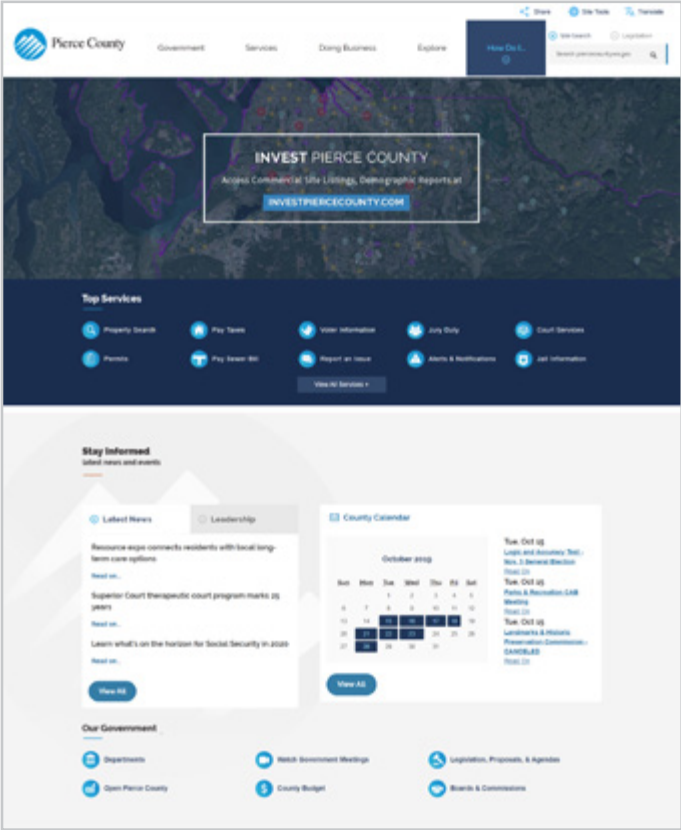
The icons make separating the information very effective. Under that information they have included links for further information. The image slider on the top provides a lot of choices for other links. The contrast of the size of fonts is done well. The information has good white space.



Research: website

INFORMATION-HEAVY SITES

Good Examples



Pierce County

This website uses white space well. It has a very good alignment on the information. Bold colors are used on the action points, especially with the orange accent color. Different sizes for the heading are used to contrast the headings from the body copy text. Color is used to separate the sections to help the organization.

Research: website

INFORMATION-HEAVY SITES

Good Examples



Pierce County

I like the organization on the multiple links on the left side of the screen. The use of typography is done well. They use two contrasting fonts, a sans-serif for the body copy and a slab-serif for the titles. The white space is done well in order to separate the information.

Idaho County

This website's typography is effective with its use of color to identify the links on the page. They also use bold on the type to contrast the headings from the body copy. They also take advantage of a side navigational section to help guide people to different aspects of the site.



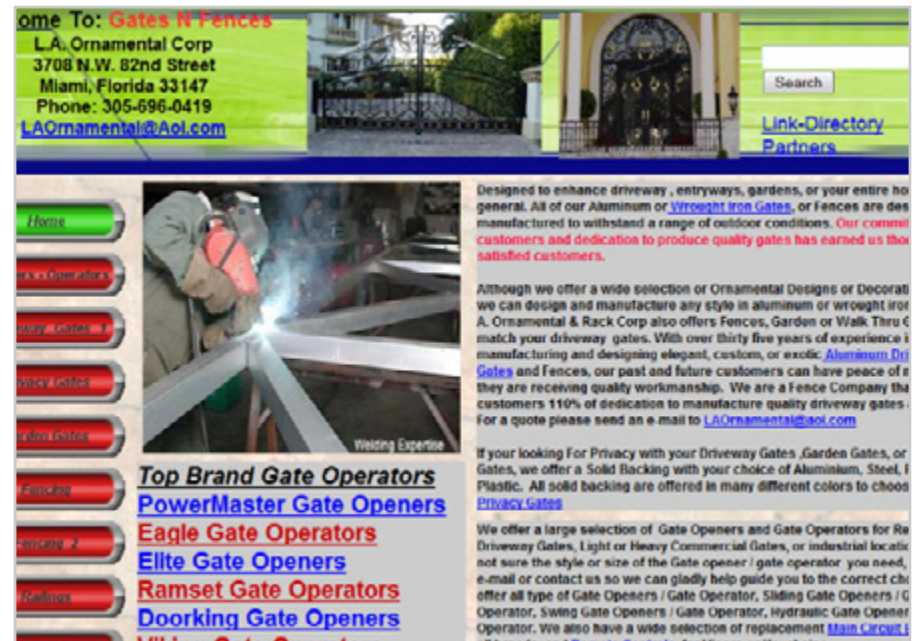
Research: website

INFORMATION-HEAVY SITES

Bad Examples



The hierarchy for the typography is not clear on this website. The font is all the same size. Contrast would help to define important key areas. The navigational menu on top is very cluttered. The links are scattered all throughout the site. The text spans the width of the website and needs to be shortened so they don't lose the reader.



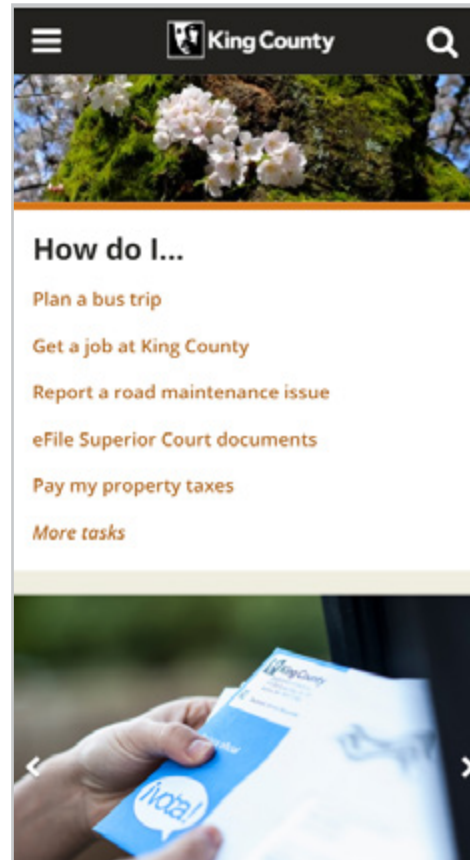
This website also does not have a clear typographical hierarchy. The only size contrast is the list of links. The navigational system could be more effective towards the top of the page. There are no headings present to identify the big block of text on the home page.

Research: website

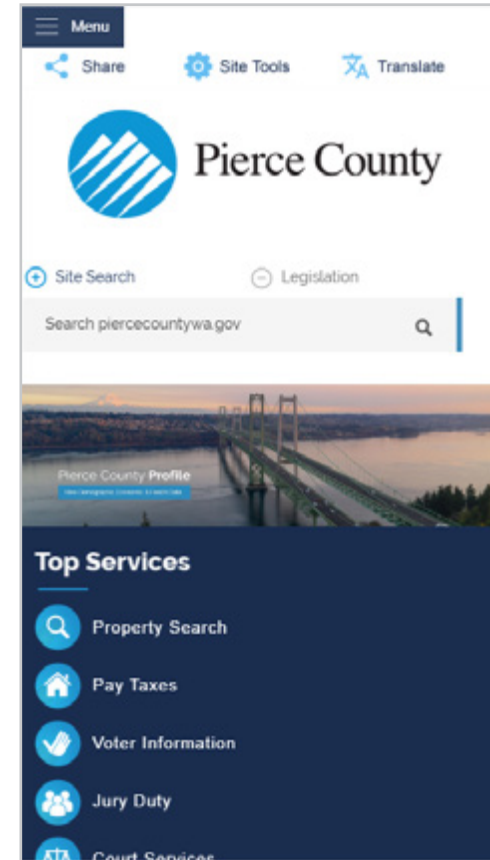
MOBILE VIEWS



Links are distinguished on this mobile view with a side carrot.



Contrast is used with color and size of the text to show different information. The navigational items are represented by a hamburger button.



Icons are used to reduce excess wording and the headings are bigger in contrast than the links underneath.

Brainstorming: website

ORGANIZING INFORMATION

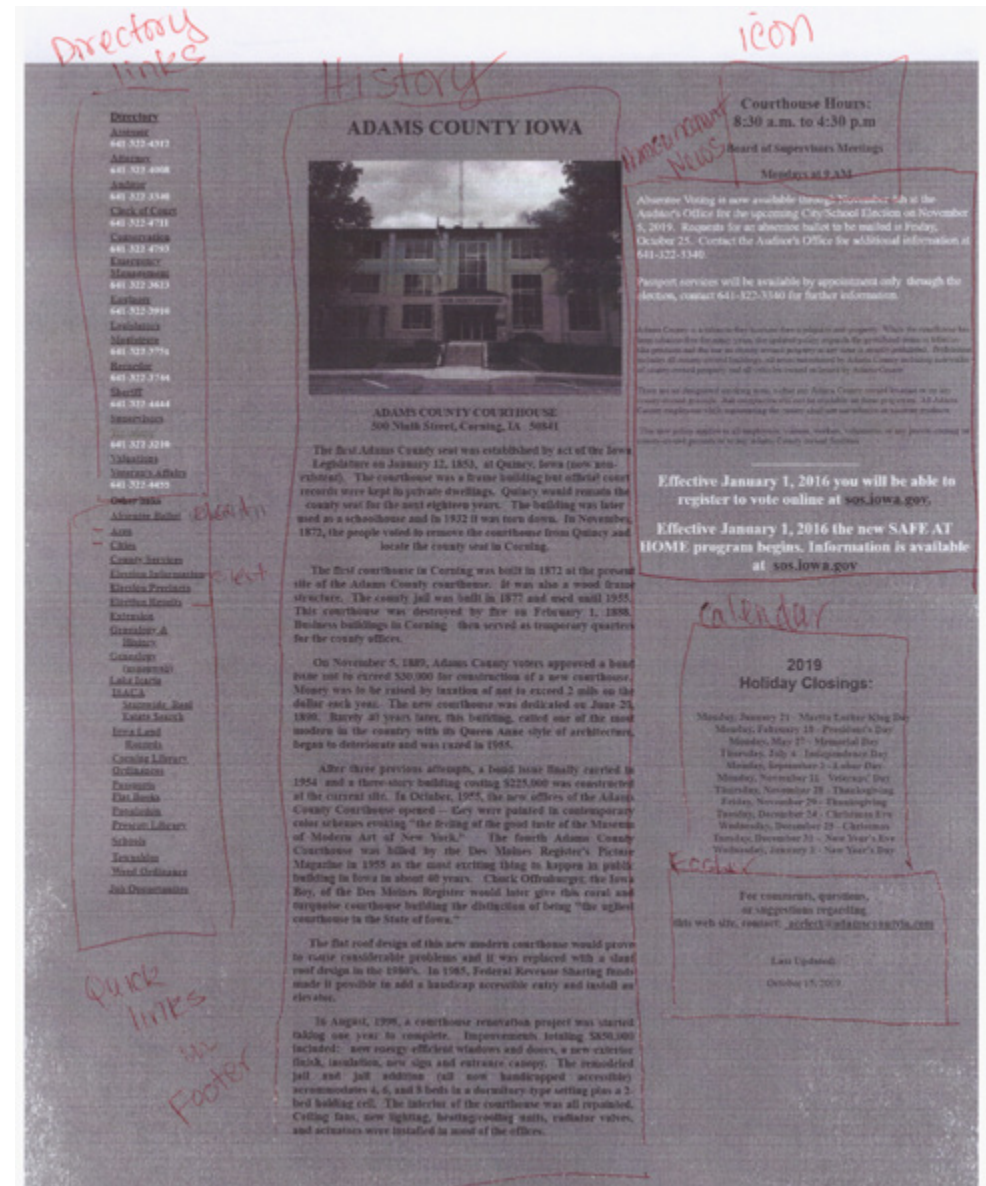
Before sketching I needed to figure out what kind of information I was trying to bring into the sketches. It was very overwhelming looking at the website and the huge blocks of information, so I decided to screenshot the entire home page of the Adams County website and print it off. Then, I took a red pen and blocked off information that was connected to each other. I noticed that I could group the news or announcements together of policies that had changed. The phone numbers could act as a directory, the other links could be used as quick links. I tried to think of categories I could group the "other links" in and have them reside under those headings.

The categories are as follows:

1. Demographics
2. Places
3. Services
4. Elections

Each of the links can be categorized under one the categories mentioned above. I decided that the historical information would best be suited for the history page along with the photo.

Printing off the information for the site helped me have a better idea on how to organize the content better.



Sketches: website

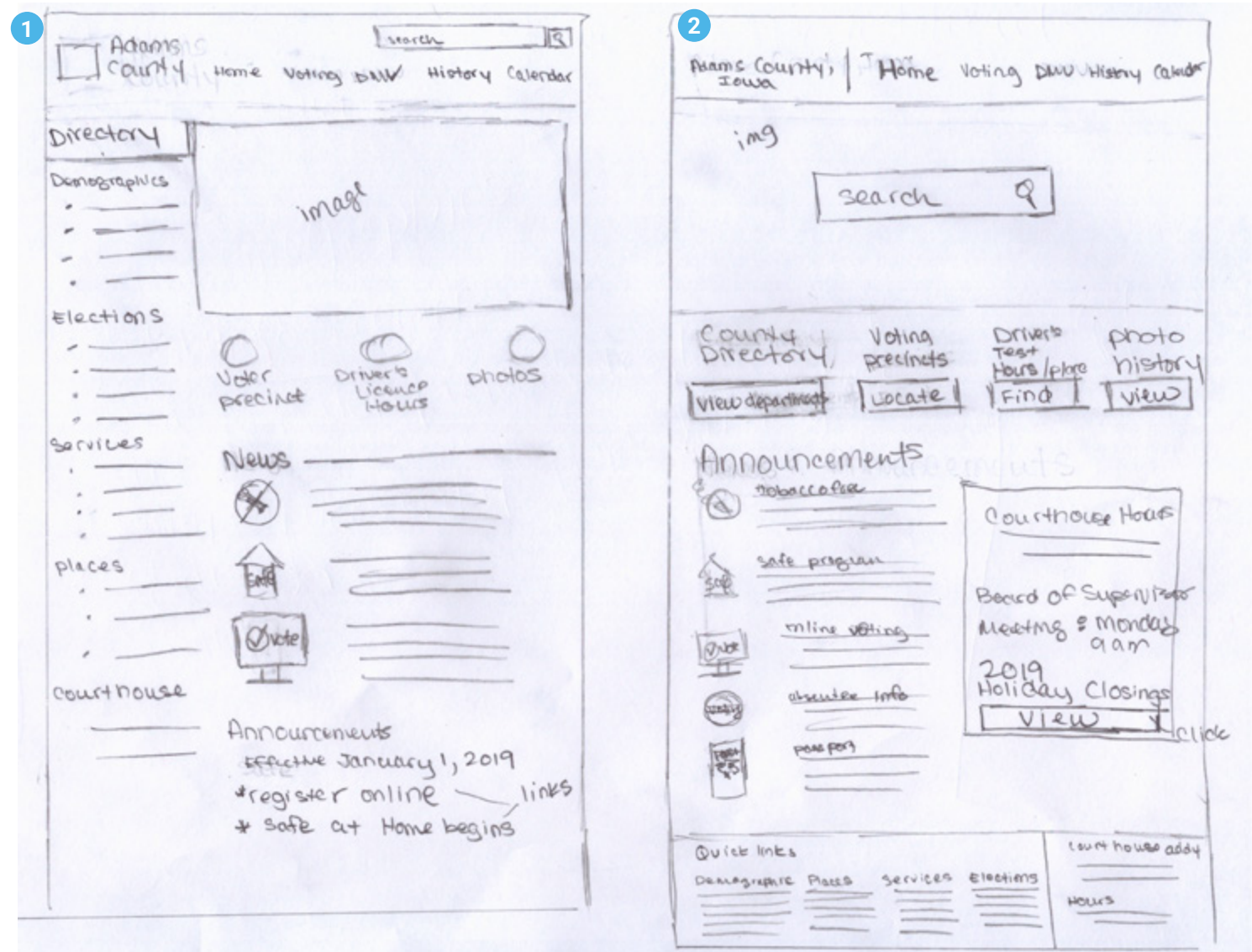
DESKTOP

1 Home Page

Along with the nav bar on top, I put a side navigational column for the directory. I'm not sure if I like that or not. I'm wondering if incorporating icons will free up the room from some of the text.

2 Home Page

I tried to see what it would look like with a full image under the nav bar and including the search option inside that image. I put the quick links on the bottom and categorized them under four labels.



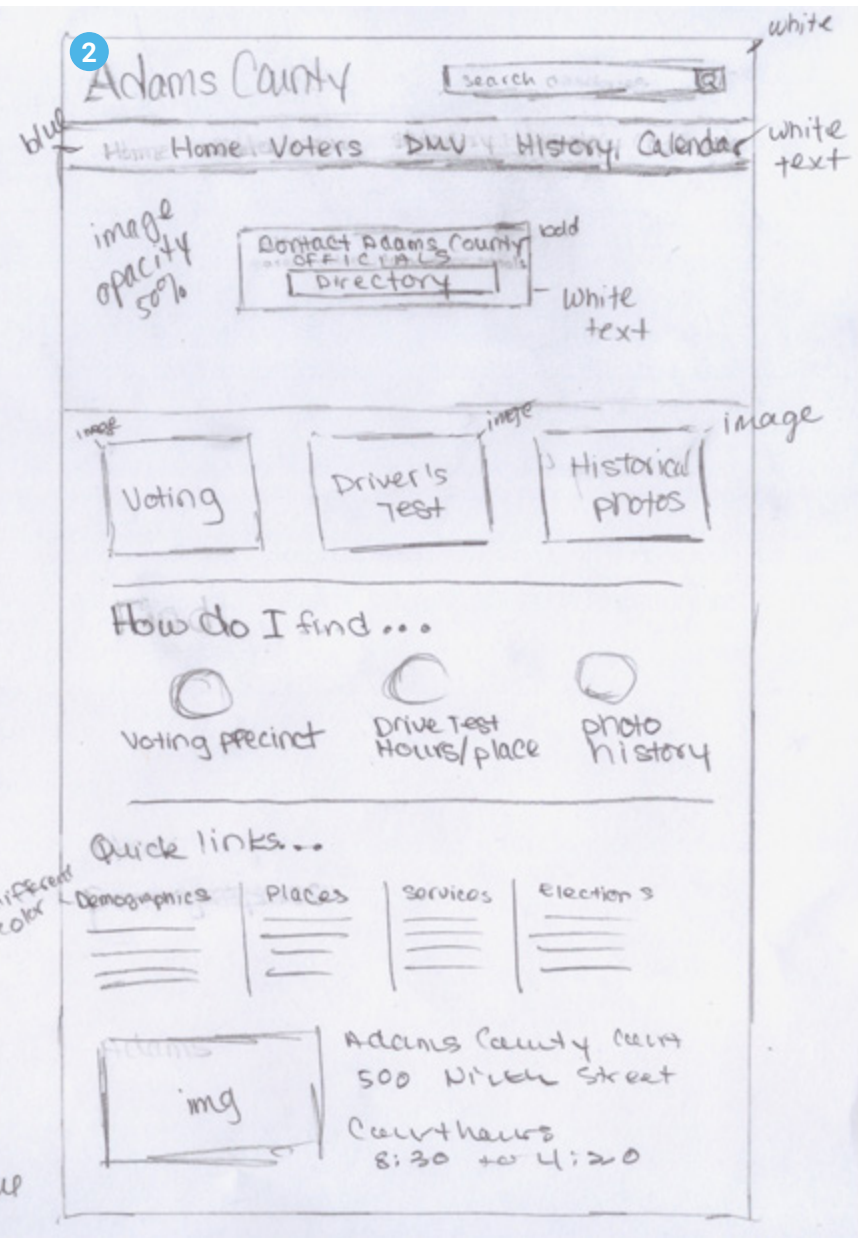
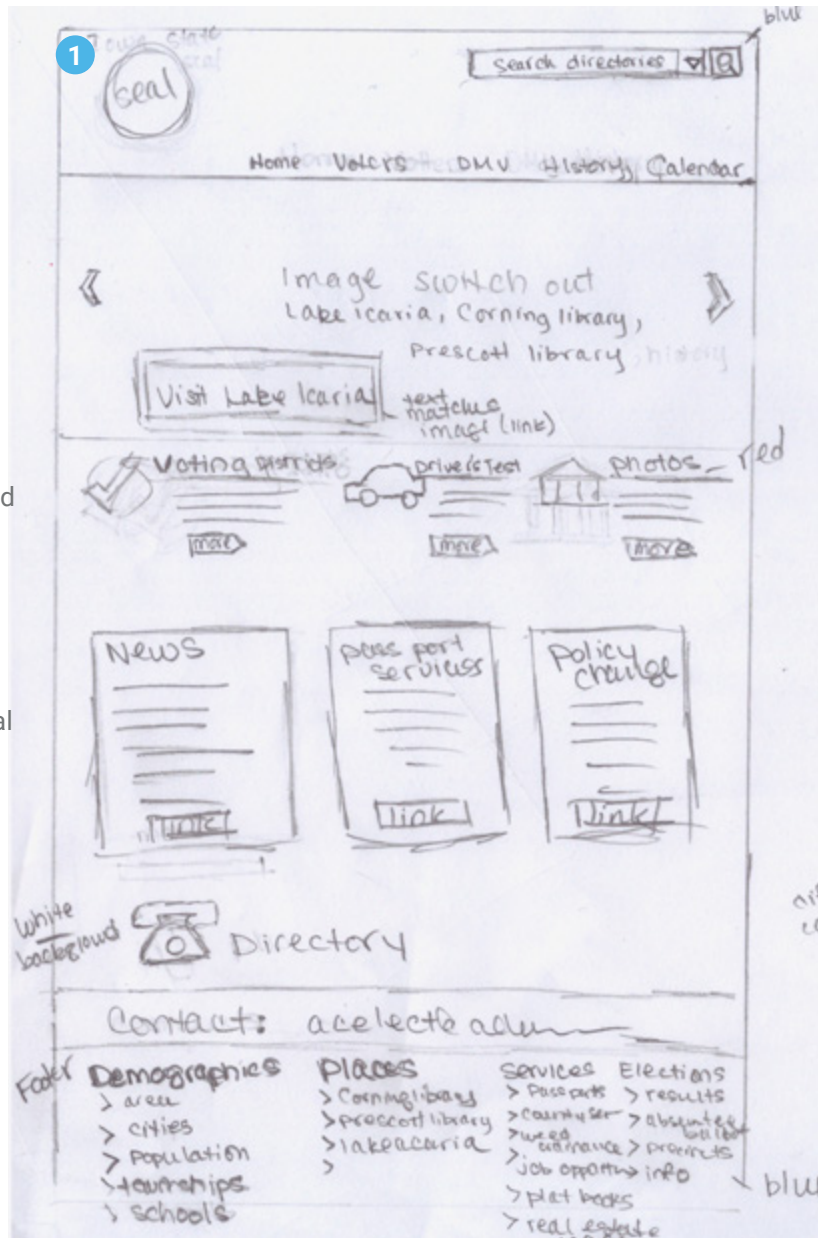
Sketches: website

1 Home Page

I put in a scrolling image that would have links connected to each of the pictures. I separated the announcements using blocks of color and used minimal icons to show links to other pages.

2 Home Page

I tried to see what it would be like using images instead of icons for the links to access items. I tried moving up the quick links higher. I think I like them better on the bottom. That is the typical place where I would look for additional links.



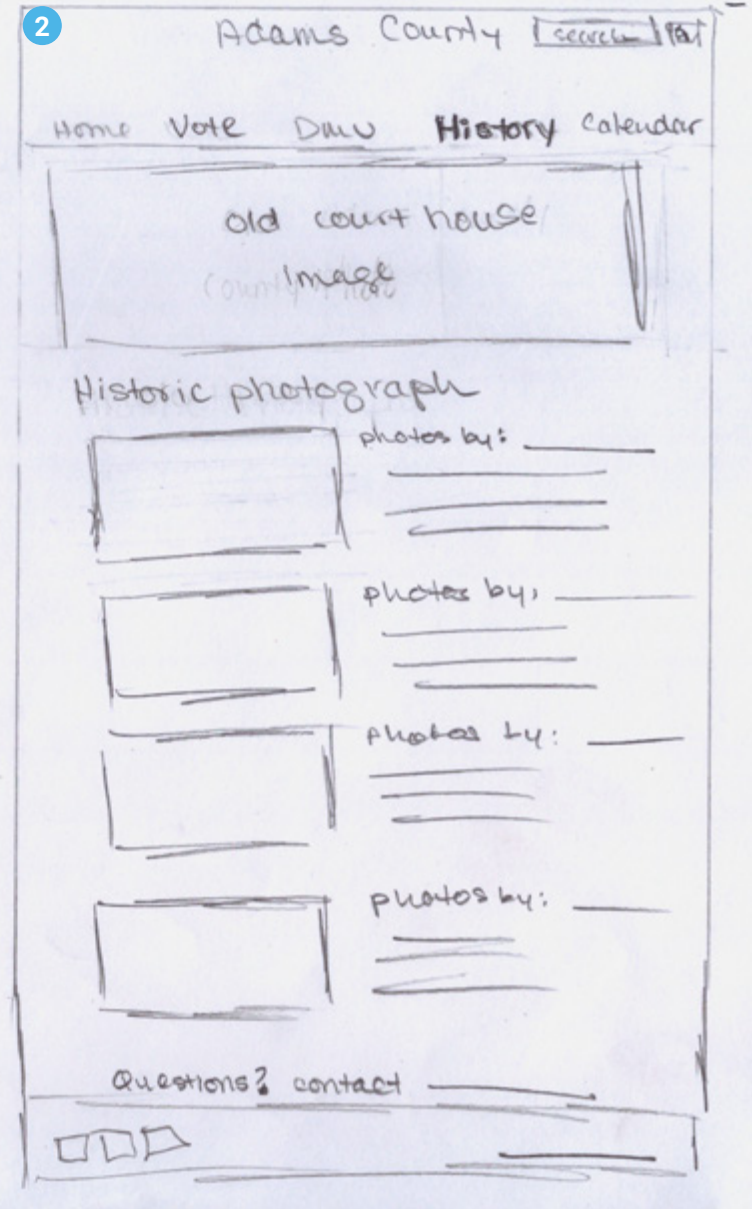
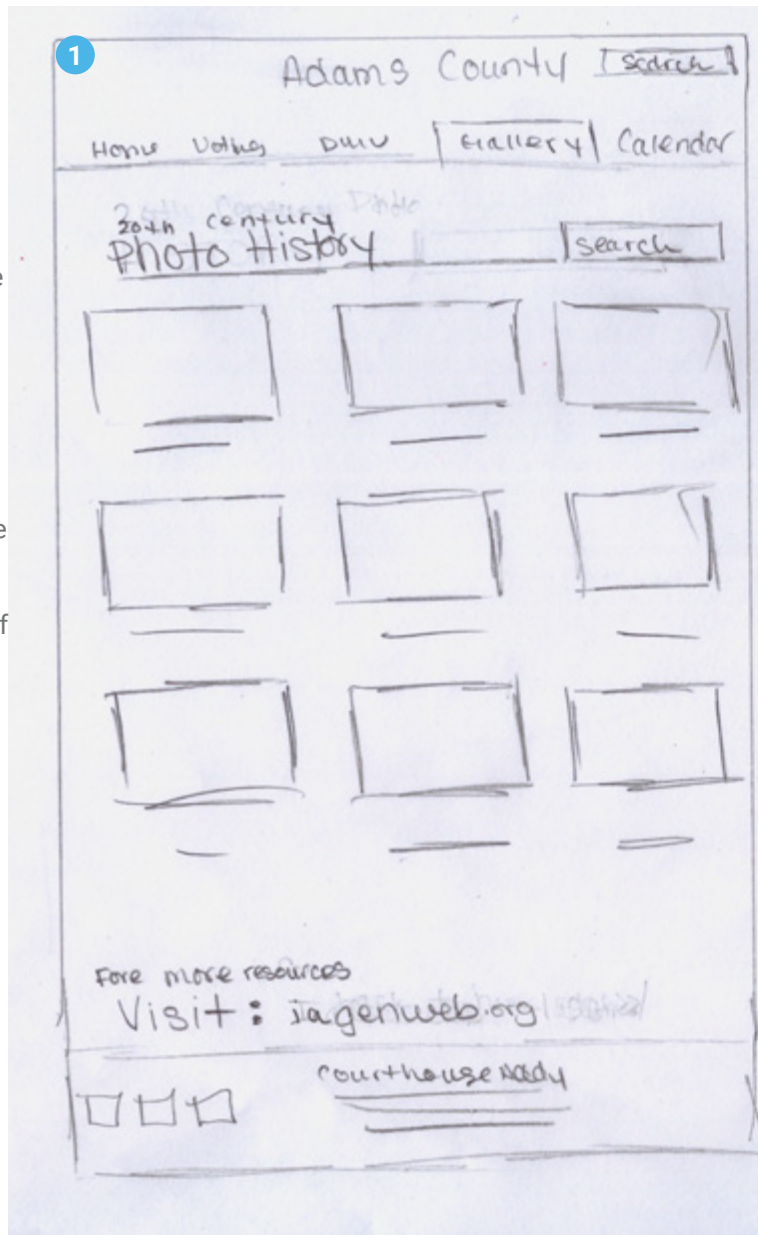
Sketches: website

1 History Page

The link from the landing page will bring you to the photo history page. I added a search option to search for specific pictures and will have the photo credits underneath the photos.

2 History Page

I'm considering having the old courthouse image on top, then having the image left flush with the information to the right of the pictures.



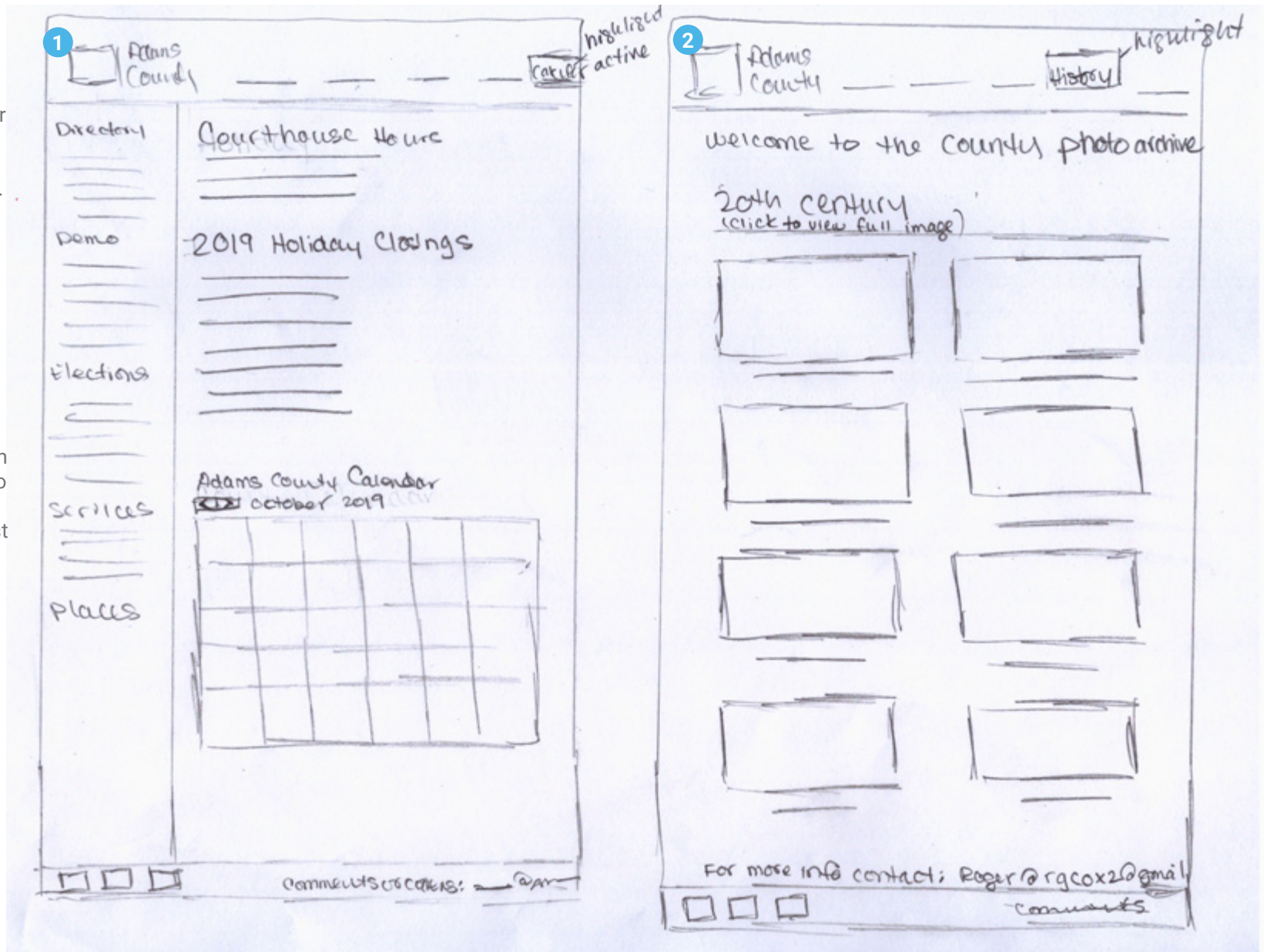
Sketches: website

1 Calendar Page

I'll have all the hours and holiday information under the labels in one column if I decide to go with the side navigational system.

2 History Page

The two-column set up might work well for the images. They will definitely view big enough to see the detail. I need to figure out a way to bring in the article from the first page so it resides on the history page.



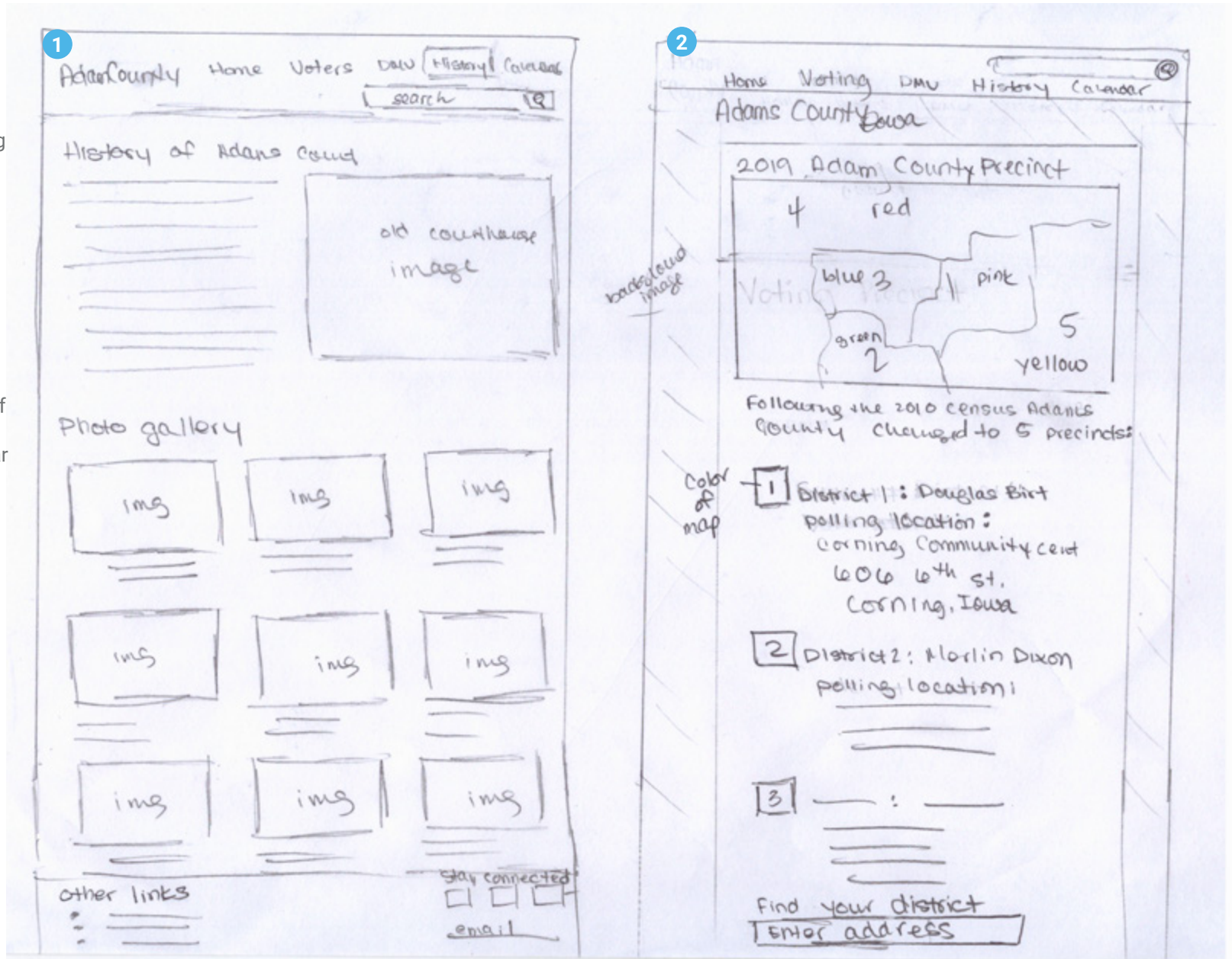
Sketches: website

1 History Page

This is a sketch of the History Page. I experimented with having the article to the left of the image and having the photo gallery on the bottom half of the page.

2 Elections Page

This is a sketch of the voter precinct page. As of right now, I have the link not in the navigational bar which I might change. I tried to think of a way to have the numbers color coordinate with the map sections above.



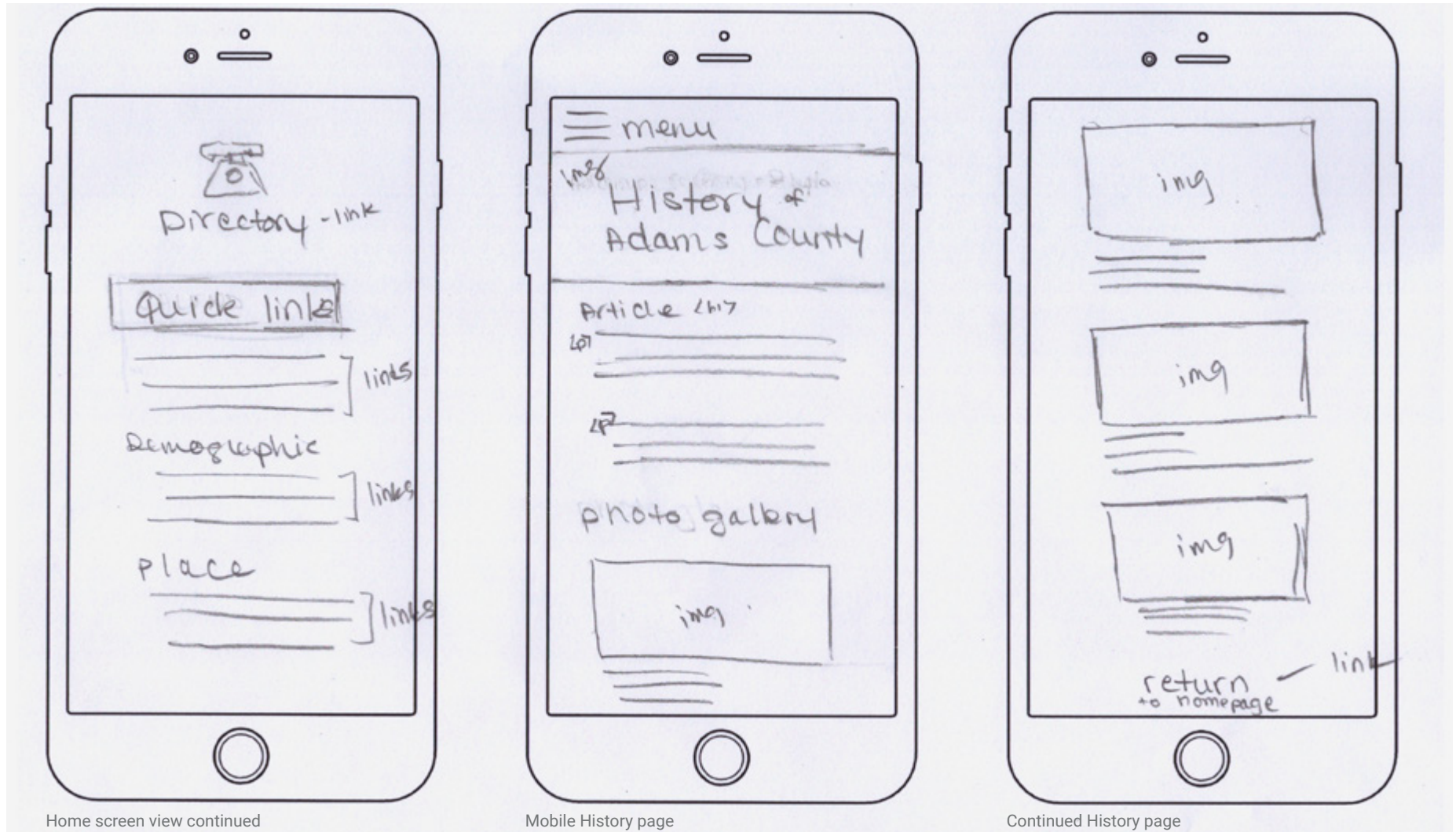
Sketches: website

MOBILE



Sketches: website

MOBILE



Flow Chart: website

Adams County Iowa Website



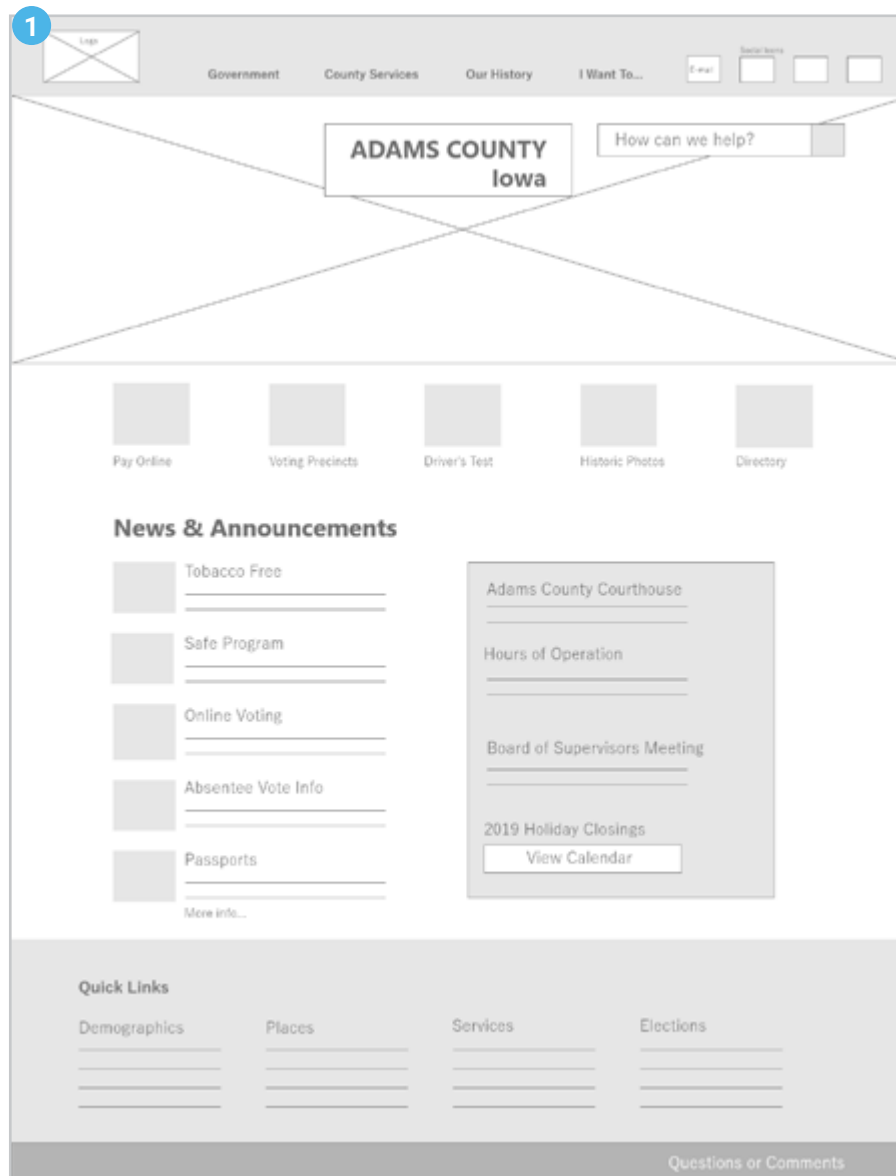
Wireframes: website

1 Home - Desktop

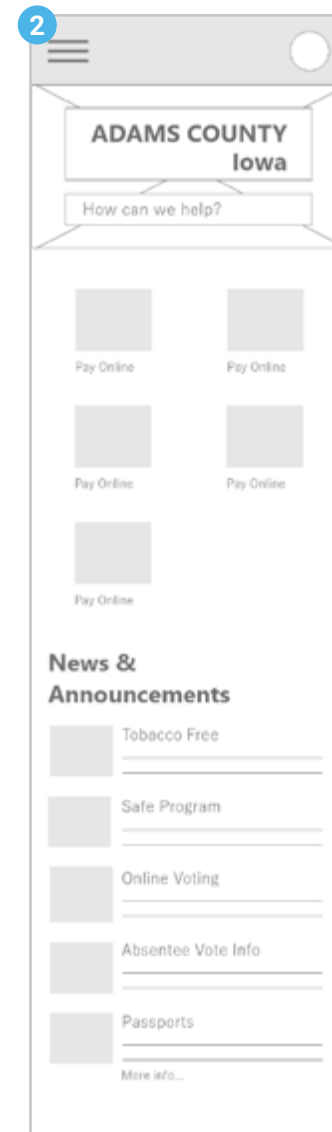
I took different aspects of my sketches and incorporated what I liked about each of the sketches. I tried to keep it light and defer a lot of the heavy information towards the other pages on the site.

2 Home - Mobile

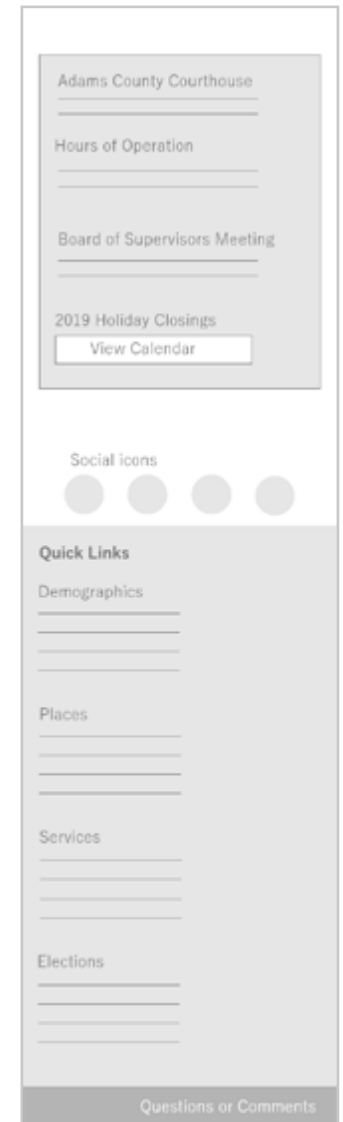
I'm still considering having all the icons left flush with the wording to the right. The mobile view will have some padding on the right and left with a one-column design.



Home Page



Top half of mobile page



Bottom half of mobile page

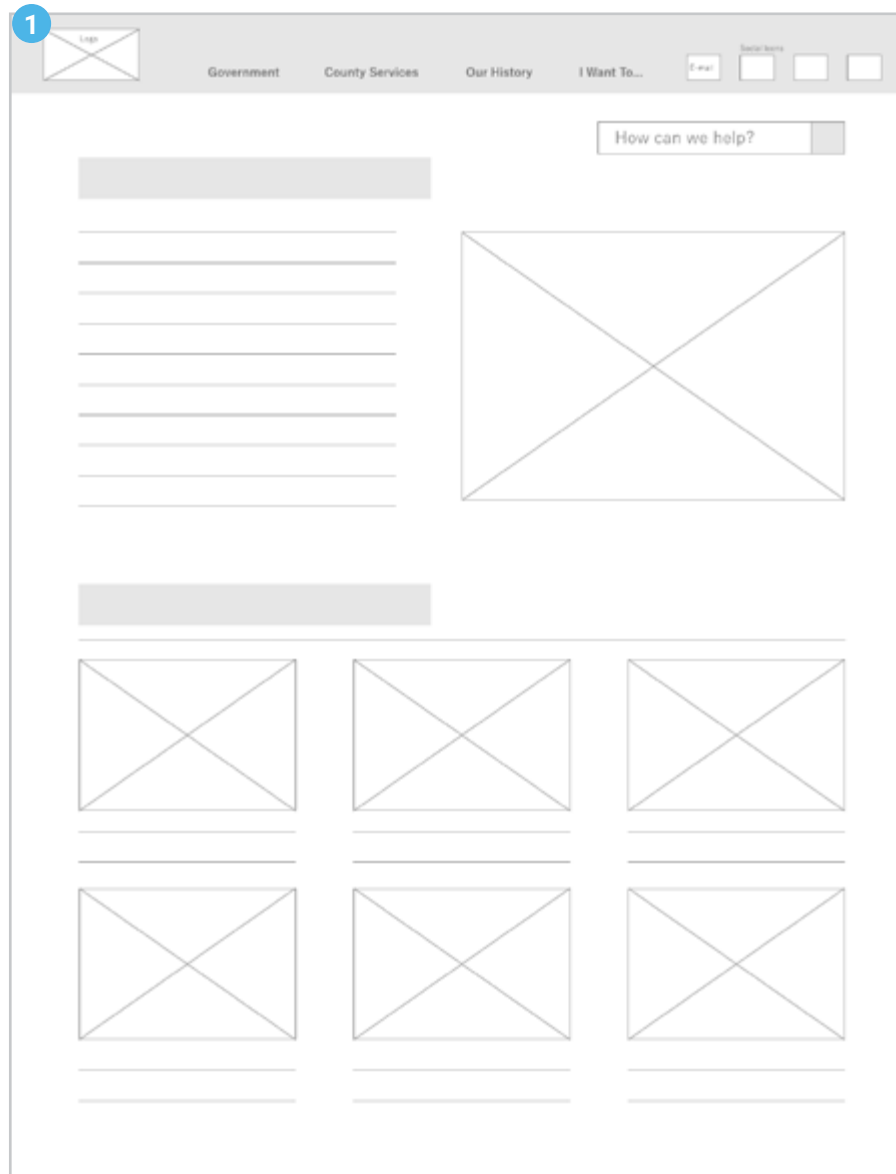
Wireframes: website

1 History - Desktop

The history page will have one main article on top. I wanted the search bar in the same place on each page so I moved it from the centered position to the top right so it could be the same and omit any guessing where to find the search bar.

2 History - Mobile

The mobile design view will shrink down from a three-column design to a one-column structure. The picture to the article will move up above and the article will rest underneath.



History Page



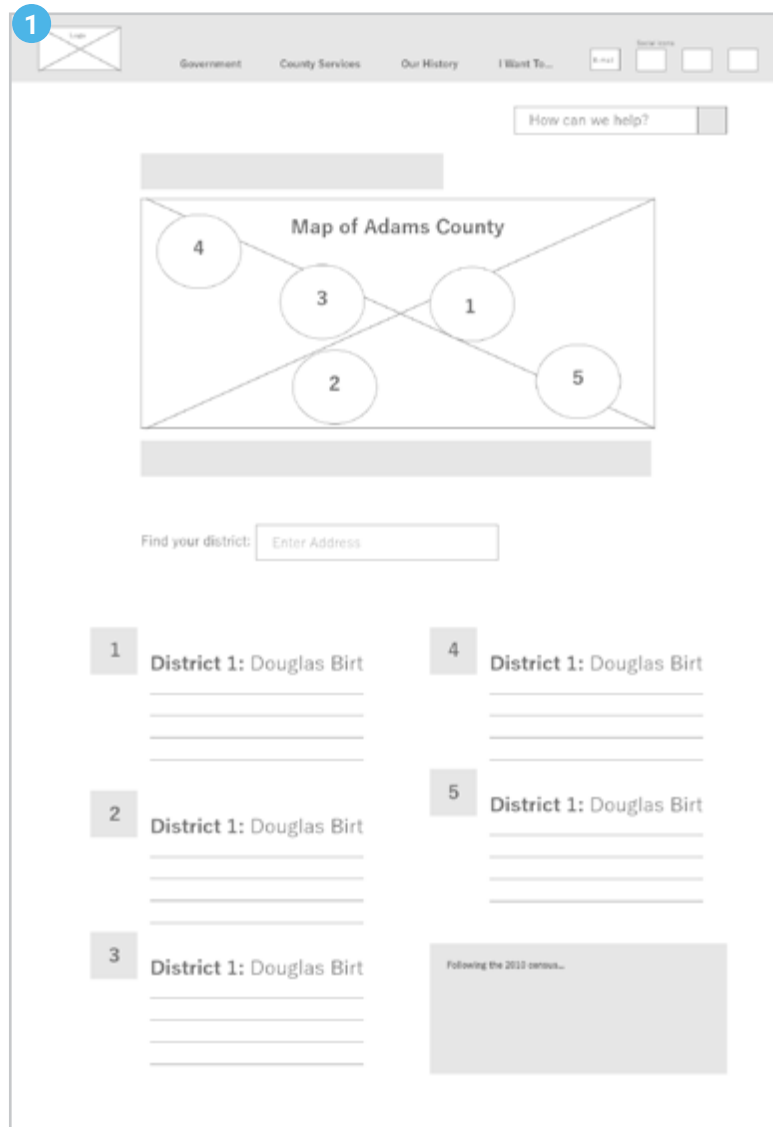
Top half of mobile page

Bottom half of mobile page

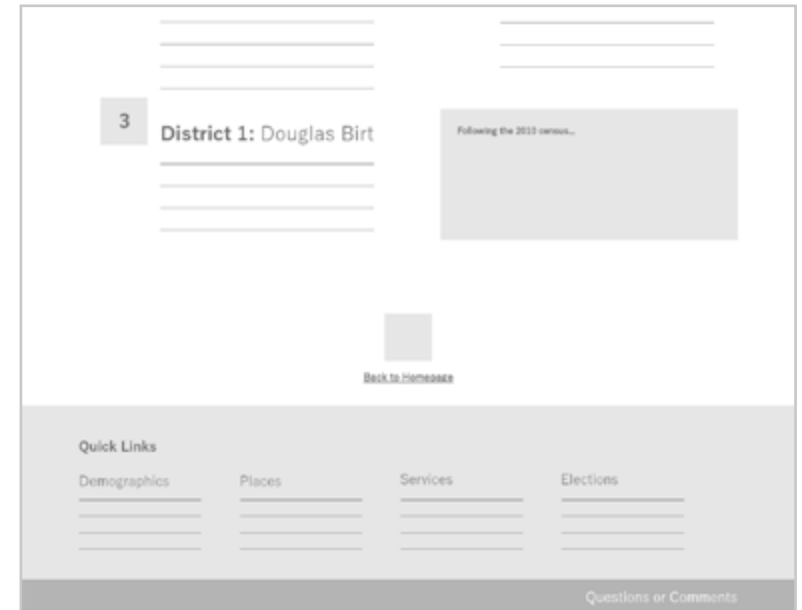
Wireframes: website

1 Election Page

The elections page is going to have a county map of the separated districts on the top. It is color coded so the numbers below are going to reflect the color on the map. If you're not sure exactly where your address resides you can find your district through a search bar.



Top half of Election page

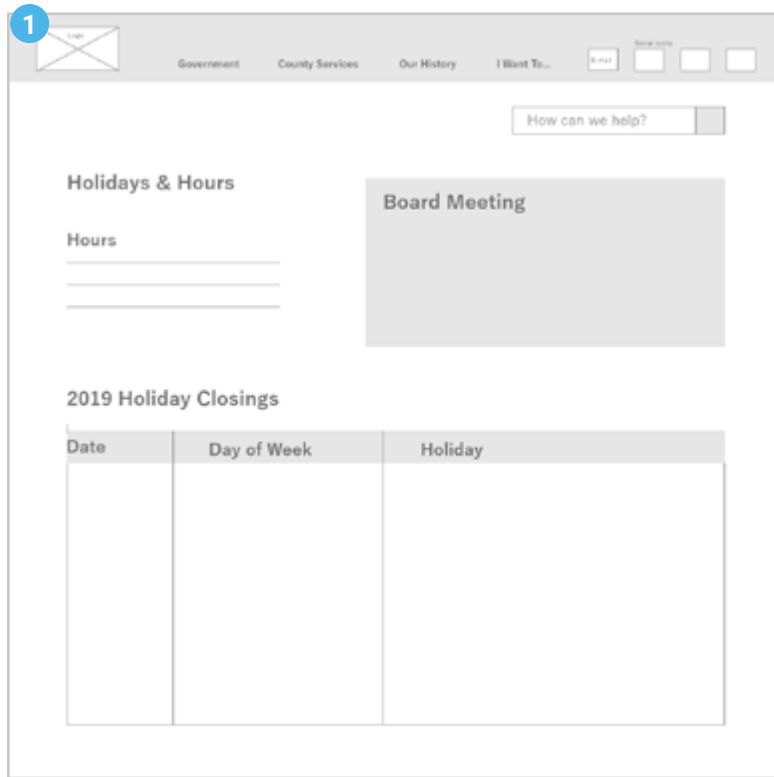


Bottom half of Election page

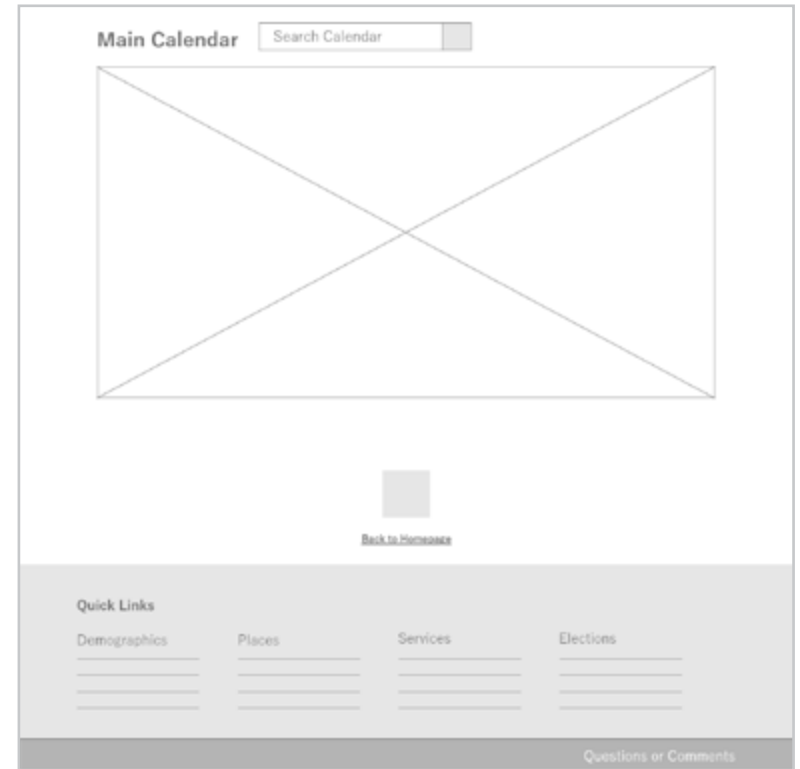
Wireframes: website

1 Calendar Page

The calendar page will house the Holiday Closings and have an interactive calendar that you can also search for specific events.



Top half of Calendar page

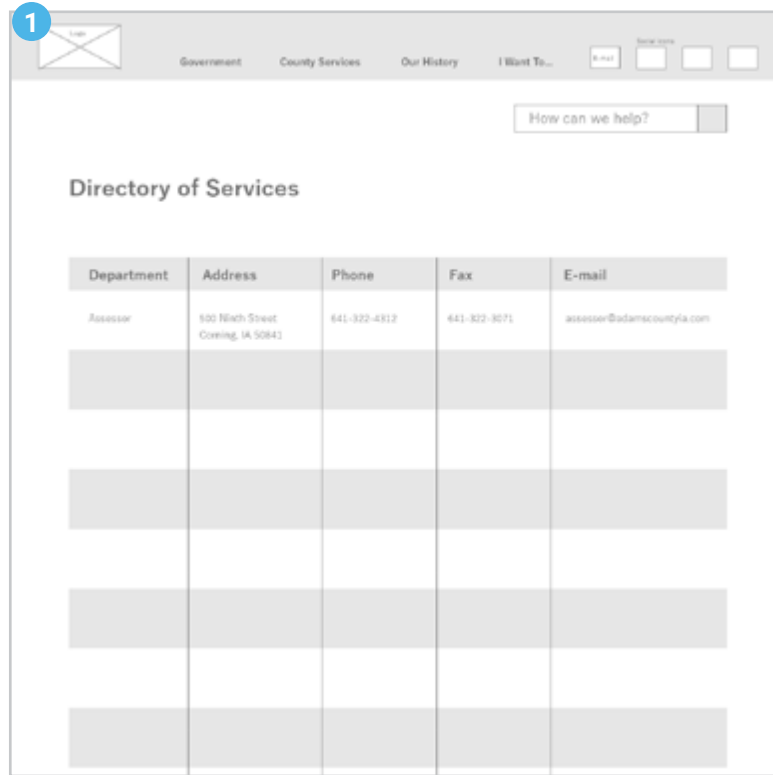


Bottom half of Calendar page

Wireframes: website

1 Directory Page

I wasn't going to do a directory page until I realized most of the information on the original website was that of the directory. I'm going to combine some of the other information from the adjoining pages so all the info is in one place. I'm considering dividing the separate information by blocks of color or thin horizontal lines. I have horizontal lines right now if I use the color box and I would make those white. With white it gives the allusion that there is a divider with the colored boxes.



Top half of Directory page

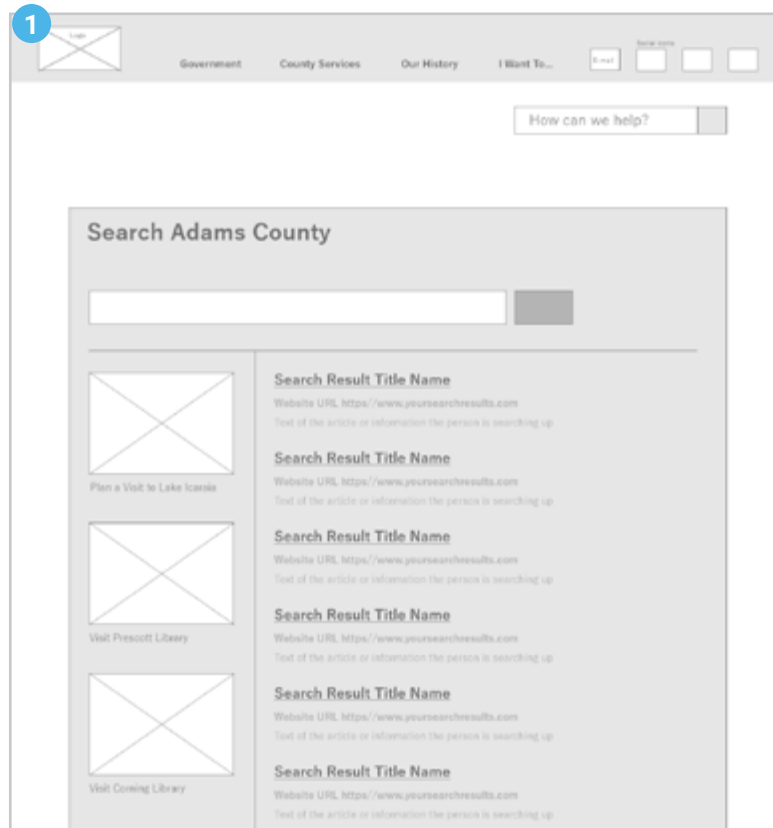


Bottom half of Directory page

Wireframes: website

1 Search Page

The search results page will be connected with the smaller "How can we help?" search bar. Most of the search pages looked really boring in the examples I researched. I noticed advertising on one of the county websites and thought I could use that to Adams county's advantage and advertise their own places to visit.



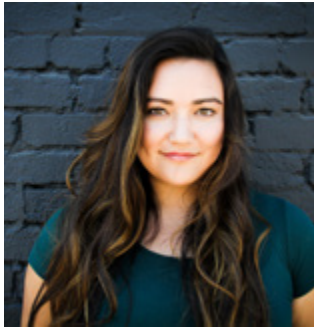
Top half of Search Results page



Bottom half of Search Results page

Target Audience: website

PERSONAS



Name: Heather
Gender: Female
Age: 23
Job Title: Waiter/Student
Education: Political Science - Junior Year
Goal: To be active politically as she finishes her degree

Scenario 1

Heather just moved to Corning, Iowa. She is going to school Online and studying political science. She was heavily involved in the political scene in her last town.

She was too late registering to receive a mailed ballot so she needs to find where her nearest polling station is. The voting precinct is usually at a library but there are a few in the county.



Name: Bob
Gender: Male
Age: 65
Job Title: Carpenter
Education: Trade School
Goal: Needs to find the nearest DMV with the hours and location to renew his driver's license

Scenario 2

Bob realized that his next birthday is quickly approaching and he will need to renew his license. He is not real tech savvy and usually relies on the phone book to get addresses and phone numbers. The county stopped providing phone books about 5 years ago.

Bob reaches out to his daughter to show him how to get on his computer and find where the nearest DMV and what the hours are.



Name: Charlie
Gender: Male
Age: 37
Job Title: Realtor
Education: Bachelor's in Business and Finance
Goal: Doing research about city ordinances for Adams County for a client

Scenario 3

Charlie is real estate agent from a neighboring county and needing to talk to someone on the Board of Supervisors regarding one-family residences. He is needing information on the requirements of adding a building structure on a property. It is going to be the determining factor if his client puts an offer on a home in Adams County or not. He would prefer to talk to someone in person if at all possible from the county Assessor's office.

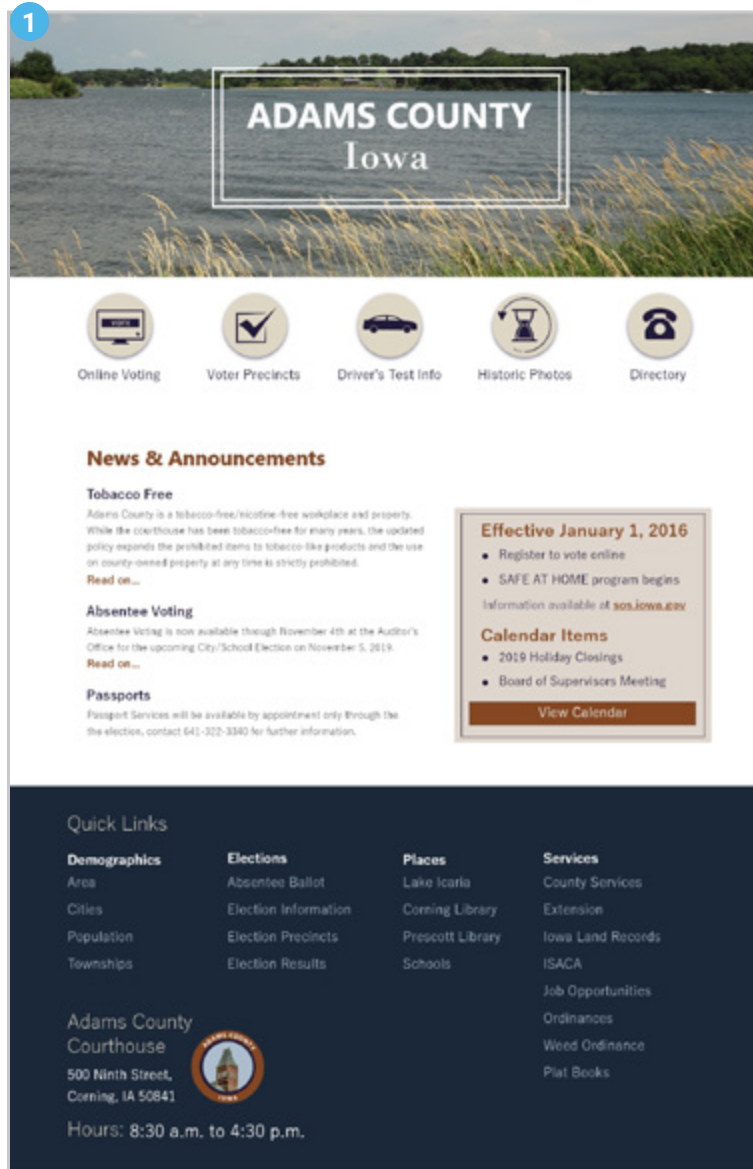
Prototypes: website

1 Home

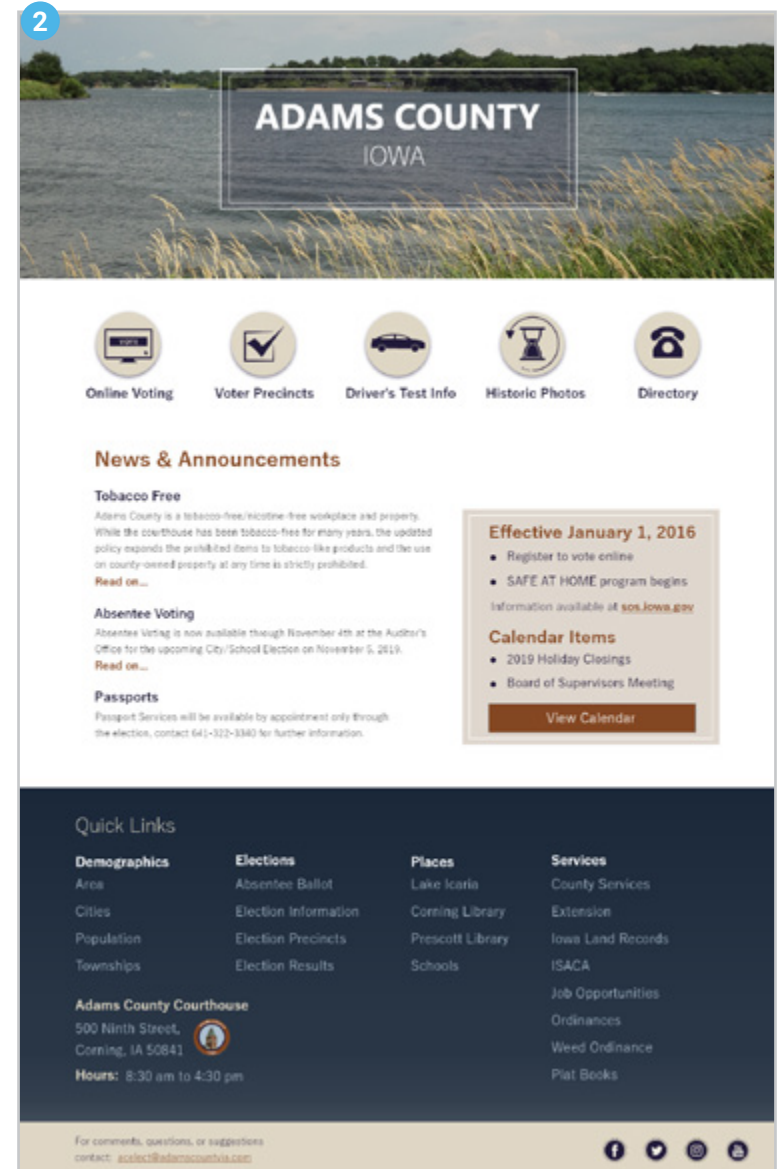
This is a prototype before the user testing. The footer was huge and I needed to reduce the size to fit. The nav bar is not pictured.

2 Home - changes

I added a low opacity color behind the Adams County header to make it pop more. Not sure if I like it but it helps on the history page to have the wording stand out more. I changed the line color on the announcements box to white and adjusted the sizing of the text for the courthouse address.



Home Page



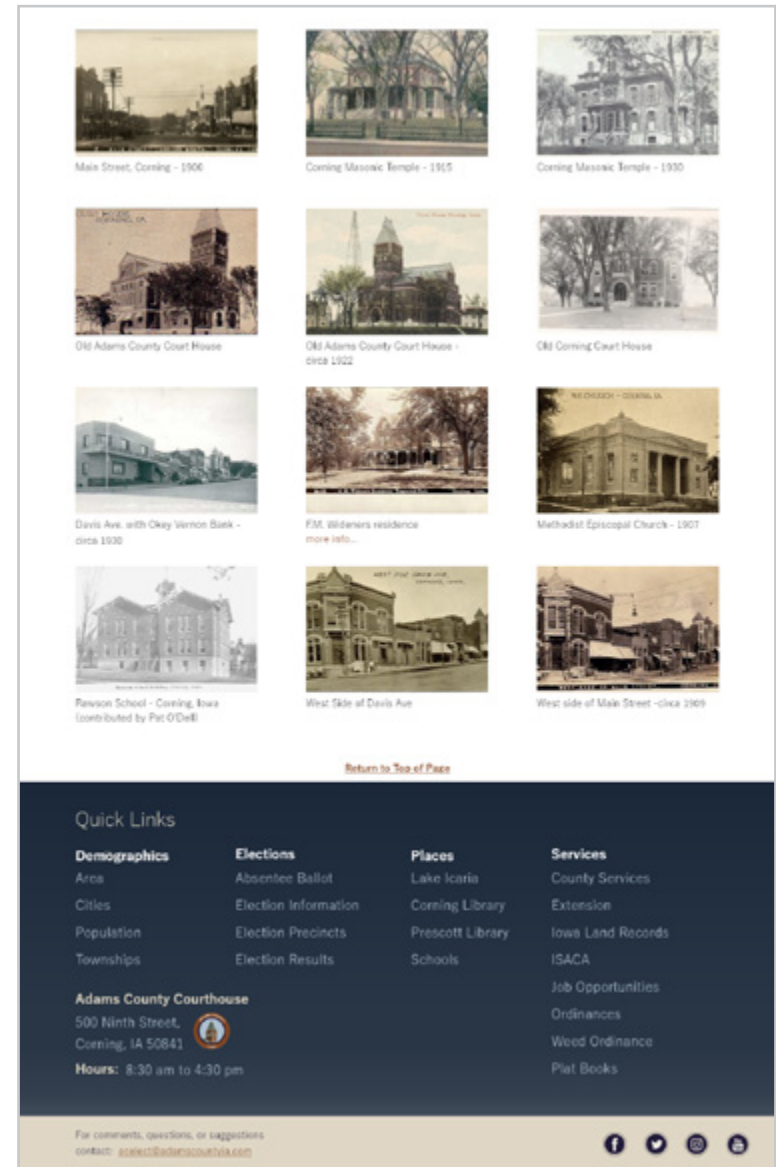
Prototypes: website

1 History Page

The history page contains an article of the Adams County courthouse and a photo gallery from the 20th century. I'm considering putting a link on top that would bypass the article if someone wanted to get straight to the photo gallery.



History page

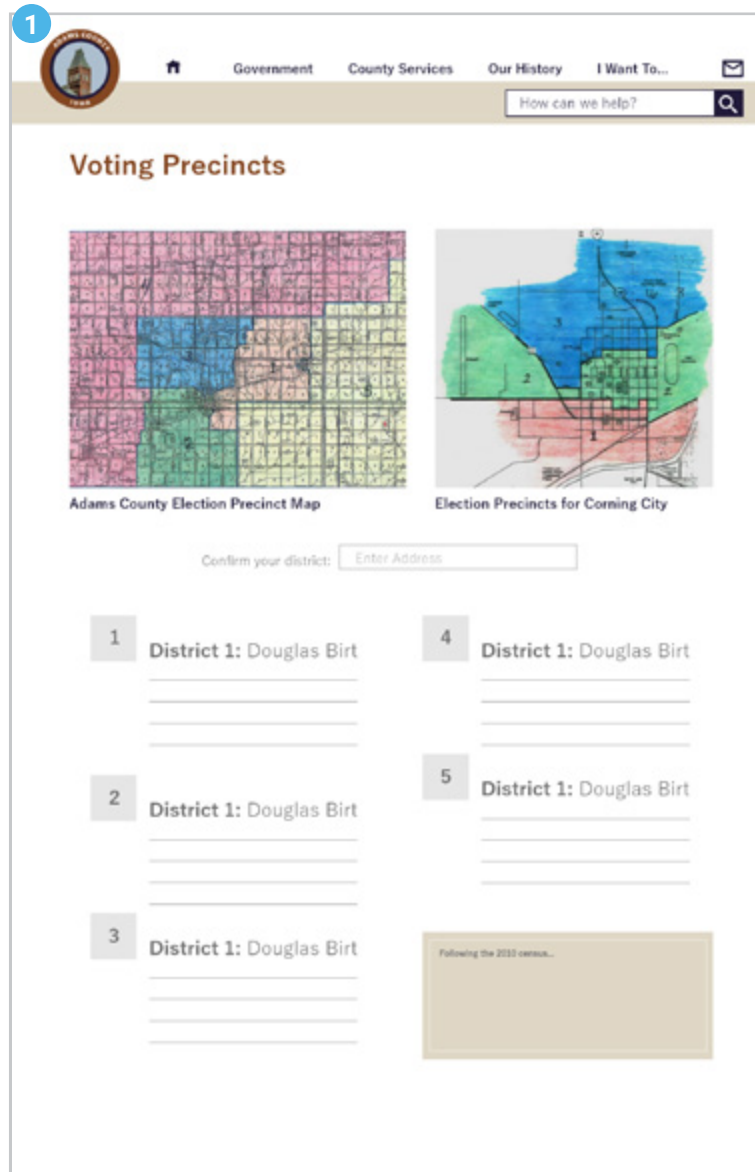


History page continued

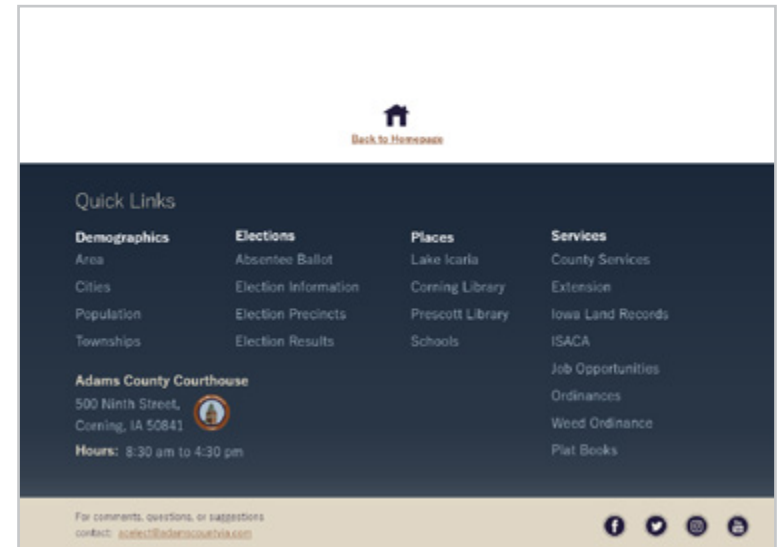
Prototypes: website

1 Elections Page

I'm still trying to develop this page but the idea is the maps colors will correspond with the color that will be associated with the district information.



Elections page



Elections page continued

Prototypes: website

1 Directory Page

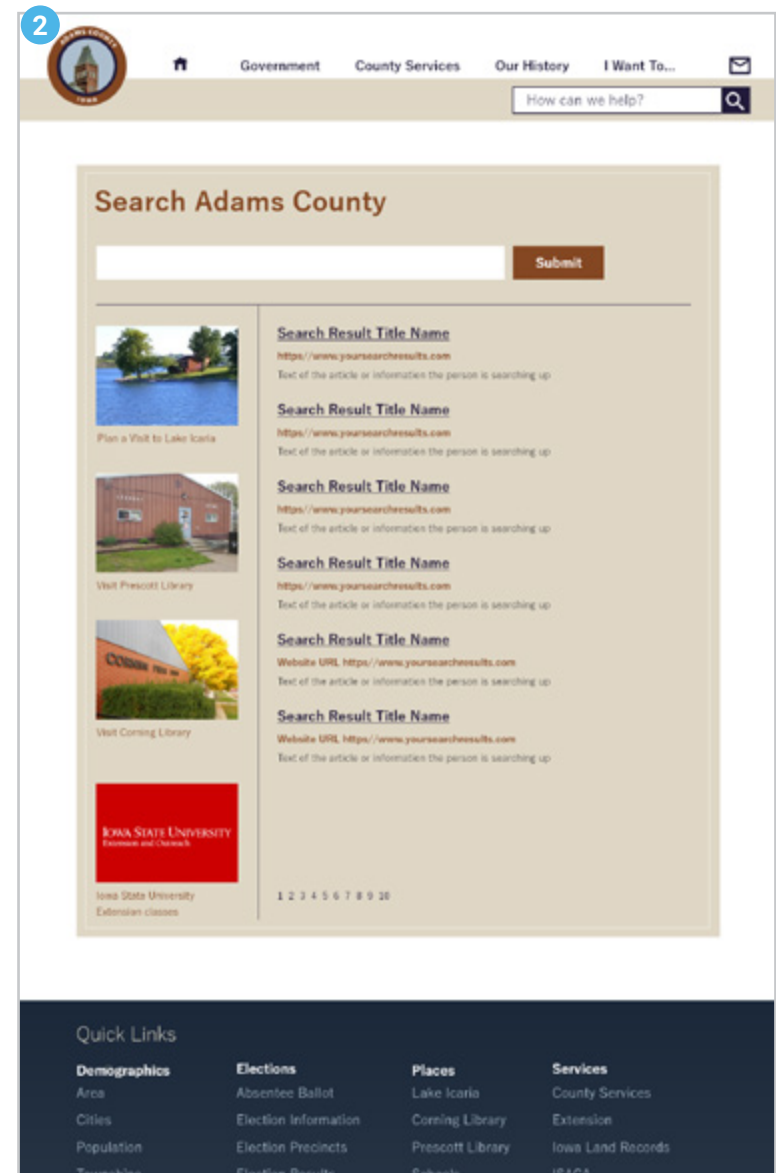
This is the county directory page. I tried to keep it clean and organized so the phone numbers were easy to find. I still need to add the rest of the directory.

2 Search Results

I decided to repeat the style of the box with the thin white line around it for the search results page. Not show is the footer because it is the same throughout all the pages of the site.



County Directory page



Search Results page

Prototypes: website

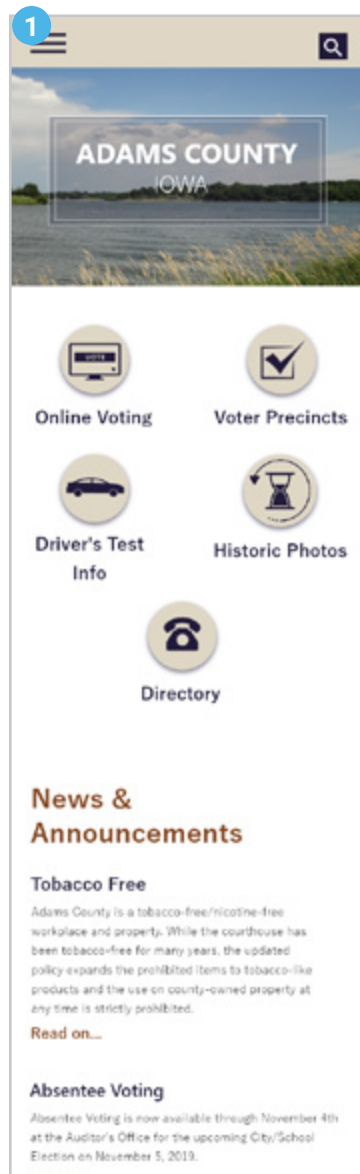
1 Home - Mobile

The navigation links, search bar and header image all changed in the mobile view. I also went to display the icons in two columns. Everything went to a one column layout. I also reduced the quick links by putting a drop down menu for the links to be accessed.

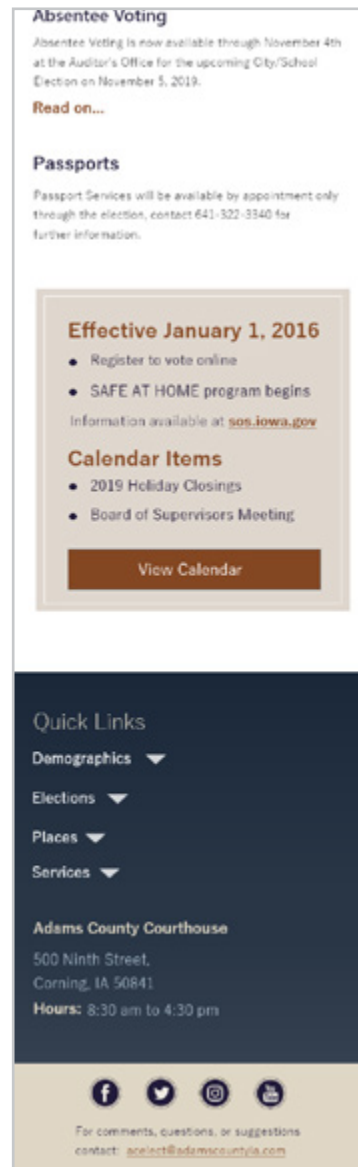
2 History - Mobile

The article was really long for the history page. I decided to put a link that will reveal the rest of the article if the person chooses to read the rest.

I did the same thing for the photo history since there were so many pictures to show.



Home mobile view



Home mobile view continued



History mobile view



History mobile view continued

User Tests: website

TEST 01

User: Matthew

Occupation: Engineer

Age: 41

I tested the third scenario on Matt to see if he could successfully find the directory. He mentioned the only reason he would ever need to visit a county website is to find out locations and hours of the DMV. He said It would serve him better for the icon links to be identified as the DMV page other than labeling it driver's test.

He said the search engine function was clear. He got a little confused on the function of the calendar. He said the way I had set up structure would only signify the calendar to be used for the holiday closures. It closes any possibility of finding out information on the board meeting.

He wondered if there was a frequently asked questions section.

He mentioned also in the News & Announcements section it appeared that there were links on the side instead of having the actual articles. I was considering putting icons to catch people's eyes or maybe images associated with the articles. I'll have to rethink that. He said he liked that section but would just prefer the articles.

TEST 02

User: Maryn

Occupation: Student

Age: 14

I tested Maryn if she could maneuver her way through the site to find the driver's testing information. I had her pretend that I needed her to look up the address for me because she needed to take the test for her driver's permit. She was able to find all the necessary links through icons underneath the picture.

Initially, she went to the search engine which is great because that means it's positioned in accessible area. She then was immediately drawn to the quick icon links underneath. She was forced to read each one but hopefully it will be a quicker reaction time when the icons are made.

She commented how she didn't like the links all on the bottom and was wondering if there was a different place you can put them. She also questioned what Government in the nav meant.

User Tests: website

TEST 03

User: Anne

Occupation: Piano Teacher

Age: 44

Her first overall impression of the Home page was it being very well balanced. I tasked her to find the voting precinct and she was questioning how the Government section worked. I showed her the flow chart to help her understand the information architecture of the website. The link underneath the picture was not totally visible to her. Once the icons are made and perhaps increasing the size of the font will help it to be better utilized.

It was pointed out the "Absentee Vote" needs to be changed to "Absentee Voter". She also asked where the FAQ's were. This is the second user to ask where this was, so I will definitely be implementing that link. It was suggested to put it with the comments or questions on the footer.

On the News and Announcements, I was asked if the more info link was for the whole section or just for the passport section. I'm needing to make that clear.

The Calendar, Elections, and History pages were all straightforward to her. The Directory page felt too excel-ish for her liking and said I needed to get more creative with it.

One last thing that was pointed out was on the Search page. If I have the huge search bar for the search results page then I probably can get away with getting rid of the "How can we help?" search bar on top.

TEST 04

User: Emelia

Occupation: Stay at Home Mom

Age: 45

I tested Emelia if with all the scenarios she was able to utilize all the quick links and understood the icons accompanied with the wording. However, it took her a bit to find the address to the courthouse. I'm not sure if I should move to a different page or consider moving to another spot on the footer.

This user really liked the icons and said that it made it easy for her to know what was offered.

It was pointed out that the dark blue seemed a little harsh or bold. I tried to soften it up a bit by putting a very subtle gradient to break up the big block color. Also, the blue line around the Announcement box was bothering her and I felt it was off too. I ended up changing that line to white to keep the style throughout the pages.

User Tests: website

TEST 05

User: Anne

Occupation: Piano Teacher

Age: 44

I first tested Anne when the website was very raw. I know we were supposed to try to find different people but she has a design background and pointed out some important things that I was able to take into consideration.

She pointed out the second font I had for Iowa was not working and didn't look good having it Title case. I ended up changing it just to a thinner weight and stayed within the same font family.

She pointed out that the lines I had originally around Adams County were too thick and drawing the attention away from the wording. Immediately when she said that I was able to notice it too. I think sometimes you can stare at something too long and not notice things that need to be improved. I changed the weights of the lines to reduce in weight and it draws your eyes in a lot better now.

She commented that there was too much white space above the tan block on the homepage. She suggested having some type of design element to help or readjust the box.

TEST 06

User: Steve

Occupation: Officer

Age: 50

This user testing was successful for the fact he was able to complete all the scenarios I tasked him with.

There was a comment that the article on the history page for the mobile was long. I tried to think how I could shorten that up and have seen on some websites where they have a link so you can read more or show more of the text and it will drop down if you click on it. I ended up fading the article out to show that there is more and it wouldn't lose the context of the history article.



FINAL DESIGN

Final Design: website

DIGITAL MOCKUP

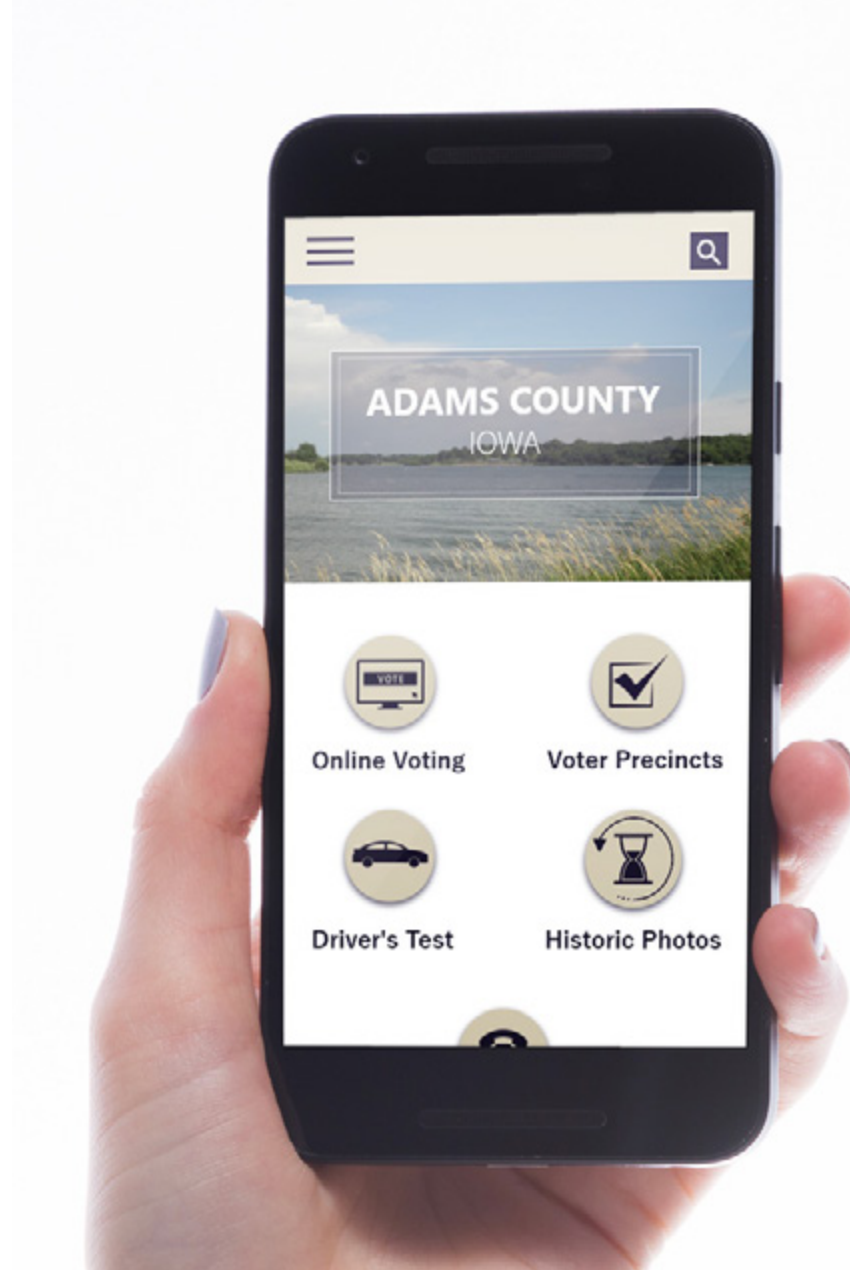
Digital mockup of Adams County website. Pictured is the Home screen for mobile. Background psd created by rawpixel.com - www.freepik.com.

VIDEO PRESENTATION:

<https://youtu.be/SSoWr2ed9Sk>

PROTOTYPE LINK:

<https://adobe.ly/2pDTDcK>



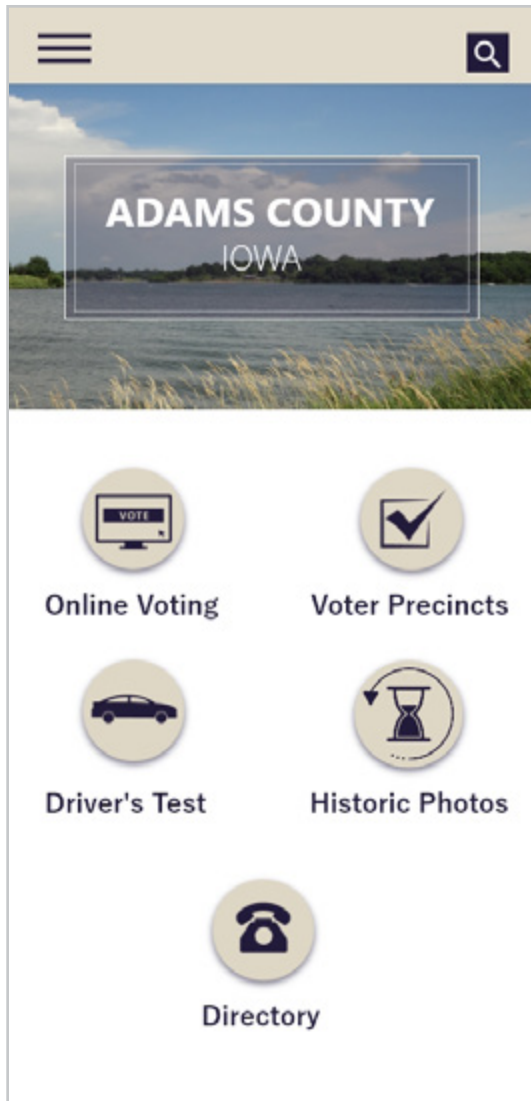
Final Design: website



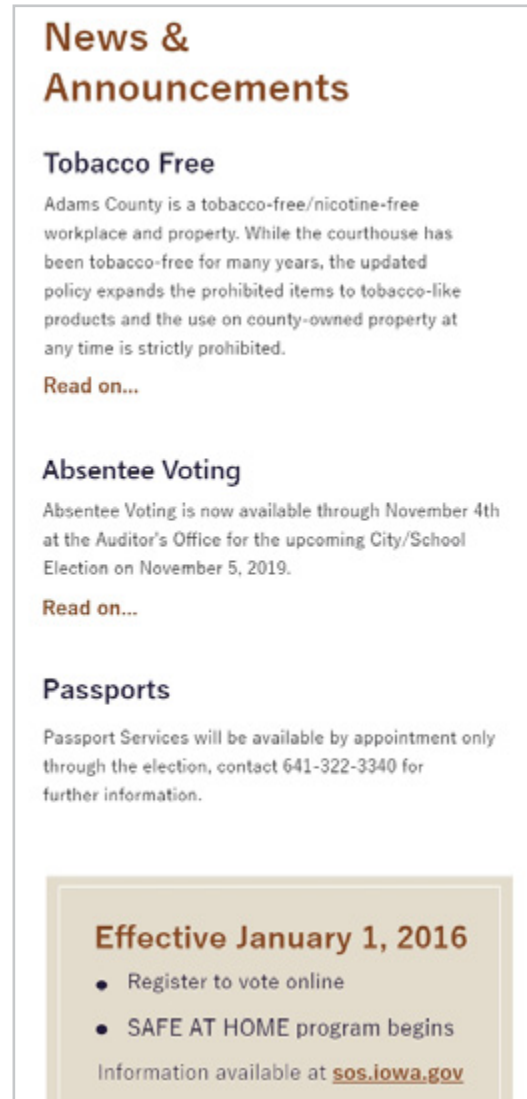
DIGITAL MOCKUP

Digital mockup of Adams County website. Pictured is the Home screen for a laptop. Background psd created by rawpixel.com - www.freepik.com.

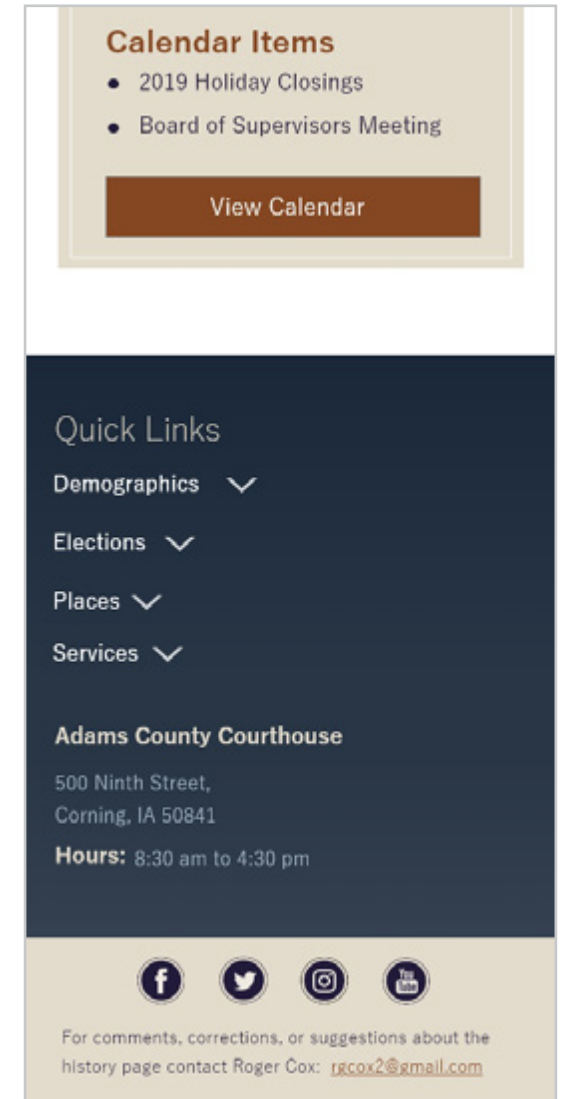
Final Design: mobile view



Home page mobile view



Home page mobile view continued



Home page mobile view continued

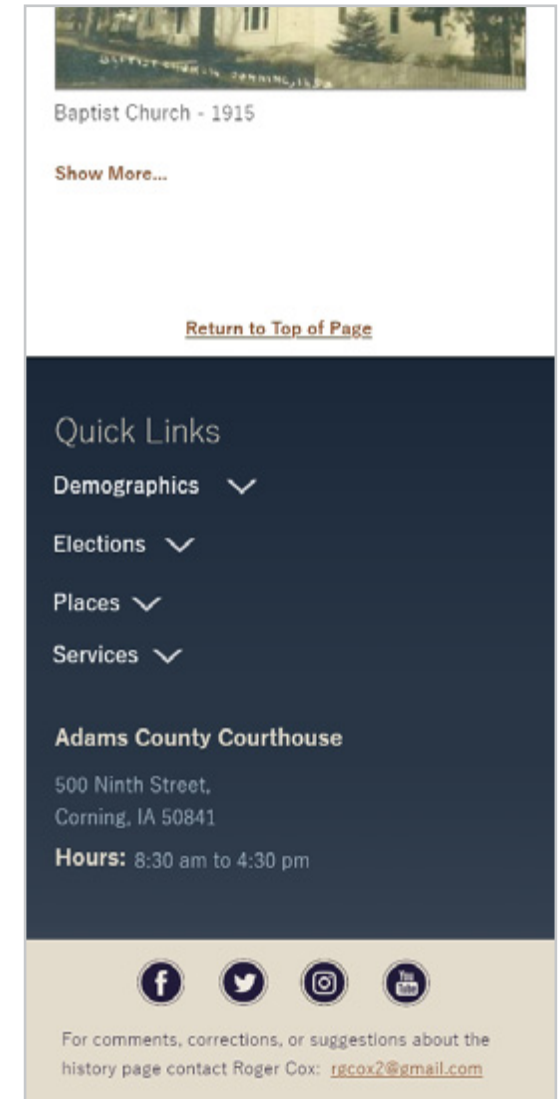
Final Design: mobile view



History page mobile view

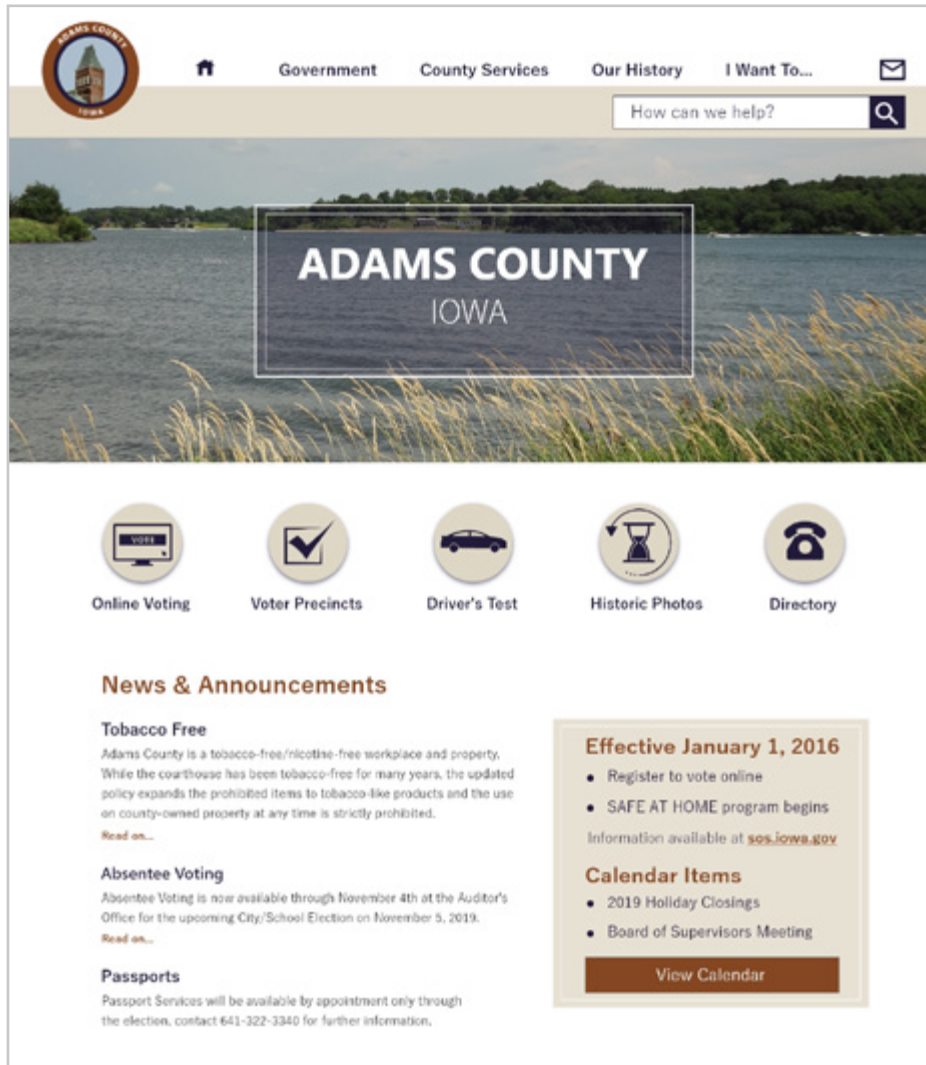


History page mobile view continued

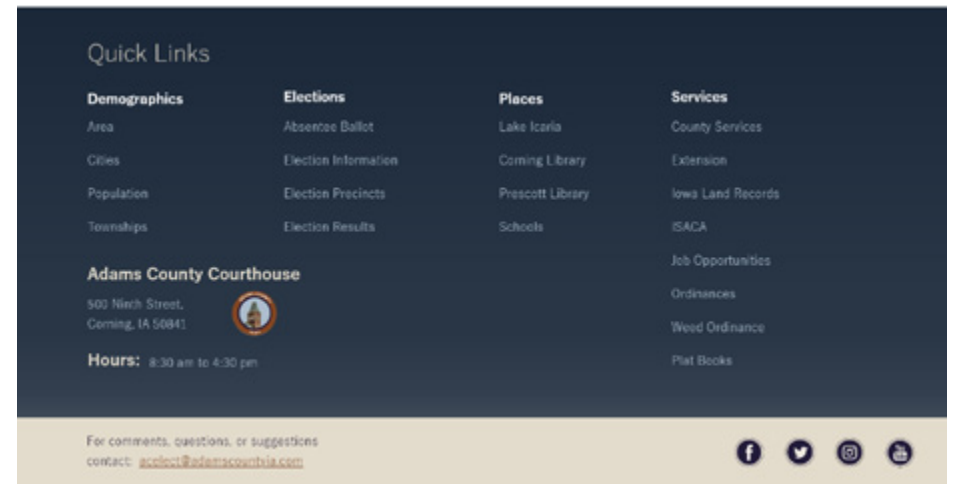


History page mobile view continued

Final Design: website



Top half of home page



Bottom half of Home page

Final Design: website

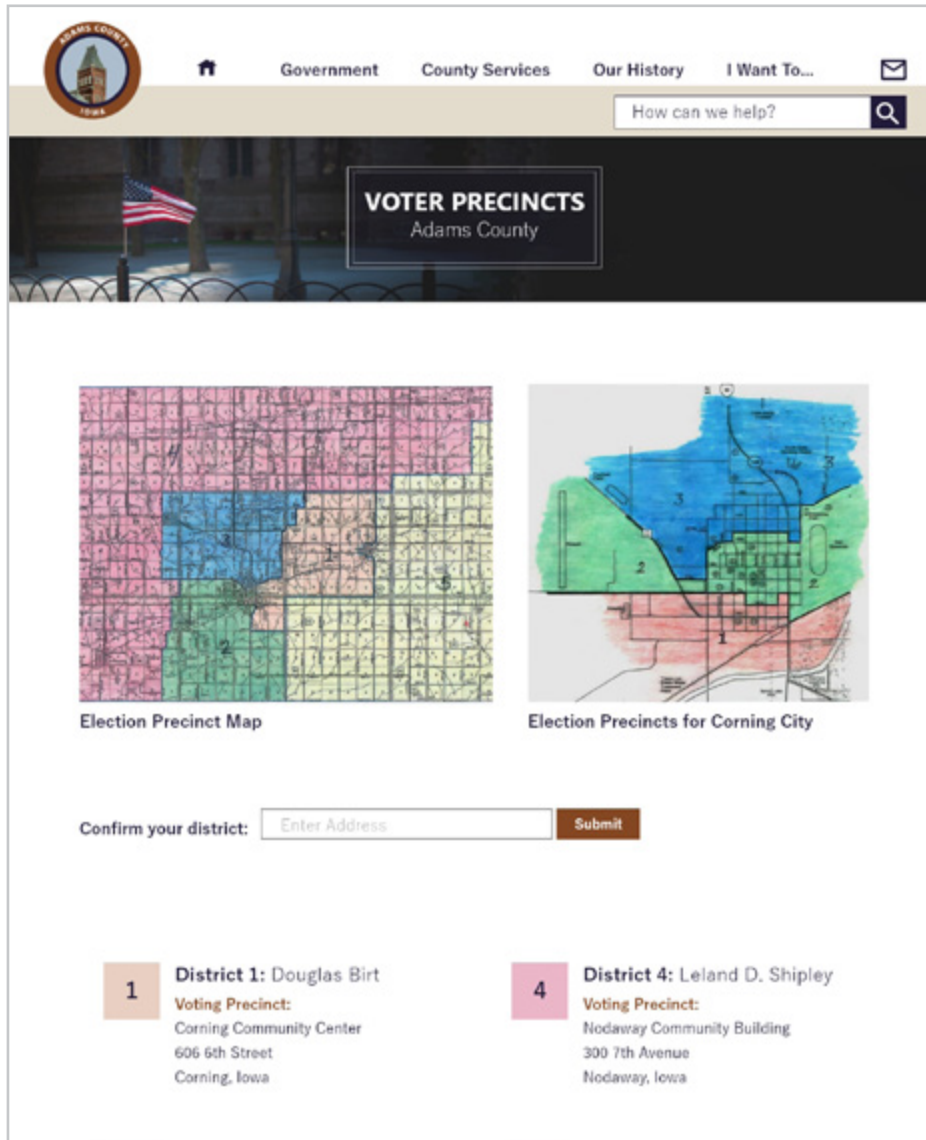


Top half of History page

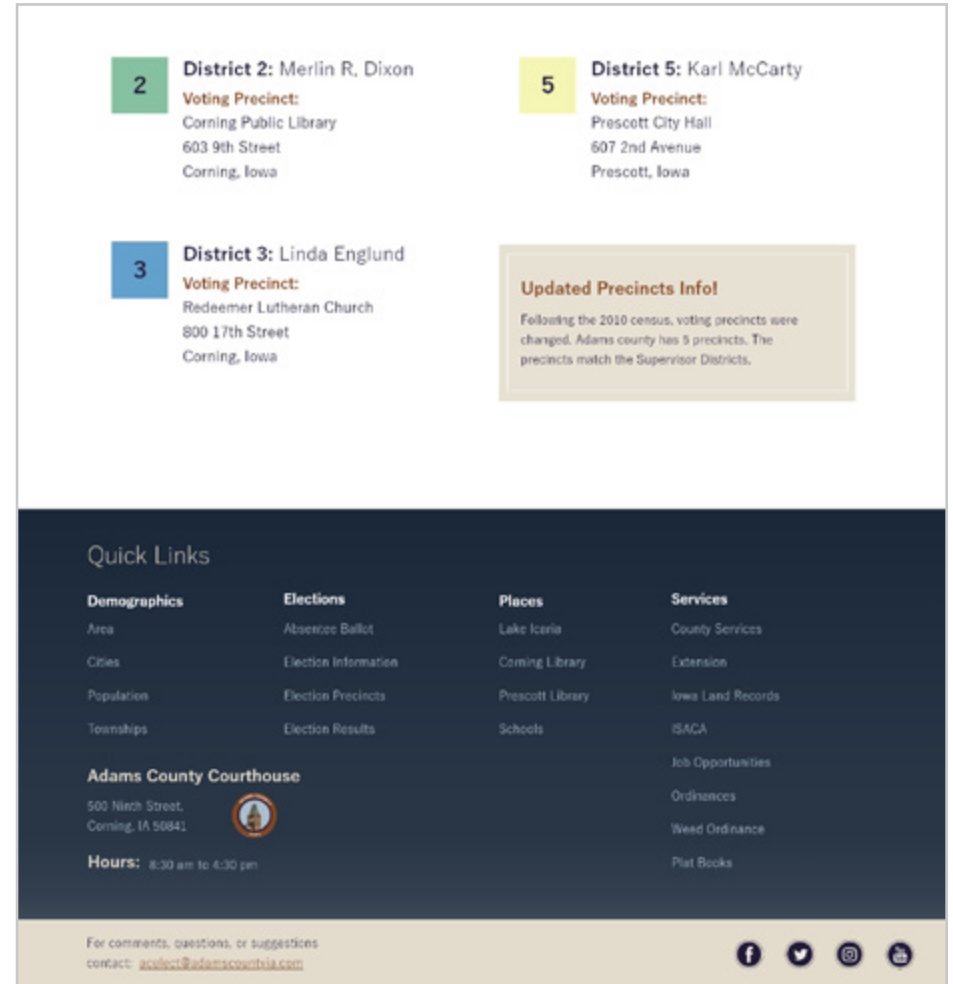


Bottom half of History page

Final Design: website



Top half of Voter Precincts page

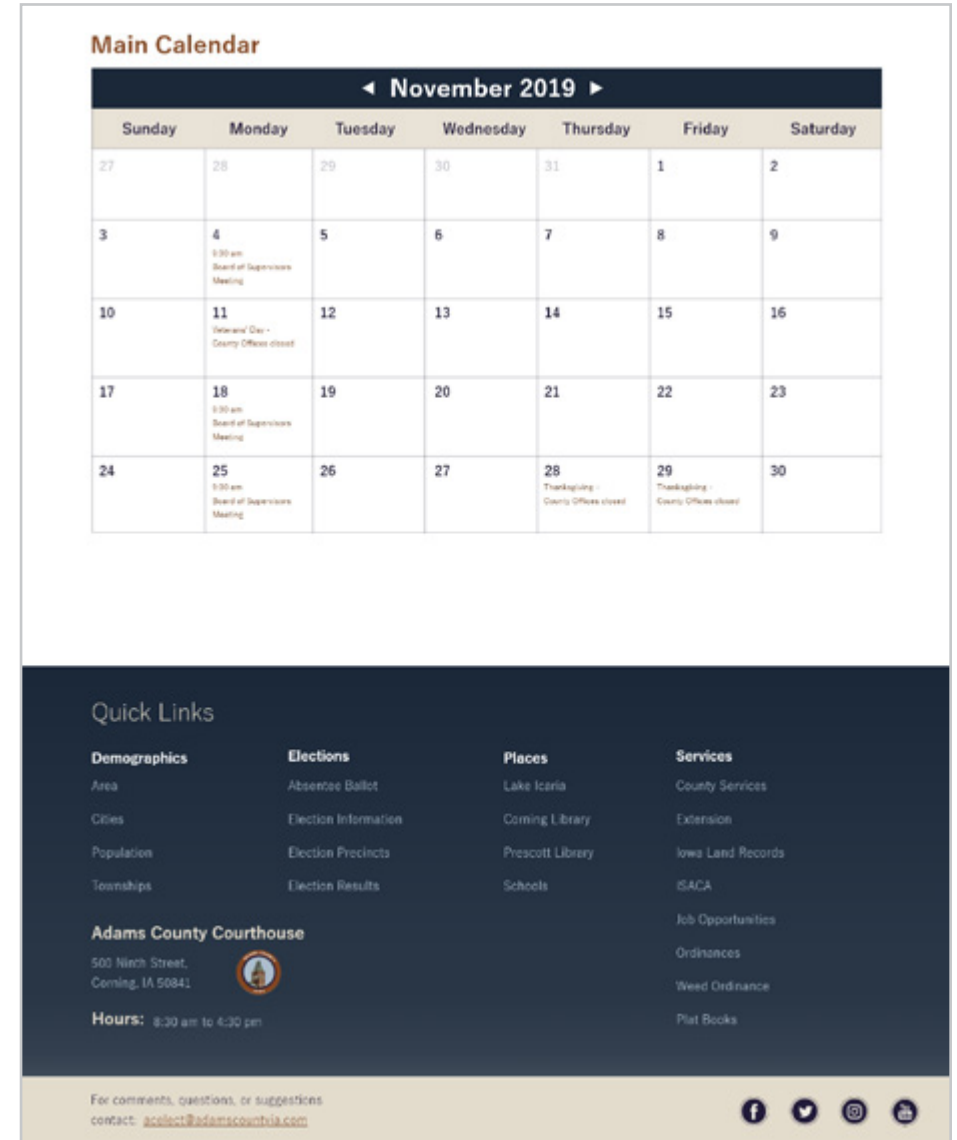


Bottom half of Voter Precincts page

Final Design: website



Top half of Calendar page



Bottom half of Calendar page

Final Design: website

| Department | Address | Phone | E-mail |
|--|--|--------------|------------------------------|
| Assessor Ben Mullen | 500 Ninth Street Corning, IA 50841 | 641-322-4312 | assessor@adamscountyia.com |
| Attorney Andrew Knuth | 500 Ninth Street Corning, IA 50841 | 641-322-4008 | acattorney@adamscountyia.com |
| Auditor Rebecca "Becky" Bissell | 500 Ninth Street Corning, IA 50841 | 641-322-3340 | acaudit@adamscountyia.com |
| Clerk of Court Jackie Saville | 500 Ninth Street Corning, IA 50841 | 641-322-3751 | |
| Conservation Travis Paul | 500 Ninth Street Corning, IA 50841 | 641-322-4793 | |
| Emergency Management Bill Lydon | 903 Davis Avenue Corning, IA 50841 | 641-322-3623 | |
| Engineer Travis Malone | 2004 200th Street Corning, IA 50841 | 641-322-3910 | engineer@adamscountyia.com |
| Legislator Iowa Senate District 11 | 2425 Birch Avenue Nodaway, IA 50857 | 712-785-3583 | tom.shiple@legis.iowa.gov |
| Legislator Iowa House District 21 | 600 Mills Street PO Box 224 Griswold, IA 51535 | 515-281-3221 | tom.moore@legis.iowa.gov |

Top half of Directory page

[Return to Top of Page](#)

Quick Links

| | | | |
|---------------------|----------------------|------------------|-------------------|
| Demographics | Elections | Places | Services |
| Area | Absentee Ballot | Lake Icaria | County Services |
| Cities | Election Information | Corning Library | Extension |
| Population | Election Precincts | Prescott Library | Iowa Land Records |
| Townships | Election Results | Schools | ISACA |
| | | | Job Opportunities |
| | | | Ordinances |
| | | | Weed Ordinance |
| | | | Plot Books |

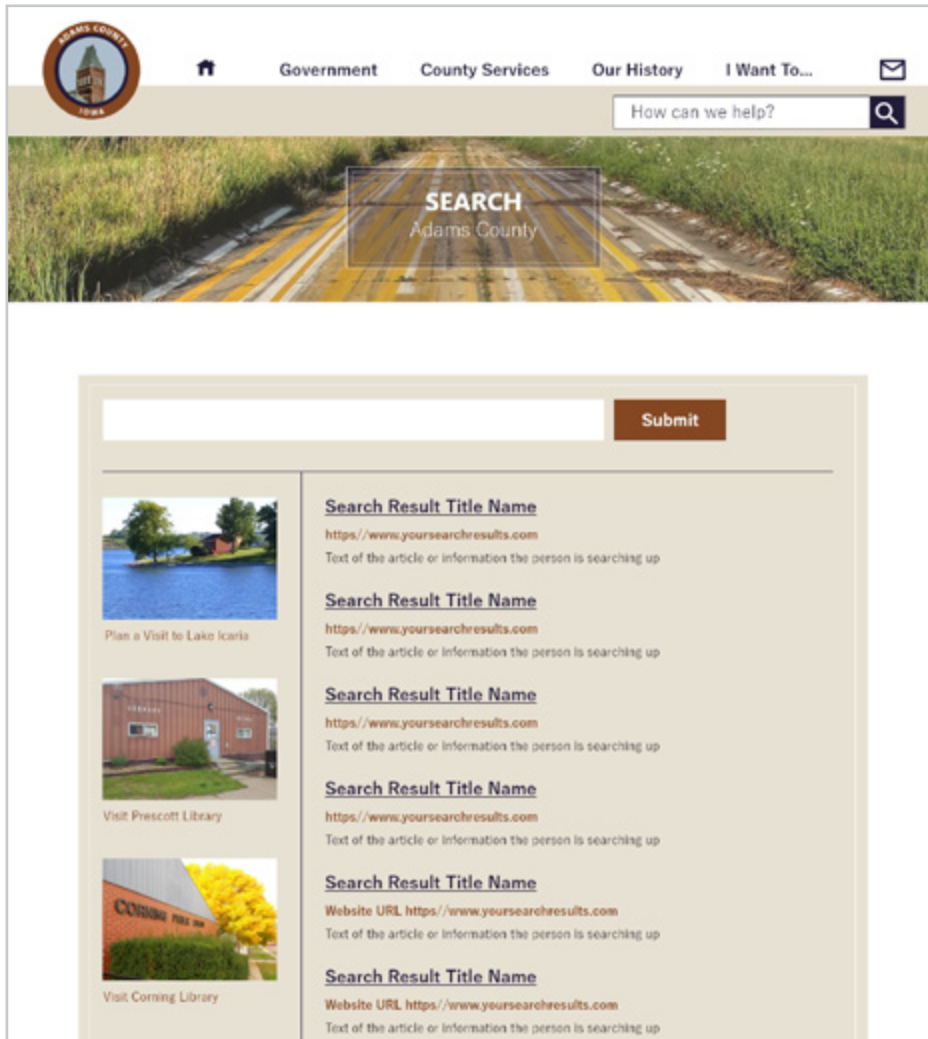
Adams County Courthouse
500 Ninth Street,
Corning, IA 50841

Hours: 8:30 am to 4:30 pm

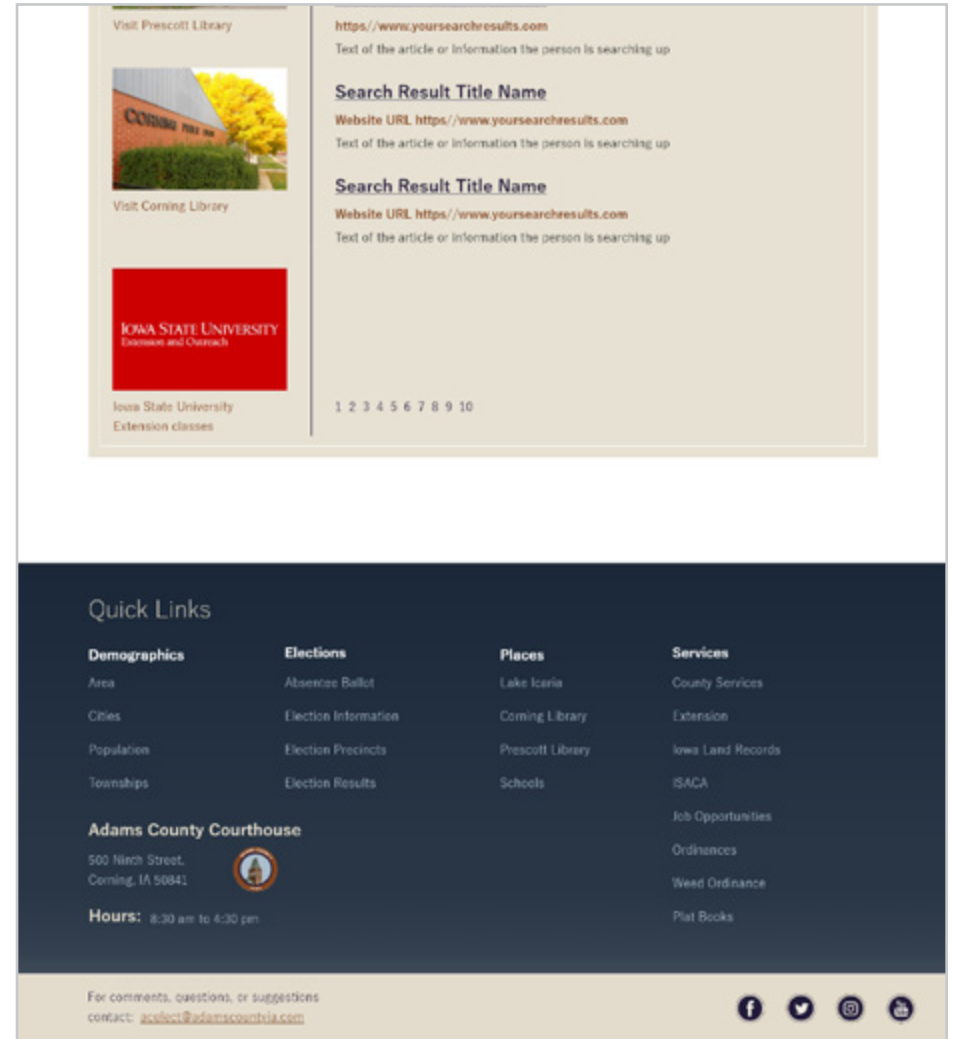
For comments, questions, or suggestions
contact: acollect@adamscountyia.com

Bottom half of Directory page

Final Design: website



Top half of Search page



Bottom half of Search page

Conclusion: website

GOALS

My goal for this project was to redesign the Adams County website into a functional design but also be aesthetically pleasing. I tried to make the quick links to the most used items easy to access by using icons underneath the header picture. Since the site was a heavy information website, I tried to find ways to reduce the content without losing information. I achieved this by using links to give the option to show more information. I separated a lot of the unnecessary information that originally was displayed on the home page. For example, the history of the county was not needed on the home page. I opted to put that on a separate article page.

I chose to use one font for the entire website and used varying weights in order to show hierarchy in the typography. Links were styled in small 16 pixel font for the desktop versions and were identified by the dark red color.

Overall, I think the website site provides enough whitespace for the user to navigate through the information successfully.

USER TESTS

The user testing was beneficial and influenced my design greatly. There were a lot of comments of different features people would like to see on the site and I took those into considering the information I was given to design the site.

I found as I would get further into the design a lot of the complaints were resolved. People found the icons very useful and easy to maneuver the site.

User testing also helped with design choices. I would listen carefully to their side comments regarding if an interaction didn't make sense. I would take those impressions that they had and try to improve on them. For instance, when my user got annoyed that he would have to scroll through massive amounts of text in order to get to the photo history. It allowed me to make changes to how I had the content displayed.

EDUCATION

This website was different than others I have done being it was heavy content of information. I really had to think in terms of how I was going to present that information in an effective manner but not lose any of the content.

I found typography to be key in how the content was going to be displayed. The weights and size of the font contribute to effective information architecture.

Along with typography, we are visual people and we look for visual cues on screens. We want information fast and I found the icons being very successful in people finding information faster.

Resources: website

<https://www.usability.gov/what-and-why/information-architecture.html>

<https://www.toptal.com/designers/ia/guide-to-information-architecture>

<https://www.awwwards.com/understanding-web-ui-visual-hierarchy.html>

<https://coschedule.com/blog/how-to-write-a-call-to-action-template/>

<https://blogs.adobe.com/creativecloud/the-importance-of-whitespace-in-web-design/>

<http://arngren.net/>

<https://www.usability.gov/how-to-and-tools/methods/wireframing.html>

<https://miro.com/templates/sitemap/>

<http://www.killersites.com/magazine/2010/fundamentals-of-graphic-design-typography-part-2/>

<https://www.toptal.com/designers/typography/web-typography-infographic>

<https://www.designfiles.net/reasons-avoid-caps-website-copy/>

https://jnd.org/signifiers_not_affordances/

<https://www.addictivetips.com/web/print-only-select-cells-in-a-sheet-by-defining-a-print-area-in-excel/>

<https://www.adamscountyiowa.com/vnews/display.v/SEC/Community%7CLibraries%3E%3EPrescott%20Public%20Library>

<https://www.facebook.com/pg/corningpubliclibrary/reviews/>

Logo vector created by freepik - www.freepik.com - social media icons

<https://www.ruralrevival.co/stories/2019/5/29/lake-icaria-your-next-small-town-lake-vacation-destination>

<https://www.dmvnearme.net/en/registration/ia-iowa/adams-county>

http://elevation.maplogs.com/poi/adams_county_ia_usa.204715.html