

YEAR
2025

PRESENTER
Austin Gao

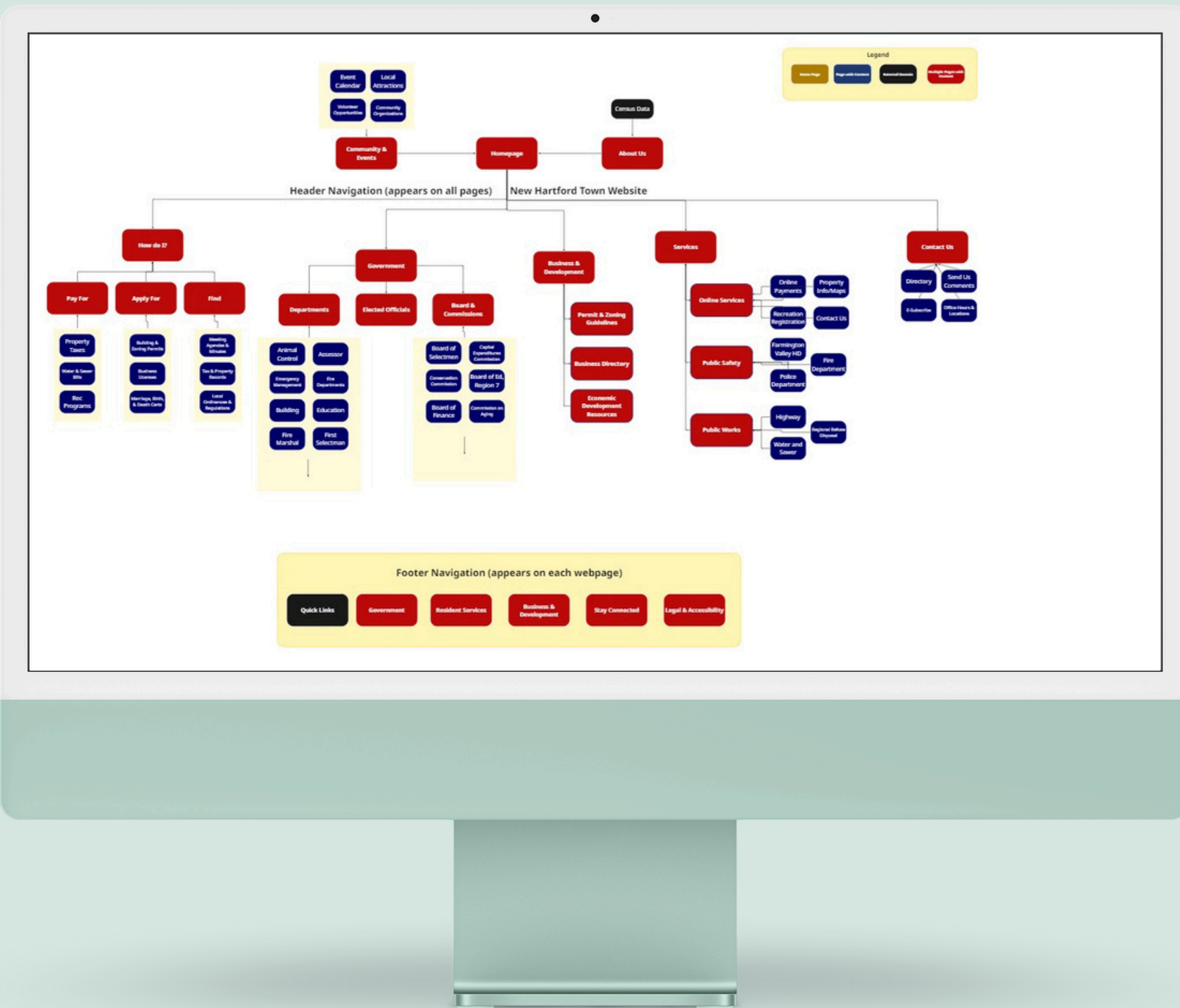
Website Redesign

The Importance of Information Architecture

PROJECT
Town of New Hartford



New Hartford, CT
A TOWN FOR ALL SEASONS



GREEN MOCKUPS

The Goal

To better support the City of New Hartford's community, redesigning its current sitemap to make it more user-friendly was needed. Not only does a redesign benefit it's current town residents, but also serves as a first look for many prospective residents + visitors as well.

By organizing information logically and efficiently, the new sitemap will:

- Improve User Experience
- Streamline Navigation
- Integrate Digital Services