

## **Descriptive Wireframe Document**

Existing Website: <https://toronto.craigslist.org/>

New Layout Design: The new design will follow a blue analogous colour scheme, the colours will be within the range of blue-green, blue, and blue-violet. This scheme provides a balanced and harmonious palette, where colours transition smoothly from one to the next, creating an overall mood and aesthetic visual impact. Colour theory is applied by creating harmony, using adjacent colours from the colour wheel, forming contrast and variation, and improving accessibility by choosing contrasting text colours against the background colours. The logo and title of the page will be more evident by increasing its size and placing it in the header. On the right side of the page there will be the option for users to create an account, sign in or create a post. To improve clarity and remove excessive text, there will be a search bar on the left side of the page replacing the listed locations. Further, the webpage will be divided into content sections, each with a distinct background or container to create visual representation and maintain focus. The font style will be consistently serif throughout, a clean and modern style. Repetition of colours and font styles creates a consistent and cohesive design. The text will be a legible size with subheadings that are visually distinct. Alt text is provided for images and the design choices ensure readability and usability for all users. At the bottom of the webpage there will be a footer with essential information. Lastly, text and elements are aligned accordingly to promote a sense of order and clarity throughout the website.

Rationale: The existing website has multiple design and accessibility challenges that necessitate a comprehensive redesign. These issues include excessive text, a lack of colour diversity, the absence of images or visual elements, non-compliance with C.R.A.P design theory, and a failure to meet accessibility standards. The website suffers from information overload due to an excessive amount of text, all presented in a monotonous shade of blue. This not only overwhelms users but also leads to navigational problems and content comprehension difficulties. The text size, including headings, is unreasonably small, making it impossible to distinguish sections and diminishing overall readability and proximity. The single text colour, while adhering to the simplicity principle of colour theory, results in poor contrast, significantly impacting the accessibility of the content, particularly for users with visual impairments. The alignment of content is inconsistent and lacks adherence to design principles. Content elements are flushed left, right, and centered without a clear structure, hindering the website's functionality and user experience. To address these issues and enhance the website's effectiveness, the new layout considers the following. Content optimization, organizing text so that it is more readable in a more visually appealing layout. Create contrast between text and background to improve legibility. Adjust font sizes and employ accessible colour combinations to meet web accessibility guidelines. Introduce visual elements and alt tags to break up the text, engage users, and improve aesthetics. Lastly, implement consistent alignment principles to organize content logically, facilitating a more accessible and intriguing user experience.

**Item #1**

Description: Header

Font: Serif 50px

Colour: Blue with black text

Alignment: Center

Media: Company Logo

Interactivity: N/A

**Item #2**

Description: Location search bar

Font: Serif 16px

Colour: Light blue with black text

Alignment: Left

Media: Map

Interactivity: Search bar

**Item #3**

Description: Main content

Subheadings Font: Serif 30px

Font: Serif 16px

Colour: Different blue-green backgrounds with black/white text

Alignment: Center

Media: N/A

Interactivity: N/A

**Item #4**

Description: Sign in area

Font: Serif 20px

Colour: Light blue with black font

Alignment: Right

Media: N/A

Interactivity: Email, password, and job listing bars

**Item #5**

Description: Footer

Font: Serif 12px

Colour: Blue-violet with black text

Alignment: Center

Media: N/A

Interactivity: N/A