

Descriptive Wireframe Document – Lab 7

Rationale:

The existing page overwhelms users with information and hinders navigation. According to colour theory, purposeful use of primary colours can create contrast by drawing attention to important content – but these colours are overused here, so all information is given equal (and high) importance. For example, the text of “CLOSED FOR THE SUMMER” and the background of “Outdoor Biergarten” are both red, which implies that they are both extremely important. Modifying the page so that most content has neutral colours and applying a primary colour only as an accent would allow users to efficiently find key information (such as news of the closure) before looking at lower-priority content. Inconsistent formatting adds further confusion when viewing the webpage, with layout and style choices posing major issues. Too many unrelated items are grouped together on the left side, and styles greatly differ between and across categories, so it is difficult to distinguish where categories begin and end. These design flaws generally make website navigation counterintuitive, but they also negatively impact the page’s accessibility. If, for example, someone with impaired vision was looking for the address, a screen reader would likely include “Grilling BBB Bratwurst at home” because it is positioned close to the address and shares formatting. Likewise, it might only identify the first menu to someone attempting to browse the restaurant menus, because the remaining menus follow different formats. Positioning like items together (while separating dissimilar items) and ensuring that a single style is repeated within a category would maintain consistency on the webpage and vastly improve the user experience.

Item #1

Description: Header

Font: Arial 30px

Color: Black

Background Colour: Lightskyblue

Alignment: Center

Media: Company Logo

Interactivity: Dropdown website navigation menu

Item #2

Description: Restaurant menus (Beer menu, Kinder menu, Dessert Menu, Vegetarian Menu)

Heading: Arial 20px, Skyblue

Font: Arial 16px

Color: Black

Alignment: Center

Media: N/A

Interactivity: Links to each restaurant menu

Item #3

Description: About Bavarian Brathaus, emphasizing customer value proposition (Authentic German cuisine including a collection of 19 draft beers)

Font: Arial 16px

Color: Black

Alignment: Left

Media: Image Gallery (Company mascot, simplified building photograph, food and drink photographs),
Image Border: Skyblue, border radius: 25px,

Interactivity: Image gallery initially displays 1 image, with the other images appearing one at a time when the gallery is hovered over.

Item #4

Description: Announcements (Closed for the summer, etc)

Arial 20px, Skyblue

Alignment: Center

Media: N/A

Interactivity: N/A

Item #5

Description: Blog Posts (Oktoberfest, Live Music, Grilling BBB Bratwurst at home, Outdoor Biergarten)

Heading: Arial 20px, Skyblue

Font: Arial 16px

Color: Black

Alignment: Left

Media: N/A

Interactivity: Link to events calendar and blog posts

Item #6

Description: Footer (Contact and reservation information, social media, and reviews)

Font: Arial 16px

Color: Black

Alignment: Left

Media: Icons for social media sites and star rating from feature review

Interactivity: Links to social media sites and to full reviews)