**Descriptive Wireframe Document – Lab 7 Example**

Use the following structure as a companion to your wireframe to describe all of it’s major components. Create and label as many items as you feel is appropriate for your wireframe. You should be able to hand your wireframe and this descriptive document over to another person and fully communicate your vision for your page.

**Rationale:** What are the major issues with the existing page and why have you chosen to modify them? Use the concepts we’ve learned so far such as Colour Theory, C.R.A.P. design theory, and Accessibility (font, alt tags, contrast, etc) to inform your rationale. Your rationale should be about 250 words.

**Re-designing Craigslist**

**Item #1 Example**

Description: Header

Font: Arial 30px

Color: Background – blue, “Craigslist” – white, “Create a Posting” Button – black txt in orange button

Alignment: Company Logo: left, “Create a Posting”: left,

Media: N/A

Interactivity: “Create a Posting” – Button to create an ad

**Item #2**

Description: Account Details and Searching

Font: Arial 16px

Color: background – white, Text – Black, Text field – white, Buttons - Orange

Alignment: left

Media: N/A

Interactivity: Buttons for Logging in/signing up, Text field for searching an ad/posting

**Item #3**

Description: Main Content

Font: Slogan - Arial 50px, Rest of content – 16px

Color: background – blue, Slogan Text – White, Other text – Black, Text field – white, Buttons - Orange

Alignment: Center

Media: N/A

Interactivity: Address/city text field to find ads closest to you, Buttons to help narrow down what the user is trying to buy.

**Rationale**:

Craigslist: Not easy to navigate: too much text and info exploded at your face. Also, all the text is in the form of links. So any text you accidentally click on will send you to another page.

My craigslist is a direct counter to the original. My website keeps things simple and easy to understand. The only information the screen is the info that is needed to make the user dive deeper into the website.

Color theory: Its color scheme looks a little bland with everything being blue (because of the links) and the rest being white with little bits of grey. This definitely affects the livelihood of the website ad doesn’t make it seem welcoming.

In contrast, my website uses the combination of Blue, Orange, with a little bit of white. The blue color exudes trustworthiness and dependability. Blue is a color that most companies end up using. I added in the orange to symbolize happiness and sunshine. It is used to make the user feel more welcomed, thus giving them the hope of successfully finding or selling what they want. The white is used for some of the main headings, since it stands out the most in the blue background, creating a lot of contrast. In addition, the ad selection buttons at the bottom are orange to not only give them contrast, but to also differentiate them from the text fields. Also, blue and orange seem to go well together, since blue symbolizes coolness and confidence, while orange has a bit of the aggression from red, but also containing the happiness from yellow.

Craigslist does not compel visitors to dig deeper into its website, because of its lack luster color design, layout of info, and typography. It does not highlight the important information; therefore the user has to scan the entire website to find what they want. Also, it does not specify exactly what the website does for the user. My website specifically states how this website will help the user, and does so in large text which is clearly made visible to the user. The slogan then hints the user to the address/city input bar which moves them closer to their goal.

The original craigslist website is also very narrow, while containing a lot of information at the same time. This just makes it even harder for the user to navigate. To counter that, my website has been made full screen with greater width, thereby encompassing all the required information in a neat and organized manner.