**Descriptive Wireframe Document – Lab 7 Example**

**Rationale:** The original Bauarian Brathaus website used a collage type aesthetic to the advertise its online business. The issue with this delivery, is that it is difficult to follow with your eyes and understand the information presented. Nothing is aligned, nothing is repeated, causing no contrast, and no proximity (Causing nothing to standout). Resulting in unsuccessful advertising.

The way to counteract this is with the use of Color Theory, C.R.A.P theory, and Design Theory. These theories help organize information to make the information more accessible and interesting to the user (and make things stand out). Hence creating successful advertising.

My redesign involves using the aforementioned theories to make the website understandable, and accessible (and stand out). To do this I believe I need to the organize the information into different categories, prioritize the different categories, and place the different categories uniquely on the screen (uniquely on the screen involves placing them so they stand out in accordance to their priority).

To organize the information, I would organize it based off of Who? What? Where? When? Why?. Who, is the name of the restaurant. What, is it is a German music restaurant**.** Where, is the location of the restaurant. When is the reservation of the restaurant; And why is the menus of the restaurant? Then I would prioritize the information based of what is necessary to a going out to a restaurant.

This follows, what is the name of the restaurant, what type of restaurant is it, when can I go there, where is it, and why should I go there. To make the information stand out on the page in this order I used contrast, repetition, alignment, and proximity. I used alignment to bring focus to the name. I used alignment to bring focus to the live music. I used to repetition to bring focus to the menus. I used contrasting alignment to bring focus to reservation and reviews. I used contrast to bring focus to the address.

**Item #1 Example**

Description: Name of Restaurant, Pretty much its original Header, with its icon more centered

Font: The font used in the original header

Color: Colors of the original

Alignment: Center

Media: Company Logo

Interactivity: N/A

**Item #2**

Description: Live music button,

Font: white font

Color: beige

Alignment: center

Media: pianos, accordions, zithers, mandolins

Interactivity: takes you to page listing the schedules of different live music

**Item #3**

Description: Address

Font: Algerian

Color: …n/a

Alignment: centered

Media: map marker

Interactivity: when hovered over something (like Wikipedia pops up when you hover over a highlighted word) it shows its location on the map

**Item #4**

Description: Reservation button

Font: … Algerian

Color: …red

Alignment: left justified

Media: check mark/book

Interactivity: when pressed on a drop down menu appears allowing you to make your reservation

**Item #5**

Description: Review button

Font: … Algerian

Color: …yellow

Alignment: right justified

Media: thumbs up

Interactivity: when pressed on a drop down menu appears allowing you to see reviews of the restaurant

**Item #6**

Description: Menu drop down button

Font: … Algerian

Color: …red

Alignment: left justified

Media: german food

Interactivity: When hovered over the menu appears underneath across the screen (does not stay that way)

**Item #7**

Description: German draft beer menu

Font: … Algerian

Color: … red

Alignment: left center justified

Media: pint

Interactivity: when hovered over the german beer menu appears underneath across the screen (does not stay that way)

**Item #8**

Description: Kinder dessert menu

Font: … Algerian

Color: … red

Alignment: right center justified

Media: chocolate

Interactivity: when hovered over the kinder dessert menu appears underneath across the screen (does not stay that way)

**Item #9**

Description: Vegetarian fair menu

Font: … Algerian

Color: … red

Alignment: left justified

Media: fruits and vegetables

Interactivity: when hovered over the vegetarian fair menu appears underneath across the screen (does not stay that way)

**Item #10**

Description: Sign that says closed for the summer

Font: … Algerian

Color: …white

Alignment: right justified

Media: X

Interactivity: when pressed on, it takes you to another page explaining the closure