**Descriptive Wireframe Document – Assignment 3**

**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 to inform your rationale. Your rationale should be about 250 words.

**Item #1**

Description: Header

Font: Times New Roman 30px

Color: Black

Alignment: Center

Media: Company Logo and Name

Interactivity: N/A

**Item #2**

Description: Search Bar

Font: Arial 15px

Color: Black

Alignment: Right

Media: N/A

Interactivity: User enters desired product and gets related results

**Item #3**

Description: Index

Font: Comic Sans MS 20px

Color: Black

Alignment: Left

Media: N/A

Interactivity: On clicking a content it will open the location of that content

**Item #4**

Description: Upcoming Products and Sales

Font: Comic Sans MS 20px

Color: Black

Alignment: Right

Media: N/A

Interactivity: N/A

**Item #5**

Description: Image of a Product

Font: N/A

Color: N/A

Alignment: Center

Media: N/A

Interactivity: On clicking an image the information about the product comes up

**Item #6**

Description: Information about the Product in the Image

Font: Comic Sans MS 20px

Color: Black

Alignment: Center

Media: N/A

Interactivity: N/A

**Item #7**

Description: Social Media and Contact Information

Font: Arial 15px

Color: Black

Alignment: Bottom Center

Media: N/A

Interactivity: N/A

**Item #8**

Description: Information Panel

Font: Arial 15px

Color: Black

Alignment: Center

Media: N/A

Interactivity: Opens the Selected Information

This Norwegian site that I have chosen has a lot going on and it needs to be organized so that people can know what they are looking for. If a person arrives on this website, he/she would have a lot to take in and so would leave the site immediately. Therefore, I changed the layout of the site and put in in a manner I think would help people find what they want. The website does not have much colors which might look a little boring and people may lose interest while browsing which is why I have chosen cool colors so that the site would have a little color and would please the eyes of the viewers. The text would be of dark color due to the light background. A lot of the things on the site are interactive like the images which would lead to the information about the product and the information panel which would lead the users to the information about the option they selected. Also, we can see that I’ve made the home page in three columns, the left being the index, the center with the latest products and the right one with the upcoming products and sales. At the bottom of the page I’ve added the social media and contact Information.