

<https://wireframe.cc/qknlNW>

<http://www.sassyweb.com/>

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Descriptive Wireframe Document - Assignment 3

Rationale:

This website belongs to a pizza place/bakery that is located in my home town of Thorndale, Sassy's. When it comes to the overall contrast of the website, it is quite nice and is simple. The colors the website mainly uses; red, green, white and black, all stem from the colors used in Sassy's logo, and they go quite well together. In my redesign of the website, I want to keep using these colors. Although, I think that the background for the website as a whole should be green, as it would make the white portions with a black border pop out more, and look more interesting. As for the font for this website, I'm not a huge fan of how the font changes to different shades of black and grey. I think that the black font should be the same color. The Red font for the sub headings work well and keep the website orderly, especially with its increased size. My last complaint about the font would be how the font for the "About Us" section of the home page is italic. I'm not quite sure why they chose this, it does make it obvious for readers that the text is not for the "Pizza Specials", but they could have made a third sub heading to show it, instead of just making it different from the other text of the home page. Probably my biggest complaint about the website as a whole is how condensed it is, and little consideration for the proximity of things. I understand they probably wanted to save money by having it look this way, so it would look the same for all devices, but for this assignment, I believe I'm inclined to express my dislike for it. For my redesign, I want to split each section into its own white background section.

Item #1

Description: Header

Font: n/a

Color: White

Alignment: Centre

Media: Company Logo

Interactivity: n/a

Item #2

Description: Menu

Font: Arial 30px, Red, Bold | Arial 10px, Black

Color: White

Alignment: Left

Media: n/a

Interactivity: Links to different pages of the website.

Item #3

Description: Image

Font: n/a

Color: n/a

Alignment: Right

Media: Image of food.

Interactivity: n/a

Item #4

Description: Seasonal Offers

Font: Arial 30px, Red, Bold | Arial 10px, Black

Color: White

Alignment: Left

Media: n/a

Interactivity: Link to seasonal menu on the website.

Item #5

Description: Pizza Specials

Font: Arial 30px, Red, Bold | Arial 10px, Black

Color: White

Alignment: Centre

Media: One picture of the pizza specials.

Interactivity: n/a

Item #6

Description: About Us

Font: Arial 30px, Red, Bold | Arial 10px, Black

Color: White

Alignment: Right

Media: Two pictures of the pizza specials.

Interactivity: n/a

Item #7

Description: Socials

Font: Arial 30px, Red, Bold | Arial 10px, Black

Color: White

Alignment: Left

Media: Facebook Logo.

Interactivity: Link to Facebook page. Links to more info (Address, Phone #, Reviews).

Item #8

Description: Background

Font: n/a

Color: Green

Alignment: Centre

Media: n/a

Interactivity: n/a

