

## Descriptive Wireframe Document – Lab 7 Example

Rationale: Starting off, the headline was too complicated and confusing. The flag attracted far too much attention because of the bright colors and you could hardly see the sausage. Also, the logo blended in too much with the flag because it is also partly red. I decided to change this by putting the logo together with the heading “Authentic German Restaurant” on the left side and next to it the characteristics of the restaurant. I would only keep the flag in the form of the outline for the box around the features. I placed the sausage on the right side against a solid light background to have enough contrast for it to be visible.

With the menu, it was hard to tell what a link was and what was just text because the color and font always happened to be different. I simplified it by using one color and dropdown menus for the individual tabs. I placed the reservation link at the top in form of a button instead, so you can see it immediately when you open the page, as it's the most important item. One thing I wanted to keep was the address in the menu as I didn't see room for it anywhere else.

For the text “Octoberfest” and below, I changed the red again, because it's too close to the flag. I also thought the position was wrong as it didn't match with other elements. I decided to keep the image of the house, even though it is very jarring, and only removed the social amenities, which were randomly placed inside and barely visible.

I would keep the background in a simple solid color instead, so it wouldn't distract too much from the background.

### Item #1

Description: Header

Font: Arial 32px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: N/A

### Item #2

Description: Characteristics & Reservation Button

Font: Arial 24px

Color: Black

Alignment: Left

Media: Sausage Image

Interactivity: Button

Item #3

Description: Menu

Font: Arial 20px

Color: Black

Alignment: Center

Media: None

Interactivity: Dropdown

Item #4

Description: Additional Information & Socials

Font: Arial 16px

Color: Black

Alignment: Left

Media: House Image & Socials

Interactivity: Links