Descriptive Wireframe Document

Use the following structure as a companion to your wireframe to describe all of its 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:
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. - *The website I am redesigning is* [*https://www.lingscars.com/*](https://www.lingscars.com/)*.*

The layout I have chosen to rework this website is much simpler and less cluttered. The title and one of the website's pictures remain the same, and they sit at the top of the page. The car brands on the left stay, but in a simpler way with less unnecessary text. The 7 tabs below the title remain to help users navigate the website. I moved the business information to be right under these tabs, making it stand out more and for users to have an easier time finding out more about the company and its products. Below the business info are the links for twitter and facebook, as well as the header for the car deals which are below the header. On the right is the 'response time' section in the original website, and below that is a picture of Ling because his main selling point is how customers interact with him rather than a company, which makes sense for why he put a lot of pictures of him all over the website. Everything else remains basically the same. In my re-design, I'm also going to change up the colours. The current website has a lot of different and various colours, and they all clash into one another and make the page cluttered and distracting. I'll use colour theory in my re-design to have colours that match and complement each other. Along with that, I'm applying the design principles to better structure the page. Removing all the unnecessary images simplifies the page and makes it easier to look at. Reformatting the information to be closer with each other and in better spots improves the proximity and alignment, making the page better designed and organized.

LINGsCARS.com
Description: Header (h1)
Font: Sans-Serif, 50px, Italic
Color: Blue
Alignment: Center
Media: Company Name
Interactivity: N/A

Traffic Light
Description: Image
Font: N/A
Color: N/A
Alignment: Left of Header
Media: Logo
Interactivity: N/A

The UK's craziest car leasing website!
Description: Content
Font: Arial, 15px
Color: Black
Alignment: Center
Media: Slogan
Interactivity:

The 7 Tabs
Description: Navigation
Font: Arial
Color: Black
Alignment: Center
Media: Navigates to Quote Form, Price List, Model Search, Order, Low Credit, Key Info, and Fun Stuff
Interactivity: Navigates to other sections of the website

Business Info
Description: Content
Font: Arial
Color: Black
Alignment: Center
Media: Address, info, email, number, etc.
Interactivity: N/A

Car Deals Below
Description: Header (h2)
Font: Arial
Color: Black
Alignment: Center
Media: Subheading for car deals
Interactivity: N/A

Car Brands
Description: Header (h3)
Font: Sans-Serif, 18px
Color: Black
Alignment: Left
Media: Subheading for partner brands
Interactivity: N/A

Brand Images
Description: Images
Font: N/A
Color: N/A
Alignment: Left
Media: Partner Brand Logos
Interactivity: N/A

Socials
Description: Nav
Font: N/A
Color: N/A
Alignment: Center rightish
Media: facebook and twitter accounts
Interactivity: Click for social media accounts of business

Car Deals
Description: Image
Font: N/A
Color: N/A
Alignment: Center leftish
Media: deals/products
Interactivity: N/A

Picture of Ling
Description: Image
Font: N/A
Color: N/A
Alignment: Center rightish
Media: Picture of owner of company
Interactivity: N/A

Business Policies and Regulations
Description: Content
Font: Arial
Color: Black
Alignment: Center
Media: Regulations and policies
Interactivity: N/A