Descriptive Wireframe Document – Lab 7 Example

Rationale: The existing Bavarian Brathaus website has a harsh red and yellow color scheme. To create a more visually appealing design, I'd use a harmonious color scheme of earth tones, reflecting the Bavarian theme. The current website lacks contrast, making text difficult to read against the background. It also lacks repetition in design elements, leading to inconsistency. The alignment of elements is not clean, and related items are not grouped together, affecting the visual hierarchy and balance. In the redesign, I'd increase contrast for readability and repeat design elements for consistency. I'd align elements for a clean look and group related items together. I'd use larger, clearer fonts to improve readability. All images would have alt text for screen readers, enhancing accessibility. Finally, I'd opt for a more modern, clean layout with clear navigation. A carousel would be included to showcase the restaurant's features and offerings. The goal of these modifications is to create a user-friendly, visually appealing, and accessible website that enhances user experience while maintaining the restaurant's Bavarian theme.

Item #1

Description: Header

Font: Arial 30px

Color: Black

Background color: Earth tone

Alignment: Center

Media: Company Logo, German flag

Interactivity: N/A

Item #2

Description: Navigation bar

Font: Arial 14px

Color: Black

Background color: Contrast with the header

Alignment: Left

Media: N/A

Interactivity: Clickable links

Item #3

Description: Carousel

Font: Arial 25px & Arial 14px

Color: Harmonious with the overall color scheme.

Alignment: Center

Media: Images of restaurant and offerings (German draft beer, Grilling BBB Bratwurst, Live music)

Interactivity: Users can click to navigate through images

Item #4

Description: Footer

Font: Arial 14px

Color: Black

Alignment: Left

Media: Social media icons

Interactivity: Clickable icons