Descriptive Wireframe Assignment Three

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Rationale: I choose the Albright Electric Company website for the same reason I decided to take the course. My parents have been looking for someone to create their website for the family run business and I thought it would be interesting to try and recreate it for them. Therefore, I have taken their current website which isn’t that bad and I’m going to redesign it.

Starting with the colouring of the page. We want to keep the colour scheme of white, blue and yellow (complementary colour scheme) because they are the company colours and match the van however, having inspected the site for longer, my eyes began to hurt. Therefore, to reduce the overwhelming effects of complementary colour schemes, I would keep the popping yellow, but the white and blue spaces need their background and font colours to contrast more (lighter words/ darker background) to ease reading (especially as an accessibility issue).

I would keep the horizontal bar colour scheme for the repetition aspect, but also as a way to contrast between groups of information/main content in items #3,4, and 6. I would move the hard-vertical line to a more accessible (device wise) size, making them further apart and more pleasing to the eye. I would remove the first blue bar (24hr service and phone numbers) adding the information to the header and item #3 under the moving piece. Note to remove unnecessary double phone number below in grey. Keeping the logo and navigation as they are at the very top. There is a moving aspect (item #2) at the top of the page which my parents really liked, but I believe is too fast or should be controlled with the arrows more. Within this item are three boxes which I would like to re/remove. I would delete the first two boxes and add the information to item #3. The third box, however, would be kept but moved further down as my parents liked the ease of contact between company and consumer it created but it is the same link as the navigation contact visible without scrolling. So, I figure their loss would be for the greater good to help decrease the overwhelming effect of information.

For the third and fourth bar, these seem like pretty basic layouts for information and there is not much that I would change about their layout (like ones seen in class/labs). The fifth bar would be moved down to join the sixth bar, as I believe the information is a lot more relevant and more immediately useful to the consumer. I would keep the three squares as that is good grouping, but I would add arrows and therefore more options like the moving pictures near the top. To try and keep alignment I would equally space the boxes across the horizontal bars, similarly to the navigation. I would get rid of the yellow arrow that pushes you to the top of the page as the page doesn’t seem long enough and there is enough moving aspects on the page at this point.

Honestly the originally website seems to follow the basic setups and schemes we have been taught and reminds me of yellow pages add not surprising since they created it. I think the biggest problem with the website would actually be the attention it needs. A lot of the pictures are stock images and the information could be arranged in a more accessible and relevant way

<https://www.wireframe.cc/bAWRLO>

<https://www.albrightelectric.ca>

Item #1

Description: Header

Font: Arial 30px

Colour: blue

Alignment: center

Media: company logo

Interactivity: site navigation links

Item #2

Description: Main content 1

Font: Arial 15px

Colour: blue

Alignment: left

Media: pictures moving in background

Interactivity: n/a

Item #3

Description: main content 2

Font: Arial 15px

Colour: blue background with white text

Alignment: left

Media: n/a

Interactivity: n/a

Item #4

Description: main content 3

Font: Arial 15px

Colour: white background with blue text

Alignment: left

Media: company picture

Interactivity: n/a

Item #5

Description: main content 4

Font: Arial 15px

Colour: yellow background with blue text

Alignment: center

Media: n/a

Interactivity: links to reviews/testimonials

Item #6

Description: main content 5

Font: Arial 15px

Colour: blue background with white text

Alignment: left

Media: n/a

Interactivity: n/a