

Assignment 2 Descriptive Wireframe Document

Website Redesign: Mr. Greek (<https://www.mrgreek.com/>)

Rationale: The issue with the existing page is that the front page seems crammed with a lot of things going on. The reason I chose to modify this page is to spread out the information on the homepage to give a more visually appealing look. The concepts I grabbed from color theory were to use complementary colors such as blue and orange but also shades, tints, and tones of blue. In the C.R.A.P. design theory I would like to use contrast in the colors and adding more pictures. There's contrast in the placement of boxes 2-3 while the text is aligned to the right in content box 2, content box 3 is the opposite. Repetition is used as I create a pattern between the colors blue and white, content boxes 4-5 are similar with centered text and buttons. The alignment for header is supposed to be equally divided, same goes for the sizes of content boxes and the alignment of text and images within the boxes except for content boxes 2-3. The proximity of each section of the homepage is divided by proximity of the subjects presented on the website. For example, updates/news of new menu items, catering information and free delivery is at the top as a slideshow. Content box 3 is grouped for menus, content box 4 is grouped for location and content box 5 for contact information. The footer is grouped for social media related activities, such as the email newsletter list and links to the restaurant's social media platforms.

Item #1:

Description: Header- contains restaurant name & logo, drop down bar for menus, our story, locations, catering, franchising, gift cards and online ordering sections.

Font: Arial 30px, color: first #1a2957 once mouse hovers over the text it turns to #56b0dd

Alignment: Center

Media: Company Logo (left aligned) and phone icon for online ordering (right aligned)

Interactivity: buttons that are relatively linked to different pages of the website and slideshow

Item #2

Description: Slide show box – images and relative text will slide after a couple seconds and repeat. The intention behind this section is for updates and news. I thought it would be best to keep this at the top because it's the first information you want viewers to see.

Font: Arial 50px (button 20px)

Color: #56b0dd

Text Alignment: right

Image Alignment left

Media: sliding photos with relative images to text (new menu items, catering, free delivery)

Interactivity: Order now button

Item #3

Description: Menu section, a brief description about the menu along with a picture of the food and view menu button.

Font: title: arial 40px, content: 20px, color: #56b0dd

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Color: white

Text Alignment: left

Image Alignment: right

Media: image

Interactivity: view menu button

Item #4

Description: visit us/location section.

Font: title: arial 40px, content: 20px, color: white

Color: #56b0dd

Alignment: center

Media: N/A

Interactivity: select location drop down bar button

Item #5

Description: contact us section, address, phone number and email with buttons that lead to relative page within website.

Font: title: arial 40px, content: 20px, color: #56b0dd

Color: white

Alignment: center

Media: n/a

Interactivity: contact button and opportunities button (leads to franchising page)

Item #6

Description: footer - contains social media information.

Font: Arial 30px, color: first white once mouse hovers over the text it turns to #C0E1F2

Color: #56b0dd

Alignment: center

Media: social media icons (Facebook, Twitter and Instagram) in white

Interactivity: join newsletter button and social media icon with links