Descriptive Wireframe Document for LingsCars Redesign
Website Being Redesigned

- **URL**: https://www.lingscars.com

Layout Description

1. **Header**
   - **Description**: The header contains the company logo, a clear navigation bar with links to major sections (Home, Car Models, Pricing, About, Contact), and a search bar.
   - **Font**: Arial, 20px, bold for navigation links.
   - **Color**: Background in cool blue, white text.
   - **Alignment**: Logo aligned to the left, navigation links centered, and search bar aligned to the right.
   - **Media**: Company logo image.
   - **Interactivity**: Each navigation link changes color on hover for user feedback.

2. **Banner**
   - **Description**: A large, centered banner that showcases a featured car leasing deal or promotional offer.
   - **Font**: Arial, 30px, bold for the main text.
   - **Color**: Background in medium blue with white text.
   - **Alignment**: Text centered within the banner.
   - **Media**: High-quality image of a featured car.
   - **Interactivity**: None, but the banner is visually engaging to draw attention.

3. **Car Categories Section**
   - **Description**: A grid layout displaying car categories such as SUVs, Sedans, Electric, etc.
   - **Font**: Arial, 18px for category titles.
   - **Color**: Light gray background with dark blue text.
   - **Alignment**: Left-aligned text within each grid box.
   - **Media**: Icons or images representing each car category.
   - **Interactivity**: Each category box has a hover effect to indicate its clickable

4. **Featured Cars Section**
   - **Description**: Displays several featured cars in a card layout, each showing an image, price, and a brief description.
   - **Font**: Arial, 18px for titles, 16px for descriptions.
   - **Color**: White background for each card, dark gray text.
   - **Alignment**: Centered within each card.
   - **Media**: Images of featured cars.
   - **Interactivity**: Hover effect and clickable links for each card to view more details.

5. **Customer Reviews Section**
   - **Description**: A testimonial area with selected customer reviews displayed in a clean, readable format.
   - **Font**: Georgia, italic, 16px.

- o **Color**: Light blue background, dark blue text.
- o **Alignment**: Centered alignment for each review.
- o **Media**: Customer profile images (optional).
- o **Interactivity**: Static section with no interactivity.

6. **Why Choose Us Section**
   - o **Description**: Highlights key benefits of leasing from LingsCars, such as affordability, variety, and reliability.
   - o **Font**: Arial, 18px bold for section title, 16px for details.
   - o **Color**: White background, dark gray text.
   - o **Alignment**: Left-aligned bullet points.
   - o **Media**: Icons representing each benefit.
   - o **Interactivity**: Static content.

7. **Footer**
   - o **Description**: Contains contact information, social media links, and legal disclaimers.
   - o **Font**: Arial, 14px.
   - o **Color**: Dark blue background with gold/yellow text.
   - o **Alignment**: Centered.
   - o **Media**: Icons for social media platforms.
   - o **Interactivity**: Links open social media profiles in new tabs.

Rationale for Layout Changes

The original LingsCars website has a chaotic layout with overwhelming animations, clashing colors, and a lack of structure, making it difficult for users to focus on the key content. The redesign focuses on creating a visually appealing and functional layout that respects the brand's playful tone while enhancing usability and readability.

Color Theory is applied by using a cool blue palette with accents of yellow and white. This choice of colors ensures high contrast, making text easy to read against different backgrounds. The red and yellow accents are strategically used only for call-to-action elements to draw attention without overwhelming users.

C.R.A.P. Design Principles are applied to address the layout issues:

- **Contrast**: Clear color contrast is maintained between text and background, especially in the header, banner, and footer.
- **Repetition**: Consistent fonts, colors, and button styles throughout the site create a cohesive look.
- **Alignment**: All sections are neatly aligned for a structured flow, helping users navigate easily.
- **Proximity**: Related elements, such as car categories and reviews, are grouped logically to reduce clutter and improve the user experience.