Descriptive Wireframe Document – Assignment 3

Website chosen: https://www.theworldsworstwebsiteever.com/

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: What are the major issues with the existing page and why have you chosen to modify them? 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.

Item #1:

Description: Header (Block 1)

Font: Times New Roman 20px

Color: Black

Alignment: Left align for nav menu / logo top right align / website name in center

Media: Company Logo

Interactivity: N/A

Item #2

Description: Block 2

Font: Times New Roman 25px

Color: Black

Alignment: Center Align for facts about company

Media: N/A

Interactivity: N/A

Item #3

Description: Block 3 (Random funny memes as a slideshow)

Font: N/A

Color: N/A

Alignment: N/A

Media: slideshow which goes through the multiple memes that are displayed on the page

Interactivity: Able to click left or right arrow in the center of the block to skip to next image.

Item #4

Description: Block 4 (Space for random interactive fun visuals on the website)

Font: Times New Roman 25px

Color: Black

Alignment: N/A

Media: N/A

Interactivity: Ability to watch a fun game of text racing across the screen to reach the end first.

Item #5

Description: Block 5 (Twitter feed live (left side under nav menu)

Font: Times New Roman 20px

Color: Black text

Alignment: Center align tweets

Media: N/A

Interactivity: Showing live updates are tweets are posted from the company twitter handle.

Item#6

Description: Block 6 (footer menu)

Font: Times New Roman 20px

Color: Black

Alignment: Center Align Footer

Media: N/A

Interactivity: Able to click text to go that page. For example, clicking privacy will bring you to the privacy page in a new tab. Also including social media icons which could be clicked to lead you to that corresponding social media icon you click.

Rationale:

The major issues I noted with the original website was too much colour on the webpage, not accessible due to the text issues in the image (text font, text style. There was an attempt at a navigation bar however, it was hard to even tell it was a navigation bar, so this had to be updated right away. Not having a navigation bar can then further cause accessibility issues. The only means of distinction and emphasis used across the website are colour, underlining, and size. Additionally, it does not adhere to the recommended WCAG best practises for bolding, underlining, and logical order of information. The rough sketch I had done of the website design had the C.R.A.P design in mind while making the website and I think this is certainly a good basis to start on and follow through for a visually appealing and easy to navigate website. The website also had too much going on overall with too many random items/visuals going on across the whole page. This website was also not displaying properly as its x axis was too far spread causing the user having to scroll across the page. I choose to go with a 6-block design as shown above. I believe this would still help keep a lot of the content that is on the page but in a much more organized and presentable manor. The colour scheme I choose to use for this website was a monochrome layout as it would help a lot with limiting the multiple colours that are on the website currently. In my website design I have also included to the best of my ability the design principles as follows: simplicity, navigation, visual hierarchy, grid-based layout, load time, and being mobile friendly.