

Descriptive Wireframe Document – Assignment 3

Item 1

Description: Company information & Account information

Font: Arial 20px

Color: Black

Background Color: White

Alignment: Left

Media: Company Logo

Interactivity: Search bar & Customer log in button

Item 2

Description: Top Searches & Explore

Font: Arial 15px

Color: Black

Background Color: Cyan

Alignment: Middle

Media: images of the product types

Interactivity: Links for details

Item 3

Description: Recommended Products

Font: Arial 15px

Color: Black

Background color: White

Alignment: Center

Media: Images about the products

Interactivity: Links to product details

Item 4

Description: Social media section

Font: Arial 10px

Color: Black

Background color: White

Alignment: Left

Media: N/A

Interactivity: N/A

Original website: <https://ca.carousell.com/>

The overall design principle of the redesigned website is to modify the presentation of the content without reducing the integrity of the original content.

First, the top part is the company logo and name, the search bar and the user login area,

I think this part of the original webpage is good, so I kept it. I merged “Explore Carousell” and “Top searches” section of the original site and made them into a vertical area on the left side, where users can scroll down the page to find the category they are looking for and some more detailed branches of that category. The reason for this is that I think these two parts of the original page are somewhat repetitive, and the redesign will allow users to access information faster. Correspondingly, “Recommended For you” section has been moved to the right side of the page and have taken up more space to make them more visible to users when they first enter the site. Finally, at the bottom of the page is some content about social media.

The background color is mostly white, and the text is black. I chose cyan for the background color of redesigned “Top Searches & Explore” section because I think this is the part that most people will want to see first when they enter this site, so I accented it with a special background color without any clash with the white background.