**Descriptive Wireframe Document – rockauto.com**

**Rationale:** The landing page for rockauto.com was extremely cluttered and difficult to read. The main purpose of the website is to find and sell car parts, however your eye is initially drawn to the centre of the page where there is a seemingly arbitrary chart comparing Rock Auto prices for a Chevy Silverado control arm with other websites. The search feature appears to be enough of a point of confusion that next to the chart are instructions on how to use the website. The current colour scheme of purple/blue and yellow work well in a triad compliment to each other. Because the names of the different manufacturers down the side are vastly different lengths, it creates a jagged and messy look. As well the inconsistency in fonts makes for an incongruous look around the page. To clean things up, I have moved all the manufacturers to a dropdown list. All the fonts are limited to three sizes and one consistent colour.

**Item #1**

Description: Header

Font: Sans-serif 30px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: Company Logo links back to home page

**Item #2**

Description:Logo

Font:NA

Color:NA

Alignment: left and right

Media:Logo

Interactivity: Links back to homepage

**Item #3**

Description:Banner

Font: Sans-Serif

Color: Black

Alignment: Centre

Media: NA

Interactivity: NA

**Item #4**

Description: Language selection

Font: Sans-serif

Color: Black

Alignment: left

Media: Drop down menu

Interactivity: Changes website language

**Item #5**

Description: Account menu

Font: Sans-serif

Color: black

Alignment: right

Media: Drop down menu

Interactivity: Account Login, Account creation, shopping cart, order history

**Item #6**

Description: Part Search

Font: Sans-serif

Color: Black

Alignment: Centre Centre

Media: Search engine

Interactivity: Users search for parts through vehicle search, part number, universal parts and tools or comparing vehicles by part cost.

**Item #7**

Description: What's New/News

Font: Sans-serif

Color: Black

Alignment: left

Media: article related photo

Interactivity: Links to blog style news page

**Item #8**

Description: Promo and Rebates

Font: Sans-serif

Color: Black

Alignment: left

Media: Advertisement photo

Interactivity: Links to rebate or promo information, usually an external link

**Item #9**

Description: Customer reviews

Font: Sans-serif

Color: Black

Alignment: right

Media: customer reviews

Interactivity: scroll bar down right side to read through multiple reviews

**Item #10**

Description: Footer

Font: Sans-Serif

Color: Purple

Alignment: left

Media: NA

Interactivity: Links to multiple pages


**Item #11**

Description: Background

Font:NA

Color:NA

Alignment: centre

Media: Logo with opacity turned way down

Interactivity: NA