

Descriptive Wireframe - A3 1P02

The website I chose to redesign is a site called Mandela Tech (<https://www.mandelatech.com>). The reason I chose to use this website is because of its unsettling flaws; a big reason this website is flawed is due to the colour arrangement. On my screen, the background is black and so is the text in the website, it uses comic sans, it has an odd placement of where the text is, it can be hard to figure out the store hours because it's hiding near the bottom of the page, the "official website" in the page header is very squished and it shouldn't belong there, "what happened to Mandela Tech?" is very out of place and doesn't belong.

I decided to change all of it, even the colour choice of the page. I decided to take out the "official website" in the page header because having that will seem like it's trying to look like an official site but gives viewers the wrong idea. I'm changing the font in the page header to make it look more techy, and the text font because no one likes comic sans. I decided to change the colour scheme of the website to a monochromatic blue theme because even though green is techy, blue gives people a sense of calmness psychologically and would make people less unsettled. The layout of media in the original site seems very right side heavy, so I'm putting it in the centre for it to be a focal point. Colour theory applies to the new design because even though it is just blue, it has different shades and tones which gives the site a variety of colour and style, there are also different contrasts within the hue while the original just has a similar colour to the same colour of green. Design wise, the layout in the redesign is more centre focused while the old one is heavy on the right side. I put the hours near the top of the page so it's easy to locate and the site summary doesn't take up unnecessary space on the site.

Background colour: #1D1D1D

Box colour: #4A4A4A

Item 1

Description: Page header

Font: copperplate 50px

Colour: white

Background colour: #004BB7 Alignment: Center

Media: Company name

Item 2

Description: Nav Bar

Font: Courier 20px

Colour: White

Background colour: #214F91 Alignment: Center

Media: N/A

Item 3

Description: Website description

Font: Arial 12px

Colour: White

Background colour: #253C5C Alignment: Right

Media: N/A

Item 4

Description: Store hours

Font: Monaco 25px

Colour: #93B5CA

Background colour: #0C213E Alignment: Left

Media: N/A