Wireframe Document

The website I chose is:

<https://torontocupcake.com/index.html#>

The home page of this website is super bland. They have a navigation bar with no menus to navigate to other than the icon to open another navigation bar. The website displays today’s date in the navigation bar which to me Is very useless. Underneath the date, but still inside the navigation bar they put a link to their new “Corporate event logo cupcakes” It is a good idea to bring attention to new products/ services you offer however not in the navigation bar. It is one of the last things that I noticed on the website.

The first thing I noticed on this website is the big, obnoxious and low-quality picture they have right in the middle of the page. That image needs to be placed on either the left or right side of the page and in a much higher quality. On the opposite side of the page, we could add a rectangle with a different color background and move some of the text under the picture in there. However not all of it. There is some unnecessary information there. The text should be:

“Welcome! Thank you for stopping by Toronto Cupcake.   
Canada's and the GTA's favourite stop for that special treat. Order cupcakes [online](https://torontocupcake.com/cupcakes.html) 24/7 for your special event.   
Our cupcakes are baked daily using the finest ingredients.

Check out our new corporate event logo cupcakes” (The highlighted part should be a clickable link)

And after that there should be a button the says “ORDER NOW” which should lead you to the cupcakes tab to order.

I like how they used a line to divide the body from the navigation bar and however, the footer should have the same pink background that the navigation bar had but not only a strip of if. The entire background after the split between footer and body should be pink with white text, this will already do the job of the lines used for splitting the header and footer from the body. I will also add the logo in the middle of the footer. I am happy with the simple two colors of white and pink being used, the colors represent the brand, and they match both the logo and the boxes they use for shipping therefore the simple two tone is a great choice, I won’t be changing anything there.

The last thing I will change on this website is the 8 logos on the very top of the page, I would remove those and the “TORONTO CUPCAKES” text. Instead, what I would rather do is put the colored cupcake logo in the navigation bar in the middle.