**Assignment 3 - Descriptive Wireframe Document**

For my bad website redesign, I decided to redesign the website of the gym I go to. The reasoning for this choice is because I find that the current website has no flow, not aesthetically pleasing and just doesn’t represent the gym very well.

The most notable change I made to the website is the color scheme. The reason for this change is because the current website has too many different colors which just ends up making it looks messy and unaesthetic to the eyes. I decided to make the new color scheme white, red and blue because that is the same color pallet seen in the company logo and even inside the gym itself which will help give the website a sense of identity.

Secondly, I changed the layout of the website because currently all the content you see is separated into its own block which doesn’t create nice flow between everything on the page. Instead of having all these different content boxes that are all different colors, I made the site background white with red headers so there is a sense of cohesion throughout. This color scheme will make it easier for users to navigate and read what’s on the page because they’ll only be looking at 3 colors instead of the six different colors it has now.

**Item #1**

Description: Header

Font: Arial

Color: White

Alignment: Center

Media: Company Logo

Interactivity: Become a member / Sign-in button

**Item #2**

Description: Video

Font: N/A

Color: N/A

Alignment: Center

Media: Company video to show off the facility

Interactivity: N/A

**Item #3**

Description: Header

Font: Arial

Color: White with red background

Alignment: Center

Media: N/A

Interactivity: N/A

**Item #4**

Description: List

Font: Arial

Color: Blue

Alignment: Centered

Media: N/A

Interactivity: Book a tour button (red background/white text)

**Item #5**

Description: Gym Visit

Font: Arial

Color: Blue

Alignment: Left aligned

Media: Image

Interactivity: Learn more button (red background/white text)

**Item #6**

Description: Fitness classes

Font: Arial

Color: Black

Alignment: Centered

Media: Images

Interactivity: Each image is a button

**Item #7**

Description: APC Testimonials

Font: Arial

Color: Blue

Alignment: Center

Media: N/A

Interactivity: N/A

**Item #8**

Description: Footer

Font: Arial

Color: Blue

Alignment: Centered

Media: Map

Interactivity: Buttons