**Descriptive Wireframe Document – Lab 7 Example**

**Company:** The website I am using is listed as badWebAssign in my IASC folder. The website has many flaws which are listed below and the reason these changes need to occur is to make the website more user friendly in these ways: First, the website has a massive issue with finding and locating what you are searching for. It is very hard for users to even have an idea of what they got to do to locate the specific section that they are intended on finding and it requires a lot of maneuvers and clicking on different weird links to get to most desired outcomes. Second, there is a massive problem with color coding. The website is unable to separate and contrast its colors -as mentioned below- which causes a big issue for visually appealing aspects. It is hard to see, and you almost got to squint your eyes to read certain stuff which is a massive issue in terms of user friendliness. You want to have a website that anyone can view and to be very simple to navigate if you want to appease the intended audience.

**Layout:** I am looking to make a very simple yet visually appeasing style that would also be aesthetically pleasing for the intended audience of university and college students. I was thinking of a simple layout with easily understandable and quickly noticeable links that anyone can view and navigate throughout while at the same time looking appealing. I made sure that spacing was a key factor and separated the site into many boxes to summarize topics and tools rather than expanding them and over complicating them. The spacing is necessarily not equal between all boxes but is made to have a visually appeasing layout that does not fully hurt somebodies’ eyes while they view the website

**Color Theory:** in terms of colors I have some idea of how the website is going to look. I was thinking the general boxes have lighter more brighter colors that are not scarring when looked at. I was then thinking to use some more darker color for the text that is displayed on the website and that is to make the website easier to read and understand. The website should have minimal problems being read and should be colors that are not sharp such as red or fully black. The text color should be dark, but not black. Black kills the aesthetic part of the website and instead makes it very dark and rough, It is good to have with a white background but not when you are using colors like cyan or lightgreen.

**Flaws:** The website has many flaws from the alignment, to the colors, to the everything. Let us start off with the C.R.A.P theory. The website has many design issues with color. The color on the website look to be almost randomly chosen and serve to purpose or to bring any focus on what it is to focus on. The website uses a very oddly chosen background color and weird colors in each of the boxes that contain information. The color completely takes out of focus what the main aspects of the website are and blend out with certain text at certain points which makes it nearly impossible to understand what is. It also has a pathetic quote of the day box that looks like a fourth grader made it. In terms of repetition, the website continuedly repeats the same format of each of the boxes but just in different positions and displays no visually appealing elements that involve the user. All the boxes look identical which makes it hard to see where you should find what you are looking for. In terms of alignment there is none. All the boxes are just showed to wherever they fit with no intention of being easy to find. It looks like a kid was trying to fit square shaped blocks into circle frames as it just does not make sense and is just aligned in strange manners. In terms of proximity the website completely threw that idea into the lake. The elements on the website have different spaces in between them and nothing is properly grouped together. All the bullet points under the scoreboards as an example; are all mashed together and almost impossible to read which kills the purpose of the website which is to show the users easily what the scores are. In terms of contrast as well, the website does not understand the color theory and instead uses colors of text that is not even blended in with the color of the boxes and makes it very hard to read what the text says.

**Design Principles:** The website follows the principles of: Simplicity as it is very easy to read and manage through, Consistency as all boxes follow a certain pattern and nothing seems out of the ordinary, Readability as it is super easy to read and understand text and navigation, Color theory as mentioned in previous points, Easy navigation as it is super easy to click into each section of sports tabs and super easy to scroll through, and finally communication as the website gets its message through without having to be deciphered.

**Item #1**

Description: Header

Font: ~20px, Times new roman, different for each header

Color: dark blue

Alignment: center

Media: company logo

Interactivity: n/a

**Item #2**

Description: Live score board that keeps track of the recent scores in each sport

Font: ~15px, Times new roman

Color: dark blue

Alignment: center for header, left for scores

Media: N/A

Interactivity: N/A

**Item #3**

Description: Live announcement that updates whenever there is a new announcement

Font: ~13px; Times new roman;

Color: dark blue

Alignment: center for header, left for announcement

Media: N/A

Interactivity: N/A

**Item #4**

Description: Coach king corner where personal opinions and other details are posted

Font: ~13px; Times new roman;

Color: dark blue

Alignment: center for header, left for all details

Media: N/A

Interactivity: N/A

**Item #5**

Description: State champions which describes all the state champions and their wins

Font: ~13px; Times new roman;

Color: dark blue

Alignment: center for header, left for details

Media: N/A

Interactivity: N/A

**Item #6**

Description: tool bar/ navigation

Font: ~10px; Times new roman;

Color: dark blue

Alignment: center for each header, left for each point

Media: N/A

Interactivity: clicking redirects to each sport section

**Item #7**

Description: contact tab

Font: 13px; Times new roman;

Color: dark blue

Alignment: left

Media: facebook, twitter, pinterest

Interactivity: clicking email directs to email website, clicking social media directs to social medias.

<https://wireframe.cc/ajOfb8>

