**Descriptive Wireframe Document – Lab 7 Example**

**Company:** The website I am designing is for a previous employer of mine in the construction and renovation business. He never had a website so I will take advantage of this final project and try to make a website for him that is easy for his customers to use, looks good and can provide all necessary attention and information to customers and for better business for my employer. Since it is a construction and renovations website, it is important to not cramp information too tightly but at the same time being able to fully inform customers of prices, information and all they would need to know to get going with their necessary needs.

**Layout:** For the layout I want a very simplistic, easy to see and to read, while also not information cramped format. I want to make sure if there are sections where a lot of more information is needed to be provided, that I make a separate tab for it as I do not want the entire website to look over cramped. I want simple boxes, white color background but the text to be possibly arial font but maybe something more construction fitting. For now arial is a place holder until actual coding starts when I can test to see which font styles will match best for the website. I also want a fixed header that will show up on each page as I want it to be easy for the customers to cycle through tabs without any concerns. I have chosen this design because I really believe that for a construction website such as this one, it is super important that it is visually appealing as customers using this website are looking for renovations to make their own homes or commercial places visually appealing. If a customer opens up a website and sees that even the website does not look very appealing, then why would they want to hire you to make their own places better and more visually appealing. Also a lot of people making decisions such as renovation or construction need to be informed and understanding of what may be required, what there is to know and all other information to designing a perfect place. Customers need to understand how much pricing is, how everything is done, who is doing the work and more.

**Color Theory:** In terms of color, I was thinking a white background for now, with each of the boxes possibly having a very transparent color such as light green or cyan or something very light on the color wheel where it is visible that it is a box but at the same time not contrasting the background. I was thinking for the header I would use a contrasting color but also something not scarring so that the header can be highlighted while at the same time each menu option should be readable. I want the company name to possibly be something like a darker blue color background, with white text ontop or at least a little lighter blue as I think it will really make the name of the company look good. For the contact us social media icons, I was thinking of keeping the same color as the header, something contrasting but still transparent where each of the logo is very easily seen and can be clicked on without concern.

**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 tabs and super easy to scroll through, and finally communication as the website gets its message through without having to be deciphered.

**PAGE 1 -** <https://wireframe.cc/JaNP2O>

**Item #1**

Description: Header

Font: Arial 30px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: Each menu option is clickable which takes you to the next page

**Item #2**

Description: Informations box - residential

Font: Arial 17px

Color: black

Alignment: center

Media: residential house

Interactivity: N/A

**Item #3**

Description: Informations box - commercial

Font: Arial 17px

Color: black

Alignment: center

Media:picture of commercial building

Interactivity: N/A

**Item #4**

Description:Informations box - other

Font: Arial 17px

Color: black

Alignment: center

Media: Picture of toolshed

Interactivity: N/A

**Item #5**

Description: Background for everything

Font: N/A

Color: white

Alignment: N/a

Media: N/A

Interactivity: N/A

**Item #6**

Description: Social media icons

Font: N/A

Color: white

Alignment: right

Media: picture of facebook, twitter, instagram

Interactivity: takes to social media

**PAGE 2:** <https://wireframe.cc/e4uDV3>

**Item #1**

Description: same header as before as it is fixed

**Item #2**

Description: Prices tab which includes general information about prices

Font: arial 17px

Color: black

Alignment: center

Media: N/A

Interactivity: N/A

**Item #3**

Description: Prices boxes which allows you to enter a number for square feet which will then output an estimated price for how much it will cost

Font: Arial 17px

Color: black

Alignment: left

Media: N/A

Interactivity: enter a number for how much squarefeet and then it will give an estimate for prices

**PAGE 3:** <https://wireframe.cc/DT6Kfc>

**Item # 1**

Description: portfolio box which has pictures of previous constructed palces with links to their websites and their names

Font: Arial 20px

Color: black

Alignment: center

Media: pictures of the places

Interactivity: clickable which directs to the website

**PAGE 4** <https://wireframe.cc/Qp4rcx>

**Item #1**

Description: A list of team members and their titles

Font: arial 17px italics

Color: black

Alignment: center

Media: pictures of the people

Interactivity: N/A

**Item #2**

Description: Name of owner and some information about establishing the company

Font: arial 15px

Color: black

Alignment: left

Media: picture of owner

Interactivity:N/A

**PAGE 5:** <https://wireframe.cc/wWCca0>

**Item #1**

Description: contact information

Font: arial 17px

Color: black

Alignment: center

Media:N/A

Interactivity: email links to sending email

**Item #2**

Description: Informations box which takes the customers information and the company will contact the user back

Font: arial 15px

Color:black

Alignment: center

Media: N/A

Interactivity: sends email

**Item #3**

Description: Picture of google maps

Font: N/A

Color: N/A

Alignment: center

Media: picture of google maps location

Interactivity: N/a