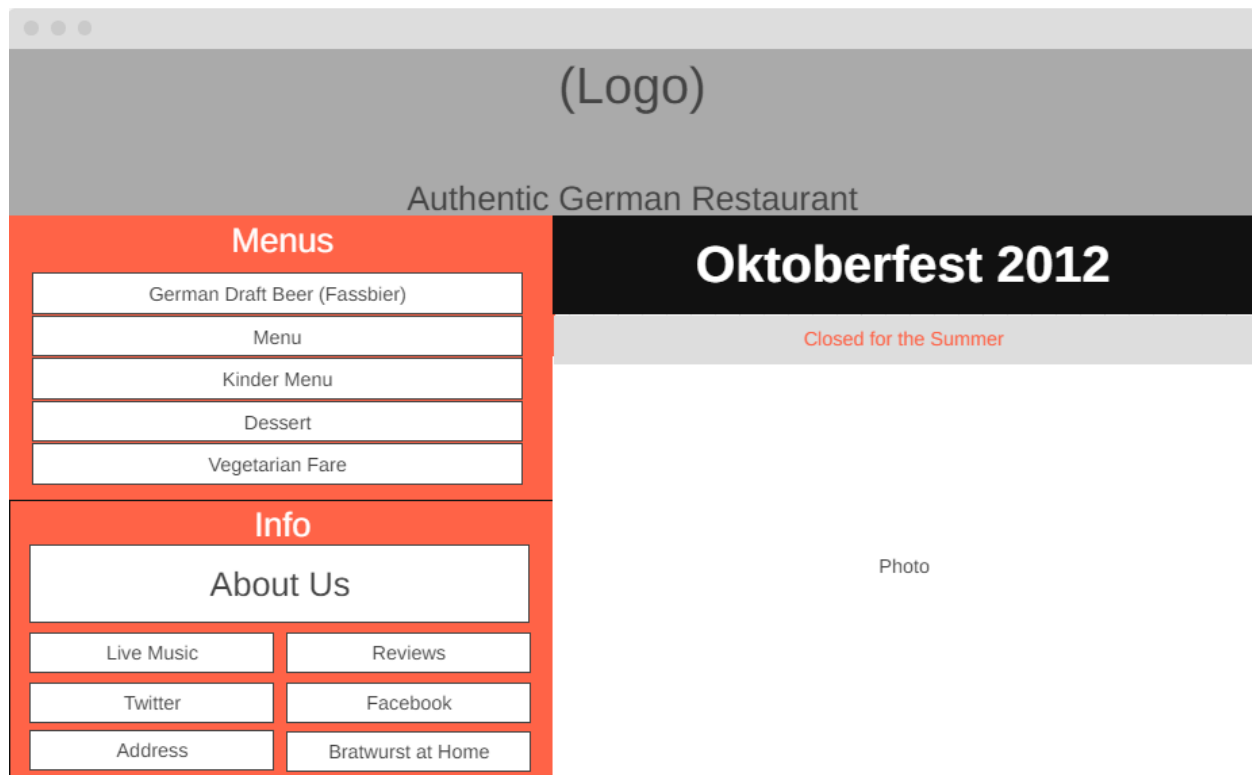


Descriptive Wireframe Document – Lab 7 Example

Use the following structure as a companion to your wireframe to describe all of its major components. Create and label as many items as you feel is appropriate for your wireframe. You should be able to hand your wireframe and this descriptive document over to another person and fully communicate your vision for your page.

<https://wireframe.cc/XNVVIF>



Rationale: What are the major issues with the existing page and why have you chosen to modify them? Use the concepts we’ve learned so far such as Colour Theory, C.R.A.P. design theory, and Accessibility (font, alt tags, contrast, etc) to inform your rationale. Your rationale should be about 250 words.

To put it mildly, there are several issues with the existing page. For starters, the colours are all over the place on this site. Their logo is maroon, sky blue and white, so these should be the colours that the website primarily uses aside from shades and perhaps a German flag if they would like to display one somewhere. I think the menu and live music section is incredibly disorganized. I would create two separate boxes (Menus / Info) for these and add larger box buttons to make navigation easier. I have also reorganized the menu links into a single column to avoid clutter and add some repetition. In info, Info is a bigger box since it contains more page links and many people would be coming to their website for that type of information. I have then placed four smaller boxes in a 2x2 grid below, keeping some repetition but also differentiating the two boxes enough that it is not boringly uniform. I feel as though the Oktoberfest should be featured as a head banner in the main portion of the page, with centered and much larger text. The “Closed for the Summer” banner is right below that, still indicating to customers of the closure but being a little more subtle about it and drawing attention of the page away from it. Since we cannot change the content, I have added space for the photo to be placed at the bottom right corner as an iconic staple of the webpage.

Item #1

Description: Header

Text: "Authentic German Restaurant"

Font: Segoe UI Black 40px

Text Colour: White

Background Colour: Maroon

Alignment: Center

Border: 2px solid

Media: Company Logo (Above Text)

Interactivity: N/A

Item #2

Description: Left Top Box

Text: Header = "**Menus**", Box Text = "German Draft Beer", "Menu", "Kinder Menu", "Desserts", "Vegetarian Fare"

Font: Header = Segoe UI Semibold 30px, BoxText = Segoe UI 20px

Text Colour: BigBox = White, SmallBox = SkyBlue

Background Color: BigBox = Maroon, SmallBoxes = White

Alignment: Center

Border: 2px solid black (Big & Small Boxes)

Media: N/A

Interactivity: 5 links to separate menus

Item #3

Description: Left Bottom Box

Text: Header = "**Info**", Box Text = "About Us", "Live Music", "Reviews", "About Us", "Reviews", "Twitter", "Facebook", "Address", "Bratwurst at Home"

Font: Header = Segoe UI Semibold 30px, LiveMusic = Segoe UI 30px, Box Text = Segoe UI 20px

Text Colour: BigBox = White, SmallBox = SkyBlue

Background Color: BigBox = Maroon, SmallBoxes = White

Alignment: Center

Border: 2px solid black (Big & Small Boxes)

Media: N/A

Interactivity: 5 links to separate pages

Item #4

Description: Oktoberfest Banner

Text: "Oktoberfest 2012"

Font: Segoe UI Semibold 50px

Text Colour: Maroon

Background Colour: White

Alignment: Center

Border: 2px solid black

Interactivity: Link to Oktoberfest Page

Item #5

Description: Closed For Summer Banner

Text: "Closed for the Summer "

Font: Segoe UI Black 30px

Text Colour: Maroon

Background Colour: White

Alignment: Center

Border: 2px solid black

Interactivity: N/A

Item #6

Description: Address Box

Text: "Address: Grilling BBB Bratwurst at Home "

Font: Segoe UI Black 20px

Text Colour: Maroon

Background Colour: White

Alignment: Center

Border: 2px solid black

Interactivity: N/A