**Assignment 4 Wireframe Mockup**

I decide to create a website about a volleyball coaching business. The website has content that expresses my interests as a coach, my experiences, the services I provide, and ways to contact me. Users can view my website and submit an application from the attached absolute link located on both the ‘home page’ and ‘service page’ if they are interested in private coaching lessons with me.

The colour scheme I chose is near neutrals which includes a mixture of two complimentary colours producing shades of browns, tans, and beige. I kept the colour theme in mind when designing my logo. While selecting social media icons, I went with a simple black outline instead of their typical colourful icon to continue the theme. I kept the body white and had the text be dark brown and black to keep the style sleek and simple.

Contrast is shown with the use of different font sizes, font colours, and the colour of the ‘apply’ and ‘get started’ buttons to bring attention to important information. The larger brown “some text” on the ‘home’, ‘service’, and ‘contact’ pages will be quotes that highlight philosophies I carry as a coach which allows viewers to grasp a sense of my character. I decided to make the ‘apply’ and ‘get started’ button have a brighter, warmer neutral colour with a red hue and white font to make it stand out completely from the rest of the content and direct users to the application page.

In the header of all the pages, I included my logo, and 4 blocks that will be absolute links to each page. The footer also includes my logo, as well as copyright information and social media icons that link to my Instagram and Twitter accounts. I ensured that the header and footer is the same on each page to instill repetition, making it easier for the user to navigate through the website. On the ‘home’, ‘about’, and ‘service’ pages I included a picture right below the header with the same dimensions to continue repetition.

The alignment design on the ‘home’ and ‘service’ pages are similar with a large picture at the top and another picture or a text box that is around the same size aligned with it. The ‘about’ page has a picture that is right aligned to provide space for a portrait of me beside the information of my resume. The contact page is aligned similar to the ‘about’ page to again provide repetition.

The different pages make it easier for users to easily navigate for information and have related content proximate to each other. I strategically put the ‘get started’ button on the ‘home’ page so the application page can be effortlessly found. The order of the pages laid out on the header are also intentional. The home page acts as a first impression of me by showcasing what I look like and how I play volleyball, along with an opening statement. The ‘about’ page goes further in depth about my volleyball accolades, coaching history, and playing experience. The ‘service’ page proceeds next so viewers can join my business if they are interested in the information they learned about me. Finally, the ‘contact’ page is logically last so people can send in any question, if any information was missed in the website.