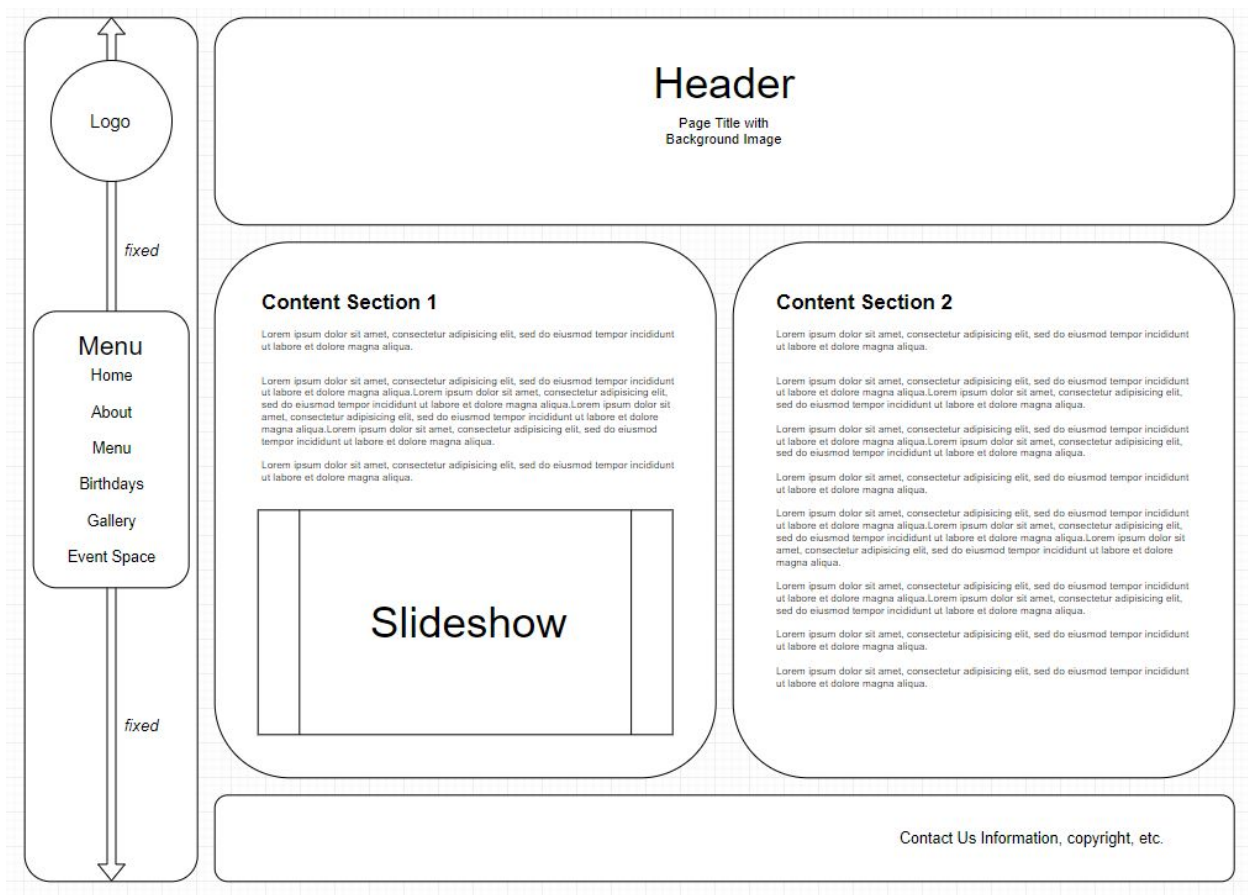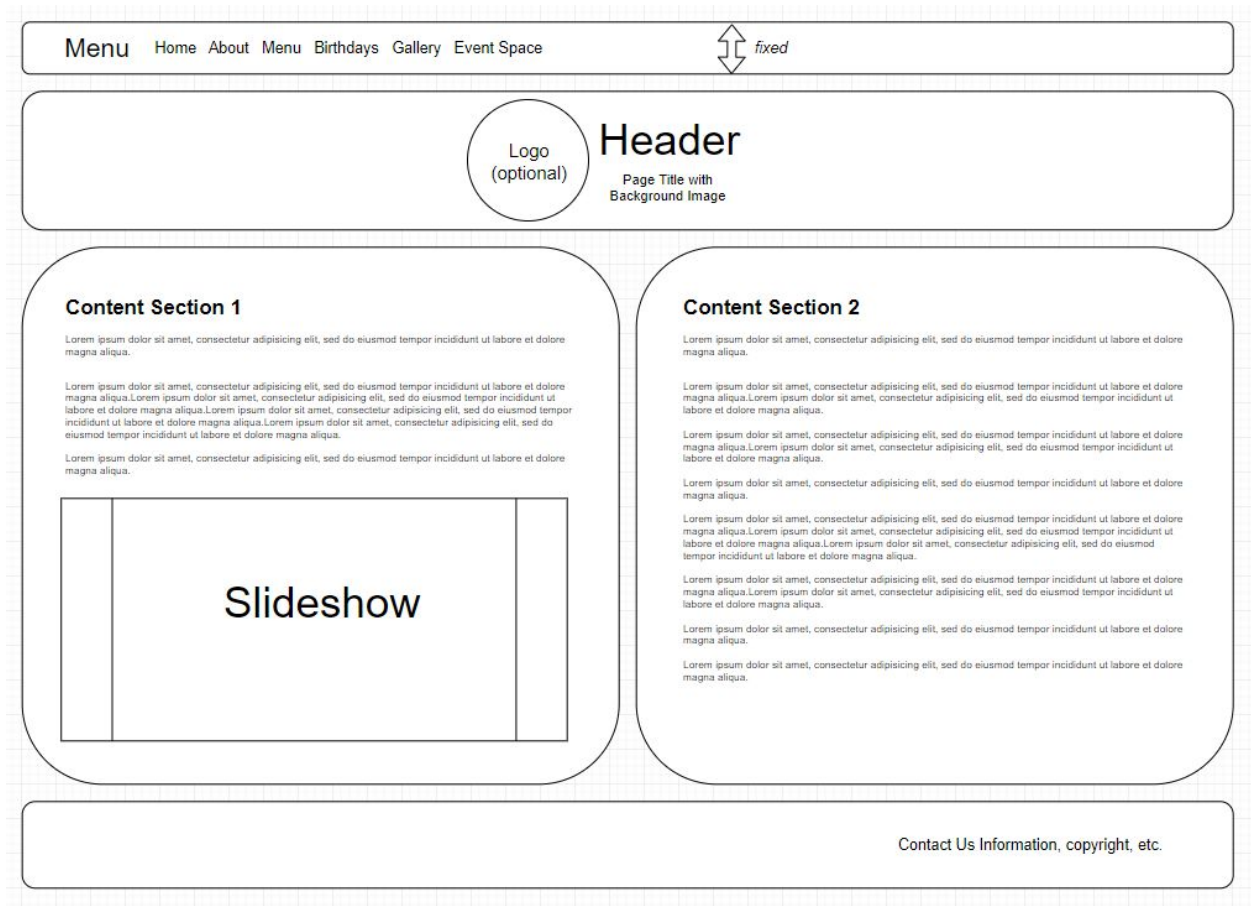COMP 126: Checkpoint 2 - Wireframes & Design Specs
William Hansen, Kacey Cleveland, Alicia Ar

1. Three wireframes depicting the planned site's home page layout at mobile, tablet, and desktop/laptop sizes, with all navigation and content areas labeled. Wireframes don't include design elements, such as color or graphics, but they describe your planned layout and content hierarchy. To that end, you should label the main components in your wireframes to let your client know what content will go in each area (even though one of the wireframe examples I've provided here doesn't do that). See the articles/tools linked above and the examples attached below.
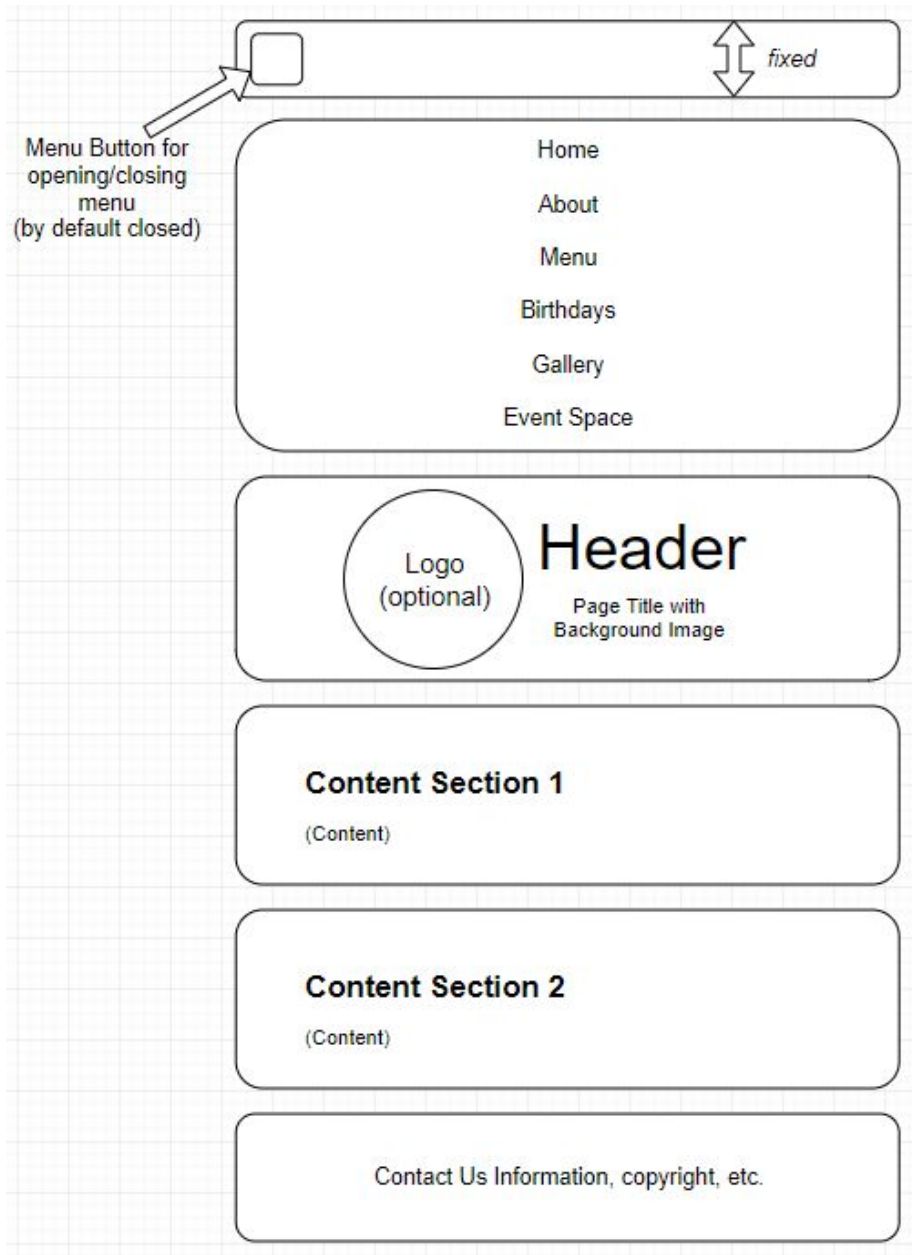
Desktop:

Tablet:

Menu   Home   About   Menu   Birthdays   Gallery   Event Space   ↕ *fixed*

Logo
(optional)

Header

Page Title with
Background Image

Content Section 1

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Slideshow

Content Section 2

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Contact Us Information, copyright, etc.

Mobile:

fixed

Menu Button for opening/closing menu (by default closed)

Home

About

Menu

Birthdays

Gallery

Event Space

Logo (optional)

Header

Page Title with Background Image

Content Section 1

(Content)

Content Section 2
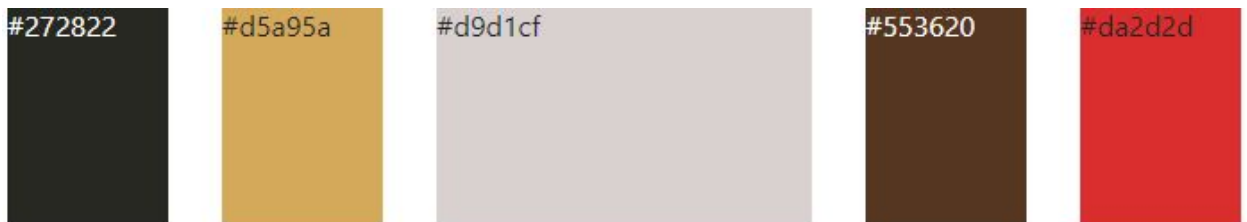
(Content)

Contact Us Information, copyright, etc.

2. A couple of paragraphs introducing your plan for the look and feel of your site. What kind of tone do you want your site to convey? **Friendly? Modern? Professional?** Classic? Upscale? Cutting-edge? **High-tech?** Elite? Powerful? Artistic? Eclectic? Edgy? Youthful (though not childish)? How will the look and feel accomplish this?

    a. It is important to consider the audiences of our site when planning for the look and feel. The site will mainly be accessed by tourists looking for an Asian cuisine that is family-friendly and/or willing to accomodate large groups. The site will also be accessed by local customers, most of whom are blue-collar workers or retired senior citizens. Therefore, numerous tones will be conveyed throughout. The most important tone is professional, since the site is a representative and extension of the restaurant (and business) itself. From a psychological standpoint, a potential customer is more likely to notice or remember a negative experience using the site rather than a positive experience (hence the importance of UI/UX). Another important tone is friendly, which pertains even more to the tourists who visit the site. Their initial impression should be that this restaurant is welcoming and suitable for all people, especially strangers who have never visited the town.

    b. The ability for the site to display across all three platforms (desktop, tablet, and mobile) contributes to the professional tone as well as modern and high-tech tones. The desktop display better suits the audience of local customers, again most of whom are blue-collar workers or retired senior citizens. The tablet and/or mobile display better suits the audience of tourists, who are more likely to, for example, make a reservation on their portable device after viewing the site. The "Slideshow" of restaurant images contributes to the friendly tone as well as modern tone. This provides a positive initial impression in that a user may connect with some of the images, or find the restaurant welcoming with its variety on display. The adaptable navigation bar on each platform contributes to the modern and high-tech tones, because each platform needs to provide smooth accessibility for the user to navigate the menu and other links. The specified design palette will also significantly contribute to the feel and look of the site. A naturalistic background or theme will be considered to reflect the atmosphere of Asheville, as well as including oriental-style graphics since Yao is an Asian cuisine.

3. A design palette: your color scheme (with color thumbnails and corresponding color names--hex, RGB, or RGBA), font choices for each category (h1, h2, h3, a, p, etc., with examples), examples of your chosen buttons, example of any mouseover/hover/active/focus states, and examples of any menus, forms, gallery items, borders, corners, etc. The image entitled "color-and-font-scheme-example" attached here will give you an idea of what I'm looking for, but you should also include examples of your buttons, active states, forms, etc., as described above.

Attached is a html document with the code for all of the content. The code can be found in checkpoint2.html.

    a. Color scheme

#272822	#d5a95a	#d9d1cf	#553620	#da2d2d

    b. Font

Header 1 (Main header) - Verdana 2em

Header 2 (Content section title) - Verdana 1.5em
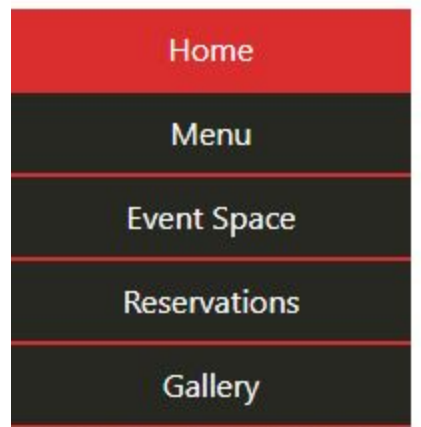
p (Main text) - Verdana 0.8em

Menubar - Arial Black

Menubar hover - Tahoma

Footer (Contact us, copyright etc) - Arial

c. Button

d. Mouseover (menu)

e. Forms (reservation)

f.   Gallery

Here is a sample of 12 images. There are several more, but we will align them in a similar fashion using bootstrap.