**Descriptive Wireframe Document- Lab 7**

**Rationale:**

Some major issues are noted in this old website. To start, the overall look of the website is loud, busy, hard to read and overall unprofessional. There is a very strong colour theme (two primary colours, red and yellow, and black) that competes with images and the brick wall background. The colours have no theory behind them, except for the German flag in which they are trying to represent. The text is not cohesive, nor is it easy to decipher which text belongs to which context. For example, the entire title of the webpage is deceiving, one would think it is “19 German Draft Beers” because that is what is aligned to the left and emphasized, meanwhile the actual title is “Bavarian Brathaus”. There are a lot of alignment issues, specifically with the text boxes and images not being aligned properly. Image boarders and other text boxes are not aligning with each other, making it very incohesive. The links to reviews from previous years are grouped with the menu, making the menu hard to read, confusing, and decreasing the overall appeal. The cartoon image of the restaurant seems like a poor image choice, as it adds an unprofessional and almost child-like look to the website. There is a lot of contrast in this website, but to the point in which it is too busy, making it hard for a viewer to focus on important information. Lastly, the lack of repetition in the website design makes the website look like an incohesive mess that seriously needs some work.

**Changes**:

**Item 1:**

Description: header

Font: Arial 30px

Colour: Black with white outline

Alignment: center

Media: company logo

Interactivity: none

**Item 2:**

Description: banner

Font: Arial 25px

Colour: Light red

Alignment: right

Media: “closed for the summer”

Interactivity: none

**Item 3:**

Description: banner

Font: Arial 25px

Colour: Light yellow

Alignment: left

Media: “Oktoberfest 2012”

Interactivity: link to the Oktoberfest 2012 website

**Item 4:**

Description: Menu header

Font: Arial 20px

Colour: black

Alignment: right; center in its own box

Media: two little German flags, one on each side of “Menu”

Interactivity: none

**Item 5:**

Description: Menu items

Font: Arial 15px

Colour: white

Alignment: center in its own box

Media: “Drinks menu”, “lunch and dinner menu”, “Kinder menu”, “Vegetarian menu”

Interactivity: Click to open pdf of menu options

**Item 6:**

Description: Reviews box

Font: Arial 20px

Colour: black

Alignment: right; center in its own box

Media: “Reviews”

Interactivity: Click to link of google reviews

**Item 7:**

Description: Address box

Font: Arial 15px

Colour: black

Alignment: right; center in its own box

Media: “1234 street road…”

Interactivity: link to google maps

**Item 8:**

Description: text bubble

Font: Arial 17px

Colour: white

Alignment: left; center in its own box

Media: “live music!”

Interactivity: none

**Item 9:**

Description: restaurant picture

Font: Arial 10px

Colour: black

Alignment: left; center in its own box

Media: picture of the restaurant

Interactivity: none