**Descriptive Wireframe Document – Lab 7 Example**

Use the following structure as a companion to your wireframe to describe all of it’s 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.

**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.

* No header
* Proximity: not grouped nicely together
* Repetition: didn’t follow
* Why is the ship at the top and the text connecting the analogy at the bottom?
* Too much black
* Too many repeats
  + Same clickable phrases in numerous places all over the home page
* Ridiculously long scrolling home page
* Too many words!
* No need for old look to be on home page (use a click to view if want to show it)
  + & why are the ‘same’ words repeated here and why clickables of the ‘same’ links

If they have moved in a new direction with a new platform- why is the old platform on the home page?

* I loved the video
* This should stand out, not be hidden way down at the bottom in tiny font:
* “Please help us change health care for the better- SHARE ~~this article with Groups and others you know:~~ The Bolon Report!
* Tiny little font to describe ‘what the Report is actually about, i.e. “Science based analysis of the North American health care system”
* Alignment of right body is down compared to left body/navigation
  + And right body/main content text title not aligned with the start of left body/navigation text start
* It’s not crazy bad, but it really is interesting stuff that I would never have given more than 10 seconds of attention to (due to the poorly made website design) had I not been working on this assignment.

**Item #1 Example**

Description: Header Business name and Purpose

Font: Arial 30px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: N/A

**Item #2**

Description: …

Font: …

Color: …

Alignment: …

Media: …

Interactivity: …