

Assignment 3 – Bad Website Redesign

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Descriptive Wireframe

Website being redesigned: Simply Italian Bakery <https://www.simplyitalianbakery.com/>

Wireframe: <https://wireframe.cc/oUFaRK>

Rationale

The original design of Simply Italian Bakery's website is too simple and lacklustre, and it feels like the restaurant is wasting its money on a website. The original design does not provide any information on who they are, or what they offer, and instead provides only their email, phone number, and links to their Facebook, Instagram, and Twitter pages. To me, this might complicate a user's experience if they do not know how to navigate social media pages. The original website did not look like a website to me. Because of this, I have redesigned Simply Italian Bakery's website with simplistic style choices, a clear brand, and allowing users to find all necessary information with ease.

The overall layout of the original site was completely changed. I added a header, informing people to join the mailing list so customers are up to date on menus and promotions. I created a navigation bar for users to quickly find the information they are looking for. A hero image was placed for a compelling design and showcased the restaurant's delicious food. I also added an 'About Us' section for the restaurant to provide information on who they are and how the restaurant started, allowing them to connect with customers before they arrive at the restaurant. I also decided it was important to showcase some of the food they offer, as Simple Italian Bakery is more than a bakery, and images of their food are more likely to draw people to their restaurant. Lastly, I added a 'Contact' section with an interactive map, their address, hours of operation, phone number, and email address for customers to easily contact them or find the restaurant location without having to leave their website.

For the colour choices, because I wanted to keep the original colour of the restaurant's logo (royal blue), I chose colours that complimented the logo and kept the colours more subtle to not compete with the royal blue. Additionally, all the colours that were selected have a contrast ratio of 4.55:1 or higher when paired with another colour to meet the needs of website accessibility and make it easy to read and navigate the site. My goal with selecting the colours was to convey a calming environment where people would like to eat Italian desserts and relax while complimenting the original logo colour.

I ensured to have two different fonts, one serif and one sans-serif to help create contrast between the headings and other written text so it is easier to navigate the website. Additionally, a drop shadow was added to the five images of the food items and the text box (item 5 on the wireframe) so the images would not blend into the background helping create more contrast. The images and text box for the menu section are centre-aligned and in two rows so they are pleasing to the eye and not overwhelming.

In all, I believe the redesigned website keeps a user's experience in mind, making navigating the site and finding information easy, ensuring to convey Simply Italian Bakery's brand and gaining new customers.

Item 1

Description: Website header. Reminding users to join the mailing list.

Font: Font-family: Verdana, arial, sans-serif

Colour: #000

Background colour: #a3c1da

Alignment: Centre

Media: n/a

Interactivity: The word ‘join’ will be underlined because it will be a link that will take users to another page to subscribe to the restaurant’s mailing list.

Item 2

Description: This is the website’s navigation bar.

Font: Font-family: Times New Roman, Georgia, serif

Colour: #334ba2

Background colour: #fff

Alignment: The logo is aligned on the left-hand side of the navigation. The links are aligned on the right-hand side.

Media: A picture of the restaurant’s logo will appear on the left-hand side of the navigation.

Additionally, there will be three images/icons of social media platforms on the right-hand side (Facebook, Instagram, X).

Interactivity: The text and social media icons will all be clickable. This is through the use of anchors and links. ‘About Us’ will be an anchor bringing users to the About Us section (item 4). ‘Menu’ will bring users to the Menu section (item 5). ‘Contact’ will bring users to the Contact section (item 6). ‘Reviews’ will bring users to Simply Italian Bakery on Google showcasing reviews from customers and allowing users to write their own review. The Facebook icon brings users to the restaurant’s Facebook page. The Instagram icon brings users to the restaurant’s Instagram. The X icon brings users to the restaurant’s X (twitter) page.

Item 3

Description: Hero image

Font: n/a

Colour: n/a

Background colour: n/a

Alignment: Centre, and across the whole width of the page

Media: Image of a pastry from the restaurant

Interactivity: n/a

Item 4

Description: About Us section of the webpage. Includes the name of the restaurant and a description of the restaurant, their back story, and describes what Simply Italian Bakery is.

Font: The name of the restaurant will have a font-family of Times New Roman, Georgia, and serif. The description paragraph part will have a font-family of Verdana, arial, and sans-serif.

Colour: #000

Background colour: #e1e5f2

Alignment: Centre

Media: n/a

Interactivity: n/a

Item 5

Description: This is the menu section of the webpage, showcasing images of different items from the menu and where users can click to access the actual menu. There are six rectangles of the same size, five of them are images and one is a text box. The text box describes what food options the restaurant has to offer.

Font: Font-family: Verdana, arial, sans-serif

Colour: #0f205e

Background colour: #a3c1da will be the background colour for the text box. #e1e5f2 will be the background colour for the overall section (behind the images).

Alignment: Text will be centred. In total there will be five images and one text box, all aligned equal distance apart in the middle of the webpage, having two rows of three. The first row will have two images and the text box between them. The second row will have three images.

Media: There will be five images all should have a drop shadow behind them. Image 1: cakes, image 2: pastries, image 3: homemade pizza, image 4: sandwiches, image 5: breakfast.

Interactivity: In the text box, users are able to click the word 'here' and this will open the restaurant's menu. 'Here' will be underlined.

Item 6

Description: This is the contact section of the website, giving users important information like: restaurant hours, email, phone number, address, and an interactive map.

Font: 'Contact', 'Hours', and 'Address' will have a font-family of Times New Roman, Georgia, and serif. The rest of the words will have a font-family of Verdana, arial, sans-serif.

Colour: #000

Background colour: #e1e5f2

Alignment: All text will be centred. The interactive map and the address beneath, will be centred on the left-hand side. The hours, phone number, and email address will be centred on the right-hand side.

Media: n/a

Interactivity: There will be an interactive Google map showing the restaurant's location allowing users to zoom in and out of the map.

Item 7

Description: This is the footer. It outlines copyright licensing.

Font: Font-family: Verdana, arial, sans-serif

Colour: #000

Background colour: #a3c1da

Alignment: Centre

Media: Picture of the copyright symbol before the text

Interactivity: n/a