

## Descriptive Wireframe Document – Lab 7 Example

<https://wireframe.cc/q3jl6B>

### Rationale:

The existing page seems to lack consistency, colour scheme, and clarity. The page is busy and overwhelming with its many colours, elements, and page layout. I have chosen to redesign the webpage with users in mind, keeping the page simple and easy to read. I have updated the colour palette to something lighter while still sticking with the logo colours. The colours chosen all have a higher than 4.5:1 contrast for website accessibility, while still reflecting the brand of the German restaurant. The original website's design had a mix of fonts and font sizes. The redesign has chosen a font that compliments the logo and is consistent throughout the site. Additionally, the font sizes are the same within their respected section, and follow a hierarchy with important information being larger, and other information smaller. The original webpage did not have consistent alignment between its containers and images. The redesigned webpage now flawlessly flows from one content container to the next, keep consistent alignment with the text to the walls of the webpage. Overall, the new webpage conveys the brand of a German restaurant, highlighting important information, while being easy to read and navigate.

### Item #1

Description: Header

Font: Baskerville (or Georgia or serif) 15px #d5e2de

Background color: #6e605a

Alignment: Center

Media: Company Logo

Interactivity: Anchors (contact, menu), and link (reservations)

### Item #2

Description: Hero/first part of content – description of restaurant

Font: Baskerville (or Georgia or serif) 20px #631104

Background Color: #d2e0dd

Alignment: Center

Media: Picture of cartoon bratwurst

Interactivity: N/A

### Item #3

Description: Second part content – photo + menus

Font: Baskerville (or Georgia or serif) 12px #631104 and #83581b for heading

Overall Background Color: #631104

Background Colour of menu content: #d5e2de

Alignment: Center

Media: Real picture of restaurant or of the biergarten

Interactivity: Links to the different menus (main, children's, vegetarian, dessert, drinks)

#### **Item #4**

Description: Third part of content – additional information

Font: Baskerville (or Georgia or serif) 15px white

Background Color: #320903

Alignment: Center

Media: N/A

Interactivity: Links to Oktoberfest 2012 and Grilling BBB Bratwurst at home

#### **Item #5**

Description: Footer

Font: Baskerville (or Georgia or serif) 12px #d5e2de

Background Color: #6e605a

Alignment: Center

Media: N/A

Interactivity: Link to reviews, Facebook, twitter, and Instagram

#### **Item #6**

Description: Pop-up alert notice when you open the site

Font: Baskerville (or Georgia or serif) 20px black

Background Color: #57a5b8

Alignment: Center

Media: N/A

Interactivity: Add close/exit button to top right of the pop-up alert box for users to close it once they have read the notice