

## Assignment 3 – Descriptive Wireframe

### Website Chosen for Redesign:

<https://hastymarketcorp.com>

\*Focusing on redesigning the homepage.

### Rationale:

The Hasty Market webpage has somethings that I would change to help make it more appealing. First, while including some contrast can be pleasing to the eye, I think that the bright yellow against the bright red it too strong in some instances. For example, the bright yellow background for the specials against the red menu it very bright. I think that these two colours are competing with each other to be the main hue of the page, making it less appealing (analogous theory).

Next, the title/logo of the page (“Hasty Market”) can be changed to make it the first thing the viewer see’s, so they know what they’re reading as soon as they open the page. First, I would center it and then I would make sure that the font/image of the title is larger than the prices listed for the specials below. I would also take out the “find a store” link because it takes you to the same page as the “locations” link, so it does not need to be next to the title.

Next, I would focus on the font. I think it is okay to have the title be a different font in order to stand out, however, I would make the font of the specials and the other writing on the page the same. I think this would make a better flow between elements.

Finally, I would remove everything after “Partners”, except for “Join our Newsletter” and the footer information. This is because there are links to this information at the top of the page, so it is not necessary to also have it on the homepage. This is a repetition issue because these items do not need to be shown/linked to more than once.

**Item #1: Title**

Description: Header

Font: N/A

Alignment: Center

Background/media: Hasty Market Logo

Interactivity: N/A

**Item #2: Menu**

Description: Text 1

Font: Arial, 18px

Style: Bold

Background: Red

Color: White

Alignment: Centered overall

Interactivity: Turns yellow when hovering over with mouse, links to the info it specifies about

Text: "About Us, Products & Services, Promotions, Locations, Franchise Opportunities, Feedback, Contact"

**Item #3: Special's Box**

Description: Specials, text 2

Font:

Title: Arial, 18px, yellow underline, bold

Prices: Arial, 14px

Text Color: Red

Alignment: Center

Media: Pictures of specials

Background Colour: White

Interactivity: Pictures that alternate with new specials and prices

**Item #4: Company Info.**

Description: Body of website

Text 3: About us info

Title: Arial, 18px, yellow underline, bold

Paragraph: Arial, 14px

Text 4: Sign up for newsletter section.

Title: Arial, 18px, yellow underline, bold

Text: Arial

Text Colour: Red for titles, black for other text

Background: White

Alignment: Picture is to the left, text aligns with picture

Media: Images of store isles

Interactivity: Pictures of store alternate, have a box to enter email to sign up for newsletter

**Item #5: Partners**

Description: Last item before footer, text 5

Text: Arial, 18px, bold

Text Colour: Red, yellow underline

Background: White

Media: Pictures of company partners

Interactivity: Images are alternating to show different partners.

**Item #6: Copyright info.**

Description: Footer, Text 6

Text: Arial, 10px, bold

Text Colour: White

Background: Red

Media: N/A

Interactivity: N/A