

Patimex Wireframe Document – Assignment 3

Original Website for Re-design: <http://www.patimex.com/oferta.htm>

Rationale:

The largest issue with this website is the lack of clarity between elements on the site. It is very difficult to tell what you are reading; this is for many reasons. One being the text is extremely small and would require more than 20/20 vision to read. On top of this, the color scheme adds to the reading difficulty because of the lack of contrast between the light green background and darker green text. The website was also designed poorly in general. Some examples being, it is very hard to tell which company's website you are looking at since there is no header or footer. The navigation bar is in a confusing location which makes it difficult to find the contact information for this company. On top of everything that is already wrong with the webpage, the contact information for the company is on a completely different page entirely. There has also been a very minimal amount of styling done to the page. Additionally, the colors that were chosen, do not fit the fire, grill and smoke vibe. This website is very opposite of the other bad website design that we discussed in our weekly labs. This website is almost too simple. It is missing several major elements that any other basic webpage would have. Several things that could improve the webpage would include: a header/title, a footer, contact information, customers' reviews, larger text, etc. I will be re-designing and programming Patimex's for-sale page, creating an easier to read, larger text display of for-sale items. Original photo items will remain the same. A header, navigation bar and footer will all be added to increase user simplicity. In the footer we will list the company's address, email and phone.

Item #1

Description: Website Banner/Header

Background Color: Dark brown/grey - Text color: creme

Alignment: Center

Media: If the company had a logo, it would most likely be placed in the top right corner of the header

Interactivity: N/A

Other Details: Very simple, easy to tell which website you are on.

Item #2

Description: Navigation Bar – a bar with text as links a button which loads other pages/websites.

Background Color: Lighter brown/grey - Text color: creme

Alignment: Center

Media: N/A

Interactivity: Each Word in the navigation bar will represent another web page. Each word acts like a button and can be pressed to access its corresponding page. For example, if you click image board, it should respond by taking you to the image board.

Other Details: Again, very simple. I am trying to follow that polish fire/lumberjack vibe.

Item #3

Description: For-Sale Page – Contains all products that are up for sale.

Background Color: Creme – Text color: black

Alignment: This page contains two tables side by side (3 images, 3 descriptions). Each table consists of two columns and three rows. The text in each table is aligned to the left in its own container.

Media: There are six images in the entirety of the For-Sale page, each representing an item being sold.

Interactivity: N/A - in a final design on this page, you would click on a picture of an item to add it to your shopping cart.

Other Details: This portion is more complex but still simple enough so that anyone is able to navigate it.

Item #4

Description: Footer – is a footer at the bottom of the page which contains all this companies' public information.

Background Color: Dark brown/grey - Text color: creme

Alignment: Center

Media: N/A

Interactivity: N/A

Other Details: Maybe instead of just listing the address, mail and phone number, I should add a link to each of them pointing them into an even more specific point.