

Descriptive Wireframe Document - Lab 7 Example

Use the following structure as a companion to your wireframe to describe all of its 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.

The major issue with the existing website is that it had an error message popping up in the middle of the webpage. The background photo is off centre and the background photos change on a cycle which creates a distraction when viewing the website. The website is not very appealing and feels very thrown together without much thought put in. The website was displayed poorly and did not fit properly on my screen. I have made my layout very compact and pieced together with the most relevant info at the top and continued downwards. I have made my website very simple and accessible so it can be used by everyone. I have used the font Varela round which gives a very modern look and goes quite nicely with the logo of the company. I have aligned each box side by side to make it more compact and pleasing to the eye by matching up the placement, and added contrast by using different shades of grey and the logo (white) which contrast each other and added some teal to pop. I have used repetition by reusing colors such as the different shades of grey and using similar font to the logo of the company. I have put the menu link above some photos that way you can get an idea of what the restaurants offers before clicking the full menu.

Item #1 Example

Description: Header, name of restaurant

Font: Varela round 15px

Color: #006e78

Alignment: Center

Media: Company Logo (left side)

Interactivity: N/A

Item #2

Description: important information and history of the restaurant

Font: Varela round 15px

Color: grey

Alignment: centered

Media: N/A

Interactivity: N/A

Item #3

Description: Menu link with photos below title

Font: Varela round 20px

Color: #C0C0C0

Alignment: right

Media: link to the official menu

Interactivity: takes you to the online menu

Item #4

Description: Hours of operation and holiday hours (location and address)

Font: Varela round 20px

Color: #006e78

Alignment: left

Media: N/A

Interactivity: N/A

Item #5

Description: Hours of operation and holiday hours

Font: Varela round 20px

Color: grey and white

Alignment: left

Media: N/A

Interactivity: book reservations include name phone number and special requests

Item #6

Description: Social Media Links

Font:n/a

Color:Logos of Instagram and Facebook

Alignment: right

Media: Click and be redirected to the social media platforms of the website.

Interactivity: N/A