**Descriptive Wireframe Document – Lab 7 Example**

Use the following structure as a companion to your wireframe to describe all of it’s 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.

**Item Background**

Color: Silver

**Item #1**

Description: Header

Font: Aclonica Font 40px

Color: Black

Alignment: Left

Media:

**Item #2**

Description: The logo (maybe an updated log in inside a German flag

Font: …

Color: …

Alignment float right

Media Company Logo inside a German flag

Interactivity: …

**Item #3**

Description: Menu for the website. Here you will find the main meals for lunch, dinner, etc.

Font: Advent pro font, 20px

Color: Black

Alignment: float left. Grey box with black border 2px thick

Media: …

Interactivity: scroll tab to scroll down in small box with a lot of choice

**Item #4**

Description: Menu for the deserts from this restaurant

Font: Advent pro font, 20px

Color: Black

Alignment: Grey box with black border 2px thick

Media: …

Interactivity: scroll tab to scroll down in small box with a lot of choice

**Item #5**

Description: A tab with the phone number to call the restaurant for reservations, or info

Font: 10px Arial

Color: Red

Alignment: Center

Media: …

Interactivity: A link to click to call the phone

**Item #6**

Description: A link to click for filling out a reservation online

Font: 10px Arial

Color: Red

Alignment: Center

Media: …

Interactivity: A link that will bring you to a tab where you can fill out information for a reservation

**Item #7**

Description: Just a link for some of the recipes that are served in the restaurant for people to try and replicate for themselves at home.

Font: 10px Arial

Color: Red

Alignment: Center

Media: …

Interactivity: A link that will bring you to a recipe book from the cooks of the restaurant filled with the peoples favorites.

**Item #8**

Description: A link to a tab that will allow someone to create an order online and have an option for pickup or delivery.

Font: 10px Arial

Color: Red

Alignment: Center

Media: …

Interactivity: A tab that will allow someone to fill out an order online for delivery or pickup.

**Item #9**

Description: Reviews gathered from all social media and google reviews. As well as reviews that were left in the restaurant.

Font: 2px Arial

Color: Black. Grey box with black 2px border

Alignment: top-left

Media: …

Interactivity: …

**Item #10**

Description: An about section for information, history of the restaurant

Font: 20px Arial

Color: Black. Grey box with black 2px border

Alignment: Top-left

Media: …

Interactivity: …

**Item #11**

Description: Social media that is available for following for updates and posts from the restaurant about new dishes, or from customers talking about the place.

Font: 10px Advent pro font (follow us on)

Color: red

Alignment: Center

Media: Photos and links that bring you to the social media (Facebook, Instagram, Twitter)

Interactivity: Click the icon that will bring you to that platform to follow.

**Rationale**

I thought that the website that was used was poor designed in today’s standards. Maybe back then it was good but know it’s horrible. The giant image is weird looking and shouldn’t take that much of the page in my opinion. Overall, I think that the whole page looks very boring and looks like theirs too much going on. I would have a hard time getting around on this page. On the left, it has a box of links. The inks are also in a strange order. If anything, I think the review links should be at the bottom, the menu then reservations should be together near the top, and events in the middle. I wouldn’t hide the social media tabs in the middle of the image like it is. I would place them either at the bottom of the grey box or in the yellow area. This page looks more like a flyer or an ad for people instead of a website page. I do like the idea of the logo on the top, but I would center it more and have the slogan and the restaurant name on either side. I would use the German flag as well. As a background, I would use silver as background, and use the German colors as well. I would also use fancy fonts for the headers (title) as well as the menu headers to make it look more appealing. I also like a smaller box of menu allowing you to scroll through the whole menu on the same page as the place order tab. That way you can add what you want without having to bounce from tab to tab. Same thing with making orders online.

Link to wireframe: https://wireframe.cc/U8Rl3I