

### Descriptive Wireframe Document – Assignment #3

**Website Being Used:** <https://www.arngren.net/>

**Rationale:** www.arngreen.net is a website that focuses on selling ATV like vehicles. The website has major fundamental design flaws that make it almost unusable for normal users. When talking about accessibility issues the font colors and styles the site uses are completely random and have no order or reason to be different, because of this there isn't a color scheme the site follows. Colors across the site seem to be used randomly and with no purpose. Having no color scheme is a problem since it prevents users from forming a clear idea on how the different elements on the site are laid out and it also makes it hard to identify them. The website has bad proximity issues when looking at individual items, all of the items are around 1px-2px close to each other which makes it hard to distinguish what text belongs to what item. There is no consistency through the site when looking at the way the items are placed; some items are bigger/smaller than others, other items have more labels and information than others (some items only contain a picture), etc. Because of this the alignment of items in the site is not good, this causes everything to seem out of order and confusing to identify. The site's overall "contrast" problem is another issue; it is quite difficult to distinguish the different site elements such as header, search bar, sidebar when just looking at the site; they all seem to just blend together. There also seems to be problems with some items overlapping others and duplicate elements being present in some areas of the site (two search bars placed in different areas for no reason) which might confuse the user. Some of the issues that need to be tackled in this redesign are:

- Utilize a consistent color and style for the font used across the site, that matches a specific color scheme.
- Implement a clearly designed and structured header at the top of the screen where the website title and the logo are visible and do not blend with other elements.
- Create a singular sidebar where users are able to browse by categories instead of having multiple sidebars scattered across the site.
- Implement pagination to allow users to browse through the different vehicles instead of having the entire selection of vehicles on the main page
- Implement a grid view that will allow for a more structured way of browsing through the vehicles, this will allow for a consistent look through the site.

### **Item #1**

Description: Header

Font: Lucida Sans 3rem

Color: #10582c

Alignment: Center

Media: Logo

Interactivity: N/A

### **Item #2**

Description: Category Filter Sidebar

Font: Lucida Sans

Font Size: 40px (Title)

Font Size: 20px (Categories)

Color: #528149 (Side Bar)

Color: #3f6647 (Categories)

Alignment: Float to the left of the site

Interactivity: The user would be able to select and click the category of vehicle they wish to be displayed on the site for them to buy.

### **Item #3**

Description: Grid List

Font: Lucida Sans 20px

Color: beige (Individual Boxes)

Color: #d3d3c3 (Page Background)

Alignment: Center of the screen to the right of the sidebar

Interactivity: Users will be able to click on the vehicle they are interested in learning more and after clicking on one of the tiles they will be redirected to another page where they can learn more of the vehicle before being able to purchase it.

#### **Item #4**

Description: Search Bar

Font: Lucida Sans 20px

Color: White

Alignment: Float to the right inside the header

Media: N/A

Interactivity: Users would be able to type keywords into the search bar as input and click search. After doing this the site would filter the vehicles shown in the grid view to match the filter the user included.

#### **Item #5**

Description: Page Navigation

Font: Lucida Sans 20px

Color: Blue

Alignment: Placed at the top and bottom of the grid view

Media: N/A

Interactivity: Users would be able to navigate through the different pages of vehicles by either using arrows (left to go backwards and right to go forward) or by clicking the page number they want to navigate to.

Wireframe.css Link: <https://wireframe.cc/KXGNCP>

