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Descriptive Wireframe Document – Lab 7 Example

Rationale: The website that we were given to analyze contains several major and minor flaws. The first issue that was immediately noticeable was that this website lacks "repetition" and makes every single element in the site look as if it should belong in a different website. All the elements seem to be independent from each other and the site does a horrible job at unifying all these different parts. Another issue is the site's overall "contrast" problem; apart from the menu it is quite difficult to distinguish the different sections/parts of the website since they all seem to blend together in a way. As for accessibility issues, there isn't a specific color scheme the site utilizes since most elements contain their own set of colors (menu uses white, yellow and blue while the rest of the site uses red). The site also doesn't seem to utilize fonts in a consistent manner and has different fonts for different elements for no apparent reason. There is also zero consistency when it comes to font size; even when looking at specific elements users will notice the element consists of fonts utilizing different font sizes for no apparent reason (ex. the menu section). The positioning of the elements on the site is also quite confusing, instead of taking a more linear approach the person who created the website decided ALL of the elements should be visible at first glance making it hard for the user to get a grasp of where different elements on the website are. There is no real "alignment" in the site which makes everything seem out of order and confusing. Things that need to be modified from the website are:

- The alignment/positioning of all of the elements to make them easier for the user to follow
- The use of font and font size needs to be consistent across the site.
- Change the element's styling to make it so users can clearly identify separate sections within the site.
- Define a specific color scheme instead of throwing random colors at different elements without a specific reason.
- Change the announcement section to utilize a carousel format that makes it easier for the user to notice and distinguish the different announcements.
- Change the way the site wishes to display pictures by having a gallery section where the website can insert as many pictures as they want without disturbing the structure of the site.
- Modify the menu section to make it more readable and distinguishable (also implementing the font changes mentioned above)

Item #1

Description: Header

Font: Arvo (from the slab serif font family) with 40px size

Color: Red

Alignment: Center and fixed to the top so that the header is always visible when scrolling down the site.

Media: Company logo to the left of the header

Interactivity: Clicking the company logo will just redirect you to the home page as most websites do (acts as a refresh to the page).

Item #2

Description: Announcement Carousel

Font: Arvo (from the slab serif font family) with 20px size

Color: Color depends on the announcement being displayed and if it contains any sort of media as a background (since the we are using a carousel feature the color can't be specific)

Alignment: Center

Media: The site owners could decide to include media as a background with text on top (media would have to be styled properly so that the text is clearly noticeable).
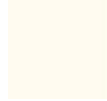
Interactivity: User would be able to interact with the right and left arrow located on the right hand and left hand of the section. This would allow users to traverse through the different announcements in an orderly manner.

Item #3

Description: Menu Section

Font: Arvo (from the slab serif font family) with 15px size

Color: Utilize a beige like color ex.

Alignment: Center

Media: The site owner should design web friendly versions of their physical menus so that they can be posted on the menu section. This section should make the user feel as if they were looking at the physical menus in the restaurant so they know what to expect when they visit.

Interactivity: N/A

Item #4

Description: Gallery

Font: Arvo (from the slab serif font family) with 20px size (only text in this section should have the wording "Gallery" on top of the section)

Color: Utilize a slightly darker beige than the one that was utilized for the menu section.

Alignment: Center, thumbnails are ordered in rows and columns.

Media: The section would consist of the thumbnail version of the images the site owners would wish to display on their site.

Interactivity: Pictures will expand to fullscreen size in a higher overlay when clicked and the user would be able to close them or navigate through all of the pictures in fullscreen mode. When in fullscreen mode the user would only be able to see the pictures on the screen and would have to exit out of fullscreen mode to continue interacting with the site.

Item #5

Description: Footer

Font: Arvo (from the slab serif font family) with 10px size

Color: A darker shade of the red that was utilized for the header on top.

Alignment: Center, located at the bottom of the site.

Media: Logos of social media

Interactivity: If the site wishes to include their social media links inside the footer then the user should be able to interact with them by clicking the logos of the different social media sites and it should redirect the users to that page.

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

Logo

Header

< Announcement
Carousell >

Menu

Menu Page #1

Menu Page #2

Gallery

*pictures will expand to fullscreen size in
a higher overlay when clicked

| Picture | Picture | Picture | Picture | Picture | Picture |

| Picture | Picture | Picture | Picture | Picture | Picture |

Footer