**Descriptive Wireframe Document Assignment 3**

The website I am redesigning is**:** [**http://www.pnwx.com/**](http://www.pnwx.com/) (Pacific Northwest X-Ray INC.)

Wire Frame: <https://wireframe.cc/uKaQTt>

**Layout:** When designing my website, I wanted to make sure everything was aligned proper and balanced throughout the main page. The header will be similar to the previous one on the website except I would want the colour to be the same and for it to contrast nicely with the background. If the navigation of a website such as a search bar is placed at the top of the webpage it makes it a lot easier for the user to get to the desired information. Therefore, I decided to move up the search bar for a clean and user-friendly appeal. I also wanted to make the search bar look a little more professional and aligned. If possible, I would want to shorten the description of the company and make it something catchy at the same time I would align it to the right and increase the size of the picture. Below this is the four categories of items that this company sells. I wanted all four boxes to be the same size and separated with a box or a grid, so the website is balanced and equally spaced. The menu which is below will need to be centered on the website and I will increase the size slightly. The last item which is the contact information will also be in a box similar to the items on sale and will be centered in the middle of the website which will look professional and be easy to read.

**Rationale (issues):** The biggest issue with this website is the unpleasant colour scheme that makes it hard to pay attention to key details. This website uses a lot of conflicting colours in the background and text that make it extremely difficult for the users to read any of the information. It has a random use of colours instead of sticking to a clear theme that would provide optimal contrast it just uses different colours at random. It is very difficult to even begin to understand the navigation of the website because the texts that are links do not appear to stand out as links. Navigation should normally be simple and easy to use instead this website creates confusion for the user once a link is clicked. This website is lacking boxes and structure the majority is just free text with no alignment. This website also seems to be lacking symmetry and alignment that is normally an important part when it comes to a good website design. This website also lacks contrast when it comes to the ability to make important information stand out. This website is lacking a grid which is used to keep all the elements in the proper places and help determine size and spacing so your entire website is consistent and easy to read.

**Colour Theory:** I think the strategy for this website would be to use the triadic colors scheme because the website likes to use multiple colours, and this will allow the information to really pop and stand out. Triadic colors are evenly spaced around the color wheel and tend to be very bright and energetic. When using this scheme, it creates a lot of visual contrast and makes the important things of the website stand out.

**Design Principles:** Contrast, repetition, alignment, and proximity.Contrast is used because it adds visual interest to the page, I made different pieces of information to have different shapes to stand out from each other. Reputation is used because the items are similar widths and items that are the same a replicated in terms of size and design. Alignment is used to make the website balanced and even which creates a pleasing visual for the viewer. I used proximity to group items that are similar to each other in the same section.

**Item #1**

Description: Header

Font: Arial 30px

Color: Black

Alignment: Center

Media: Company Logo

Interactivity: N/A

**Item #2**

Description: Search Bar

Font: Arial 15px

Color: white with black text

Alignment: Center

Media: search logo

Interactivity: to search on the website

**Item #3**

Description: image of the company

Media: Company image

**Item #4**

Description: Description of company

Font: Arial 12px

Color: Goldenrod color text Aqua box

Alignment: Center

**Item #5**

Description: categories of items for sale

Font: Title Arial 25px text below 15px

Color: Goldenrod color text Aqua box

Alignment: Centered left and right accordingly

Interactivity: click to visit category

**Item #6**

Description: Menu Bar

Font: Arial 15px

Color: purple and yellow

Alignment: Center

Interactivity: click to navigate menu

**Item #7**

Description: Contact

Font: Arial 20px

Color: Goldenrod color text Aqua box

Alignment: Center

Media: Company Logo

Interactivity: click for email/phone

**Item #8**

Description: Background

Color: blue