

Descriptive Wireframe Document – Assignment 3

Rationale: The website being reconstructed is: <http://www.roverp6cars.com/?LMCL=c6mkpB>.

The first thing I noticed when looking at this web page is that there are too many components presented. There's moving text, various images and even text on top of images. It's a very confusing layout that takes away from the main focus of the actual content. As such, the first thing I wanted to fix was the overall layout. I took the major components of the content and split them up across the screen. At the top, the name of the company would be presented along with the text "Rover P6 Parts Specialist" and "New, Used and Refurbished Parts". To the left, there would be a menu pane outlining all the services offered by the company. In the center, there would be an About section detailing the functions of the company. Also in the middle would be a gallery of various vehicles as seen on their current website. On the right side, there would be a section to highlight any upcoming events and various parts they have for sale. Perhaps, the more popular or frequently purchased parts can go in this section to draw the attention of the viewer.

I chose an overall color scheme of maroon and grey for this webpage to keep it in-line with the original. The original webpage doesn't seem to have any structure in terms of color, but there is a theme of red, black and grey. The original page has many different components and while the colors do form a theme, the placement of such colors is rather precarious. I decided to keep the header in maroon to catch the attention of the viewer. I set the background of the body to grey to provide a pleasing contrast to the text, which is white. I switched between shades of gray in the body to distinguish between the different sections of content and add some contrast between them. I focused a lot on alignment as well because this aspect doesn't seem to be present in the original webpage. The original has items placed randomly throughout the page; nothing really fits well together. I thought it would look better if each column on the page lined up with each other and also fit within the dimensions of the header.

Item #1

Description: Header

Font: Arial 40px

Background color: Maroon

Text Color: White

Alignment: Center

Media: Car Stock Photo

Interactivity: N/A

Item #2

Description: Left Menu

Font: Arial 30px

Background Color: Grey

Font Color: White

Alignment: Left

Media: N/A

Interactivity: N/A

Item #3

Description: Center Menu

Font: Arial 30px

Background Color: Light Slate Grey

Font Color: White

Alignment: Center

Media: Car Photos

Interactivity: N/A

Item #4

Description: Right Menu

Font: Arial 30px

Background Color: Grey

Font Color: White

Alignment: Right

Media: N/A

Interactivity: N/A