

Descriptive Wireframe Assignment 3

Item #1 - Header

Description: Header section containing the business name.

Font: Sans-serif, bold, 26px for a modern and professional look (e.g., Montserrat or Helvetica).

Background Color: Deep blue (#1C3A83).

Font Color: White.

Rationale: A deep blue conveys professionalism and reliability, making the business name stand out with strong contrast. This creates a striking visual entrance to the site.

Item #2 - Leasing Offers

Description: Feature section showcasing leasing offers, with a brief description and a single large image of a car.

Font: Serif, bold, 20px for the title; 14px for body text.

Background: Light gray (#F8F9FA) with a high-resolution, static car image.

Font Color: Dark slate gray (#333333).

Media/Interactivity: A static image with a subtle "Next" button on the side for optional navigation between images.

Rationale: The clean, light background keeps this section feeling open and inviting, while the single static image avoids distraction, allowing users to focus on the leasing offers.

Item #3 - Vehicle Search

Description: Simple, easy-to-use search bar for finding specific vehicles.

Font: Sans-serif, 14px for simplicity and readability.

Background Color: White for the input field, with a deep blue (#1C3A83) "Search" button.

Font Color: Black for text, white for button text.

Media/Interactivity: Search input field with a rounded "Search" button that changes to a lighter blue on hover.

Rationale: The white input field and deep blue button make the search bar easy to spot without overwhelming other elements on the page.

Item #4 - About Us Section

Description: Brief description of the business with a "Read more" link.

Font: Serif, 14px for a friendly, approachable feel.

Background Color: Soft gray (#F0F0F0).

Font Color: Dark slate gray (#333333).

Media/Interactivity: "Read more" link changes to blue on hover.

Rationale: A soft gray background gives this section a welcoming feel, creating visual separation from other content while maintaining cohesion with the overall color scheme.

Item #5 - Social Media Links

Description: Social media icons with links to the business's profiles.

Font: None (icons only).

Background Color: Deep blue (#1C3A83).

Font Color: White icons.

Media/Interactivity: Hover effect to change icon color to light blue.

Rationale: The deep blue background aligns with the header, ensuring brand consistency. White icons are easily visible, providing an intuitive way for users to connect on social media.

Item #6 - Featured Vehicles

Description: Gallery section displaying images of popular vehicles.

Font: None (image-only section).

Background Color: Light gray (#F8F9FA).

Media/Interactivity: Each image has a subtle shadow on hover, emphasizing interactivity.

Rationale: Light gray background keeps the gallery feeling fresh and uncluttered, allowing users to focus on the images of the vehicles without distractions.

Item #7 - Get a Quote Button

Description: Prominent button for users to request a quote.

Font: Sans-serif, bold, 14px for clarity.

Background Color: Deep blue (#1C3A83).

Font Color: White.

Media/Interactivity: Button becomes slightly lighter on hover for a visual cue.

Rationale: The deep blue background ensures this call-to-action stands out on the page, with a clean and simple design that's easy to spot and click.

Item #8 - Review Section

Description: Section for viewing or leaving reviews.

Font: Sans-serif, 12px.

Background Color: White with light gray border (#DADADA).

Font Color: Dark slate gray (#333333) for text, gold (#FFD700) for the stars.

Media/Interactivity: Clickable star rating; each star fills with color on hover for interactivity.

Rationale: The white background with a subtle border creates a soft, friendly space for reviews, while the gold stars add a warm, inviting touch without overwhelming the design.

Item #9 - Contact Information

Description: Section with contact information.

Font: Sans-serif, 12px.

Background Color: Light gray (#F8F9FA).

Font Color: Black.

Rationale: The light gray background with black text ensures readability while keeping the section subdued and professional.

Item #10 - Inquiry Form

Description: Simple form for customer inquiries.

Font: Sans-serif, 14px for inputs, bold 12px for labels.

Background Color: White with soft blue borders for inputs.

Font Color: Dark slate gray (#333333).

Media/Interactivity: Submit button in deep blue (#1C3A83) with a lighter shade on hover.

Rationale: The white background and soft blue accents make the form inviting and easy to use, with no unnecessary details to distract the user.

LINK OF WEBSITE USED TO REDESIGN:

<https://www.lingcars.com/>

<https://wireframe.cc/UtFK11>