

## **Descriptive Wireframe Document – Assignment 3**

### **Rationale**

The webpage that I have chosen to re-design is a webpage for a company called **Pacific Northwest X-Ray Inc.** (website: <http://www2.pnwx.com/>). There are several major issues with this website. First, the website's homepage barely explains what their company is about. This can cause confusion to those who are seeking services from this company. Therefore, I would fix this problem by adding more content about the company and put it near the center of the webpage, which allows the people who visit to know what the purpose of the website is. The second issue is that the website has poor structuring of their content, as there is no navigation menu. For example, the different types of products and services that the company offers are displayed poorly and randomly on the center of the page, as if it is the main content, as well as what appears to be the main menu (How to Purchase, etc.) is after the brief description of the website, which is not usually where menus are located on a well-structured website. This presents a messy and unorganized arrangement of the website. Therefore, I would fix this problem by adding the navigation menu (which is located right after the header). This would include tabs such as FAQ and Search. Thirdly, the font colours of the website does not match the website design, thus, it is hard to read the content. This is also because the background colour conflicts with the colour and style of the font. Also, the font colours are not consistent, as the webpage uses all sorts of different colours (yellow, green, blue, marron, etc). Colours are very important to a website. Different colours allow a person to feel and react certain ways. Therefore, it is very important in web design that the contrast, complementation and vibrancy are done precisely and properly to display content without overwhelming/underwhelming the people who browse the site. Therefore, font and background colour must not contrast with each other, to allow for the website to be easily read. Therefore, I would fix this problem by using readable and consistent colours, as well as consistent style and size of the font (i.e. Blue, Arial). Lastly, the structure of the website is not neatly aligned. The middle content (equipment, accessories, supplies and parts) is not equally aligned with the other contents of the website. Alignment is very important to a good website design. Therefore, to fix this, I would make sure alignment of each item is equal to each other.

### **Descriptive Wireframe**

#### **Item #1:**

Description: Header

Font: Arial 30px

Color: Blue

Alignment: Center

Media: 2 images (one on left and one on right) of X-Ray Machines

Interactivity: N/A

**Item #2:**

Description: Navigation Menu (Equipment, Accessories, Supplies, Parts, FAQ, Search)

Font: Arial, 15px, Bold

Color: Blue

Alignment: Center

Media: N/A

Interactivity: Allows people to click on the desired service list (equipment, accessories, supplies, parts), which allows them to narrow and find a specific product or area that they are interested in or they are able to search up the product they want by using the search tab. They can also be directed to questions or concerns that they have through the FAQ tab.

**Item #3:**

Description: Webpage/Company Description (describes what the company is about and the purpose of the webpage).

Font: Arial 12px

Color: Violet

Alignment: Center - Right

Media: X-Ray Image

Interactivity: N/A

**Item #4:**

Description: Footer (Company address, phone number, fax)

Font: Arial 15px

Color: Blue

Alignment: Center

Media: N/A

Interactivity: N/A