

Descriptive Wireframe Document – Assignment 3

Bad Website – <http://www.gatesnfences.com/>

The website I used was Garden N Gates. I noticed the webpage was bombarded with information, which makes anyone irritated to look at it. Also, it makes it seem very unorganized, and the information seems to be on everywhere on the page. Some color choices, such as the green in the heading, did not have proper contrast with other colors used, such as the dark blue line and the granite background. Pictures are at different scales, thus not maintaining repetition. Subpage links are located on the side and random areas of the page, which shows a lack of alignment on the website respective to each other. It also uses a similar font size/type, showing a lack of contrast.

When redesigning, I would use a plain background with simple colors, such as light brown, to prevent distracting. I would keep different shades of brown to keep it simpler and prevent over-contrast. Boxes will have a background color complement to the For Proximity; I would use similar items together (such as other services) together at the same section for easy navigation for the customer. All items are aligned in respective to another item in the website, such that it is aesthetically pleasing and aligned well in respect to other elements. Pictures and content boxes would be of same size to maintain repetition. Instead of putting all information on the home page, I would create subsites to categorize information. I would also move the navigation bar from the left side to the top to make the site more user-friendly.

Page background – Seashell.

Item #1

Description: Logo

Font: n/a

Color: n/a

Alignment: Left. Position - absolute

Media: Company Logo

Interactivity: N/A

Item #2

Description: Header

Font: Copperplate 70px

Color: Black

Alignment: Center

Media: N/a

Interactivity: n/a

Item #3

Description: Navigation Bar

Font – 12px, Georgia

Color: Background Bar – Sienna, text color – white, Hover color - saddle brown

Alignment: spanning the whole page, menu options starting towards left of the bottom of logo to avoid cluttering

Media: n/a

Interactivity: clickable, will get the consumer to the respective page

Item #4

Description: Telephone Number

Font – 20px, Georgia

Color: black

Alignment: right under the logo box

Media: N/a

Interactivity: n/a

Item #5

Description: Mission statement

Font – Title – 17px, Georgia

Description font – 25px, Georgia

Color: background – white, border – sienna, font - black

Alignment: Center of the page, spanning the whole box

Media: n/a

Interactivity: n/a

Item #6

Description: Garden gates

Font – 25px, Georgia

Color: background – white, border – sienna, font - black

Alignment: Left, next to two boxes of similar information

Media: Images of Garden Gate products

Interactivity: View Gallery would take to more pictures and information

Item #7

Description: Aluminum fences

Font – 25px, Georgia

Color: background – white, border – sienna, font - black

Alignment: Middle

Media: Images of Aluminum fences

Interactivity: View Gallery would take to more pictures and information

Item #8

Description: Railings

Font – 25px, Georgia

Color: background – white, border – sienna, font - black

Alignment: Right

Media: Images of Railings

Interactivity: View Gallery would take to more pictures and information

Item #9

Description: Other Services

Font – Title – 30px, Georgia

Color: background – Ideal situation, this would be a translucent picture of some products. However, for now I have used Peru color. Font - black

Alignment: Center of the page, spanning the whole page

Media: n/a

Interactivity: n/a

Item #9

Description: Other Services

Font – Title – 30px, Georgia

Color: background – Ideal situation, this would be a translucent picture of some products. However, for now I have used Peru color. Font - black

Alignment: Center of the page, spanning the whole box

Media: n/a

Interactivity: n/a

Item #10

Description: Gate Openers

Font – 25px, Georgia

Color: background – white, border – sienna, font - black

Alignment: Left, next to two boxes of similar information

Media: N/A

Interactivity: Click more would take to more information

Item #11

Description: Gate Operators

Font – 25px, Georgia

Color: background – white (Ideal situation, background would be a very translucent picture of the service), border – sienna, font - black

Alignment: Middle,

Media: N/A

Interactivity: Click more would take to more information

Item #12

Description: Safety Equipment

Font – 25px, Georgia

Color: background – white (Ideal situation, background would be a very translucent picture of the service), border – sienna, font - black

Alignment: Right

Media: N/A

Interactivity: Click more would take to more information

Item #13

Description: Receivers

Font – 25px, Georgia

Color: background – white (Ideal situation, background would be a very translucent picture of the service), border – sienna, font - black

Alignment: Left

Media: N/A

Interactivity: Click more would take to more information

Item #14

Description: Remote Controls

Font – 25px, Georgia

Color: background – white (Ideal situation, background would be a very translucent picture of the service), border – sienna, font - black

Alignment: Middle

Media: N/A

Interactivity: Click more would take to more information

Item #15

Description: Telephone Entry

Font – 25px, Georgia

Color: background – white (Ideal situation, background would be a very translucent picture of the service), border – sienna, font - black

Alignment: Right

Media: N/A

Interactivity: Click more would take to more information

Item #16

Description: Navigation Bar

Font – 12px, Georgia

Color: Background Bar – Sienna, text color – white. Hover color - saddlebrown

Alignment: Bottom; spanning the whole page

Media: n/a

Interactivity: clickable, will get the consumer to the respective page

Item #17

Description: Social Media Information

Font – 12px, Georgia

Color: background – white. font - black

Alignment: Center

Media: N/A

Interactivity: Clickable links that would take to respective social media site

