**Descriptive Wireframe Document – Lab 7 Example**

Use the following structure as a companion to your wireframe to describe all of it’s major components. Create and label as many items as you feel is appropriate for your wireframe. You should be able to hand your wireframe and this descriptive document over to another person and fully communicate your vision for your page.

**Rationale:** What are the major issues with the existing page and why have you chosen to modify them? Use the concepts we’ve learned so far such as Colour Theory, C.R.A.P. design theory, and Accessibility (font, alt tags, contrast, etc) to inform your rationale. Your rationale should be about 250 words.

Website: <http://www.mednat.org/>

Revised website wireframe: <https://wireframe.cc/uuh5OG>

**Rationale**: Currently the banner has too many colors and is too cluttered with words and items. The size of the font is inconsistent with different words being bolded and hyperlinked to sources to show importance, however looks unprofessional contrary to the message it is trying to portray, which is about the effective and reliability of their products. There are way too many categories with even more drop-down menus that lead to completely different websites. The Content is very bland and unattractive to look at and inconsistent alignment, with again, too many hyperlinks. The font is too small with too many words that is not a simple nor effective way to sell a product. The search bar is not a search bar, but rather a link to another portion of their site. Not a friendly user interface; no pictures or helpful tools to help guide you through the site. The site gives the impression of what a clean website would look like with very minimal features, yet very messy with being crowded with text and links. Overall, the site appears to be very outdated and reminiscent of what an unsafe or scam website would look like.

**Item #1 Top Banner**

Description: Make it cleaner and professional looking by reducing clutter.

Font: Larger, more consistent font (20px)

Color: blue (same as it is currently)

Alignment: Center

Media: Company Logo

Interactivity: Company logo will return user to home page

**Item #2 Content/Body**

Description: 2 evenly sized blocks at the top. Left block will include a list of sources, journals, and articles (to remove all the hyperlinks from the text). Right block will include a slideshow of recommended or top selling products. 2 Blocks underneath. Left block will be menu for categories which will lead to the sites that the site currently has. The right block will include a story or history of the products or of the company as well as its product pitch.

Font: 14px

Color: top 2 blocks will be a blue that is lighter than the banner. Bottom block will be a lighter shade of blue than the rest of the page

Alignment: Left

Interactivity: Links to sources, journals and articles in the top 2 blocks, and drop-down menus in the categories on the bottom left block.

**Item #3 Search bar**

Description: An actual search bar at the top of the menu block

Font: 12px

Color: black

**Item #4 Top of page button**

Description: A button that will bring you to the top of the page

Font: 12px

Color: dark blue