

Descriptive Wireframe Document – Assignment 3

Website that I am redesigning: <http://www.stonelodgeghana.com/>

My wireframe: <https://wireframe.cc/uqoq91>

Item #1

Description: Headers (1 and 2)

Font: Garamond 22px

Color: Gold and Black

Alignment: Center

Media: Logo/Picture of a Peacock

Interactivity: N/A

Item #2

Description: About Us

Font: Garamond 18px

Color: Black

Alignment: Center

Media: N/A

Interactivity: N/A

Item #3

Description: Accomodation

Font: Garamond 18px italic

Color: Black

Alignment: Float left

Media: Image of hotel room

Interactivity: Click here to check rooms

Item #4

Description: Facilities

Font: Garamond 18px italic

Color: Black

Alignment: Float right

Media: Image of park at stone lodge

Interactivity: Explore our facilities with this link (Click to view facilities on another webpage)

Item #5

Description: Restaurants and bars

Font: Garamond 18px italic

Color: Black

Alignment: Float left

Media: Image of hut bar

Interactivity: Explore our menus and bar options (Click to view menus/bars on another webpage)

Item #6

Description: Contact/Address

Font: Garamond 16px

Color: Black

Alignment: Center

Media: N/A

Interactivity: N/A

Rationale:

I decided to do a portrait layout with 6 sections - a header, content block (composing of the About Us, accommodation, facilities and restaurants/bar sections) and a footer block. The header block (Item 1) will have the name of the hotel "Stone Lodge Hotel" and its taglines centered on the page. The header will also have an image of a peacock as seen in the existing design (this peacock will serve as the logo). The content section will have the About Us block (Item 2) centered on the page with a description paragraph about the hotel. Within the Content block will be Item 3 - 5 of wireframe which will consist of the Accommodation (Item 3), Facilities (Item 4) and Restaurants/Bars (Item 5) blocks. The text in these blocks will either be left or right aligned. Included in these blocks will be different media describing the content for those sections. For example, the accommodation block will have an image of a hotel room. Likewise, interactivity buttons will be added to allow customers to move on to further web pages. For example, by clicking the "Explore our menus and bar options" button, users will be taken to another

page with different menus and bar options offered by the hotel. The footer block (Item 6) of will have the Contact Us information and address, also centered on the page.

The original homepage of the website was very plain. There were four sections: header with the name of the hotel and a tagline, the About Us, Aerial view image of houses, and social media section. In my design, I removed the social media section because the links seemed to be broken. I also changed the layout because it was full of text and did not immediately remind a user that this was a hotel website. There were no images of rooms, facilities or restaurants to help users to immediately make a choice about the hotel. The colors used were also dull for a hotel website; and the grey font color used did not contrast the background color very well. Overall, the lack of “hotel media” made the page less appealing compared to other hotel pages that I had previously experienced.

In my redesign, I ensured that I created some contrast by making distinct elements stand out. I differentiated the shades of gold for each section (monochromatic color scheme). I contrasted this with a light grey background color. I used a black font to contrast the gold background color so that users can easily read the text. For my header, I used a gold font text to draw more attention to the name of the hotel. I also differentiated the sub-headings in each section by using the header tag, italicizing and centering the sub-header texts to differentiate them from the paragraph descriptions descriptions. I also used different font sizes (22px for the header, 18px for the content text and 16px for the footer) to help distinguish between the elements in my website.

To create consistency and some repetition on my webpage, I alternated the alignment of images and text for Items 3 - 5. I also ensured that my font family, sizes, color and style were consistent to make the website neat and easy-to-read. I also added some padding to my texts, especially in the sections with images to create some proximity between sub-headers and descriptive paragraphs.