

Descriptive Wireframe Document – Lab 7

Use the following structure as a companion to your wireframe to describe all of its 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.

Link to wireframe: <https://wireframe.cc/fmCXiQ>

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.

Item #1

Description: Headers

Font: Lato 30px

Color: Light Blue

Alignment: Center

Media: Company Logo

Interactivity: N/A

Item #2

Description: Menus

Font: Lato 15px

Color: Black

Alignment: Left

Media: N/A

Interactivity: Link to the different menus

Item #3

Description: Reviews

Font: Lato 15px

Color: Black

Alignment: Left

Media: N/A

Interactivity: Link to yearly reviews

Item #4

Description: Reservation

Font: Lato 18px

Color: Black

Alignment: Center

Media: N/A

Interactivity: Reservation click here

Item #5

Description: Media

Font: Lato 18px

Color: Black

Alignment: Center

Media: Oktoberfest 2012 and Live Music Images (Image of man)

Interactivity: N/A

Item #6

Description: Summer closed area

Font: Lato 18px

Color: Red

Alignment: Center

Media: N/A

Interactivity: N/A

Item #7

Description: Address and Social Media area

Font: Lato 18px

Color: Blue

Alignment: Left and Right

Media: Social media images

Interactivity: Link to social media page

Rationale

The page layout has no consistency in terms of where the content and media are placed on the page. Also, the different color schemes used do not make the page appealing and inviting. In general, I decided to organize the layout by having the content (menus and reviews) in the upper section of my webpage, the media in the mid-section and the address/social media in the footer section. I think this will create some good repetition in each section and some consistency. I will keep the background section clean with a white color as well.

- Item 1 corresponds to the original logo and the headers (“19 German Draft.....”) of my page. By centering the logo and header on this page, a user is immediately drawn to what the restaurant provides.
- Item 2 will have content for different Menus. Here, there will be an interactivity that allows the user to access a full menu by clicking on the different “Main Menus” i.e. Vegetarian or Kinder menus for example. Likewise, Item 3, is an interactivity section for the “Reviews” section. This will allow a user to access individual reviews for each year.
- Item 4 will have a Reservations link. This is appropriate and convenient because once the user likes the menu and reviews, they can quickly use a link to make a reservation.
- Item 5 will be the media portion. In this space, I will have the Oktoberfest picture and the image of the “man dancing” with an inscription of “Live Music” underneath.
- Item 6 will have the “Closed for the Summer” label in red and centered. I think this will draw attention to the user.

- Item 7 will have the address (left aligned) and social media (right aligned). I believe this footer is consistent with how websites are designed, and a user will typically look for such items in the footer.