

Descriptive Wireframe Document - Lab 7

Rationale: The discontinued “Bavarian-Brathaus” website is a poor execution of web design due to many factors. Firstly, the header depicts a stretched-out German flag, resulting in harsh colours spanning the entire screen. The black, red, and yellow strips heavily contrast with one another, which appears overwhelming to the human eye. I instead chose a monochromatic color scheme using softer reds of varying shades for not only the banner but for the entire page. Secondly, the original page is severely unfocused, with boxes and lines of text scattered throughout. I instead arranged the page into four rounded white boxes, depicting the menu options, the option for reservations, the “Grilling... at home” button, and the Oktoberfest info. The separation of the boxes allows the user to view each option one at a time, from top to bottom, without getting lost. I also moved the rest of the info (live music, reviews, and address) into the header as links. Thirdly, the original page depicts a messy social media section, where there are Twitter and Facebook icons overlaid onto a house. There is no contrast here, as both the house and the icons are heavily detailed, preventing the icons from standing out. I instead moved the social media icons to the footer, where they can contrast with its solid colour. Lastly, I modified the page to have more repetition, as the original page is very inconsistent. I made sure the fonts, aside from the header’s caption, remained the same throughout and chose a dark brown colour for the text rather than the varying colours of the original.

Item #1:

Description: Background

Font: N/A

Colour: #562b2b (pastel crimson)

Alignment: N/A

Media: N/A

Interactivity: N/A

Item #2:

Description: Header

Font: Matura MT Script Capital 24px for “Authentic German Restaurant”; Candara 16px for links

Colour: #ffdddd (pastel beige)

Alignment: Centre

Media: Company Logo

Interactivity: Links to Live Music, Reviews, Address

Item #3:

Description: Main Column Background

Font: N/A

Colour: #ffcbbcb (pastel pink)

Alignment: Centre

Media: N/A

Interactivity: N/A

Item #4:

Description: Box for Menu Options

Font: Candara 24px for "Menu Options", Candara 16px for buttons

Colour: White for box; #ff5c5c (pastel red) for buttons

Alignment: Centre

Media: N/A

Interactivity: Buttons for "Menu", "Kinder Menu", "Vegetarian Fare", and "German Draft Beer (Fassbier)"

Item #5:

Description: Info Box for Oktoberfest 2012

Font: Candara 16px

Colour: White for box; #ff5c5c (pastel red) for button

Alignment: Left

Media: N/A

Interactivity: Button to "Learn More"

Item #6:

Description: Box for reservations

Font: Candara 16px

Colour: White for box; #ff5c5c (pastel red) for button

Alignment: Left

Media: N/A

Interactivity: Button for entering reservations page

Item #7:

Description: Box for "Grilling BBB Bratwurst at Home"

Font: Candara 16px

Colour: White for box, #ff5c5c (pastel red) for button

Alignment: Centre

Media: N/A

Interactivity: Button for entering the grilling-at-home page

Item #8:

Description: Footer

Font: Candara 12px

Colour: #ffdddd (pastel beige)

Alignment: Centre

Media: Social media icons

Interactivity: Buttons linking to the company's social media profiles