

Descriptive Wireframe Document

Website: <http://www.roverp6cars.com/index.html>

Rationale: The major problems with this website include, hard to read text, too much different information on page (too much going on), bad colour scheme (random pops of colour that don't fit with the rest of the page), poor organization. I have chosen to modify these issues because it will make the page more user friendly and provide easier readability. To fix the bad colour scheme, I will be sticking with the main colours on the original web page (red, black, grey, white) as these colours work well together and will make the page more user friendly. As for the issue of too much being presented on one page, there will only be 4 topics on the main page (important news, discount, some information about the business, and some photos from the gallery) in order to make the page more organized. The other topics/elements will be in 6 different properly named drop down menus located near the top of the page. By using drop down menus and by locating them at the top of the page, users will be able to find what they are looking for faster and with more ease. All the elements located on the main page will be organized into squares/rectangles in order to keep the elements separate from one another and make the page look more organized and aesthetically pleasing.

Item #1

Description: Title/Name of company

Font: N/A

Color: N/A

Alignment: Center

Media: Name of company

Interactivity: N/A

Item #2-#7

Description: Drop down menus containing multiple elements (online store, services, technical, contact us, press/links, cars for sale)

Font: Arial 30px

Color: black on red background

Alignment: centered (spanning from left to right)

Media: N/A

Interactivity: drop down menu

Item #8

Description: Important news title

Font: Arial 30px

Color: red on black background

Alignment: Left; centered on left content column

Media: N/A

Interactivity: N/A

Item #9

Description: Important news bullets

Font: Arial 16px

Color: black on grey background with red border

Alignment: Left; centered on left content column; below important news title

Media: N/A

Interactivity: N/A

Item #10

Description: Discount code picture

Font: N/A

Color: black border 1px width

Alignment: Left; centered on left content column; below important news

Media: Discount code picture

Interactivity: N/A

Item #11

Description: description of the company title

Font: Arial 30px

Color: red on black background

Alignment: right; centered on right content column

Media: N/A

Interactivity: N/A

Item #12

Description: description of company text

Font: Arial 16px

Color: black on grey background with red border

Alignment: right; centered on right content column; below description of company title

Media: N/A

Interactivity: N/A

Item #13

Description: gallery title

Font: Arial 30px

Color: red on black background

Alignment: center; below both left and right content columns

Media: N/A

Interactivity: N/A

Item #14-#19

Description: photos for gallery

Font: N/A

Color: black border 1px width

Alignment: centered (spanning from left to right); below gallery title

Media: car photos

Interactivity: N/A

Item #20

Description: copyright

Font: Arial 16px

Color: black on grey background

Alignment: centered; below gallery

Media: N/A

Interactivity: N/A