

Descriptive Wireframe Document

Link to Wireframe:

<https://wireframe.cc/O05bl0>

Rationale:

This website exhibits several issues in terms of design, navigation and accessibility. To begin, there is no colour scheme. The use of the German flag as a background for a busy logo (with no related colours) does not make a pleasing introduction to the website. Using a brick background with a bulletin board has the potential to be interesting, however, their colours do not have enough contrast to be noticeably different and unfortunately blend together. Despite not having contrast, this website also does not have repetition. When looking at the menu section, there appears to be links to different page options. There are some menus underlined, whereas others are not, and colours range from white to blue to different shades of yellow. There are also a variety of fonts used at random. When things are the same, their design should be repetitive. Another significant design flaw is the alignment – specifically the lack thereof. The header, textboxes, and images do not line up with each other making it very unorganized. Though text is centered, and aligned with other text, it does not provide any order of what is related to. The proximity of the reviews to the menu does not provide distinction to whether they are related to the food, live music or the restaurant in general. Having the social media logos within the image is also quite impractical as they are hard to find. This is an accessibility issue, and would prove more difficult if visually impaired. The image selected for this website is extremely busy. Besides drawing all the attention away from the content, it also could not be described in an alternative text.

Design Alteration Plan:

Website Background Colour: Black

Item #1

Description: Logo

Media: Company Logo

Interactivity: N/A

Item #2

Description: Header

Background colour: Red - 801515

1. Title:

Font: GungSeo 30px, bold

Color: Light Red – D76D6D

Alignment: Center

2. Slogan

Font: GungSeo 20px

Colour: Dark Red – 580101

Alignment: Center

Item #3

Description: Contact Us Box

Background colour: Dark turquoise 001F1F1

Alignment: Center

Border: 3px, Solid, colour: turquoise – 226666

1. Main Title:

Font: GungSeo 20px, Bold

Colour: Light Turquoise - 418181

2. Subtitles

Font: GungSeo 10px, Bold

Colour: Turquoise – 0D4D4D

3. Content

Font: GungSeo 10px

Colour: Turquoise – 226666

Link Colour: White

Regular Text: Not Underlined

Links: Underlined

Interactivity: Links – to online booking platform, and social media and past reviews.

Item #4

Description: Important/New Updates

Background colour: Dark Green – 203000

Border: 3px, Solid, colour: Light Green – A7C965

1. Main Title:

Font: GungSeo 20px

Colour: Green - 7B9F34

Alignment: Center

2. Update text

Font: GungSeo 15px

Colour: Green - 567714

3. Link Text

Font: GungSeo 15px

Colour: White

Underlined

Interactivity: Links to Oktoberfest 2012

Item #5

Description: Menu Bulletin Board

Main Background colour: Dark turquoise 001F1F1

Border: 5px, Solid, colour: Light turquoise – 418181

Media: German Flag: top right, Sausage man from original design: top left (looking like they're pinned up – using a nail graphic (this same nail graphic is used to "pin up" different menus)

1. Title

Font: **Jumble 20px** (to look like cut out letters)

Color: Turquoise – 226666

Alignment: Center

Background colour: Darkish turquoise: 003535

Border: 2.5px, Solid, colour: Light turquoise – 418181

2. Subtitle Boxes (menus options)

Background of Menu boxes: Images of a menu item specific to that section (specifically choosing images that have hues of turquoises and dark blues to go with the colour scheme)

(Font contained within black boxes so that they do not get lost in image background)

Font: **Jumble 10px**

Colour: White

Underlined

Interactivity: Link to menu page

Item #6

Description: Live Music Link

Main Background: Image of Live Music at that location (hues of green to match the colour scheme of that box)

Border: 3px, Solid, colour: Light Green – A7C965

(Font contained within small black boxes so that they do not get lost in image background)

Alignment: Center

Font: GungSeo 15px

Colour: white

Underlined

Item #7

Description: Tips and Trick

Background colour: Red - 801515

1. Title:

Font: GungSeo 20px, bold

Color: Light Red – D76D6D

Alignment: Center

2. Content:

Font: GungSeo 15px

Colour: White

Alignment: Center

Underlined

Interactivity: Link to

