

Descriptive Wireframe Document

Link to Wireframe:

<https://wireframe.cc/C7hnI6>

Website to Redesign:

<http://www.paulgraham.com/index.html>

Rationale:

This website exhibits several issues in terms of design, navigation and accessibility. To begin, the website does not take up the entire screen space, limited to the top left corner. This extreme proximity is a major design flaw as it does not allow the website to showcase its content. This could be the reason there is no information on the homepage; making the reader unsure as to why they're on the site. The design they've chosen looks old and seems to have not been updated in sometime. The colour scheme could be considered a form of complementary, using shades of blues, green and yellows, but it is done poorly. The background is white, and the title of the site, "Paul Graham", is an extremely light shade of blue. This lack of contrast makes it difficult to see and poorly accessible. The image they selected incorporates some colours from the scheme, but it has poor graphics and no relation to the content of the website. Beneath the image are two subsections; "New" and "Want to start a startup?" with links. The repetitive design of these make it appear that they have the same function, however, one links to essays within the site and the other to a business website. Similarly, this contrast can be observed with the left menu. This content list contains of different links types and has very little description of what you will be provided with once selected (using acronyms that few people would understand). Some items in the list are similar, and therefore should be organized accordingly. Additionally, many of the internal links provide a page of more links that could have been better expressed as content on the homepage. A single praise of this website design is the alignment.

Design Alteration Plan:

Website Background Colour: White

Item #1

Description: Paul Graham

Media: Image

Item #2

Description: Header

Background colour: Blue #273D6B

1. Title:

Font: Times New Roman 50px, bold

Color: Light Blue #34559D

Alignment: Center

2. Social media Links

Font: Times new roman 20px

Colour: Dark Blue #1B2740

Alignment: Center

Interactivity: External inks to social medias

Item #3

Description: Bio

Background colour: White

Alignment: Left

Font: Grey, 30px

Border: black, 3px, solid

Item #4

Description: Essays

Main Background colour: Light purple #4E38A2

Subcategory Background colour: Dark purple #241C42

1. Main Title:

Font: Times New Roman 45px, Bold

Colour: Purple - #382A6F

Alignment: Center

2. New essays and essay category sections

Font: Times New Roman 25px

Colour: Purple #382A6F

Alignment: Center

3. Link Text

Font: Times new roman 25px Underlined

Alignment: Center

Colour: White

Interactivity: Internal page link to essay list

Item #5

Header

Description: Books Header

Font: Times New Roman 45px, Bold

Alignment: Center

Background color: Light Turquoise #248D8D

Text Colour: Turquoise #1C6060

Summary Box

Description: Book title and summary

Font: Times New Roman 12px

Alignment: Left

Background color: Light Turquoise #248D8D

Text Colour: Turquoise #1C6060

Item #6

Description: Book Covers

Media: Image

Interactivity: Link to website to purchase

Item #7

Description: Y combinator info

Main Background colour: white

Font: Grey, Times New Roman 25px

Alignment: Left

Border: back, 3px, solid

Item #8

Description: Paul Grahams Plan for Spam

Background color: Light Turquoise #248D8D

Font: Times New Roman, 15px, White Underlined

Link color: White

Alignment: Center

Item #9

Description: FAQ and RAQ

Background color: Dark purple #241C42

Font: Times New Roman , 15px, White Underlined

Link color: White

Alignment: Center

Item #10

Description: About lisp

Background Colour: Dark Blue #273D6B

Titles

Description: What is Lisp

Font: Blue #34559D 30px Times New Roman

Alignment: Left

Basic Text:

Description: Information...

Font: #34559D 20px Times New Roman

Alignment: Left

Links

Background Colour: Light Blue #34559D

Links: White 15px Times New Roman Underlined

Alignment: Centre