**Descriptive Wireframe Assignment 3**

**Website selected for redesign**- <https://jamilin.com/>

**Wireframe-** <https://wireframe.cc/pro/pp/2d0dc958e290925>

**Rationale:** This website has too many issues and is not visually pleasing at all. Issues such as the big picture looking like a pop-up advertisement at the top of the page need to be fixed. This makes the page look like a low budget webpage. There’s also way too many fonts, texts and pictures (clickable links) all over the page. It seems like the whole page itself is an advertisement hive that can install some sort of trojan virus on a user’s computer. There is no theme, none of the five different types of color schemes from the color wheel are used. Too many contrasting elements exist and there is no balance in the contrast (overly contrasted elements). There is little to no repetition as everything seems to be unrelated to each other or related to something on the other end of the webpage. Alignment is very bad as the text on left is center aligned then text in top middle is left aligned then text on right is center and so on and this must be changed as well. Lastly there is very bad proximity on this webpage as completely unrelated elements are grouped together. There are too many fonts, too many text colors and too many links all over the place. Overall, this website is a mess and has to be improved by creating some unity on this webpage and making it look more professional and cleaner.

Colors will Adjacent on the color wheel, pink purple and red mix, shades/ darkness levels from them will be used and limited to 3 colors, lighter background and darker elements to create contrast

Light pink background

**Item 1**

Description: Website Menu Bar and title above it with logos

Font: Comic sans ms 30px for title, 10 px for Menu bar content

Color: Dark Pink

Alignment: Center

Media: Company Logo

Interactivity: links to other part of webpage when clicking elements from menu

**Item 2**

Description: Short description of the website

Font: comic sans 15 px

Color: Dark pink

Alignment: centre

Media: none

Interactivity: none

**Item 3**

Description: This can have info about feng shui business and images

Font: comic sans 10 px

Color: Dark purple

Alignment: left

Media: Images of related content

Interactivity: some interactivity with redirection to other links

**Item 4**

Description: Blocks with all the new news, general info and updates about related activities

Font: comic sans 10 px

Color: Dark Pink

Alignment: centre

Media: videos, article/blog links

Interactivity: yes with youtube vidoes and redirection links

**Item 5**

Description: This can have info about skin care business of jamilin

Font: comic sans 10 px

Color: Dark purple

Alignment: right

Media: Images of related content

Interactivity: some interactivity with redirection to other links

**Item 6**

Description: thumbs to social media and copyrights

Font: comic sans 10 px

Color: Dark pink

Alignment: centre

Media: none

Interactivity: interactivity with thumbs to social media links