**Assignment 3: Descriptive Wireframe Document**

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**Website that is being redesigned:** <http://www.roverp6parts.com/>

**Rationale:** The existing page has several major issues with its current design. The colours used in the existing page has no sense of colours whatsoever, and the overwhelming amount of unmatched and unnecessary colours proves distracting. Instead, I have opted for a monochromatic black/dark-themed approach, with lighter shades of grey to be used for header/footers to elevate them, and accent highlights (red/oranges) to bring contrast and attention to important areas (e.g. the shop). The current design layout makes use of repetition and alignment in a standard layout but has far too many options and may be simplified to help prevent overwhelming site users. Instead, I have simplified the navigation bar to make it more accessible, aligning them along hard edges making it easy to follow. Moreover, I have utilized some sense of proximity, putting navigation information closer together, and separated from information such as main content and contact information. Overall, I have toned down the amount of information on the original page and opted for a minimalist and modern approach which makes use of a simple, monochromatic theme with effective spacing to make it more accessible and appealing to users.

**Item #1**

Description: Title & Subtitle

Font: Segoe UI 30px Semibold (Title), Segoe UI 16px Semilight (Subtitle)

Color: White

Background colour: Dark grey

Alignment: Left

Interactivity: Link to main page

**Item #2**

Description: Navigation bar

Font: Segoe UI 16px Semilight

Color: White

Background colour: Dark grey

Alignment: Center

Interactivity: Links to respective pages

**Item #3**

Description: Shop

Font: Segoe UI 30px Semibold

Color: White

Background colour: Red

Alignment: Center

Interactivity: Link to shop

**Item #4**

Description: Content

Font: Segoe UI 16px Semibold (Headers), Segoe UI 12px semilight (Text)

Color: White

Background colour: (Almost) black

Media: Company images, e.g. images of cars and/or car parts

Alignment: Left

**Item #5**

Description: Contact Info

Font: Segoe UI 16px Semibold (Header), Segoe UI 12px Semilight (Text)

Color: White

Background colour: Dark grey

Alignment: Center

Interactivity: Links to respective pages