

WEBSITE DESIGN SPEC

Computer Science 126



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Spring 2020

INTRODUCTION

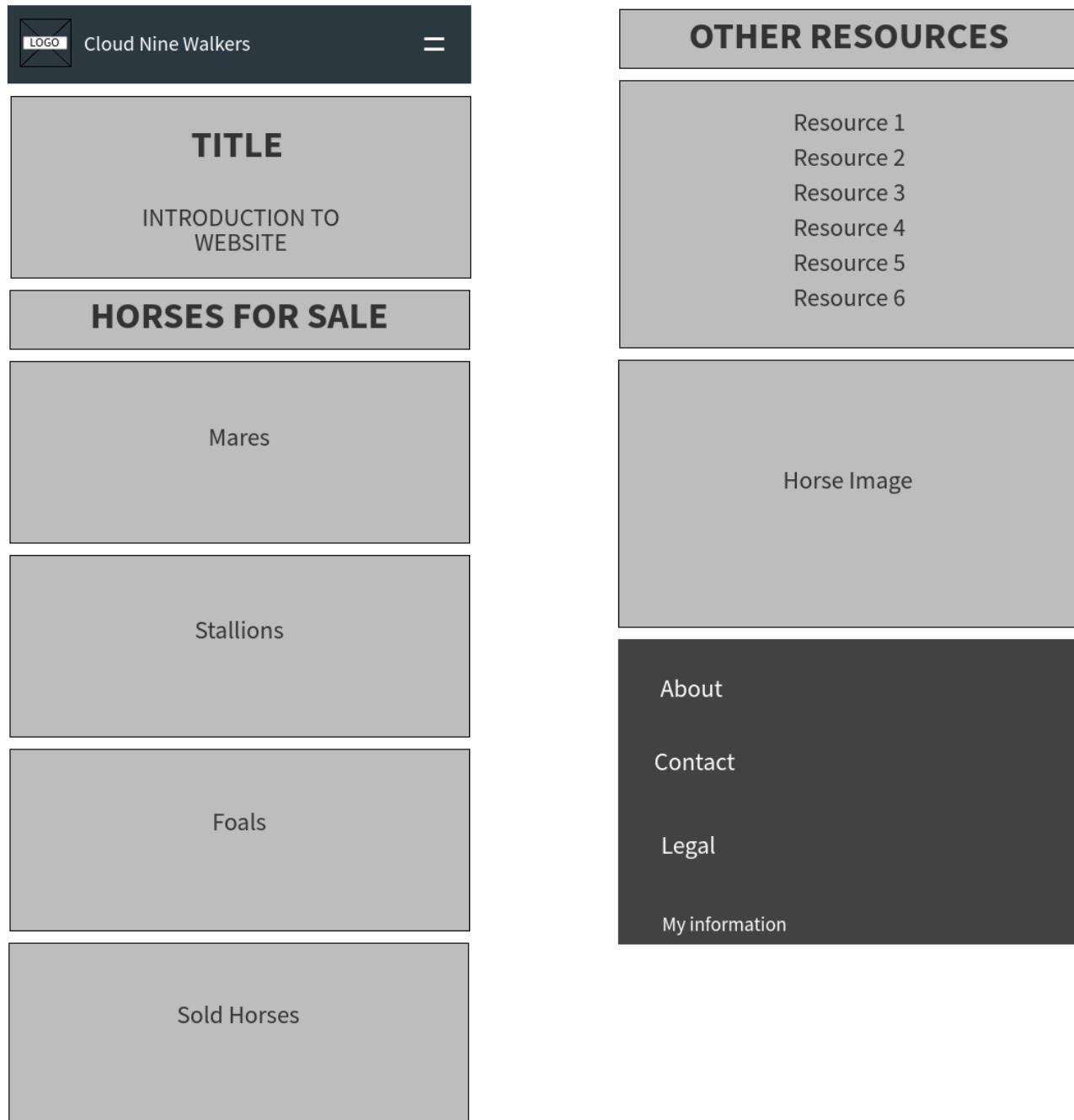
Summary

For this project I decided to redesign the website for the Horse Selling farm “Cloud 9 Walkers. I decided that I wanted to create a website that conveyed a modern and professional looking website while still coming off as inviting. The previous website made a good job at making the website very fun and inviting. However, in doing so, it lost its professional demeanor and its seriousness. The use of many colorful gifs and drawings made the website look childish. I believe that this is the best approach possible for the website because it shows the company as a serious business without losing the friendliness that horse-buyers usually look for.

To create a modern and professional tone, I used neutral colors such as gray, white and browns for most of the website. The basic layout is very minimalist without coming off as too simple. Additionally, I made the website very symmetrical and used straight edges. Rather than using curves. To make the website inviting and friendly, I used numerous images and icons that made the website more friendly-looking. The icons in the resource menu make the site more playful without making the website lose its professional look. I also used a little bit of orange to give the Website warmth.

WIREFRAME LAYOUTS

Homepage mobile view



WIREFRAME LAYOUTS

Homepage desktop view

The wireframe layout for the homepage consists of several main sections:

- Header:** A dark header bar at the top contains a logo placeholder, the text "Cloud Nine Walkers", and a navigation menu with links for "home", "horses", "about us", and "contact".
- Title Area:** A large central gray box labeled "TITLE" at the top, followed by the text "INTRODUCTION TO WEBSITE".
- Horses for Sale:** A section titled "HORSES FOR SALE" containing four categories: "Mares", "Stallions", "Foals", and "Sold Horses".
- Other Resources:** A section titled "OTHER RESOURCES" containing a list of six resources: "Resource 1", "Resource 2", "Resource 3", "Resource 4", "Resource 5", and "Resource 6". To the right of this list is a placeholder for a "Horse Image".
- Footer:** A dark footer bar at the bottom with links for "About", "Contact", and "Legal". Below this, the text "My information" is centered.

WIREFRAME LAYOUTS

Secondary page mobile view



Side-note: words in quotation marks are the names of the horses

WIREFRAME LAYOUTS

Secondary page desktop view



Side-note: words in quotation marks are the names of the horses

DESIGN PALETTE

H1 Taviraj- 1.2rem

H2/H5 Catamaran- 1rem

H3 Catamaran- 3rem

H4 Roboto
slab-0.40rem

P quote Roboto
slab-0.60rem

Cloud Nine Walkers

TENESSE WALKING HORSES

MARES: FEMALE HORSES

Dogs for Sale

All of the horses

FOOTER

H6 Montserrat-0.45rem

P Montserrat-0.35rem

About

Contact

#291A0B

#68421D

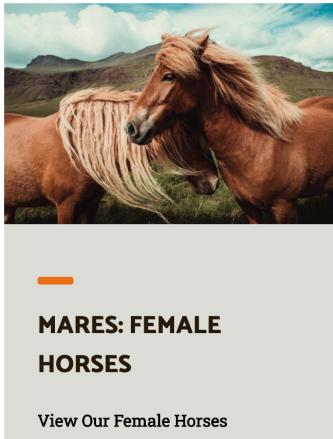
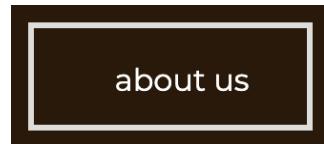
#EB6F15

#DDDDD3

#FFFFFF

DESIGN PALETTE

INACTIVE STATE



HOVER STATE

