

Descriptive Wireframe Document – Assignment 3

Toronto Cupcake Website: <https://www.torontocupcake.com/>

Rationale: An existing website I chose is Toronto Cupcake. Some of the major issues with this website include repeated logos, no proper headings, unorganized layout, and it does not include sections on what customers are really looking for. To catch the customer's attention, it should be in the center of the page instead of cramming everything in the footer section. The website's color scheme was basic with just white and two different shades of pink. I would modify this by adding a background image of sprinkles, and each box will have a white background color making it accessible for the customers to read the text description in black. Each box will have a pink outline to make the boxes pop out. For contrast, a shadow would be used in the header and in the footer texts to make it more aesthetically pleasing for the reader. The two colors used on the website are white and pink in which they are kept consistent throughout to make it look very nice for the customers. For repetition, both the company and the Toronto icon logo would be used twice to make it look nice in the header and in the footer. This is better than having eight repeatable logos at the top in the original website. Each box in the center of the website would each represent an important section for the customer to look more into. For alignment and proximity, the boxes are displayed in-line to make the overall website organized.

Background: Image of Sprinkles

Item #1:

Description: Header (Toronto Cupcake)

Font: Didot, Serif 65px

Color:

Title → White with Pink Shadow (#cc0066)

Header Box Outline → White solid line

Background → Image of Sprinkles

Alignment: Center

Media: Company Logo x2 (Far left and far right)

Interactivity: N/A

Item #2:

Description: About

Font: Didot, Serif 24px (h2 font size)

Color:

Text → Black

Box #2 Outline → Pink (#cc0066)

Background → White

Alignment: Centre

Media: Button → Click here

Interactivity: The "Click here" button will take them to the "About" page.

Item #3:

Description: Events

Font: Didot, Serif 24px (h2 font size)

Color:

Text → Black

Box #3 Outline → Pink (#cc0066)

Background → White

Alignment: Centre

Media: Button → Click here

Interactivity: The "Click here" button will take them to the "Events" page.

Item #4:

Description: COVID Protocol

Font:

Title → Didot, Serif 24px (h2 font size)

Description → Didot, Serif 16px

Color:

Text → Black

Box #4 Outline → Pink (#cc0066)

Background → White

Alignment: Centre

Media: N/A

Interactivity: N/A

Item #5:

Description: Employment

Font: Didot, Serif 24px (h2 font size)

Color:

Text → Black

Item #6:

Description: View Cart

Font: Didot, Serif 24px (h2 font size)

Color:

Text → Black

Box #5 Outline → Pink (#cc0066)
Background → White
Alignment: Centre
Media: Button → Click here
Interactivity: The “Click here” button will take them to the “Employment” page.

Item #7:

Description: Always Available Cupcakes
Font:
Title → Didot, Serif 24px (h2 font size)
Description → Didot, Serif 16px
Color:
Text → Black
Box #7 Outline → Pink (#cc0066)
Background → White
Alignment: Centre
Media: Button → Order Online
Interactivity: The “Order Online” button will take them to the “Always Available Cupcakes” page.

Item #9:

Description: Special Events and Festival Cupcakes
Font:
Title → Didot, Serif 24px (h2 font size)
Description → Didot, Serif 16px
Color:
Text → Black
Box #9 Outline → Pink (#cc0066)
Background → White
Alignment: Centre
Media: Button → Order Online
Interactivity: The “Order Online” button will take them to the “Special Events and Festival Cupcakes” page.

Item #11:

Description: Reviews
Font: Didot, Serif 24px (h2 font size)
Color:
Text → Black
Box #11 Outline → Pink (#cc0066)
Background → White
Alignment: Centre
Media: Button → Click here
Interactivity: The “Click here” button will take them to the “Reviews” page.

Item #13:

Description: Prices
Font:

Box #6 Outline → Pink (#cc0066)
Background → White
Alignment: Centre
Media: Button → Click here
Interactivity: The “Click here” button will take them to the “View Cart” page.

Item #8:

Description: Holiday Cupcakes
Font:
Title → Didot, Serif 24px (h2 font size)
Description → Didot, Serif 16px
Color:
Text → Black
Box #8 Outline → Pink (#cc0066)
Background → White
Alignment: Centre
Media: Button → Order Online
Interactivity: The “Order Online” button will take them to the “Holiday Cupcakes” page.

Item #10:

Description: Special Events and Festival Cupcakes
Font:
Title → Didot, Serif 24px (h2 font size)
Description → Didot, Serif 16px
Color:
Text → Black
Box #10 Outline → Pink (#cc0066)
Background → White
Alignment: Centre
Media: Button → Order Online
Interactivity: The “Order Online” button will take them to the “Custom Cupcakes” page.

Item #12:

Description: Gallery
Font: Didot, Serif 24px (h2 font size)
Color:
Text → Black
Box #12 Outline → Pink (#cc0066)
Background → White
Alignment: Centre
Media: Button → Click here
Interactivity: The “Click here” button will take them to the “Gallery” page.

Item #14:

Description: FAQs
Font: Didot, Serif 24px (h2 font size)

Title → Didot, Serif 24px (h2 font size)

Description → Didot, Serif 16px

Color:

Text → Black

Box #13 Outline → Pink (#cc0066)

Background → White

Alignment: Centre

Media: N/A

Interactivity: N/A

Item #15:

Description: Giving Back

Font: Didot, Serif 24px (h2 font size)

Color:

Text → Black

Box #15 Outline → Pink (#cc0066)

Background → White

Alignment: Centre

Media: Button → Click here

Interactivity: The “Click here” button will take them to the “Giving Back” page.

Color:

Text → Black

Box #14 Outline → Pink (#cc0066)

Background → White

Alignment: Centre

Media: Button → Click here

Interactivity: The “Click here” button will take them to the “FAQs” page.

Item #16:

Description: Footer (Contact Us and Hours of Operation)

Font:

Title → Didot, Serif 25px

Description → Didot, Serif 16px

Color:

Title → White with Pink Shadow (#cc0066)

Description Text → Black

Box #16 Outline → Pink (#cc0066)

Background → Image of Sprinkles

Alignment: Centre

Media: Toronto Icon Logo x2 (Far left and far right)

Interactivity: N/A