Brief

PF Automotive is a Tauranga based auto mechanic specialising in Subaru vehicles. They provide wofs, repairs, performance installs, pre-purchase inspections, and general maintenance services. PF Automotive have been operating in the bay for 35 years, and have no dedicated website, relying on word of mouth and a small social media presence.

A dedicated website would increase their reach and expand their customer base. The website needs to be informative, practical, and enticing. In the auto mechanic market, trust and reliability need to be established with customers. A personal connection to the customer is a technique I have noticed through research to establish trust and reliability. A personal connection can be established through the use of friendly faces and personal messages from the owner and workers of the shop.

Specifications.

Based on my research of PF Automotive, their competitors and other similar sites, the requirements of PF Automotive’s new website would be:

* A simple to use contact form, and clearly displayed store details (phone, location, hours). Store contact details need to be quick for the user to find.
* A list of services provided - to inform user.
* About section, with information about the owner - to establishing a connection with the customer

When it comes to styling, my interaction with the owner of PF Automotive gave me the impression that a more traditional website would be preferred, with clear links and details.

Client: PF Automotive

Research:

Existing, similar sites.

<https://bayautomotive.co.nz/>

General automotive services. Wide coverage of services from basic servicing to wofs, repairs, wheel alignments. European specialists

Targets a wide audience. Family, enthusiast.

Nav: Home | About | Services | Contact

‘Home’ and ‘About’ establish a personal connection. Clear push for a general automotive image while also specialising in euro vehicles.

Lots of faces in pictures.

‘Services’ provides a clear list of services that they cover

‘Contact’ provides a simple contact form with business details such as address, phone and open hours

Misc:

Phone number is displayed in header

Contact links everywhere

Light on testimonials

<https://www.subtech.co.nz/>

Independent subaru service centre. Subaru specialist

Targets the enthusiast audience. Focus on performance

Nav: home | about | parts | services | faq’s | tips & tricks | staff | online shop | gallery | contact

Contact details in the header.

Way too many nav links. Most of them can be combined

**Europeanrepairs.**