Project Description:

Introduction:

The project aims to create an engaging website for promoting and selling the " Mahindra Thar" car model. Targeted towards middle-aged individuals in the market for a new vehicle, the website employs modern design elements and interactive features to showcase the car's features and specifications.The project endeavours to create a visually stunning and interactive website to promote the Thar  car model. With a sleek and modern design theme, accented by captivating animations and a colour scheme of red and grey, the website aims to engage users and showcase the adventurous spirit of the Thar .

Key Features:

Animations: The website incorporates dynamic animations, such as a flashlight flickering above the car model, enhancing the visual appeal and user experience.

Collections Page: Users can explore different colour options of the Thar  through a visually appealing collections page, showcasing the various available choices.

Home Page Video: A captivating video on the home page provides an immersive experience, showcasing the Thar  in action and highlighting its key features.

Parallax Effect: The features page utilises a parallax scrolling effect, creating a sense of depth and interactivity as users navigate through the website.Design Aesthetic: Drawing inspiration from sleek and modern design trends, the website captivates users with its visually appealing layout and interactive elements.

User Interface Design: Careful consideration was given to the user interface design to ensure a seamless and intuitive browsing experience, with all styles and layouts meticulously crafted in Figma before implementation.

Interactive Elements: The website features interactive elements such as a color-changing car and a flickering spotlight animation, enhancing user engagement and immersion.

Backend Functionality: While user data is not collected, the website efficiently handles transactions and provides a smooth browsing experience for users.

Challenges and Solutions:

Image Sourcing: Finding suitable images posed a challenge, leading to the decision to create custom images by cropping and editing in Figma.

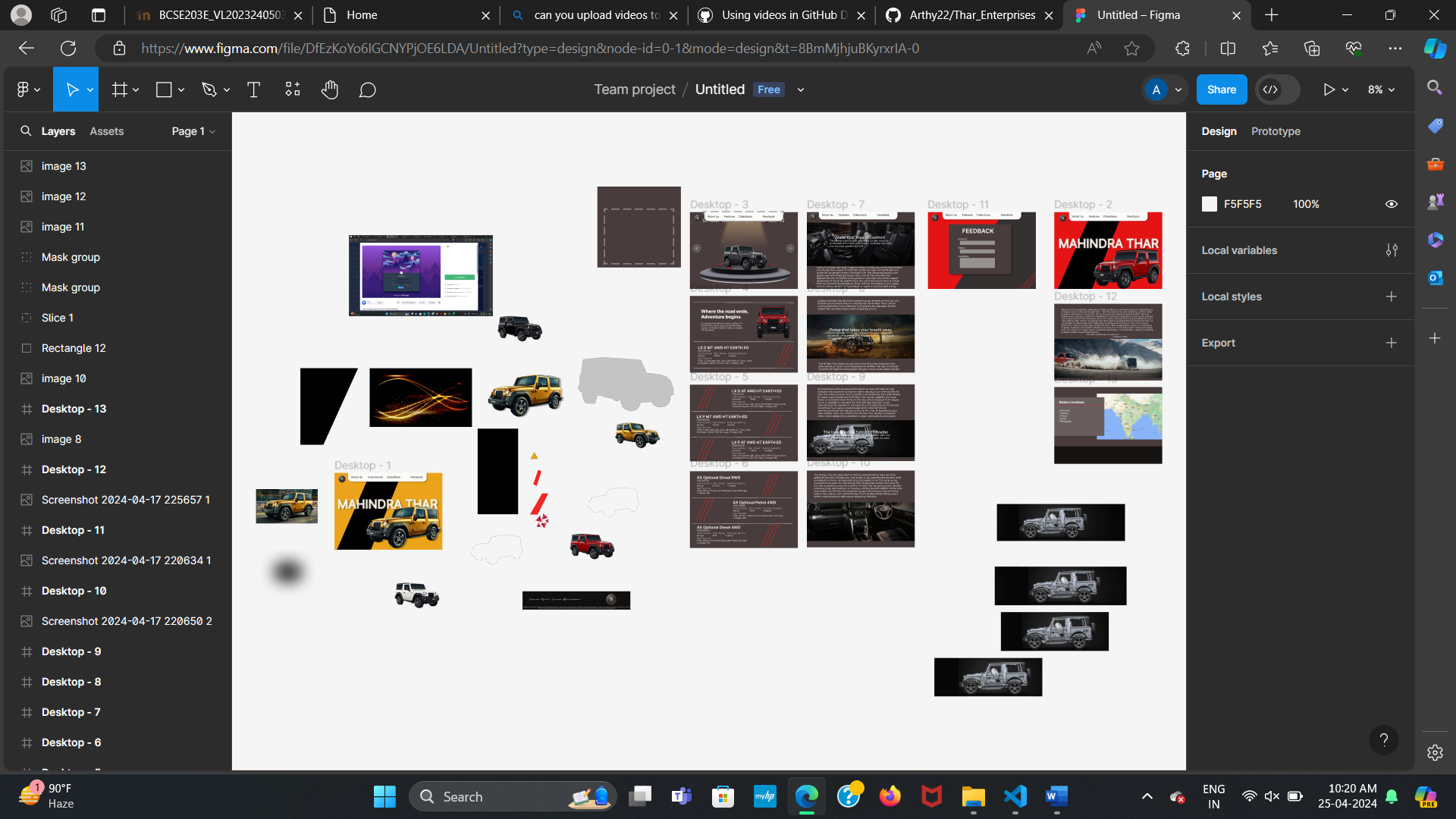
Responsive Design: Ensuring responsiveness across devices was challenging but addressed by meticulously adjusting elements for optimal display on various screen sizes.

Future Plans:

Future enhancements to the website include adding additional web pages to provide more detailed information about the Thar  and incorporating a feature for users to book test drives directly through the website.

Design Implementation: Reference websites were extensively studied, and design styles were first prototyped in Figma before being translated into code for the web pages.

User Testing: Frequent testing was conducted to ensure a positive user experience, with feedback incorporated iteratively throughout the development process.



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