Ace Driving School

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Introduction

The following document examines with critical eye the website Ace Driving School with the purpose of highlighting the strengths and weaknesses of the site considering variables such as identity, page design, navigation, content presentation, functionality and accessibility. Initially, the business context of the company is briefly described to then get familiar with its target audience.

After this the content, structure, visual design and behaviour of the website are analysed from the good design and good practices viewpoint. Based on this observations and analysis, a new design, structure, behaviours, functionality and accessibility functions for the website are created.

The redesign aims to enhance the Ace Driving School's image and in accordance to their business context.

Client Background

Ace Driving School (ADS) are a successful driving school offering lessons throughout all suburbs in the Brisbane City area. The company's primary business focuses on learner drivers who do not currently have a provisional licence and are intending to sit a practical driving exam.

ADS exclusively handle car licences and have a mix of manual and automatic cars to cater to the two different licence types. All driving instructors are fully qualified, salaried employees who drive comprehensively insured, company owned cars fitted with dual control pedals. Personal use of the company cars becomes part of the employee's remuneration package so instructors are able to operate from their own homes.

In addition to the instructors Ace Driving School also has a small number of administration staff at their Birkdale head office. These staff members provide customer service (answer emails and phones) and handle other administration tasks such as advertising and staff management.

All bookings and changes are coordinated at the head office, generally by telephone- although it is possible to email or use a booking enquiry form. All cars are equipped with EFTPOS and both cash and card payment options are available.

Lessons are generally one hour in length however discounted longer sessions are also available. In addition to the standard lessons, instructors are also able to book driving tests which include the use of the instructor's car.

One of the company's primary advertising methods is done through their website located at: http://www.acedrivingschool.com.au/

All pages contain a phone number, links to social media and information on current specials. The home page contains a few paragraphs with information about Ace Driving School, the services they offer and why potential customers should chose them. The contact us page provides additional information including an email address, phone numbers and office hours as well as a contact us form.

On the booking page there is more detailed information about how bookings are handled and a booking enquiry form. The gift vouchers and prices pages contain instructions asking customers to contact the head office to find this information. Further information about the company's services is provided with a list of frequently asked questions list. Additionally, brief tips on how to drive a car and witticisms are provided in separate sections. Finally, there is an additional page where customers can leave feedback about their lesson.

Target Audience

The primary customers of Ace Driving School are those who want professional lessons on how to drive a car. A large majority of these customers are teenagers and young adults who have recently reached an age where they can start to learn to drive, and take the practical driving test. As many of these customers are encouraged to learn to drive by their parents the audience is composed of both the young adults and their parents. The layout and language of the Ace Driving School website is targeted at those who will be taking lessons and who are motivated enough to seek out information themselves.

In addition to the younger drivers, ace also caters to smaller, but not insignificant numbers of mature students who have either never learnt to drive, have forgotten how to drive or are recent immigrants who need international licence conversions

Customers can therefore be classified into one of two broad categories, primarily young adults who have never driven before, and more mature customers who might have prior experience but need refresher lessons. This spectrum has been distilled down into two distinct personas, James – "Inexperienced, but eager to learn" and Orsola – "Mature age student".

Orsola – "Mature age student'"

"I'd Like To Regain My Ability To Drive"

Orsola first gained her license when she was a young and drove confidently for a number of years.

After meeting her husband and moving closer to the city her need to drive gradually declined as she started to rely on public transportation, which was more convenient.

As the city and traffic levels grew Orsola's driving confidence decreased until she stopped driving completely. As her need to drive was low, her license also lapsed.

Although it's been decades since she last drove, Orsola believes it's high time to regain her abilities and full license, especially since she wants to retire out in the countryside.
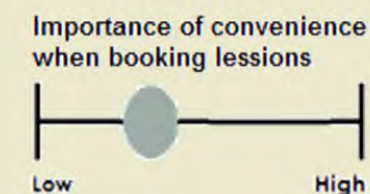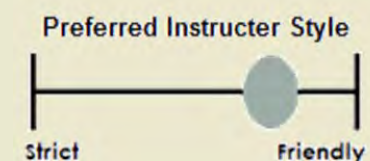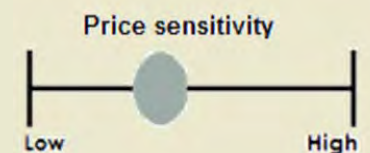
Key Characteristics

- Age: 55+
- Flexible with time as she works part time
- Is uncomfortable practicing with family and friends
- Likes to learn slowly and methodically

Goals

- To pass driving test, but not urgently
- A patient, mature, experienced and friendly instructor
- To feel confident in driving abilities

Behaviors

Maturity

Young — Old

Ability to learn without an instructor

Low — High

Driving Experience

Low — High

Price sensitivity

Low — High

Preferred Instructor Style

Strict — Friendly

Importance of convenience when booking lessons

Low — High
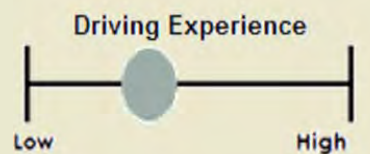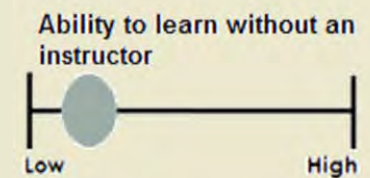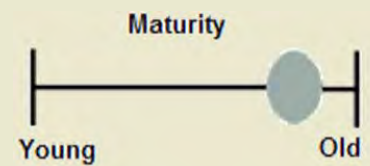
Patrick – "Inexperienced, but eager to learn"

"I Want To Learn How To Drive Before I Start University"

Patrick is in his final year of high school and has recently obtained his learners license.

Patrick (and his younger siblings) currently get dropped off and picked up at school by their father, which is slightly embarrassing.
Patrick doesn't like having to depend on others to ferry him around, as he feels that getting a full license is a key part of gaining more independence.

Furthermore, Patrick will not be able to rely on his parents (or public transportation) to take him to university next year. So he needs to pass his test before then.

Key Characteristics

- Age: 16-18
- Can only take lessons on the weekends and after school.
- Is able to practice driving with his parents.
- Is very motivated to learn how to drive.

Goals

- Pass driving test before university starts.
- Gain independence by not having to rely on others for transportation.

Behaviors
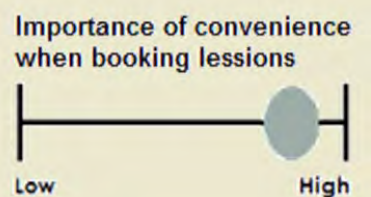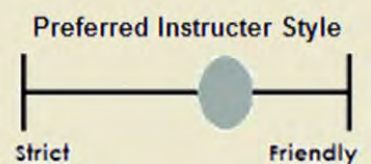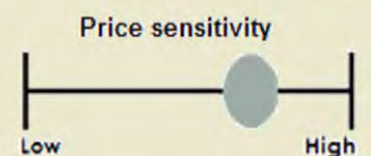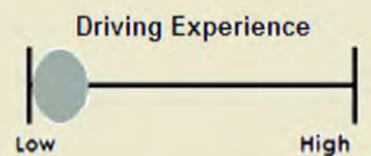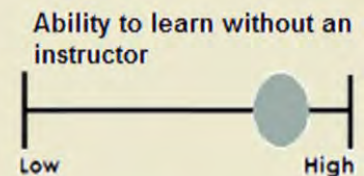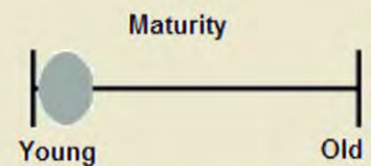
Content Outline and Structure

A company website should aim to include all relevant information for the target audience and should be structured in a way that allows the user to access all information in an efficient and timely manner. By Virtue of the simple nature of the Ace Driving School's business model, information that needs to be conveyed to our identified personas James the "inexperienced, but eager to learn" person, and Osala the "mature age student" persona, is limited.

The website for the Ace Driving School contains most if not all essential information targeted at audience groups. However there are pressing issues relating the positioning of content, the repetition of content, the composition of some of the sections of the website pages, and the overall structure of the website in a sitemap sense.

Global Elements

There are pressing problems with certain global elements of the Ace Driving School's website – that is aspects of the Ace Driving School website that appear on every page of the website.

The eleven-piece Global **Navigation Bar** Menu (Figure 1) running down the left hand side of the page for example is unnecessarily overly cluttered and can overwhelm the user.

This navigation bar can side track the user away from the important information that will help users to become customers. The *Careers* and *FAQ's* navigation tabs for instance, while containing information worthy of inclusion on the website, should not be incorporated into the global navigation bar.

The Navigation Bar running down the left hand side of the page is also not common practice. This along with the composition of the navigation menu needs to be addressed. There absence of a secondary navigation menu is also a concern.
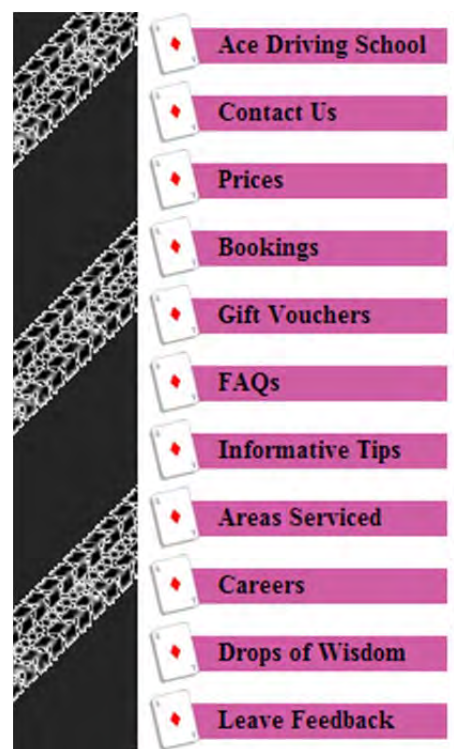
Figure 1 (Above): Navigation Bar

There is also virtually no **footer** as is customary on modern webpages. While there is the copyright information and company name at the bottom of the page, the "footer" falls well short of what is acceptable for a professional corporate footer.

Repetition of Content Across Pages

As eluded most essential content is featured in the website. However, one of the main shortcomings of the website is **repetition of content** across the various pages of the website.

The text relating to the Company's special offer illustrated in Figure 3 below (red text), is worthy of inclusion on the homepage and its front and centre positioning is ideal to gain maximum traction with the user. However this piece of content is not only a feature of the homepage but is included in the same position on virtually every page of the website using the same font, size and colour. It is a feature of not ten of the eleven pages of the website.

This content is not appropriate on many of the pages, and can be rather distracting when attempting to leave feedback on the "Leaving Feedback" page, or when searching what areas are covered on the "Areas Serviced" page for example.

Figure 2 (Left): Ace Driving School Home Page

Figure 3 (Left): Ace Driving School special offer banner

If you are looking at getting your license but you can't find an appointment online with Queensland Transport, call us because we have bookings available.

Figure 4 (Above):
Ace Driving School special offer banner

The Ace Driving School's advertising on the special offer is followed by a line of text (blue) relating to information on bookings, and is shown in Figure 4 above. It appears on multiple pages including the Homepage, the Contact Us page and the Bookings page. This piec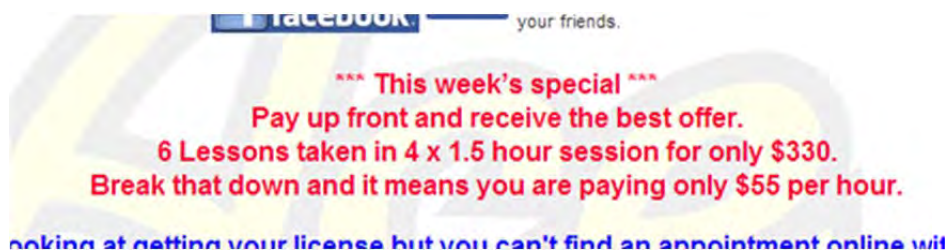e of text is not directly related to the contents of the many of the website pages including the Homepage, the Contact Us page and should not be feature of these pages.

General Page Structure

The pages on the present website are generally not vertically structured as are many good websites are. There is no great emphasis on the central grid area of the homepage, if the website where to be visually divided into nine equal sized blocks. For example while there is a visual component in the header – a picture of a car used for driving test purposes by the driving school – it is too small and in the wrong position to provide the website with the visual cues that it needs.
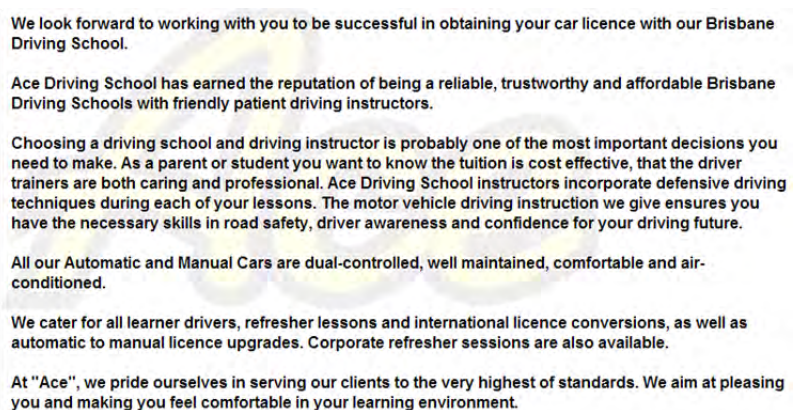
Homepage Content

The main body of text follows the piece of advice relating to bookings, see figure 5. This passage of text is overly detailed and should not all be included on the homepage.

Finally, the Facebook Link above the passages of text and below the website header is also clearly misplaced and an eyesore and can detract from the message of the page in question. The Facebook feature is likewise the feature of virtually all pages and also detracts from the professionalism of the page.

Figure 5 (Right):
Homepage main content text.

We look forward to working with you to be successful in obtaining your car licence with our Brisbane Driving School.

Ace Driving School has earned the reputation of being a reliable, trustworthy and affordable Brisbane Driving Schools with friendly patient driving instructors.

Choosing a driving school and driving instructor is probably one of the most important decisions you need to make. As a parent or student you want to know the tuition is cost effective, that the driver trainers are both caring and professional. Ace Driving School instructors incorporate defensive driving techniques during each of your lessons. The motor vehicle driving instruction we give ensures you have the necessary skills in road safety, driver awareness and confidence for your driving future.

All our Automatic and Manual Cars are dual-controlled, well maintained, comfortable and air-conditioned.

We cater for all learner drivers, refresher lessons and international licence conversions, as well as automatic to manual licence upgrades. Corporate refresher sessions are also available.

At "Ace", we pride ourselves in serving our clients to the very highest of standards. We aim at pleasing you and making you feel comfortable in your learning environment.

Content of Secondary Pages

- Ace Driving School – this is a link to the homepage.
- Contact Us – provides detailed information on the office hours of the Ace Driving School, a contact phone number, a fax number and the email address. The email address is only revealed (via JavaScript) once the "click here" next to Email is clicked on. There is also a "Quick Contact Form" which enable the user to contact the company with a message, requiring the user to fill in the first name, surname, phone number, email fields along with the message itself in the message field.
- There is no map with the location of the company, and there is no link to google maps.
- Prices – this pages simply includes the following text in a bold typeface: "Please call our office for special bundle prices and lessons.
- Bookings – provides information on the times bookings can be made for, and where pickups can be arranged from. There is a booking form through which bookings can be made. Fields that are to be filled in by customers include name details and address details, phone number and emails contact details, whether the test being booking is for a manual or automatic and there is also a message box.
- Gift Vouchers – advertise the availability of gift vouchers.
- FAQs – contains a short list of FAQs potential customers may have.
- Informative Tips – is a short description of some of the main mechanical parts of a car.
- Areas Serviced – outlines the where Ace Driving School's driver trainers provide lessons.
- Careers – invites current instructors and those wishing to become instructors to express their interest.
- Drops of Wisdom – provides a dose of humour for the user.
- Leave Feedback – an opportunity for those that have undertaken a driving test to leave feedback via a feedback form. The several fields to fill out for the user and yes/no questions to answer via radio buttons.

Visual Design

Overall the visual design should complement the content and structure of websites to advertise a business effectively, particularly with consideration to its target audience. Borders, colour and shades of colour should be used to create regions within pages to allow the user to see and interpret content more effectively.

The current website of the Ace Driving School does poor job in using visual cues to advertise the business, and in some cases the design elements are a hindrance.

Unsavoury Colour Scheme

The Ace Driving School website's neon pink, black and white colour scheme creates an unprofessional and overall unsavoury first impression of the website and business. The global elements of the side including the header and navigation menu are coloured in predominantly these colours.
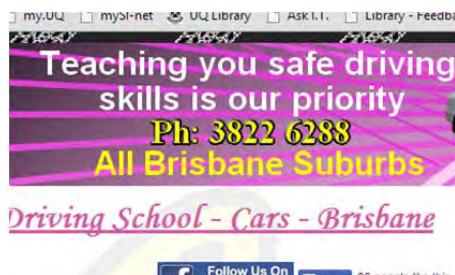
The addition of some bright yellow text in the header for the phone number and other text only adds to this overall impression, as does the black outline of the yellow phone number. There is also some application of bright red elements in the header and navigation bar which caps off what is a rather unprofessional looking global aspect of the website.

The website also contains passages of text in the main body section of multiple pages that are presented in bright red and bright blue.

These colours are not in keeping with the overall pink, black and white colour scheme. Whether viewed in isolation, or in context with the original colour theme, the choice of red and blue does not add to the professional presentation of the website.

Inappropriate/Overuse of Design Elements

Another prominent design feature of the website is the overuse of overly casino-esque visual cues in the navigation menu links (shown in Figure 5) and the company logo (shown in Figure 6). These are used quite extensively in the navigation bar, where all menu tabs feature a card of red aces. These design elements may be appropriate for a Pub or Pokies venue but are not entirely appropriate for a professional business, particularly not when used as extensively as it has been.

The choice of fonts used also leaves a lot left to be desired. The navigation menu uses a Serif font, as does the header text on the top of the body content of each page on the website, and other part of the site such as the title for the Quick Contact Form on the *Contact Us* page. The header text on each page is also underlined.

It is not customary to use Serif fonts on professional webpages and underlining should only be used sparingly. The end result is that the overall visuals do not give the website a professional look.

Finally the black backdrop to the website with white tyre marks is perhaps the "low light" of the design theme of the website. While they serve to provide visual cues to the user that the website belong to the broad genre group connected in some way with cars, they are backdrop has been tastelessly applied.
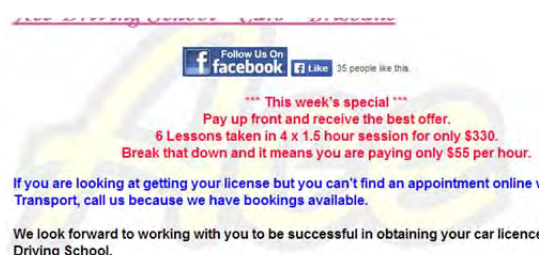
The backdrop to the main body of text on each page on the other hand has incorporated the word "Ace" with low opacity relatively well and is one of the few areas the design of the website can be praised.

Scrolling Feature

The scrolling aspect incorporated into all pages of the website is also a significant flaw of the website. The scrolling window is used to present all content on all pages. This is a quirk of the site that is certainly not standard practice.

This is not to say that such a design can work if applied correctly, but the scrolling windows in the instance significantly limit the amount of information that a user can view at one time.

This is particularly likely to affect users accessing the page from a desktop or laptop on a monitor/screen capable of viewing all page content all at once, which is generally expected from modern webpages.
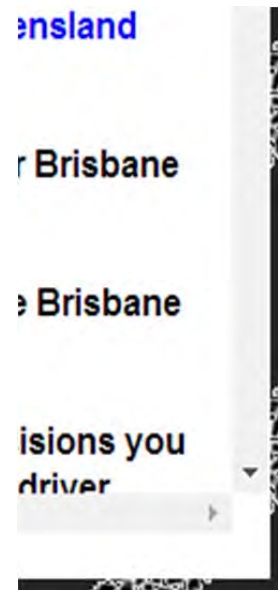
Other Visual Weakness of the Website

Finally the pages of the website are over cluttered overall. It starts from with the navigation menu which contains tabs that are too small, partly the result of squeezing in more tabs than is customary – the navigation menu features 11 tabs as opposed the five to six most commonly found on good corporate websites. They are not sufficiently large enough to allow the user to navigate through the website with ease. It is also standard practice to have the navigation menu running along the top of the page rather than running down the left hand side of the page.

While some areas of the website appear cluttered due to the use of undersized elements and the confining scrolling feature of pages, it is also due to the lack of what space provided between sections of pages. There is insufficient padding between the navigation menu and the body of text to the right, and there is also insufficient padding around the main body of text in all directions.
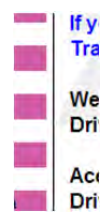
Finally, there is a distinct lack of prominent and attractive visuals on the website. Beyond the relatively small picture of a car in the header region of the website, there are no pictures of videos to help orient the user. The passage of text contains asterisks to draw attention to the content, but demonstrates the relatively outdated visual methods applied across the site given the more advanced visuals now commonly found on webpages.

Lack of Differentiation between pages

From a sitemap point of view, there is also a lack of differentiation between pages of the website. While it can be expected that the header and navigation menu remains the same on each pages, the repetition of content in the upper region of the main body of text of many of the pages (Facebook link and the red and blue passages of text described earlier) and the absence of an active-link type colour differentiation of the navigation tab provides the user with limited visual cues to effectively determine where they are at any point in time in relation to the other sections of the site.

Functionality

The Ace Driving School Website is a relatively simply website and is relatively functional in accordance with its intended design. There is virtually no use of JavaScript as outline earlier with the exception of the reveal email feature and the JavaScript associated with the like feature of the Facebook link. All eleven links associated with the global navigation menu all work, as is the link to the Facebook page of Ace Driving School. All external hyperlinks also work. For example a link to the Facebook page of Ace Driving School is fully functional.

CSS Functionality

All presentation styling such as fonts, colours, padding etc is contained in an external CSS document. The head tag of the HTLM document contains the following link:

```
<link href="template.css" rel="stylesheet"
            type="text/css"/>
```

HTML Functionality

There is limited graphics utilised by the website and as such appear optimised and do not significantly slow the download. There is no video or audio content in the website. HTML is code is valid but not all code is displayed in line with best practice. The HTML validator on W3 schools has been used to check the HTML code is valid according to HTML5 specifications and XHTML rules and the HTML comes up short with the following errors:

```
height: 100%;

min-height: 100%;

margin: 8px;
```

HTML is not always semantically appropriate. Navigation for example is not structured in an unordered list. CSS is presumed to valid by inspecting the external CCS sheet.

JavaScript Functionality

JavaScript is contained within script tags in the HTML document. JavaScript errors are generated by inspecting the Console of the page as follows:

1. `Invalid App Id: Must be a number or numeric string representing the application id. all.js:53`
2. `FB.getLoginStatus() called before calling FB.init().`

The website has been tested on a variety of different browsers, namely chrome, firefox and IE version 10. The contents display correctly on all browsers.

Input Field Functionality

There are three forms requiring using input on the website, one on the Contact Us page, one on the Bookings page and one on the Leave Feedback page. All three are fully functional and information inputted by the user is sent off once the Submit button has been pressed.

One important concern however is that there appears to be no forms validation mechanism built into either three forms. Typing a letter in a phone number field returns no errors and typing numbers in the email address field returns no errors either.

Submitting the form on the following pages yields the following results:

- Contact Us page: "Thankyou for your interest in Ace Driving School. Your enquiry has been sent and we will endeavour to contact you as soon as possible.".
- Bookings page: "Thankyou for your interest in Ace Driving School. Your enquiry has been sent and we will endeavour to contact you as soon as possible." (identical to the form above).
- Leave Feedback page: "Thankyou for your interest in Ace Driving School. Your feedback has been sent.".

Behaviour

The home page of the Ace driving School website allows the user to navigate throughout menu options located at the right side of the site.

This global menu presents eleven different pages to be explored.

When the cursor hovers the text of the menu buttons the fonts change from a black to a blue color.

When the first button, Ace Driving School, is clicked the user can read general information. Also, at the top of this page, two Facebook links are available, a "Follow us on Facebook" and a "Like" option.

When the cursor hovers the "like" option, it is slightly highlighted. If desired, social media allows users to get connected to the school through a different channel.

In the Contact us page the user can fill a form storing information that includes first name, surname, phone number, email and a text message.

It is important to notice that the form has no pre-submission validation.

Also, if users wish to contact Ace Driving School a "click here" link in blue colour is enabled to then show Ace's email address.

The Prices page gives no information and is almost empty allowing the user to take a break and do nothing

Through a Bookings page people can get informed about working hours, and driving classes. Furthermore, a person can fill a form with personal details in order to make a booking.

The form has no pre-submission validation.

Also, after submission, no pop up window or clear sign indicates that it has been submitted.

The Gift Voucher section enables users to click the Facebook links "Follows us on Facebook" and " Like". In addition it offers the option for the user to "click here" in order to get the School's email.

When the cursor hovers the "like" option, it is slightly highlighted. Social media connects users with the school through a different channel if desired.

With the FAQs page a user can obtain information in regards to booking fees, lesson payments, and other enquiries.

It almost contains no behaviour, except for the highlighting when the cursor hovers the Facebook "Like" option.
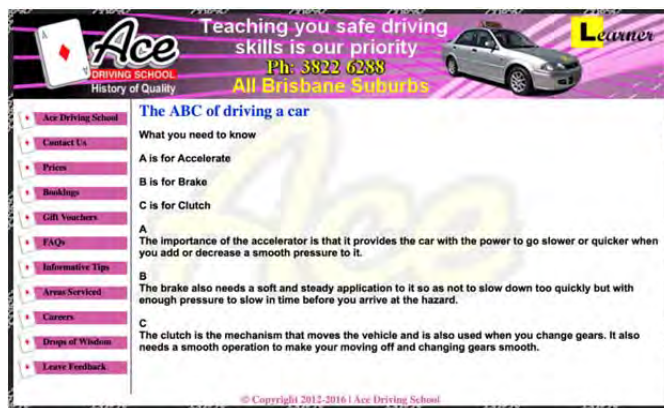
The tips section allows user to read basic information about driving a car.

No behaviour present in this page.

The remaining pages behave in exact manner to the ones just described. Nothing distinct is observable. Overall the website has no behaviour except for the minor aspects already mentioned. The page does not offer users pre-submission form validation, drag and drop functionality, animate page elements, handle button functionalities, and explicit changes in styling on the fly. The most noticeable behaviour is the mouse hover, which highlights areas or changes the colour of text. However, its frequency of use is low.

Web Design Score-card SITE URL : http://www.acedrivingschool.com.au/

Score each criteria according to 0 (not at all), 1 (in some cases), 2 (all the time), N/A (not used or not applicable for this site)

Identity	0	1	2	N/A	Comments
Site identity (logo, name) is prominently and consistently placed			x		
Page titles are appropriate and explanatory			x		
Home page has compelling, interesting information	x				
Clear path to company information	x				
Clear path to contact information			x		

Page Design	0	1	2	N/A	Comments
Good use of basic design principles: repetition, contrast, proximity, and alignment	x				It's too repetitive every page at a glance looks the same
Elements common to multiple pages are consistently styled and positioned.		x			
Good balance of text/graphics/white space on page	x				
Header and navigation occupy less than ¼ to ⅓ of the browser at 1024×768 resolution			x		
Styles & colour are consistent throughout the site			x		
Use of colour and graphics enhances rather than distracts from the site	x				
Each graphic used serves a clear purpose	x				
Page footer area includes copyright, last update, contact e-mail address	x				

Navigation	0	1	2	N/A	Comments
Main navigation is easily identifiable			x		
Navigation labels are clear & concise			x		
Navigation is easy to use for target audience		x			
Users current location in the site is clear	x				
If main navigation uses images or Flash, text links are in the footer section of the page				x	
Text for hyperlinks is indicative of the destination - avoids the use of "Click here"	x				
Hyperlinks use a consistent set of colours to indicate visited/nonvisited status		x			
A link to the home page is included on every page		x			

Content Presentation	0	1	2	N/A	Comments
Major headings are clear & descriptive	x				
Fonts, font sizes, and font colours are consistently used	x				
Emphasis (bold etc) is used sparingly	x				
Techniques of writing for the Web are used: headings, bullet points, concise paragraphs		x			
Content provides meaningful & useful information to audience	x				
Content uses language that is easy to understand & appropriate to audience		x			
Information is easy to find (minimal clicks and/or clear path to information)		x			
Content is free of typographical and grammatical errors			x		
Ads & pop-ups are unobtrusive				x	

Functionality	0	1	2	N/A	Comments
All internal hyperlinks work			x		
All external hyperlinks work			x		
All forms function as expected		x			
All media (images, video, audio) is displayed correctly				x	
All presentation styling (fonts, colours, paddinge etc) is contained in external CSS		x			
Graphics are optimized and do not significantly slow download			x		
HTML is valid (according to HTML5 spec & XHMTL rules)	x				
HTML is semantically appropriate (navigation is structured in an unordered list)	x				It is a table
CSS is valid	x				Overuse of classes
No JavaScript errors are generated			x		
JavaScript where used is contained within external files or within script tags in the HTML			x		
Displays on common variations of browser (Internet Explorer, Firefox, Safari, Chrome) and platform (Windows, OSX, Linux)			x		

Accessibility	0	1	2	N/A	Comments
Page load-time is reasonable			x		
Colour is not used alone to convey meaning	x				
Text colour has sufficient contrast with background colour	x				
Font, font size & spacing is easy to read	x				
Flash & add-ons are used sparingly & for a clear purpose				x	
All images have suitable alternate text (alt tags)				x	
All media (audio, video, Flash etc) have suitable alternate text				x	
Images & media are captioned				x	
Uses attributes designed to improve accessibility such as title when appropriate	x				
Uses the id and headers attributes to improve the accessibility of table data	x				
The html element's lang attribute indicates the spoken language of the page	x				
Site still functions with JavaScript disabled			x		

Adapted from Terry Morris Web Design Best Practices Checklist (http://terrymorris.net/bestpractices/) & Max Designs Checklist
http://www.maxdesign.com.au/articles/checklist/

Scotson, Urdinola, Esteli, Richmond

Analysis Approach and Results

The evaluation of this website was done as a group with each member of the team having their say and input on the criteria in the provided score-card. When there was a disagreement over how to rate a certain criterion the issue was debated until a conclusion was reached. The allowed the group to all start from the same point and to all have a clear idea as to what needed to be improved and what was good.

There were two main weaknesses that were identified in the site, one of aesthetics and the other the placement and repetition of content.

The site, as is, has a very clear aesthetic and theme. The name of the company is Ace Driving School and this name has been played up in the visual design of the existing website. There are many elements relating to casinos and poker, the playing card logo, the neon pink is reminiscent of florescent lighting find in casinos and other gambling venues. The background is dark, like the night, and also has a tire tread pattern. All the design decisions are clear and easy to understand but they look terrible. The overall look of the site is too many elements fighting for dominance from the painful pink to the completely unsubtle tire tread. Additionally, an association with gambling venues is probably not the best decision for a driving school as it comes across as seedy and unprofessional.

Additionally there are some truly terrible choices in the colour of the text. To make certain elements of text stand out blues and reds have been used, completely deviating from the colour scheme and design decisions of the rest of the website. This text makes the pages look like they have been edited after the fact by someone with less skill in web design - because at least the rest of the site has a theme and sticks to it, even if it is atrocious.

The second major problem, the repetition of information is the decision to put at the top of *every* page the red and blue text along with a link to the company's Facebook page. The text is detail the site's current specials, which while important information that needs to be clearly visible, is cumbersomely placed and gets in the way of other information especially on any page but the home page.

The site did perform well in a couple of areas. The information, while presented terribly, is clear and free from errors. All links work and the site map is simple and has a clear structure. The website does have a clear aesthetic, even if it doesn't work, and it is consistent in delivering that aesthetic, with the notable exception of the red and blue text which looks like it was added by someone other than the original designer.

Recommendations

The recommendations for this site are to strip out the casino-esque elements and replace them with visuals and colours which will present a more trustworthy and professional front for the company.

The black and neon pink should be removed and replaced with blues and white. The visual elements should be simplified, or just plain removed, and the website generally decluttered to create a clear more streamlined visually appealing look.

The Facebook link and specials information should be removed from the front and centre of every page. The Facebook logo will be placed in a footer, along with other links to social media and the specials will be confined to the home pages so as not to clutter up and detract from other pages in the website.

While most of the stylistic visual elements should be removed from the website, the inclusion of photos and perhaps videos would improve the information on the website and create a more professional and knowledgeable appearance.

The menu should be simplified and it's recommend that it be placed at the top of the page as a menu bar rather than a list down the side. The inclusion of a more professional and corporate footer with the inclusion of links about the site would also aid navigation.

The sitemap needs to be restructured so that the whole website isn't all on one level. This will improve site navigation and provide a better experience for the website user. In addition the inclusion of marking the active link will assist in giving the user a sense of where they are in the website.

There needs to be higher contrast between the different pages of the website. The different pages should be instantly identifiable at a glance as a different page the moment it loads, rather than having to scroll down and read the information. The inclusion of more content based pictures will assist in creating visually distinct pages.

The website also needs to take up more space and not be limited to a small area of the screen. Getting rid of the table as part of page formatting and removing the internal scrollbar will improve the feel of the website considerably.

Structure and Navigation - Redesigned

The Ace Driving School website will contain approximately 13 pages and will be organised according to the site map shown in the figure at the bottom of this page.

The main global navigation will be present as a navigation bar towards the top of all pages on the website and will link to the "Home", "About Us", "Prices", "Bookings", "Drops of Wisdom" and "Contact Us" pages. Additionally, the website home page can be accessed by clicking on the "Ace Driving School Logo". An additional global link to the Careers page will be available above the main navigation next to a global search box that will link (upon entering text to search) to a search results page.

The website will have additional global navigation in the footer bar. The footer bar will be split into two halves with the left half containing global external image links to Ace Driving School's Facebook, Google+ and Twitter pages. The images will be the standard icons provided by the relevant social media companies. The external nature of these links is emphasised by using these logo's (as this is common behaviour across the internet), and by separating the social icons from the other links in the footer bar.

The internal global links in the footer bar will link to the "About Us", "Prices", "Bookings", "Drops of Wisdom", "FAQ's", "Careers" and "Contact Us" pages.

The Home Page will additionally link to the "Informative Tips" and "Leave Feedback" pages.

All pages that use forms to input data ("Bookings", "Leave Feedback" and "Contact Us") will link to confirmation pages once the form data has been successfully inputted (checked with JavaScript validation) and
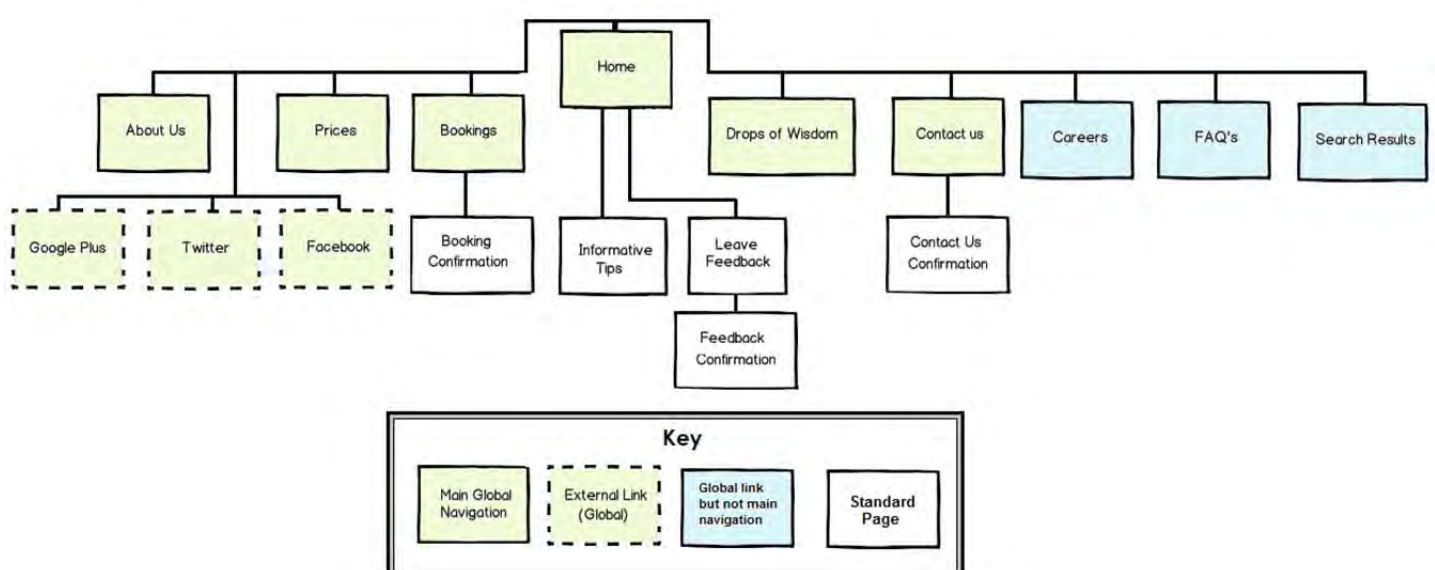
Content and Layout - Redesigned

The structure and content of the website has shortcomings as outlined earlier. The website redesign addresses the unnecessary and unsightly repetition of information across website pages, the cluttered global navigation bar among other content issues to create more streamlined and user friendly website and thus make the website more effective.

Restructuring Global Elements

The eleven-piece Global Navigation Bar Menu running down the left hand side of the page is has reduced to five main Global Navigation links as outlined earlier in the Sitemap. They are *About Us*, *Prices*, *Bookings*, *Drops of Wisdom*, and *Contacts Us*. The alignment of the navigation has also been altered – it runs along the top of the page as opposed to running down the left hand side of the page in line with common practice. The tabs are also enlarged and are less cluttered. The simpler and more prominent five-piece navigation menu that allows the user to access all essential pages without being side-tracked is important.

A new much more prominent and corporate style footer has been included in the new design. It now contains a secondary navigation menu, identical to the primary global navigation menu, with two additional links added – *Careers* and *FAQs*. The secondary navigation menu is essential to help the user to visually map out the website and to aid in navigating around the site. The link to the Ace Driving School Facebook pages is now a featured in the foot in line with common practice, as opposed to being including in the main body of text of each page.

Finally, the logo in the head has been redesigned to appear less casino-esque while retaining some of the visual cues of the former logo. There is also now a large picture in the header region to more effectively convey visual cues associated with the Ace Driving School business.

Streamlining Website Content

One important change to the current website is addressing the issue of repeating content across pages. Information that is not relevant to the page in question can be a distraction to the user. The piece of red text relating to the company's special offer is an important feature of the website but does not need to be feature of all pages of the site. Rather it will feature prominently on the homepage, and will also be included in the Prices page.

The information with respect to booking appointments (blue text) on the other hand will no longer be featured on multiple pages but will rather be exclusively a feature of the Bookings page.

Finally, the link to the company's Facebook page will also no longer by a feature of all pages in the body of text but will be included in the footer has mentioned.

Addressing General Page Structure

The pages on the new redesign website are now vertically structured as good websites are. There is now an emphasis on the central grid area of the homepage, if the website where to be visually divided into nine equal sized blocks. Not only does the header feature a large picture providing strong visual cues about the business, but the central grid is also used for the same purpose.

Homepage Content Modifications

The present homepage needs to be formulated with relatively limited content to ensure the target group is not overwhelmed with information and pointless information upon entry. The main text content of the homepage has been preserved with the exception of the blue text as outlined. However, more visual components have been added including a prominent picture in the central grid of the page and a feature video featuring customer testimonials.

Changes to Content of Secondary Pages

The content of the eleven original secondary pages has been streamlined into the five new pages linked to the main global navigation menu and the Careers and FAQs pages included only in the global secondary menu in the page footer. The content of the Gift Vouchers page and Informative Tips pages has been deleted, the Areas Serviced has been amalgamated into the Booking page. The form fields have been preserved for all three forms featured on the website.

1. Logo

Background: **#FFFFFF**

Font Family: **Georgia**

Font Color: **#344A5F**

Spades: **#2A94D6**

2. Color Palette

Primary Colors

#344A5F   #2A94D6   #F0F1F2   #FFFFFF

Secondary Colors

#5DB3EB   #83C2EB   #3F7AA1   #0D5A8B

The color palette intends to be attractive for mature users and colorful enough to attract the attention of young clients; a perfect balance of sobriety and dynamism.

Examples:

1. Colors used in Footer
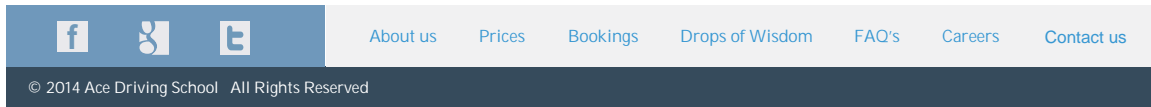
2. Footer, image with frame, subheading and text.
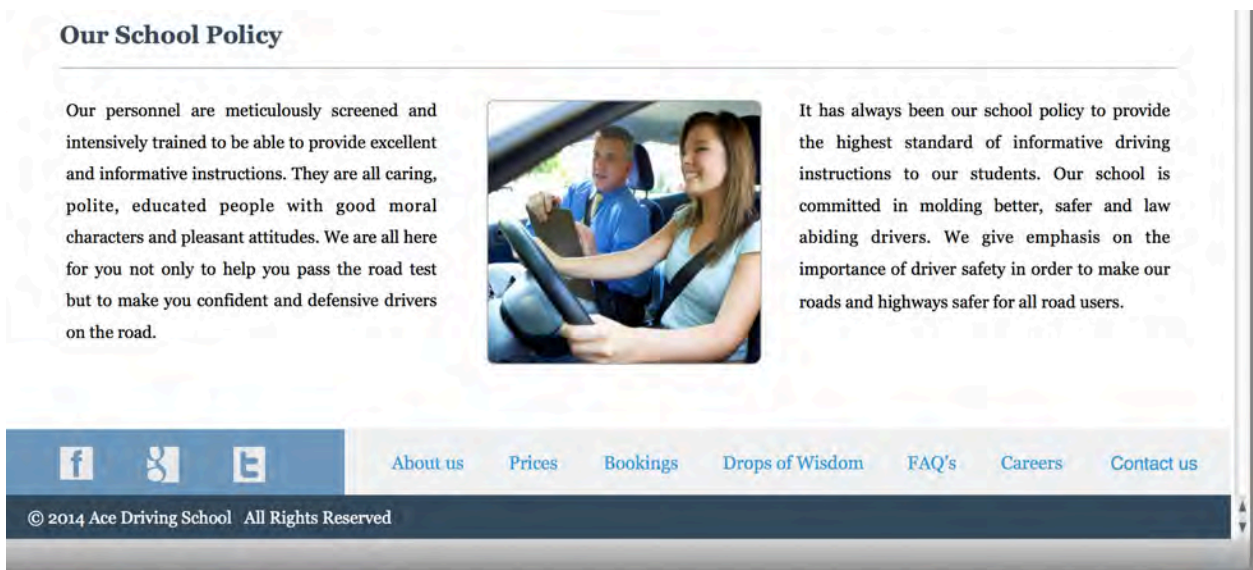
3. About us (Preview)
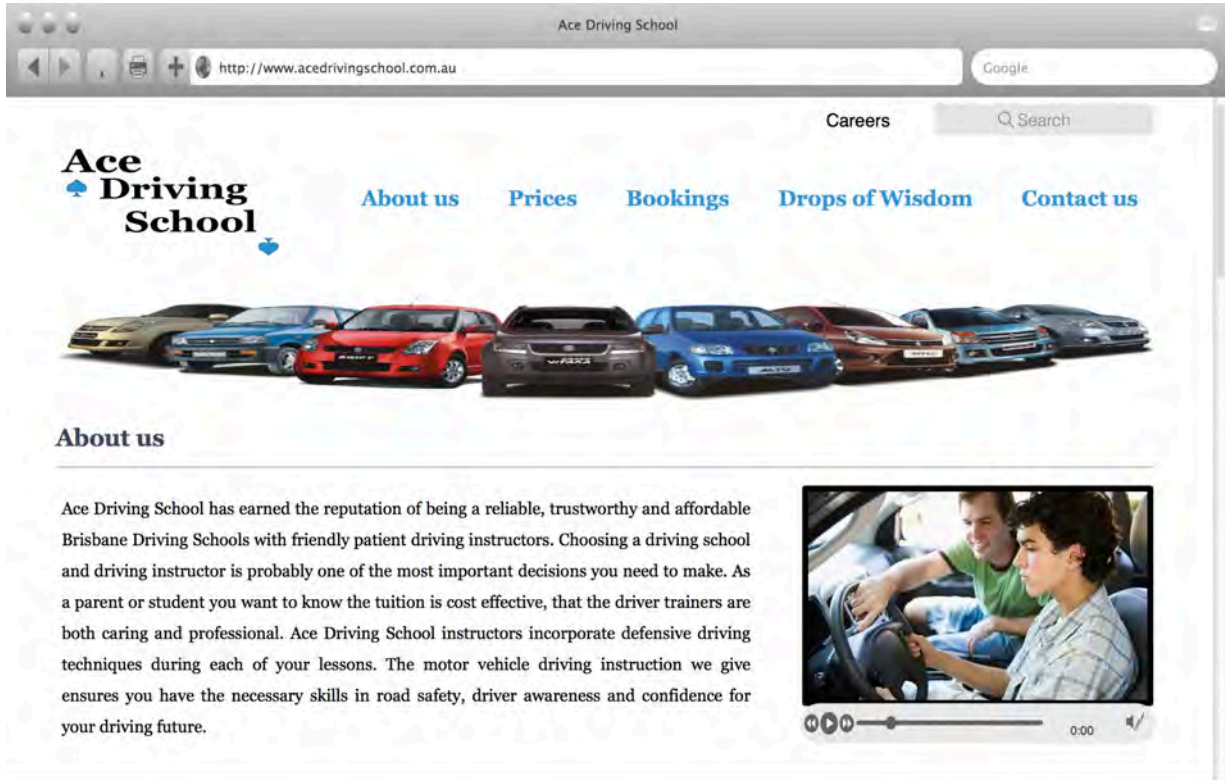
Images and Frames

Pictures are framed in rectangles that have rounded corners by 6 pt. The selected colors for the frames are #0D5A8B, for normal frames, and #83C2EB, when the image is hovered.

Buttons

The stroke of the Submit button is 2pt with #2A94D6.

Submit

Forms

The strokes of forms are 2pt and use #2A94D6 color.

First Name

When a field is selected the color changes to #83C2EB with 20% opacity.

First Name

Message boxes within the forms have a "Write your message" text in #83C2EB.

Message

Write your message

Forms have a white background and show clear symmetry among input fields.

First Name

Email

Last Name

Learner Permit/license number

Street

Manual or Automatic

Suburb

Message

Write your message

Postcode

Phone

Submit

3. Text Treatment

The Font selected for the site is Georgia. This font style family is easily readable in computer and tablet devices. Furthermore, its style is compatible with young and mature people equally. The selection of the font Georgia is spread out in the logo, headings, paragraphs, and menu with the purpose of enhancing visual aesthetics.

Heading 1

Font Family: **Georgia**

Font size: **20pt**

Font Color: **#344A5F**

Style: **Bold**

Informative Tips

Heading 2

Font Family:	**Georgia**
Font size:	**15pt**
Font Color:	**#344A5F**
Style:	**Bold**

Meet our team

Heading 3

Font Family:	**Georgia**
Font size:	**12pt**
Font Color:	**#344A5F**
Style:	**Bold**

Contact us for discounts

Body Text

Font Family:	**Georgia**
Font size:	**12pt**
Font Color:	**#344A5F**
Style:	**Regular**

Ace Driving School has earned the reputation of being a reliable, trustworthy and affordable Brisbane Driving Schools with friendly patient driving instructors. Choosing a driving school and driving instructor is probably one of the most important decisions you need to make.

Top Menu Text

Font Family:	**Georgia**
Font size:	**18pt**
Font Color:	**#2A94D6**
Style:	**Bold**

About us   Prices

Bottom Menu Text

Font Family: **Georgia**

Font size: **15pt**   About us   Prices

Font Color: **#2A94D6**

Style: **Regular**

Mouse hover Top Menu Text

Font Family: **Georgia**

Font size: **15pt**   Prices   Bookings

Font Color: **#2A94D6**

Style: **Regular**

Text in Form and tables

Font Family: **Georgia**

Font size: **14pt**

Font Color: **#2A94D6**   First Name

Style: **Regular**
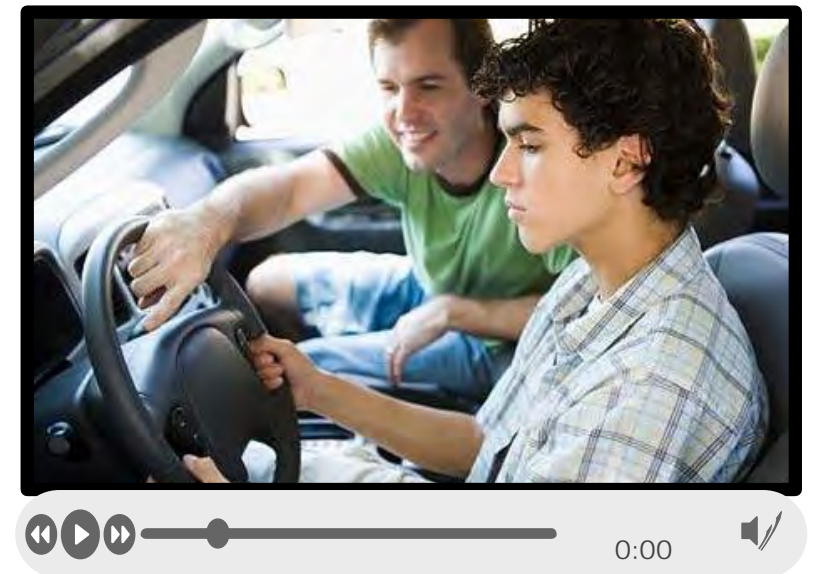
1. Mouse hover Top Menu Text

Prices   Bookings   Drops of Wisdom

2. Colors, text treatment and style in the following page

Careers

Search

Ace Driving School

About us   Prices   Bookings   Drops of Wisdom   Contact us

About us

Ace Driving School has earned the reputation of being a reliable, trustworthy and affordable Brisbane Driving Schools with friendly patient driving instructors. Choosing a driving school and driving instructor is probably one of the most important decisions you need to make. As a parent or student you want to know the tuition is cost effective, that the driver trainers are both caring and professional. Ace Driving School instructors incorporate defensive driving techniques during each of your lessons. The motor vehicle driving instruction we give ensures you have the necessary skills in road safety, driver awareness and confidence for your driving future.

0:00

Our School Policy

Our personnel are meticulously screened and intensively trained to be able to provide excellent and informative instructions. They are all caring, polite, educated people with good moral characters and pleasant attitudes. We are all here for you not only to help you pass the road test but to make you confident and defensive drivers on the road.

It has always been our school policy to provide the highest standard of informative driving instructions to our students. Our school is committed in molding better, safer and law abiding drivers. We give emphasis on the importance of driver safety in order to make our roads and highways safer for all road users.

About us   Prices   Bookings   Drops of Wisdom   FAQ's   Careers   Contact us

http://www.acedrivingschool.com.au

Google

Search

Ace Driving School

About us   Prices   Bookings   Drops of Wisdom   Contact us

Bookings

If you book online or over the phone, you can pay with a Visa or MasterCard. You can pay with cash, cheque, money order, debit or credit cards at a customer service centre.

First Name

Last Name

Street

Suburb

Postcode

Phone

Email

Learner Permit/license number

Manual or Automatic

Message

Write your message

Submit

http://www.acedrivingschool.com.au

Google

Careers

Search

Logo

About us　　Prices　　Bookings　　Drops of Wisdom　　Contact us

Image and Mission Statement Text
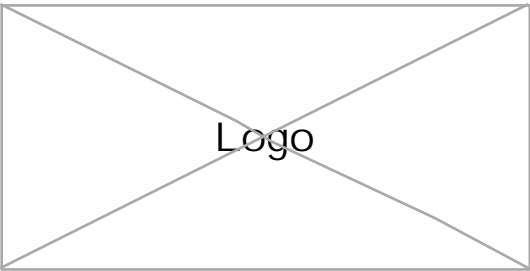
Paragraph Heading 1

Paragraph 1

Paragraph Heading 2

Paragraph 2

Paragraph Heading 3

Paragraph 3

Paragraph Heading 4

Paragraph 4

Informative Tips

<　　Images and text of the "Tips Section"　　>

FAQ's

FAQ's Image
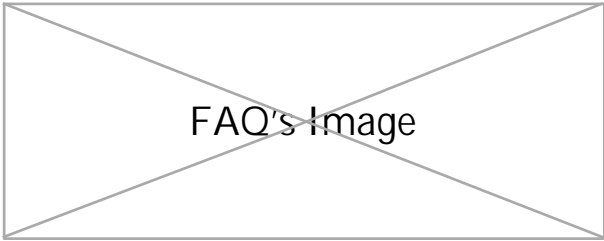
Paragraph Heading 5

Paragraph 5

Leave Feeback
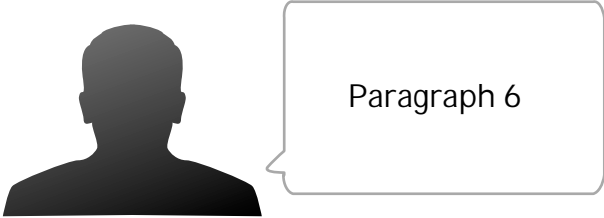
Paragraph 6

Video Heading

16:9

0:00

About us　　Prices　　Bookings　　Drops of Wisdom　　FAQ's　　Careers　　Contact us

http://www.acedrivingschool.com.au

Google

Careers   Search

Logo   About us   Prices   Bookings   Drops of Wisdom   Contact us

Image and Mission Statement Text
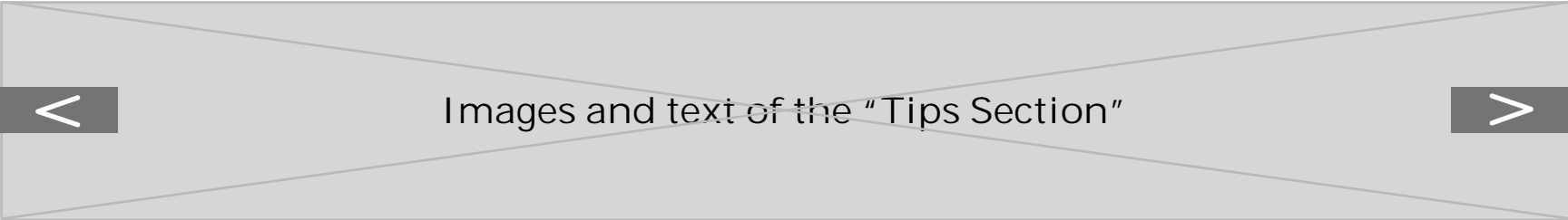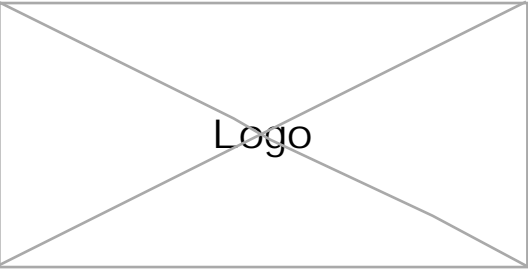
About us

Paragraph 1

16:9

0:00

Paragraph Heading

Paragraph 2

Image
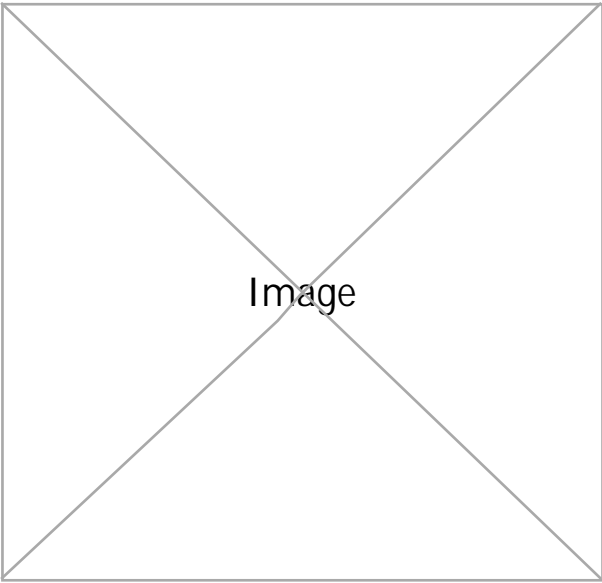
Paragraph 3

About us   Prices   Bookings   Drops of Wisdom   FAQ's   Careers   Contact us

http://www.acedrivingschool.com.au

Google

Careers

Search

Logo

About us   Prices   Bookings   Drops of Wisdom   Contact us

Image and Mission Statement Text
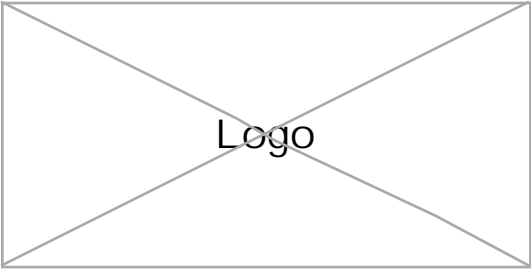
Prices

Table header	Table header	Table header	Table header
Content	Content	Content	Content
Content	Content	Content	Content
Content	Content	Content	Content
Content	Content	Content	Content
Content	Content	Content	Content
Content	Content	Content	Content
Content	Content	Content	Content
Content	Content	Content	Content

Gift Voucher

Image
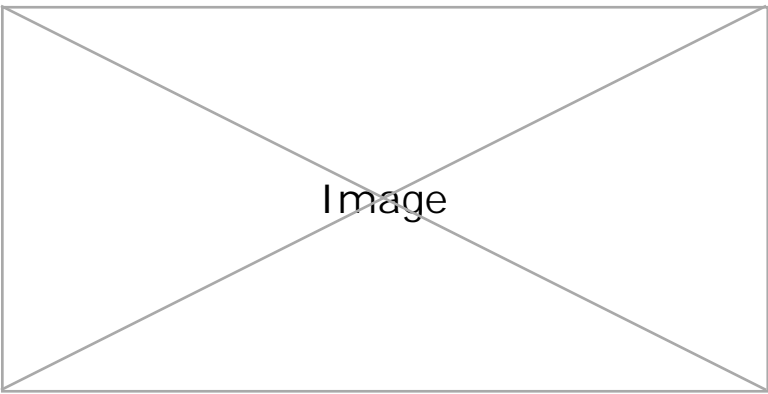
Paragrph 1

Paragraph 2

About us   Prices   Bookings   Drops of Wisdom   FAQ's   Careers   Contact us
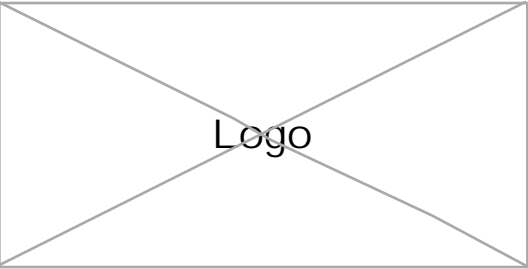
http://www.acedrivingschool.com.au

Google

Careers

Search

Logo

About us   Prices   Bookings   Drops of Wisdom   Contact us

Image and Mission Statement Text

Bookings

Paragraph 1

First Name

Last Name

Street

Suburb

Postcode

Phone

Email

Learner Permit/license number

Manual or Automatic

Message

Write your message

Submit

About us   Prices   Bookings   Drops of Wisdom   FAQ's   Careers   Contact us

http://www.acedrivingschool.com.au

Google

Careers

Search

Logo

About us   Prices   Bookings   Drops of Wisdom   Contact us

Image and Mission Statement Text
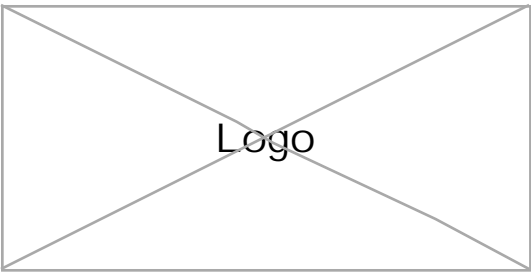
Drops of Wisdom

Paragraph 1

Image

List 1

Paragraph 2

List 2
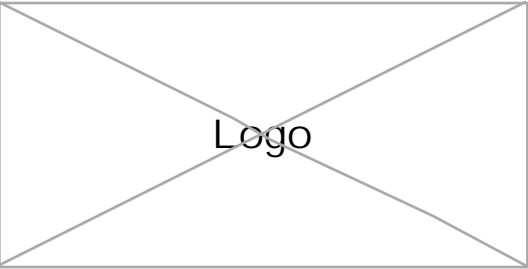
http://www.acedrivingschool.com.au

Google

Careers   Search

Logo

About us   Prices   Bookings   Drops of Wisdom   Contact us

Image and Mission Statement Text

Contact us

First Name

Last Name

Phone

Email

Message

Write your message

Submit

Paragraph 1
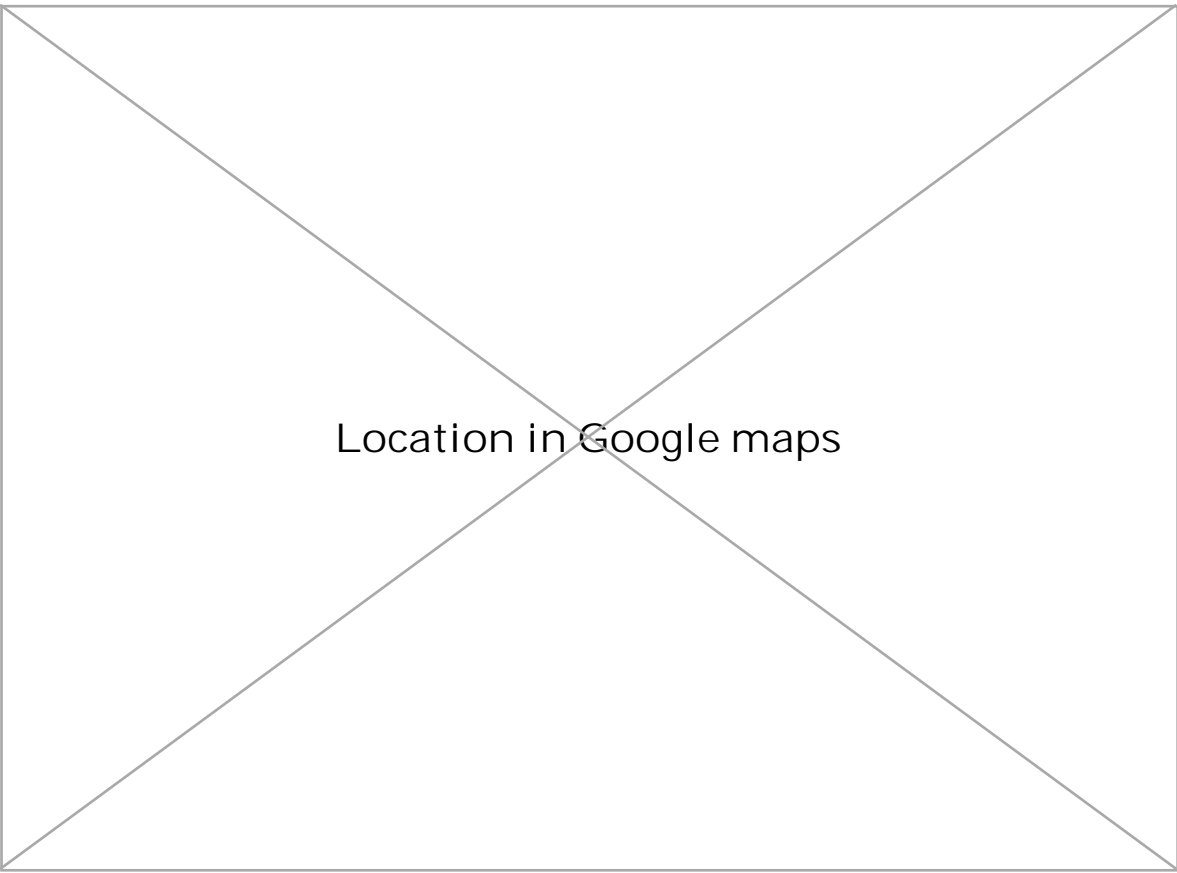
Location in Google maps

http://www.acedrivingschool.com.au

Google

Careers

Search

Logo

About us   Prices   Bookings   Drops of Wisdom   Contact us

Image and Mission Statement Text
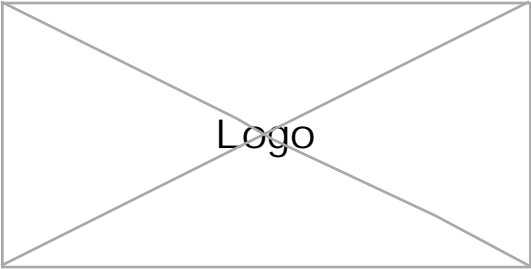
Careers

Paragraph Heading 2

Paragraph 1

Image Slide
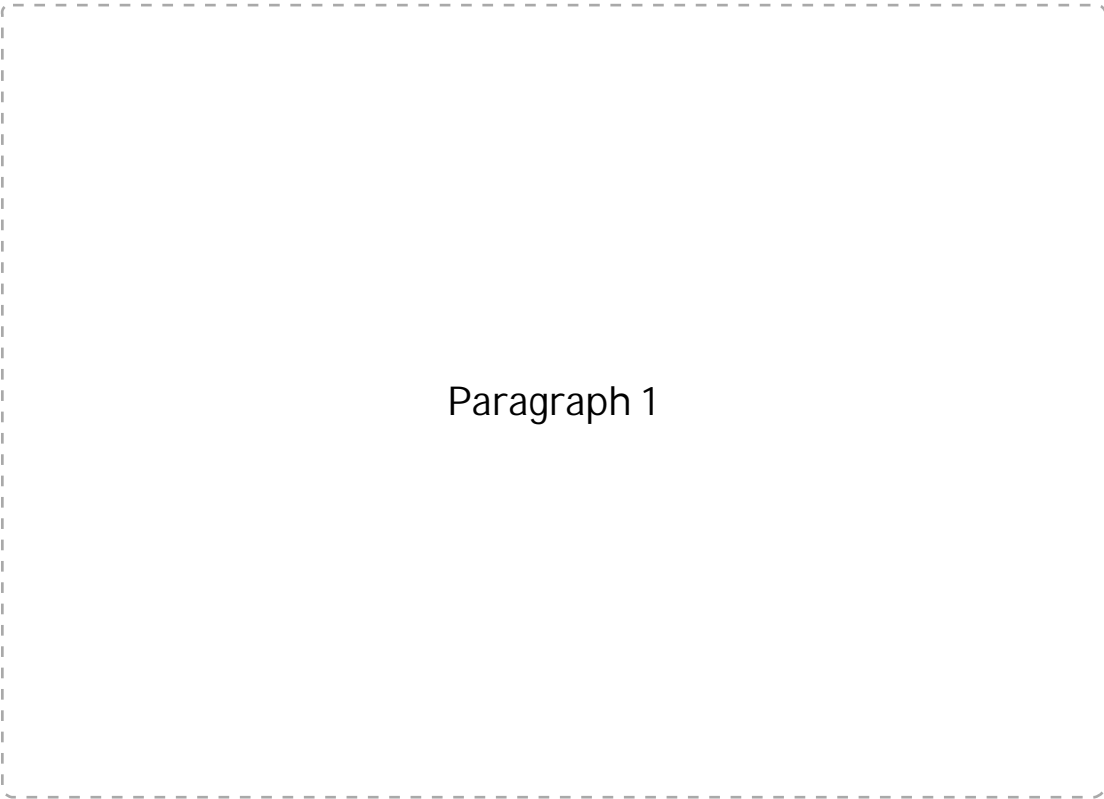
Paragraph 2

Paragraph Heading 3

Video Heading

Paragraph 3

Paragraph 4

16:9

0:00

http://www.acedrivingschool.com.au

Google

Search

Logo

About us   Prices   Bookings   Drops of Wisdom   Contact us

Image and Mission Statement Text
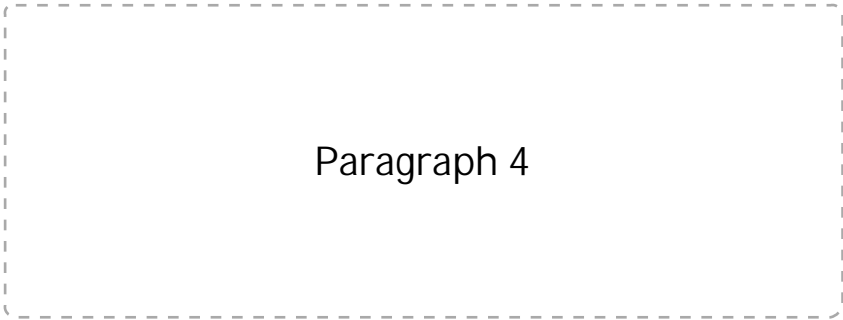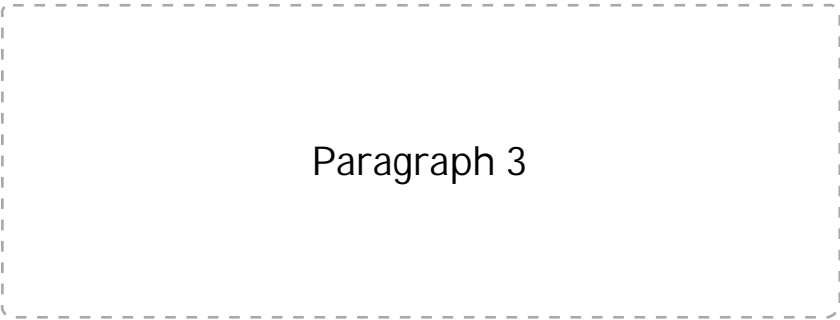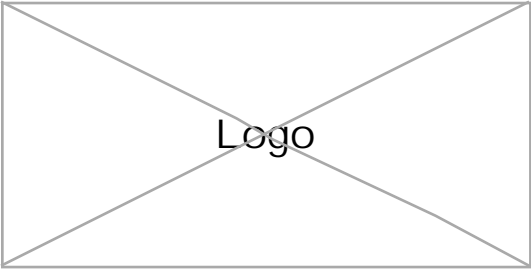
FAQ's

Question Heading 1

Paragraph 1

Question Heading 2

Paragraph 2

Question Heading 3

Paragraph 3

Question Heading 4

Paragraph 4

Question Heading 5

Paragraph 5

Question Heading 6

Paragraph 6

http://www.acedrivingschool.com.au

Google

Careers   Search

Logo

About us   Prices   Bookings   Drops of Wisdom   Contact us

Image and Mission Statement Text

Video tip
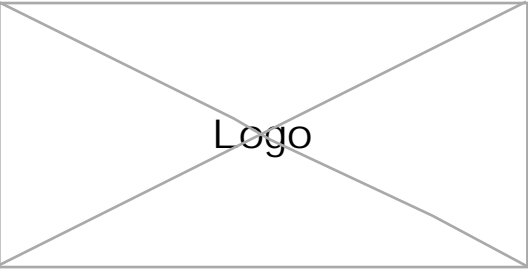
Informative Tips

Image   Image   Image

16:9

0:00

Paragraph Heading 1
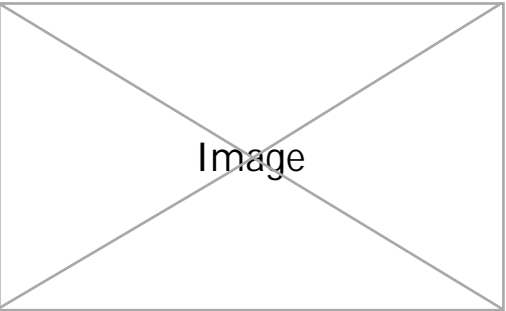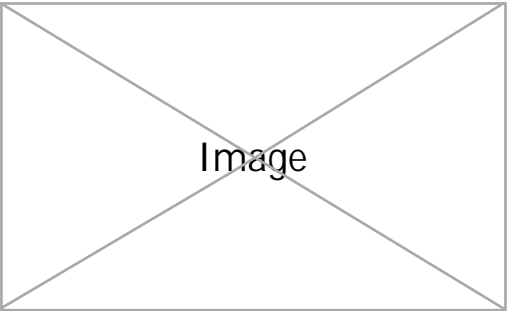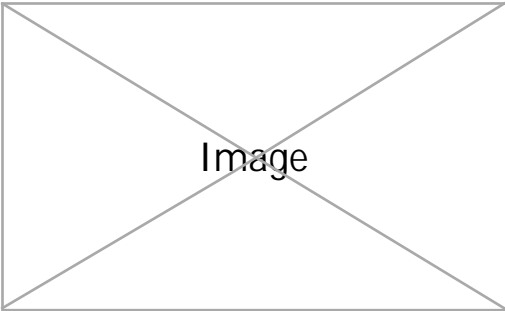
List Heading 1

- List item
- List item
- List item
- List item
- List item
- List item
- List item

List Heading 2

- List item
- List item
- List item
- List item
- List item
- List item
- List item

List Heading 3

- List item
- List item
- List item
- List item
- List item
- List item
- List item

Paragraph 1

Paragraph 2

About us   Prices   Bookings   Drops of Wisdom   FAQ's   Careers   Contact us

http://www.acedrivingschool.com.au

Google

Careers

Search

Logo

About us   Prices   Bookings   Drops of Wisdom   Contact us

Image and Mission Statement Text

Leave Feedback

Paragraph 6

First Name

Last Name

Your instructor

Message

Write your message

Text 1	◯ Radio Button	⦿ Radio Button
Text 2	◯ Radio Button	⦿ Radio Button
Text 3	◯ Radio Button	⦿ Radio Button
Text 4	◯ Radio Button	⦿ Radio Button
Text 5	◯ Radio Button	⦿ Radio Button
Text 6	◯ Radio Button	⦿ Radio Button

Submit

About us   Prices   Bookings   Drops of Wisdom   FAQ's   Careers   Contact us

http://www.acedrivingschool.com.au
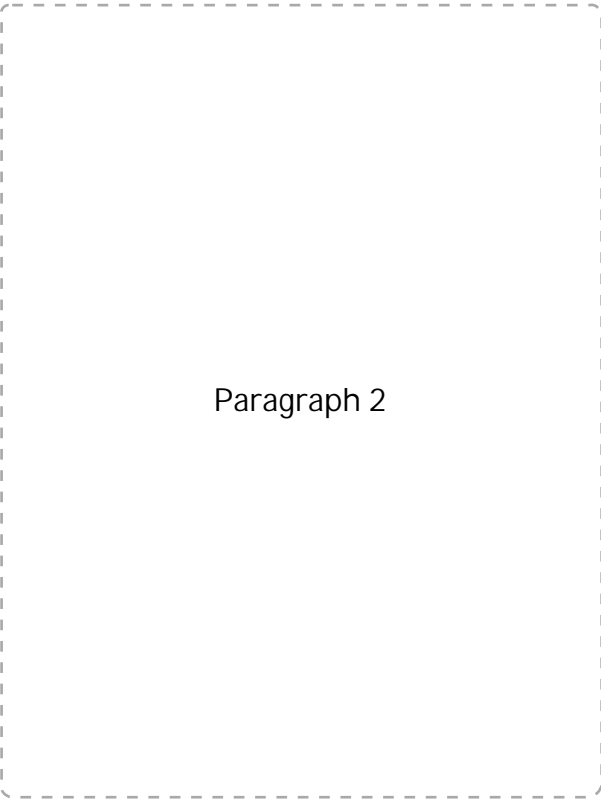
Google

Search

Ace Driving School

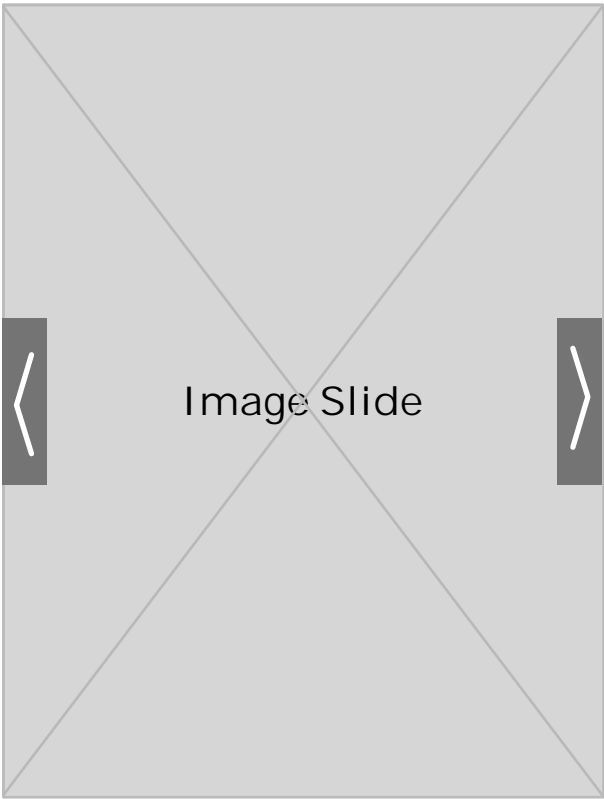About us   Prices   Bookings   Drops of Wisdom   Contact us

The Best School

Choosing a driving school and driving instructor is probably one of the most important decisions you need to make. As a parent or student you want to know the tuition is cost effective, that the driver trainers are both caring and professional. Ace Driving School instructors incorporate defensive driving techniques during each of your lessons. The motor vehicle driving instruction we give ensures the necessary skills for your driving future.

Our Staff

Our personnel are meticulously screened and intensively trained to be able to provide excellent and informative instructions. They are all caring, polite, educated people with pleasant attitudes.We are all here for you not only to help you pass the road test but to make you safe, on the road

High Standards

It has always been our school policy to provide the highest standard of informative driving instructions to our students. Our school is committed in molding better, safer and law abiding drivers. We give emphasis on the importance of driver safety in order to make our roads and highways safer for all road users.

Mock Driving Test

We provide insured dual controlled automatic and manual transmission vehicles, for safe stress-free driving lessons and simulated mock learners, restricted and full driving tests. In addition to providing driving lessons and simulated tests we conduct free theory classes.

FAQ's

How can I get a driver license?

There are three stages through which new drivers pass. They begin by acquiring a learner's permit, progress to a restricted, provisional, followed by a full driver's license.

Leave Feeback

My instructor was very helpful and patient. It took me two classes to learn how to drive....

New drivers estimonies

Informative Tips

<   Always Drive Within The Speed Limits   >

0:00

http://www.acedrivingschool.com.au

Google

Search

Ace Driving School

About us   **Prices**   **Bookings**   **Drops of Wisdom**   **Contact us**

About us

Ace Driving School was established in 1987 and has a reputation for excellence in Driver's Education, Training, and Traffic School. We pride ourselves in our ability to offer high quality training to our students. Our friendly staff is ready and waiting to serve you. Our facility is equipped with the latest Toyota Prius and Fiat 500 vehicles to conduct Driver's Training courses. All of these vehicles have automatic transmissions, dual braking systems, and two accelerators for your safety. We are fully bonded and licensed.

All our Automatic and Manual Cars are dual-controlled, well maintained, comfortable and air-conditioned. We cater for all learner drivers, refresher lessons and international license conversions, as well as automatic to manual license upgrades. Corporate refresher sessions are also available. At "Ace", we pride ourselves in serving our clients to the very highest of standards. We aim at pleasing you and making you feel comfortable in your learning environment. We service Inner City and all Brisbane Suburbs, Western Suburbs out to Ipswich, South to Logan & Beenleigh, The Redlands and the Bayside.

Ace Driving School Brisbane welcomes you as one of our students!

0:00

Our School Policy

It has always been our school policy to provide the highest standard of informative driving instructions to our students. Our school is committed in molding better, safer and law abiding drivers. We give emphasis on the importance of driver safety in order to make our roads and highways safer for all road users. If you are looking at getting your license but you can't find an appointment online with Queensland Transport, call us because we have bookings available. We look forward to working with you to be successful in obtaining your car license with our Brisbane Driving School.

Ace Driving School has earned the reputation of being a reliable, trustworthy and affordable Brisbane Driving Schools with friendly patient driving instructors.

We understand that your driving lessons need to fit around your other commitments, that money may be tight and that your knowledge will be different to that of the next learner. With that in mind, we have designed and developed a range of driving courses to suit your individual needs. Moreover, our competitive rates and block booking discounts will ensure that you receive great value for money.

So whether you're a complete beginner, or you just need to polish up your skills for your test, you can be assured that the team at G & M will give you the very best in tuition that will last you a lifetime, from turning the ignition key for the very first time to successfully passing your driving test.

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http://www.acedrivingschool.com.au

Google

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Ace Driving School

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Prices

TIme	Dicount	Content	Rate
1 hour Class	N/A	Practice	$50
2 hour Class	N/A	Practice and Theory	$90
4 X 1 hour class	15%	Practice and Theory	$170
6 X 1 hour class	20%	Practice and Theory	$160
8 X 1 hour class	25%	Practice and Theory	$150
1 Gift Voucher	30%	8 hours practice and Theory class	$140
2 Gift Voucher	40%	2 X 8 hours practice and Theory class	$260

Gift Voucher

Regardless of age or skill level, our gift vouchers are a great idea for people learning to drive or wanting to improve their driving skills. The perfect gift for a learner driver or even as a refresher for someone more experienced. One voucher = one driving lesson. The minimum requirement for in-car driver training is holding a learner license.Purchasing a gift voucher with Ace Driving School Brisbane is the perfect gift for someone starting their driving journey.

- Gift vouchers are redeemable upon presentation to an authorised Top Gear Driver Training instructor
- Gift vouchers cannot be used in part or in full for cash
- Gift vouchers remain valid 6months from the date of purchase
- Gift vouchers will not be accepted if damaged, copied or defaced

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Google

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Bookings

If you book online or over the phone, you can pay with a Visa or MasterCard. You can pay with cash, cheque, money order, debit or credit cards at a customer service centre.

First Name

Last Name

Street

Suburb

Postcode

Phone

Email

Learner Permit/license number

Manual or Automatic

Message

Write your message

Submit

Search

Ace Driving School

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Drops of Wisdom

Extend your vision: One of the most important things you can do to be a safer driver is to look well ahead of you when you're driving, so you can pick up potentially dangerous situations before it's too late.

The earlier you spot a potential hazard, the more time you will have to take evasive action.Rather than looking only as far as the vehicle in front of you when driving, you should actually be scanning the road in front to a distance of at least 12 seconds ahead of where your car is — that is, the place you will be after driving for 12 seconds.

As a rough guide, at 50km/h, 12 seconds is 166 meters or about two city blocks. This means at 100km/h you should look ahead as far as you can see.

‹ **DRIVE SAFELY** ›

- Check well ahead and behind for any potential hazards. Don't look away if you can see potential hazards.
- Remember if you do look away from the road make sure you don't go off course.
- Never take your eyes off the road for longer that is absolutely necessary. For example, while driving at 90km/h, if you took your eyes off the road for two seconds you will travel 50 metres.

Keep your eyes moving: many people only look ahead of them when driving. This means they're not getting the full picture of what's happening on the road.

As well as looking ahead, you should also use your mirrors to look to the sides and behind often enough to be aware of surrounding traffic.

Moving your eyes regularly and concentrating on what's going on around you will also help you to stay alert on long journeys.

- Create a cushion of safety ahead of you by maintaining a safe following distance. Use the two-second rule or the four-second rule when appropriate.
- Create a cushion of safety behind you by maintaining a safe distance between you and any following vehicles. If a vehicle is following you too closely, slow down, move over and let it pass.

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Careers   Search

Ace Driving School

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Contact us

First Name

Last Name

Phone

Email

Message

Write your message

Submit

Ace Driving Schools Accredited driver trainers provide lessons in automatic and manual cars in all Brisbane Northside and Brisbane Southside suburbs.

Our Driving School is located in a range of suburbs in Brisbane including the Northside and Southside inner city areas. All Northside Brisbane suburbs including Albany Creek , Aspley , Bridgeman Downs , Chermside , Brendale , Strathpine , Bald Hills.
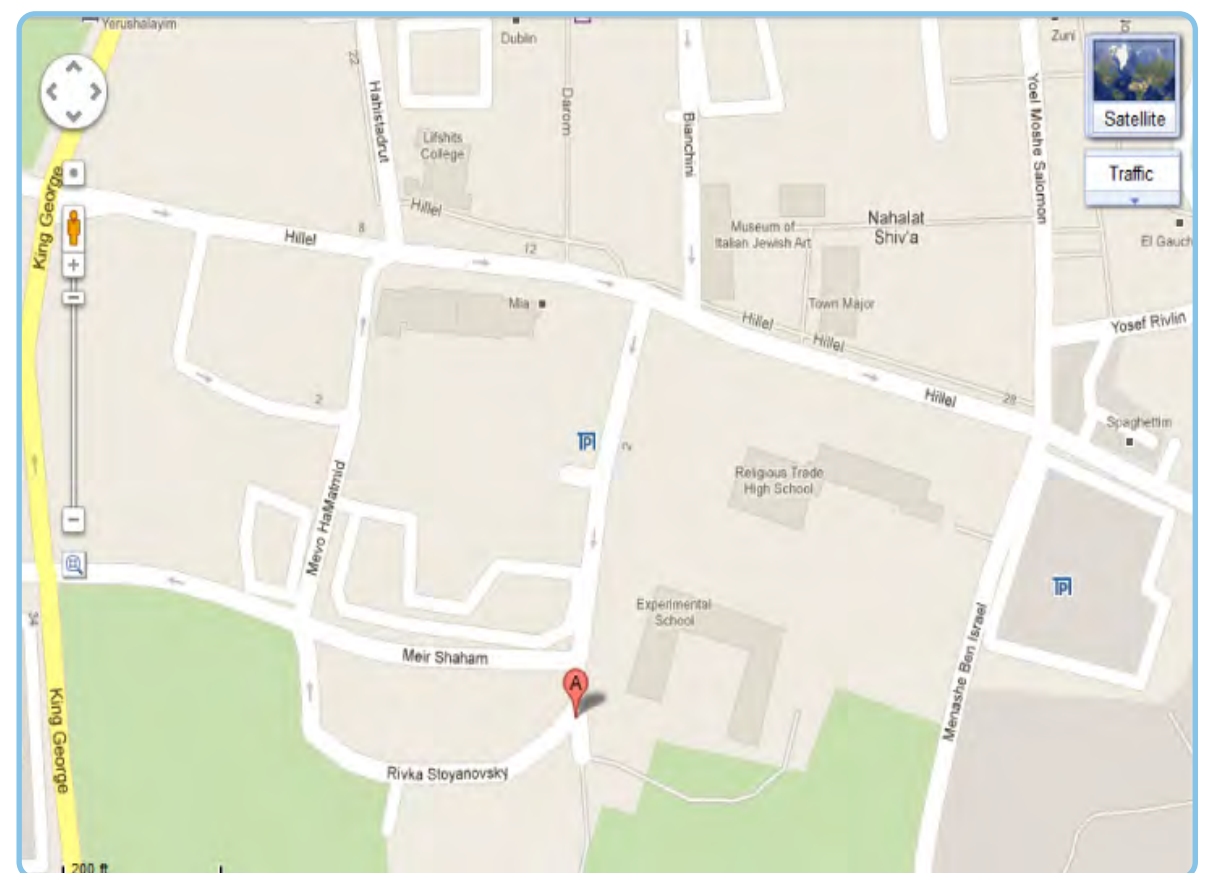
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Careers

Ace Driving School

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Careers

Become part of our team

We believe that our customers deserve the very best service, and part of this service is having the best Driving Instructors in the greater Wellington area.

To become an "A1 DRIVING INSTRUCTOR" there are some qualities you should already have before considering joining our team. These include; being a competent driver with a clean driving record, having good communication skills, being empathic and a general willingness to help other people learn and achieve safe driving skills.

Here at A1 Driving School we have a support and feedback system that helps our Driving Instructors achieve their very best performance, which will in turn gives our customers the best value for money driving tuition in the area they service.

So if you think you have what it takes and are considering a career as a Driving Instructor, we are interested in talking to you.

Note: Below are a few webpages worth checking out for further information on becoming a Driving Instructor.

http://www.careers.govt.au/default.aspx?id0=60103&id1=J44421

Our clients expect a personal approach to their driving classes, you should expect the same personal approach towards your career development at Ace Driving School.

We have introduced a competency framework based on four key areas of professional competence called "the Skills Standards". The Skills Standard seek to clarify and communicate the skills and behaviors we value as a firm; this applies to everyone. Our thorough development review process complements this approach and ensures that you get the opportunity to discuss and agree your development needs on a a regular basis.

Working for Ace driving School

Blair McCarthy – Driving teacher: I am proof of how Ace Driving School helps people progress in their career. I came into the organization as a admin staff, not really sure what I wanted to do with my career. In my five years working at Ace Driving School I have progressed into teaching more than six hundred people how to drive. To me it's very rewarding and satisfying. I hope you can join our team soon.

Sian Roberts – Kaikōkiri – Careers adviser: I didn't know very much about what our organization did before I applied to join as cleaner at the Brisbane branch. After seven years in that role, I had a career planning session with one of our consultants. They suggested that I apply for a vacancy in Driving tutor, our contact centre, as it would be a good stepping stone in fulfilling my career aspiration of becoming a qualified driving tutor.

Instructors Methodology

0:00

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FAQ's

Single lessons

I've had my license for years, but still can't do parallel parking, can I have a lesson just to learn this?

Yes, you can have just one lesson to master just one particular skill.

License's conditions

Is it true that if I sit my Restricted License test in an automatic car I can legally drive automatic cars only?

Yes it is, this condition will be printed on the reverse side of your license, however if you sit your test in a manual car you can legally drive both manual and automatic.

Hours of practice

I'm a complete beginner, how many lessons do I need?

There is no certain answer to this, it depends on many factors. Usually we can cover the basics in about 10 lessons but, in my experience, you have to spend at least 50 hours behind the wheel under supervision to gain some confidence on the road.

Manual and Automatic

Can I sit my Full License test in an automatic car but still have a license to drive both automatic and manual cars?

Yes you can, it does not matter which car you use for your Full License test. If you pass it, you will be issued with a Full License and condition "automatic only" will be removed from your license.

Number of lessons

Can I have just one lesson or do I have to book a certain amount of lessons?

No, you are not obliged to have any amount of lessons, you can have one or as many as you like.

Restricted License

When can I go for my Restricted License test?

In six months after you have passed your Learner's test.

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A car inside

0:00

Cars

Informative Tips

Accelerator

Accelerator: the pedal that you press with your foot to make a vehicle go faster

Air bag: a bag in a car that immediately fills with air if the car crashes, to protect the driver and passengers

Back Seat

Back seat: a seat behind the driver of a car

Booster seat: a seat for a small child that raises him or her to a higher position, for example in a car

Dimmers

Dimmer: a dip switch for a car's headlights

Dip switch: a switch for making the headlights at the front of a car point downwards

Driving seat: the seat where you sit when you are driving a car

"An automobile, autocar, motor car or car is a wheeled motor vehicle used for transporting passengers, which also carries its own engine or motor. Most definitions of the term specify that automobiles are designed to run primarily on roads, to have seating for one to eight people, for the transport of people" (Wikipedia, 2010)

Learning how to drive is a lot easier than it looks. It looks intimidating from the passenger's seat, or in the movies, but once you get behind the wheel and gently put your foot on the pedal, the process becomes very intuitive. If you're a defensive driver and learn to take things slow in the beginning, you'll be well on your way to mastering the basics.

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Leave Feedback

Please let us know your experience with Ace driving School. Your Feedback will be highly appreciated! Thanks!

First Name

Last Name

Your instructor

Message

Write your message

Are you satisfied with the driving lessons?   ○ Yes   ⦿ No

Was your instructor friendly during the course?   ○ Yes   ⦿ No

Have you passed the driving test?   ○ Yes   ⦿ No

Were the cars you used in pristine condition?   ○ Yes   ⦿ No

Were the classes given on time?   ○ Yes   ⦿ No

Would you recommend Ace driving school to someone? ○ Yes   ⦿ No

Submit

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Site Behaviour and Functionality - Redesigned

The Ace Driving School website has been primarily designed for past, present and future students of Ace Diving School. The behaviour of the various pages in the website is described below from a users' perspective. The main content area of the website area will have a width of 850 pixals, the background beyond this will be white.

Global Elements

All pages of the website have a header at the top that can be split up into three sections: Top header, global navigation and banner area ("Image and Mission Statement Text"). The footer is located on all pages and can be split into two sections: additional navigation bar and lower footer. Between the header and footer is the main content.

The top header is located at the very top of the webpage and contains a search box and a link to careers. The search box can be used to directly search within the website via a text input field. The search is executed by pressing enter the key on the keyboard while the search box is selected or by pressing an enter button. The Careers link is a simple link to the careers page.

The global navigation includes the Ace Driving School logo which will link back to the home page. This is an image. The rest of the global navigation bar is links to the "About us", "Prices", "Bookings", "Drops of Wisdom" and "Contact Us" pages. If a particular page is currently being visited (excluding the home page) this will be indicated in the navigation bar. The global navigation bar items will also change upon mouse over to emphasise clickabliity.

The banner area is a static image that cannot be clicked.

Below the message statement is the main content area. The top of the main content area contains the page heading.

The additional navigation bar is located above the footer (below the main content area) and contains, on the left, external links to "Facebook", "Google plus" and "Twitter". These external links are all square versions of the official icons. On the right hand side of the additional navigation bar, with different formatting are text links to "About us", "Prices", "Bookings", "Drops of Wisdom", "FAQ's", "Careers" and "Contact us". These links will highlight to indicate clickability but will otherwise be identical across all pages of the website.

The copyright bar contains static text.

Home page

The main content area of the Home Page some basic text in paragraphs (with headings) about the company and services offered in the top left section. The paragraph text is static.

On the bottom left there is a space for text and an image from the "Informative tips" page, on the left and right hand sides there are arrows. When this section is hovered over the cursor changes to indicate a link. If an arrow is clicked the image and text displays a different tip. If the main section (not an arrow) is clicked the user is taken to the "informative tips" page.

On the right hand side there is an image that links to the FAQ page of the website. Below this is another paragraph with static text. Below this paragraph is another image that links to the "Leave Feedback" page. These links are indicated by the cursor changing upon hover.

At the bottom right there is a video containing a happy testimony of a customer's experience with Ace. This video does not auto play or load, but will start to play (stream) if the user clicks the play button. A section of the video can be clicked which will open a new tab in the browser containing the video within the main YouTube website.

About us

The main content area of the About Us page is split horizontally into two sections. The top section containing a static paragraph of text next to a small video, the bottom section is split into three vertical columns. The first and last columns contain paragraphs of static text. The middle column contains a static image.

Prices

The top half of the main content area will have prices displayed within a table.

The bottom half will contain information on gift vouchers. This will include a static image and some static paragraph blocks.

Bookings

The main content area of this page will contain the page heading and a brief paragraph with information about bookings. Below this is a form with a number of entry fields. Clicking on the label will highlight the field. The form can only be submitted by pressing submit. Compulsory fields are marked with a "*".

If form is submitted with missing * fields the inputs will remain and a red error message will appear. A basic check will also be performed (with a similar error) to check if email is valid and postcode is valid- these requirements will be indicated up front.

There will be a dropdown box to choose "Manual" or "Automatic" licence. All other fields are text input fields.

Drops of Wisdom

The main content area of this page will mostly consist of static text in paragraphs and lists, except there will be space for one image as well. This image will have arrows on either side so the user can scroll to different images. Upon page load this image will also change randomly.

Contact us

The main content area of this page will contain three sections a, a paragraph at the top with header at the top, a form below this and an image to the right.

The form will have a number of entry fields. The form can only be submitted by pressing submit. The first name field and message field will be marked as compulsory with a (*).

The email and phone number fields will not be marked with a * but there will be a message saying to at least provide an email or phone number. The phone number and email will be checked to make sure there is at least one and that they are valid (generous). What constitutes a valid email and phone number will be indicated.

The paragraph will contain static text, as well as a mailto link to an email address. Upon clicking this email link will open a new email after launching the users' mail client.

At the bottom right there will be an interactive google map.

Careers

The main content area of the careers page contains information directed at those people who are interested in joining the Ace Driving School Team. The information consists of text, images and a small video with staff talking about how much they like working for Ace Driving School. The text is static and is organised into paragraphs. There is space for one image but this can be changed to one of several different options the user by clicking on left and right arrow buttons.

The video does not auto play or load, but will start to play (stream) if the user clicks the play button. A section of the video can be clicked which will open a new tab in the browser containing the video within the main YouTube website.

FAQ's

The main content area of this page will be separated into two equal halves. The FAQ's will be split across these two halves. Each FAQ will have its Q as a static heading. The answer will be a static block of text.

Informative tips

The main content area of the informative tips page is split into two halves. The right half is a narrow section containing a small video with an informative tip above two paragraphs of static text.

The video does not auto play or load, but will start to play (stream) if the user clicks the play button. A section of the video can be clicked which will open a new tab in the browser containing the video within the main YouTube website.

The left hand side in split into three columns. The top of each column contains a static image. All images are equal in size. The images can be clicked which will bright up a larger version as a light-box. Bellow the images are headings and tips displayed in a short list.

Leave feedback

The main content area of this page will include an image and a short paragraph describing what the page is used for.

On the left will be input boxes. No boxes will be marked as compulsory. On the right will be a number of lines associated with three radio buttons. The radio buttons will be "Yes", "No" or "N/A". "N/A" will be selected by default. The lines will ask a series of yes or no questions such as "Was your instructor on time within a few minutes?". Submitting the form will be done by clicking on the submit button.

Technical Approach - Redesigned

A number of different implementations of html, css and JavaScript technologies will be used to implement the features of the Ace Driving School Website. Each element that requires special treatment is described below.

Search Box

The search box is an additional input form that is located on every page. This will use a free Google search plugin written in JavaScript (Google CSS, 2014).

Code example

```
<script>
 (function() {
  var cx = '013554186789727257206:yce4lj-uebc';
  var gcse = document.createElement('script');
  gcse.type = 'text/javascript';
  gcse.async = true;
  gcse.src = (document.location.protocol == 'https:' ? 'https:' : 'http:') +
     '//www.google.com/cse/cse.js?cx=' + cx;
  var s = document.getElementsByTagName('script')[0];
  s.parentNode.insertBefore(gcse, s);
 })();
</script>
<gcse:search></gcse:search>
```

Input forms

CSS will be used to style the forms and JavaScript will be used to provide form validation. This code will run on submission of the form. If the form is correctly filled out the confirmation page will display. Otherwise the form will retain last input with errors highlighted. Common errors will be checked, such as making sure all email addresses have an "@" and a ".". Checks will not be too intense to avoid false positives.

Video

To ease bandwidth costs and aid usability videos will be hosted on YouTube. These videos will be embedded into the website using an object tag. The type attribute will be "application/x-shockwave-flash", the data attribute will link to the video and width and height will be set. The param tag (with name and value attributes) will additionally be used for compatibility with IE.

Lightbox Images

Some images will expand into a "lightbox" upon clicking. The image will display in full-size on top of the website. The website (in the background will be darkened). Clicking on the background will close the "lightbox".

This effect will be achieved with a modified version of the free Lightbox Javascript and CSS code provided by Lokesh Dhakar (Dhakar, 2014).

Image Scroller

A number of images will have arrows to enable people to scroll to the next or previous of several different images.

This effect will be achieved using a modified version of the SlidesJS slideshow Javascript and CSS plug in provided by slidesjs (Searles, 2014).

Global navigation

CSS styling will be used on the global navigation to allow it to change upon mouse over, to indicate clickability.

Design Rationale and Conclusion

The primary goal of the redesign for this website was to move away from the casino-esque vibe of the original website and create something which puts forward a far more trustworthy and professional front. Ace Driving School needs to engender trust from their potential customers and the redesigned website is going to assist in achieving this by stripping away the seedy elements of the original website and replacing them with a more professional and corporate aesthetic.

The main colours for the website have been changed to muted blues, light greys and white. This presents a much more professional aesthetic which engenders feelings of trust and confidence towards Ace Driving School. Blue and white both read as very clean and clear colours which promote positive feelings towards the business.

The layout of the site has been decluttered of decoration which makes the website much easier on the eye. The white background is more considerate on the eyes and

The logo has been redesigned in an effort to get away from the association with Casinos and gambling halls. This results in a more family friendly environment. With most customers being teenagers, it's important to appeal to both the parents of the teens as well as the teens themselves. With the updated logo and the cleaner aesthetic it's believed that parents will be impressed with and more willing to do business with Ace Drive School.

The superfluous decoration featured in the original site has been removed. This creates a cleaner website which is more visually appealing. To avoid the uncluttered website from looking bare images have been added in the form of actual content in the form of photos and videos.

The menu system has been simplified and the site map restructured to provide and easier and more logical navigation of the website. The global navigation bar at the top of the page allows quick access to the primary areas of the website while the footer repeats these links with a few extra additions, not important enough to have at the top of every page, as well as links to Ace Driving School's social media pages. The active links are now styled differently to allow the website user to have a clear idea of where they are within the website.

Additionally, to facilitate the user having a clearer idea of where they are within the site the website now has a variety of page layouts depending on the page of the website. The form page, for example, is very clearly distinct from the other pages so the user can tell at a glance which page they are on.

The font faces have been simplified, especially in the page headers, to improve readability. A large font size with generous spacing allows for a larger number people to be able to use the website. This cleaner and easier to read text is also friendlier and less overwhelming for the older generation who wish to use the site but are not familiar with using the internet.

Overall the website has a far cleaner aesthetic which creates a more professional frontage for Ace Driving School. The website will be easier to use and navigate as well a providing information in a more logical and streamlined way.

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