

A. Define Your Product

Answer the following questions in your document:

1. What problem does your product website solve or address?

Car enthusiasts face two major challenges in the modding world today: no reliable way to track their mods and upgrades, and difficulty finding trusted parts and services.

2. What is your product idea? How does your website support this idea and help solve the problem?

Mod market provides the community with the user with ways to track mods on their vehicles and determine their compatibility. Mod market will also allow users to buy and sell parts with a built-in marketplace.

3. What type of website are you building? (i.e., e-commerce, brochure, portfolio, media, nonprofit, etc.)

This website will be a promotional website, this is the best format to support my product because it will attract and engage the target audience to potentially download the app.

4. What is your mission statement? Summarize what your product does, who it's for, and why it matters.

My mission statement is: Modding a car is more than just upgrades, it's a passion and a form of personal expression. But without tracking tools, or trusted sources, that passion can turn frustrating and expensive. Mod market solves this problem by providing the community with ways to track mods and determine their compatibility. Also mod market has a built-in marketplace allowing users to buy and sell parts.

B. Profile Of Target Audience

Answer the following questions in your document:

1. Who is the primary audience that your product is trying to reach? Include the following details about your target audience: Car enthusiasts

- Demographics

- What is the age range of your target audience?

The age range of your target audience is anyone who can drive so people over the age of 16.

- What is the gender distribution?

Mostly male

- Which country do your visitors live in?

Anywhere with service

- Do they live in urban or rural areas?

Both

- Socioeconomic Details

- What is the average income of visitors?

Most ranges of income (anyone that can afford a car and parts)

- What level of education do they have?

Any level of education

- What is their marital or family status?

Can fit under most statuses

- What is their occupation?

Most likely something to do with cars but can be anything

- How many hours do they work per week?

40

- Web Behavior

- How often do they use the web?

Very often

- What kind of device do they use to access the web?

computer or phone

1. Create a chart with at least three fictional visitors from your target audience. This chart should include at least their name, sex, age, location, occupation, income and web use. You can create this chart manually or with AI tools like [ChatGPT](#).

Fictional Visitor Chart						
Name	Sex	Age	Location	Occupation	Income	Web Use
Jake Miller	Male	24	Dallas, Texas (Urban)	Mechanic	\$45,000	Daily via phone & PC
Luis Romero	Male	36	Bakersfield, CA (Rural)	Truck Driver	\$60,000	Frequently on mobile
Sarah Patel	Female	29	Toronto, Canada (Urban)	Automotive Blogger	\$70,000	Constantly online

2. Create a list of reasons why people would be coming to your site and assign the list of tasks to the fictional visitors you created. You can complete this step manually or with AI tools like [ChatGPT](#).

Name	Specific tasks Assigned
Jake Miller	<ul style="list-style-type: none">- Researching affordable performance parts for a client's car- Watching a how-to video for installing a cold air intake- Checking part compatibility with a 2009 Civic- Looking up service tips for tuning a turbo engine
Luis Romero	<ul style="list-style-type: none">- Reading blog posts about long-distance upgrades for trucks- Buying heavy-duty seat covers- Listing extra truck lights for sale- Finding nearby truck meetups in California
Sarah Patel	<ul style="list-style-type: none">- Writing a blog post on a recent build- Engaging with users in a discussion thread about electric vs. gas tuning- Gathering inspiration for a retro JDM project- Signing up for the site's newsletter for content ideas

3. Website Requirements

By addressing the questions below, you'll gain valuable insights into how to design a website that meets your goals and expectations.

1. Purpose & Goals

Answer the following questions in your document:

- What is the primary goal of your website (i.e., promote a service, sell a product, educate users, raise awareness, etc.)?

The primary goal of my product is to promote my app Mod Market.

- What is the most important action you want users to take on your site (i.e., sign up, purchase, read articles, submit a form, etc.)

To download my app from the appstore and sign up

2. Content & Features

Answer the following questions in your document:

- What content and features are essential to help users achieve their goals? List critical pages and features (i.e., About, Contact Form, Product Gallery, FAQs, Reviews, etc.).

Some features available will be a seller review system and FAQ's

- What will your homepage highlight? Think about the first impression and what visitors need to see right away.

The homepage will highlight a link to download my app from the appstore with pictures and summaries of the app in the background.

3. Look & Feel

Answer the following questions in your document:

- Do you have examples of websites that inspire your design? List 1–2 examples and what you like about them (i.e., layout, colors, interactivity, etc.).

Some websites that will inspire my design are websites like facebook and SnapchatMod list. Facebook has a detailed design with a great marketplace interface and snapchat redirects users to download their app from the appstore

- How would you describe the overall style of your site (i.e., modern, bold, minimalist, playful, professional, etc.)?

I think the overall style of my site will be modern but also kind of minimalist. This is because I don't want the user to be overwhelmed and I want it to be easy to follow

- Do you have preferences for color, fonts, or imagery? If not, what mood or personality do you want the site to convey?

The personality I want to make the website convey is lots of car related imagery and easy to read fonts.

B. Design & Prototyping

In this final section, you'll bring together your ideas and planning to shape the visual direction of your product website. You'll document your design choices and development strategy through diagrams, sketches, and visuals that guide your build process.

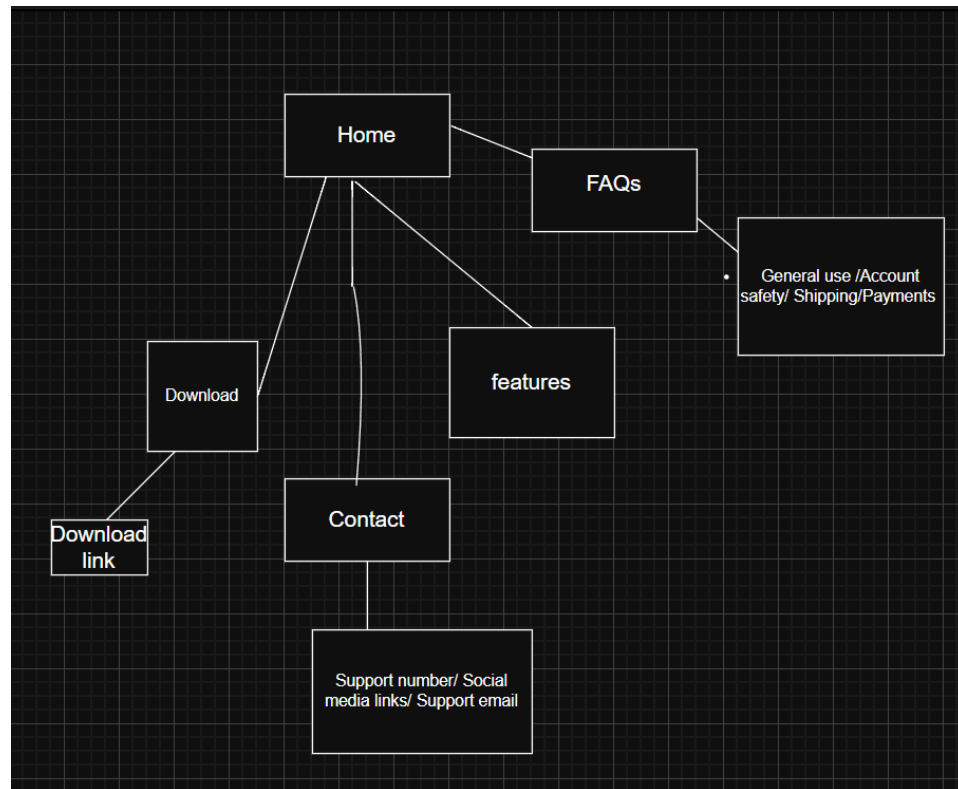
1. SDLC Approach & Timeline

Phase	Sprint	Goals / Deliverables	Key Tasks
1. Concept / Planning	Sprint 1	<ul style="list-style-type: none">✓ Define MVP features✓ User Stories created✓ Initial designs/mockups	<ul style="list-style-type: none">- Requirements gathering- Create Epics & User Stories- Wireframe core UI (tracker, buy/sell flow)- Tech stack & architecture decisions
2. Design & Setup	Sprint 2	<ul style="list-style-type: none">✓ High-fidelity UI mockups✓ Backend setup✓ Dev environment ready	<ul style="list-style-type: none">- UI/UX design (Figma/Sketch)- Setup Git, CI/CD pipeline- Database schema (parts, users, listings, etc.)- Begin designing mod tracker logic
3. Core Development I	Sprint 3	<ul style="list-style-type: none">✓ Mod Tracker MVP complete✓ User Authentication✓ Basic UI	<ul style="list-style-type: none">- Build mod tracker module- Implement user login/signup- Add part categories/tags- Basic dashboard
4. Core Development II	Sprint 4	<ul style="list-style-type: none">✓ Buy/Sell Listings MVP✓ Image upload✓ Search/filter parts	<ul style="list-style-type: none">- Add ability to list parts for sale- View parts by category, location- Upload images- Integrate part search functionality
5. Testing & Refinement	Sprint 5	<ul style="list-style-type: none">✓ Bug fixing✓ Usability testing✓ Performance tweaks	<ul style="list-style-type: none">- QA testing (unit + manual)- User feedback loop- Optimize mod tracker & marketplace- Begin marketing plan
6. Deployment & Launch	Sprint 6	<ul style="list-style-type: none">✓ Beta launch✓ Collect feedback✓ Prepare for next features	<ul style="list-style-type: none">- Launch closed beta- In-app feedback feature- Monitor analytics & usage- Plan Sprint 7+ (post-launch features)

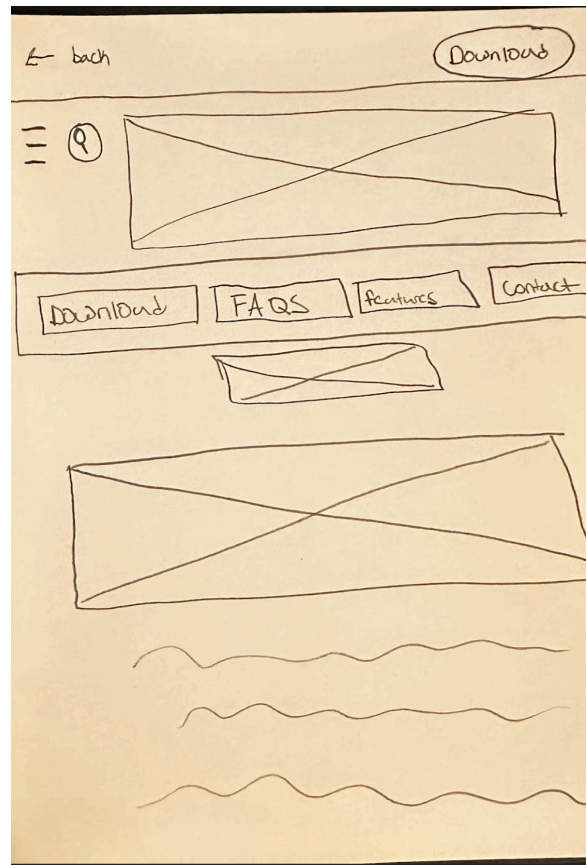
2. Original Logo



3. Site Map



4. Wireframes



5. Accessibility

Some features of my website that make it accessible to everyone is I will allow for text to speech and make it so everything can be accessed by a keyboard. I will also use a consistent layout and colors that stand out from the background for text.