Design Brief Document

## Target Industry / Audience (Michael)

Team 6 will be producing both the design and implementation of a Dynamically Authored Website for a franchised “Garage car sales” company, located In Northern Ireland. The Company in Question **“SpeedFixSales”**, Currently has no online presence beyond a Facebook page. They are seeking to build a website that can be integrated into the business as they seek to modernize and expand. There main aim with this website is to provide a more modern experience for the younger generations via an online presence and attracted their business to stay ahead of the current competitors such as “**QuickFit**” who currently do not have website either. The website in short will highlight all the cars currently for sale from the garage and give their locations if they are offsite. The website will also highlight all the garage’s mechanical services and advertise some of the products the garage can offer.

The Development Team will be using the following workflow task management systems, firstly version control will used using both GitHub and GitHub Desktop/Git. The Team will use the Kanban System via Trello Website, to track task progress and identify blockers. Weekly Meetings will be held once per week at the weekend using Zoom Video Calls, where the next weeks tasks will be formalized into stories/tasks on Trello and assigned equally among the team. Each meeting will have minutes recorded. Finally, we decided to use WhatsApp for the bulk of communication, as its accessible easily via phone, which suited everyone’s Work Lifestyle.

The Team initially uses the following technologies (subject to change, as required):

HTML, CSS, JavaScript (JS), Bootstrap JS Library

Team Members will use differing tools to produce wireframes, as we do no know which tool is ideal, and will ultimately choose the best tool for the final Wireframes:

Microsoft Visio, Balsamic

## Target Industry / Audience (Adam)

This site should be tailored to all demographics except for children. Within car sales industry the target market is anyone who may wish to buy a car, with this the website must be simple for all age ranges to use in order to drive traffic and as a result of this more sales. However, the main goal from creating a site is to gain an online presence to draw a younger audience.

Corporate Identity – Logo, Font, Colours

Logo, company name

Description automatically generatedLogo:

Font:

Noto Sans – chosen due to its professional look.

Colours:

Dark Blue White Yellow

These colours were chosen as when combined they give a simple and professional look.