## Target Industry / Audience

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.

## Corporate Identity – Logo, Font, Colours

Logo, company name

Description automatically generatedLogo:

Font:

Colours:

Dark Blue White Yellow

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

# Diagram Description automatically generatedDescriptions of Components

**5**

**4**

**3**

**1**

**2**

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| --- |
| 1. Company Logo – This will allow for clear branding on the site and will also be used as a home button throughout other pages on the site |
| 2. Search Bar – This will allow a user to search for a specific car or part making their experience as simple as possible |
| 3. Login/Register – Allows a customer to tailor their experience on the site, such as having saved details and favourited items on the site |
| 4. Navigation menu – Allows the customer to navigate to their desired page in a quick and easy way |
| 5. Best Car Deals – Carousel containing selected deals on cars, showing generic details and an image as well as it’s was and now price to draw customer attention |
| 6. Best Part Deals – Carousel containing selected deals on parts, showing generic details and an image as well as it’s was and now price to draw customer attention |
| 7. Footer: Newsletter – Allows the customer to sign up to email notifications such as new cars/parts available or new deals |
| 8. Footer: Social Media – Gives the customer an alternative method to view news if they do not want to sign up to the newsletter |

**6**

# Design Decisions

**8**

**7**

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| General Site Colour – Blue and white with yellow accents, this theme was chosen due to the simplistic and professional look |
| Components 1,2,3,4,7 and 8 will be included on each page of the site, the decision to do this was based on user experience, the site will be easier followed and used with a simple and repetitive navigation |
| Now price – the decision to make this text red was made as it will draw customer attention more than having this in a black text, this will increase customer engagement |
| The decision to use social media logos opposed to links was made again to increase customer engagement, these links will stand out more to a customer when compared to a text link |
| A simple design has been considered to allow a customer easy navigation of the site; this will be more engaging rather than a cluttered design |