Design Brief Document MARK SCHEME

– 20 marks

Your design document will be assessed on the following criteria:

• Has the target industry and audience been taken into account and the design leveraged to this market?

• Does the website have clearly defined objectives and purpose?

• Has a suitable and professional corporate identity been established?

• Has a thorough review on existing competitors in the theme area been carried out?

• Has the report been presented in a professional format?

Design Brief Document

**Introduction (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 of 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

**Target Industry/Audience – (Adam) (see intro some stuff related)**

**Objectives/Project Purpose – (Patrick) (see intro some stuff related)**

**Corporate Identity – Logo, Font, Colours, etc. - Everyone/whoever can draw or steal a logo**

**Competitors – (Lewis) (see intro some stuff related)**