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ACS-1809-001

Web Design and Development

Project:

Make Own Website

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Introduction.

For this assignment, I am plan to make a website for my imaginary company – MJ Motors. This is 50 years old yet most advanced company in India. Our company specializes in modifying the cars by its looks and performance.

MJ Motors ®.

MJ Motors started its journey in the year 1970 by Modi family. They started with a small workshop in small town of Mumbai, India. The company was firstly named Ashok Garage in early years. There were only three people working in the workshop. As the years passed the workshop was converted into a big factory with manpower of 800 people. In the year 1972, there was expansion of business and a new identity given to the company as MJ Motors to all over the state of Maharashtra. The company currently own around 500 garages and 10 factories where various modifications take place.

In August 1980, MJ Motors step forward in manufacturing motor bikes and announced it is establishing its North Indian headquarters and a dealership in Delhi, with the intention to offer three bikes, the Sumo 500, Classic 700 and Continental GT 535 Cafe Racer as they feel this engine size represents an underserved market. The dealership will be MJ's first company-owned store in the Northern India, according to Ankush Mehta, president of MJ Motors North India. The company wants to establish about 100 dealerships in Indian cities starting with Delhi. MJ Motors also has its name Guiness World Record of

manufacturing most number of cars in 24 hours. Also, MJ Motors is awarded with pride gulf by honorable Home Minister of India.

Later in August 1981, MJ Motors announced its entry in Indonesia as a part of its global strategy in the mid-sized motorcycle segment, initially starting retail operations from a dealership in Jakarta. From April to September, 1981, MJ's domestic sales were 50% higher than the previous year, despite a declining motorcycle market in South India. In 1990, MJ Motors collaborated with the Richer Group, an automotive company in America, and merged with it in 1994. Apart from bikes, Richer Group is involved in the production and sales of commercial vehicles and automotive gears. Although MJ group experienced difficulties in the 1990s, and ceased motorcycle production at their Jaipur factory in 2002, by 2007 the company opened a new primary factory in the Chennai suburb of Oragadam on the strength of increased demand for its motorcycles.

Lastly, MJ Motors is most loyal brand to its customers in service and support. The company provides customers with Customer Feedback Forms (in-person and web-based) to welcome their viewpoints and suggestions. In addition, MJ Motors has a strong Customer Service team who are always willing to assist their customers via phone calls and emails.

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Plan.

I. Identify the target Audience.

User	Functions Performed	Age	Gender	Web Experience
Current Customers	Read About Company. Book Appointments for services. Place order for accessories. Make Payment. Give Delivery Details. Contact Customer Service. Provide Feedback about our services. Locate our nearest stores and office hours.	18+	M/F	Varies

Potential Employees	Search about availability of Jobs. Research about the company. Submit their Resume for jobs. Contact Hiring Team.	18 - 45	M/F	Varies

Table 1. Functions Performed by Target Audience

II.   Goals.

➤ Increase Productivity.
➤ Increase Customer Communication.
➤ Expand Branding.
➤ Satisfy Customer needs.
➤ Decrease Errors.
➤ Implement the Feedbacks suggested by Customers.
➤ Make it an Intenational MNC.
➤ Recruit Potential Employees.

III.   Main Topic Areas.

➤ Story of MJ Motors.

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- ➢ Our Services and History.
- ➢ Book an Appointment for Home Service.
- ➢ Place an Order for Accessories.
- ➢ Customer Feedback Form.
- ➢ Store Location.
- ➢ Contact Information.
- ➢ Jobs Available and Details.

IV. **Website Structure.**

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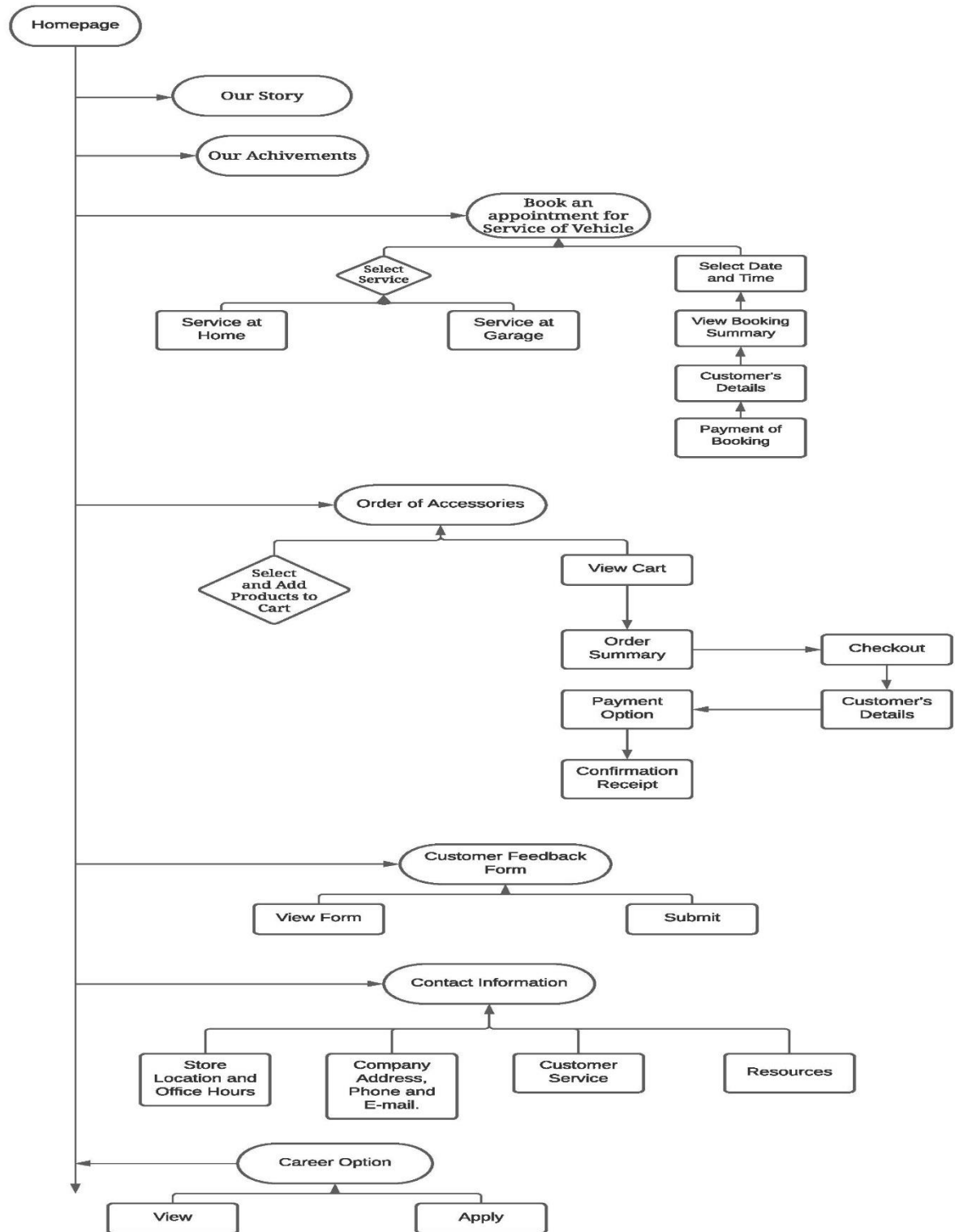
As it can be depicted from the diagram, the website of MJ Motors website highlights eight main topics. In our company, we gave our 100% to provide you best services and so people of India trust us and made us number one company in the field of Automobile industry. There is always a helpdesk available 24hours for you to walk through the website. For example, if customer would like to book an appointment for services then do as follows:

Book an Appointment :-

❖ Appointment for Vehicle service.

       - Select Type of Service

          - Home Service

          - Service at Garage

      - Select Date and Time of Service

      - Your Details

      - Make Payment

The Customer Feedback form is where you can provide suggestions and make complaints etc., regarding our services and performance. Order Accessories is where you can order accessories for your vehicle such as Helmet, Oil, Seat Covers and many more. In Career Option, potential employees can view and apply for to join our company. Customer Support provides customers with contact information of MJ Motors Company such as the company's address, phone number, and email; and those of Customer Service Team and also find the closest stores and office hours.

V.   Content Organization.

All content of company's website fits under each of the topic areas in the site's structure.

Category Name	Folder Name
MJ Motors Story	OurStory
MJ Motors Achievements	OurStory/Achievements
Book an Appointment for Home	BookAService/HomeService
Book an Appointment for Garage	BookAService/GarageService
Appointment Confirmation	BookAService/AppointmentConfirm
Appointment Payment	BookAService/AppointmentPayment
Order Helmets	ShopForAccessories/Helmets/Color
Order Oil	ShopForAccessories/Oils/Quantity

Order Other Items	ShopForAccessories/Others/Categories
Order Summary	ShopForAccessories/OrderSummary
Customer Details	ShopForAccessories/CustomerDetails
Delivery Method	ShopForAccessories/DeliveryMethod
Customer Feedback Form	CustomerFeedback/Form
Customer Feedback Submission	CustomerFeedback/FormSubmission
Career Option	CareerOption
MJ Motors Company Contact Information	ContactInfo/Company
MJ Motors Customer Service	ContactInfo/Company
Resource Information	ContactInfo/Resources

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Store Location & Office Hours	ContactInfo/StoreInfo

VI.   Navigation.

The Tree Diagram is also Website's navigation map. The Navigation of Website highlights 8 main topics throughout the site. It's text is shown in unique Red, Bold in style and contrast with black Gradient theme.

The company's logo is centered on top of each page and is used to link back to the homepage.

Page titles are created with thee format:

Primary Keyword {MJ Motors ®}

The Headlines of Homepage are:

MJ Motors ®

Screw it, Let's Ride.

VII.   Problems Encountered & Solutions.

It almost took 15 days to figure a best lookout for my website. I have difficulty in selecting best background and also the "hover" feature to make my order accessories page look good.

VIII.   Standout Features of my Website.

   i. For me Gradient effect on every background color is Best feature on my website.

   ii. Secondly, hover effect (on "order accessories page") is another most difficult and best feature on my page. Even there is transition effect on it.

   iii. I have personally designed the logo in the navigation bar.

IX. Project Log.

After finishing the first assignment, I had a clear idea of the structure of the webpage and what I had to do. As we learn though lessons in the class, I have been practicing, but I waited till we finish "page set up" and "page layout" to start the actual work. Major part was done after completing tables and forms in the class. I have given 3-4 hours per week in designing and learning more from other educational sites and gained knowledge of web design. Here's Project log of my progress.

	September			October				November				December	
	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2
Planning		██	██										
Design			██	██									
Page Setup & Layout					██	██							
Home Page							██						
Style Page								██					
Navigation								██					
Filling Contents										██	██		
Adding Images											██	██	
Adding Features											██	██	
Finishing Touches												██	██

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Conclusion.

This Project was very fun and given me an opportunity to learn new skills and apply in real-life problems.

The website I am designing is completely imaginary but I have very much researched about garages and vehicle manufacturing companies. It was very difficult for me to do research and analyze as there are very few options available on internet about garages. I learned their website structure and a point where people attract to a website. I also read many articles about website designing and have learned a lot from them.

After giving ample of time, I get to know about that doing any work without concentration will lead you to redo your work from beginning. This assignment also helped me strengthen my planning skills for designing a website through five steps: Target Audience, Set Goals, Create Site's Structure, Organize Site's Content, Develop Site's Navigation. I believe this experience has laid the first stone on my way to, one day, be able to build such captivating and useful websites for any organizations.

Reference.

- Assignment sample provided on Nexus.

https://nexus.uwinnipeg.ca/d2l/common/viewFile.d2lfile/Database/MTI5NDUxMQ/assign1%20sample.pdf?ou=31824

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- Chapter 2 – 10 of course Web Design and Development (1809 - 001)

https://nexus.uwinnipeg.ca/d2l/le/content/31824/viewContent/801917/View

- Google Photos.