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IT030   Individual Project

Steps Taken to Make *Car Auto Center* Website

Client: Dr. Brian Caligiure

Site definition and planning:

This site is designed for users living in the United States. This website categorizes

different car brands/manufactures by the countries each car manufacture is from. For instance,

BMW, Mercedes and Audi fall under the category of German cars since all the three car

manufacturers started off in Germany. Chevrolet, Jeep, Buick and Ford fall under the category of

American cars since all the four company started off in America. This website took a lot of

planning since I had a lot of different ideas in my mind. I initially spent 2-3 hours a week in

October to plan this site. I tried using different and unique templates. However, I ran into some

challenges and problems since most of the templates out there are a little complex to understand.

I wanted the template to serve as a basis for my website and not have the template take over my

thoughts and ideas. This took me a little time, but eventually I found a good and simple template

to use.

Content inventory:

I think gathering the content needed for this website was one of the biggest challenges

that I faced. I tried using different sources to verify each car manufacture's headquarters and

origin. This enabled me to learn about which car manufacturers are from what country. Finding the right videos and images to satisfy the needs for my website was time consuming. I had to be careful and choose the right content which made sense on my website.

Information architecture:

My website is basically for people over the age of 15 or 16 because that's usually when a person starts to learn how to drive a car. There is not really an age cap for my website since the website is about cars and people of all ages over the age of 16 need a car. The content is arranged in a simple manner so that all users over the age of 16 (assuming the older generation know how to use technology) can easily navigate through the website. I even have a "go back" button which we had implemented on one of the assignments in class. The website has interactive links embedded inside the different logos of cars. The website also has embedded YouTube links in the "history" page for people to view the history of different brands and how some of the top ranked car manufacturers have evolved from a small company to where they are now. I have also used several CSS and JS pages to add usability and functionality to my website. JavaScript pages are mainly used to add interesting graphics to the different webpages.

Site design:

Like mentioned before I have used CSS and JS pages to make the website appealing for users of all ages. I have also used a template to organize content in a simple and logical technique. The website is not geared towards a specific audience. However, this website is mainly for users who reside in the United States since the car bands on this website are mainly popular in America.

Site construction:

All the 7 HTML pages are interconnected to add interconnectivity between different pages within the website. I have also added a scroll down mechanism into the CSS, JS and HTML pages so that users can easily access the "services" and "contact us" page by just simply scrolling up and down. This makes the website more user friendly and less cluttered. There are 7 CSS pages and 4 JS pages in total.

Site marketing:

This website is not really promoting a specific car brand. Instead it is an informational website on cars for consumers to refer too. This website helps people to research cars based on the different countries the car brand started off in but sold in United States. This website is mainly for users in United States as mentioned before. Since the cars on the website are sold in the United States, all the website which are linked in the through the pictures of the logos are the websites made for the United States consumers. The website can also be marketed as a consulting website since if you look under the services page there are multiple consulting solutions that the website offers. My goal was to make this site for people who are looking to buy, lease or finance cars. The website helps the consumers to connect to different "car buying consults" and "auto-insurance consults". These two types of consultation actually has been increasing due to the increase in the variety of different cars. The consults will hopefully leverage the picking process involved in car buying or leasing. These consults can guide people to pick the best car that the consumer wants.

I would focus on the different search engine optimization tools (SEO). I would use the Google Keyword tool planner to help me find the best keywords and different tags to promote my website. I would also use social media to promote my website. I could do this by getting in touch with popular car enthusiasts that can help me promote my website on their social media accounts i.e. on Facebook, Twitter and Instagram. I would certainly consult experts in the social media field to learn on how I can improve my own social media to spread the word.

Tracking, evaluation, and maintenance:

This website will be updated once in every 2 months. To ensure quality control, the google form will be checked once a week for the responses of different consumers. The responses of the google form will be checked every Sunday evening to shorten the response back time for the consumers. The site will evolve as time goes by since I would like to add more car manufacturers on this website. However, due to time restriction I was unable to add all the necessary car brands in the United States. I can use different tools like: Google Analytics, Webtrends, Adobe Analytics (Formerly Omniture), Open Web Analytics (Open Source) and Matomo (Open Source) to help me improve user experience for consumers. Using these wonderful tools, I can answer questions like: what problems do users encounter when performing a task on the website? How do users understand the way information is organized? Why do people click this button rather than the other button on the same page?

To satisfy the three components listed above: Tracking, Evaluation and Maintenance, I can gather, transform, and analyze data through the different tools out there. Additionally, I can do some click analysis using one of the following tools: IBM Tealeaf, CrazyEgg, ClickTale.

Different metrics and dimensions can also be looked at to see users' behavior, like how long they

spend viewing a page or how many times users viewed a specific webpage on my website. I can

further analyze the average visit duration rate and bounce rate to see how much time a user

spends on my website. Lastly, I can look at the four types of user traffic: Organic, Referral,

Direct and Paid Search.