

2013

# DESIGN DOCUMENT

*DECO1400/7140 Introduction to Web Design  
“Vintage Rides”*



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## **Executive Summary**

This website provides showcase the classic vehicles range from early 1920's models to classic 1970's in his collection. As providing rates for each of the vehicles, our client can see which car model is popular easily. In addition, through the website, people are able to see what vehicles are available. Furthermore, people can book and enquire about specific vehicles. When driver has availability, people can request driver package, and they can check whether the service is available or not through the website. Additionally, people can write testimonials on the website. To make people wanting to hire vintage vehicles for special occasions, these online services are provided through the website.

## Goals

The purpose of the website is showing our clients lots of vehicles from early 1920's models to classic 1970's and their rate. Our clients can get specify information about the vehicles they want and book on the website. Besides, clients can also leave the message or contact us to check what vehicles are available or any questions they want to ask. There are some goals we are going to achieve:

- To make sure that our website is attractive and useful for our clients.
- People can easily find the cars and information about it
- Easy booking the cars on the website.
- Provided information is clear and true. Having a trust from our clients are the most important.
- The services are useful and our attitude is active for the clients
- To make sure our clients will visit the website more than one time and bring other new clients

## Target audience

Our target audiences are people who are going to have special events. For example, people who are planning on marriage or having a special birthday party. To make their special day more memorably, those people might want to book a vintage car. As they are booking a vintage car from this website, the event will be more memorable day to them. Moreover, tourists who appreciate driving experience of the vintage cars and sharing the western culture would hire the cars to have wonderful trips around the country. The website is also targeted toward to fans of vintage cars starting from the young generation living in technological era to the old generation.

## *Persona*

### General Information



Name: James

Date of birth: 16<sup>th</sup> September 1988

Born: Brisbane, QLD, Australia

Age: 24

Occupation: Car dealer

Family: Wife

Skill: Cooking skill, driving skill, management skills, marketing skills

Nationality: Australia

### **Characteristic/Personality**

James is easygoing, optimist and bright person, and he always says that creating own special one is better than making usual one. He is interested in automobiles, as a hobby he likes to repair and assemble the old cars. He also loves to experience and searches the vintage cars which he has not driven yet. James is owner of the car sales company and he considers himself as a leader rather than a boss.

### **Personal life**

James was born in Brisbane. Since he was 7 years old, he has got interested in the vintage cars. He graduated from The University of Queensland with business major. After graduating university, he started own car sales business. As his bright and outgoing personality, he has got a number of customers who appreciate working with him. He is still working as a car dealer in Brisbane.

### **Scenario 1**

James is planning to marry to his girlfriend in next few months, and he wants to make the wedding to be special and memorable. Eventually, he decided to book a vintage car for the wedding. During looking for the special models of vintage cars, he found this website and he booked a Rolls Royce Phantom with driver service from the website.

## **Scenario 2**

James is planning to have his birthday party. He wants to go to travel by driving a car on the birthday. However, he does not want to drive his normal car on the special day. Therefore, he decided to rent a special vintage car from somewhere. During searching car rent offering company on the internet, he found this website and decided to book a vintage car from the website.

# Contents & Structure

## Website Content

### 1. Home Page:

- Home page is composed of branding, key navigation, slide show and our story.

### 2. Vehicle Selector Page:

- Display the available car with price.
- Display the testimonials from previous customers

### 3. Book Page:

- Provide forms to fill up for booking or enquiring a car.

### 4. Services Page:

- Explain what kind of service this company will provide.
- Services costs extra and is dependent on his availability.

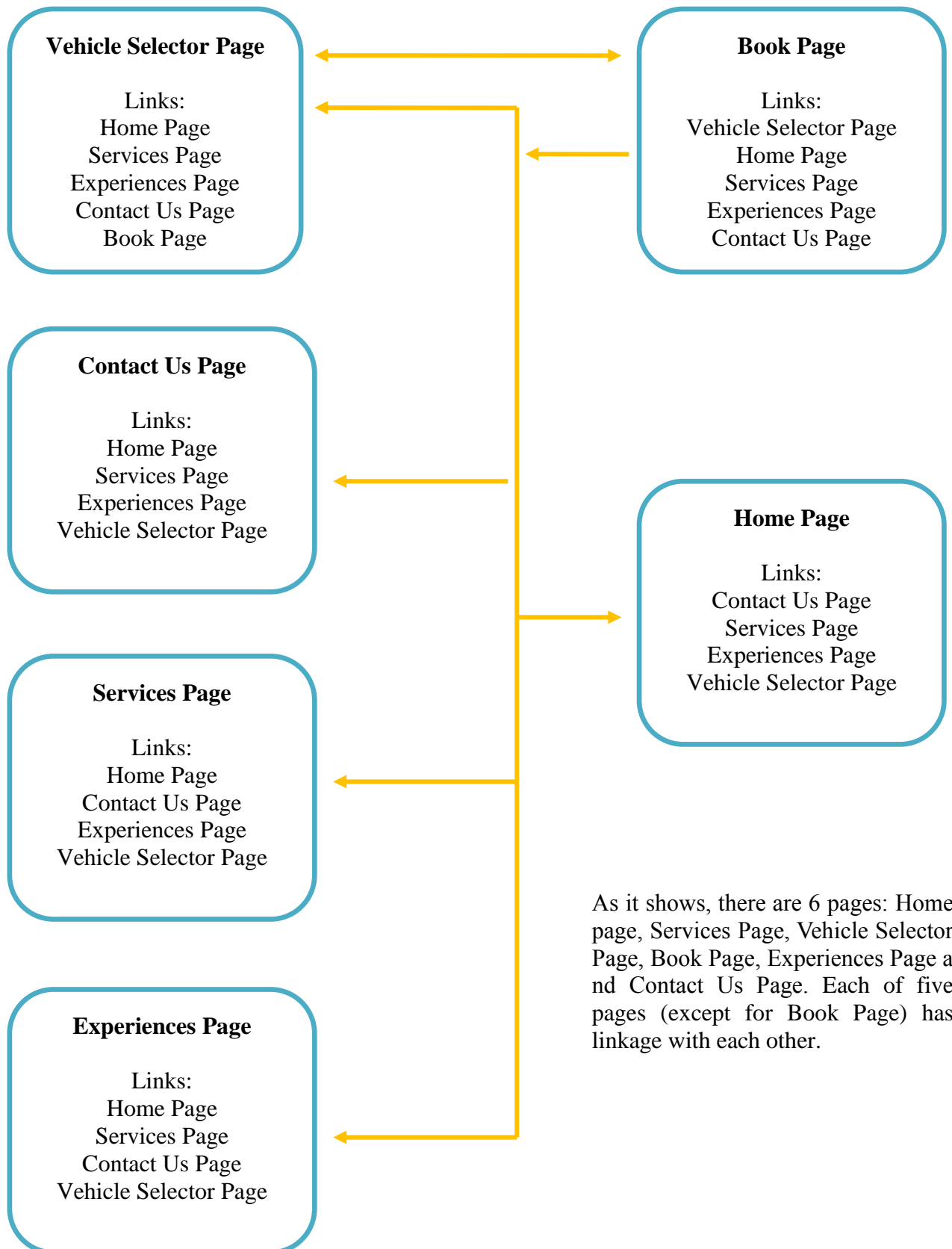
### 5. Experiences Page:

- Get testimonials from previous customers.

### 6. Contact Us Page:

- For people who want to contact with this company, providing phone number, fax number, email and address with a Google map.

## Site map

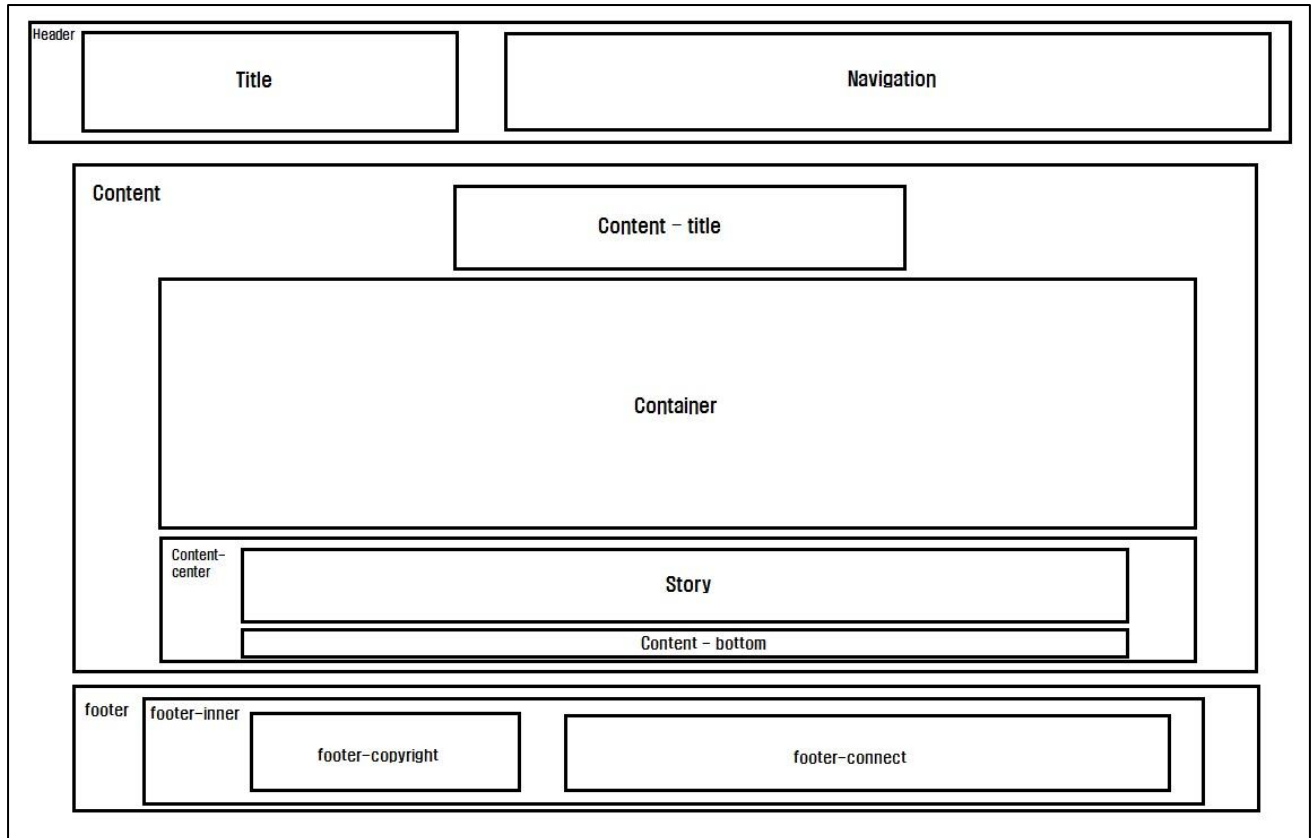


As it shows, there are 6 pages: Home page, Services Page, Vehicle Selector Page, Book Page, Experiences Page and Contact Us Page. Each of five pages (except for Book Page) has linkage with each other.

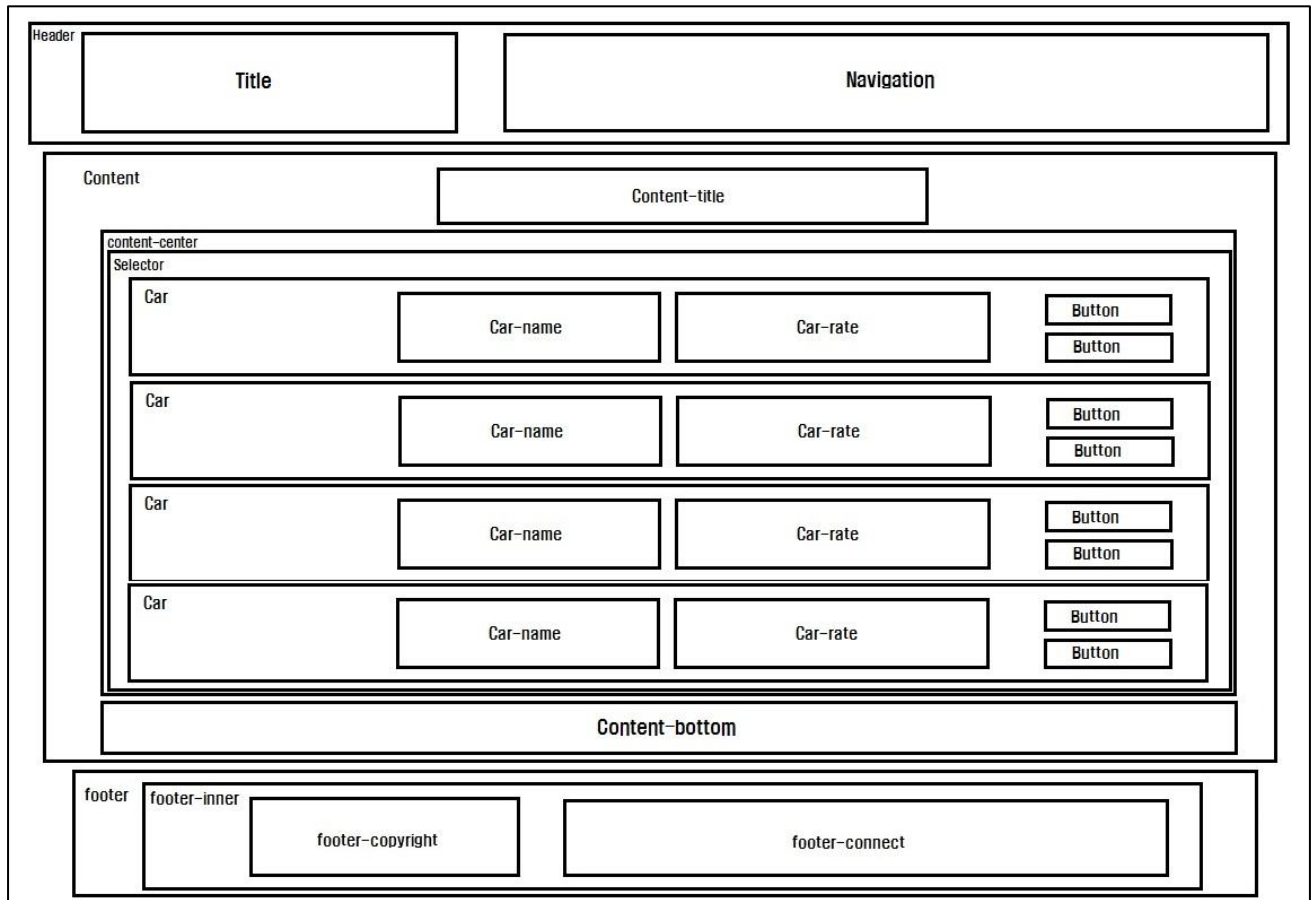


# Wireframes

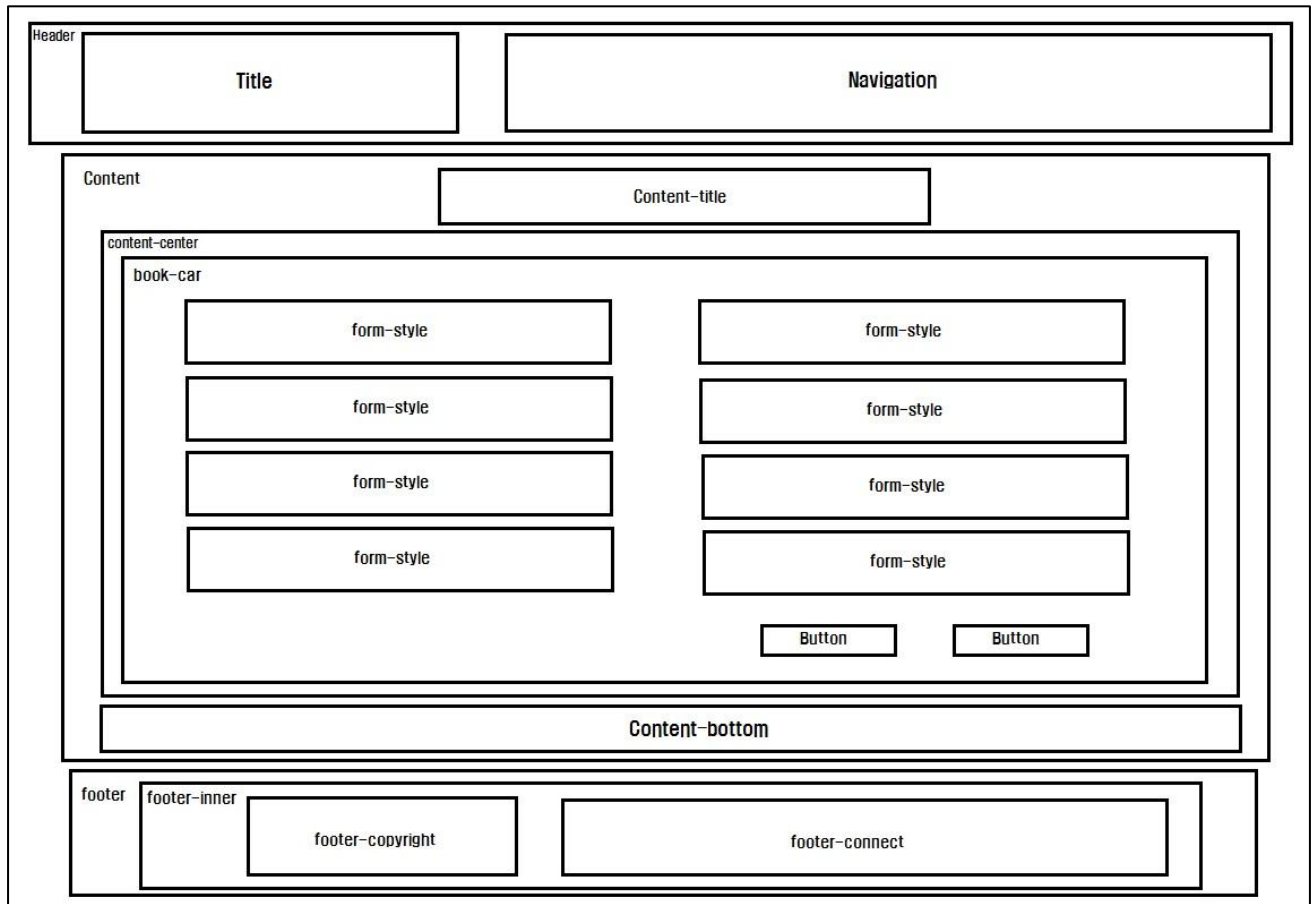
## Wireframe for 'Home' page



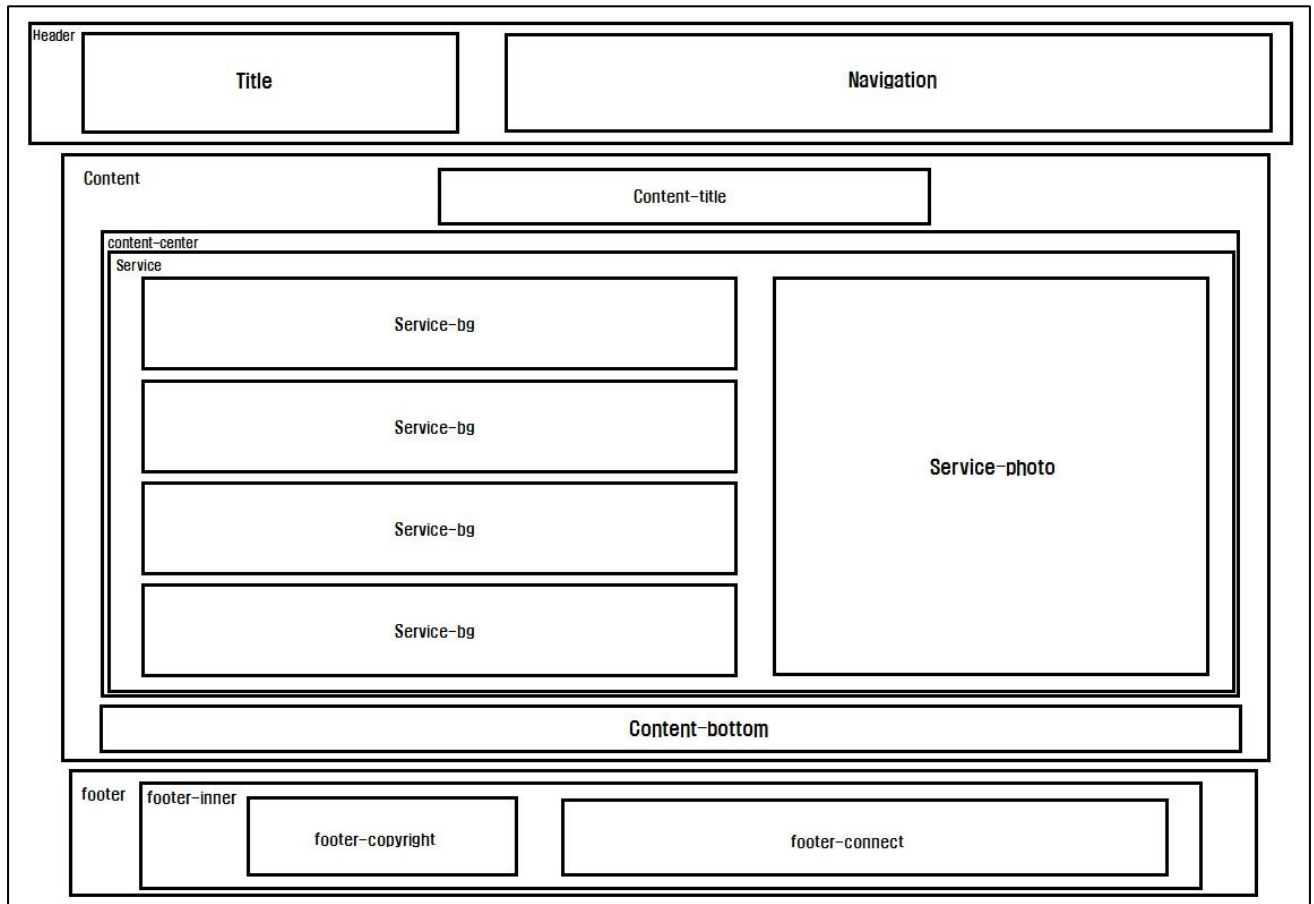
## Wireframe for 'Vehicle Selector' page



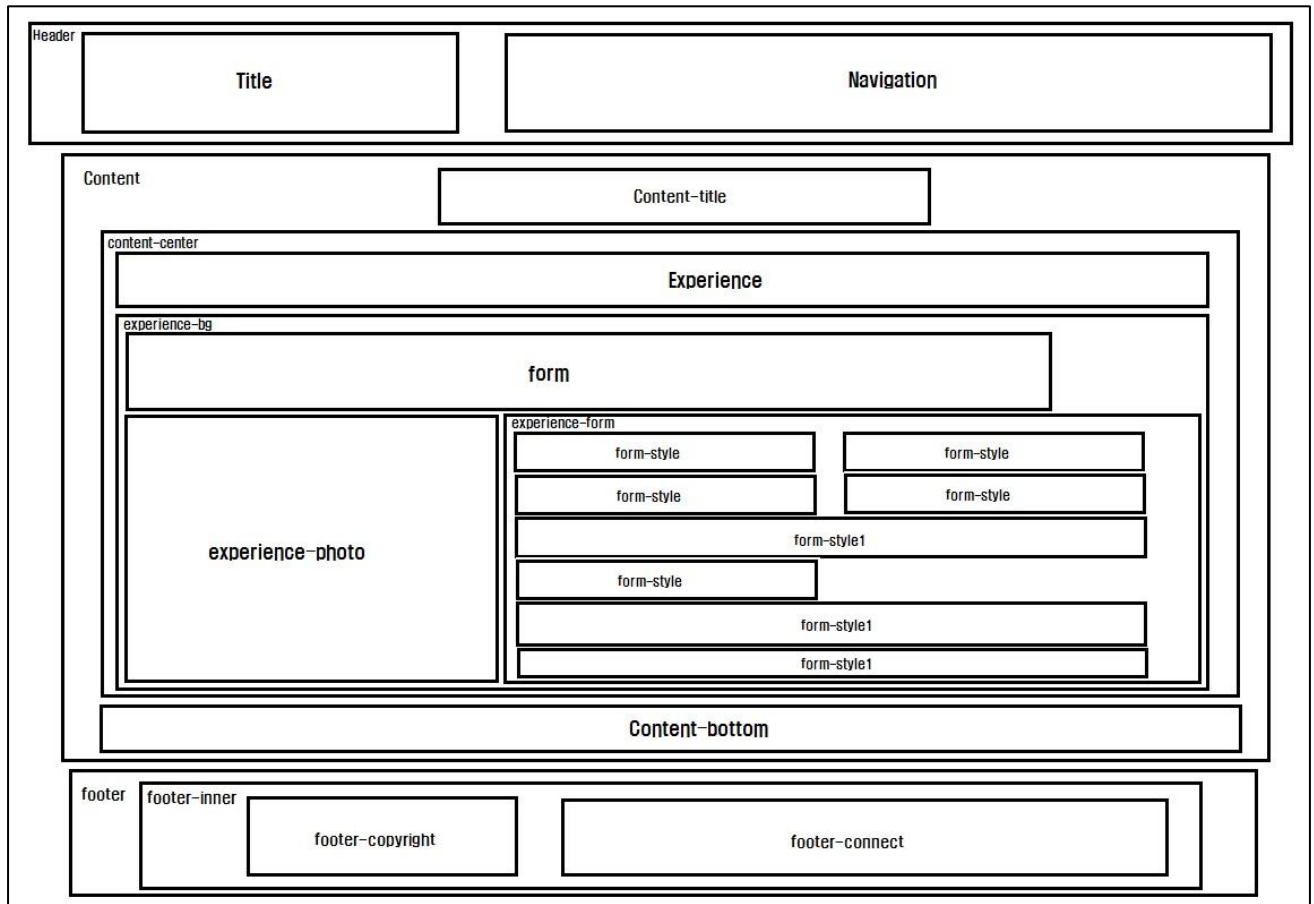
## Wireframe for 'Book' page



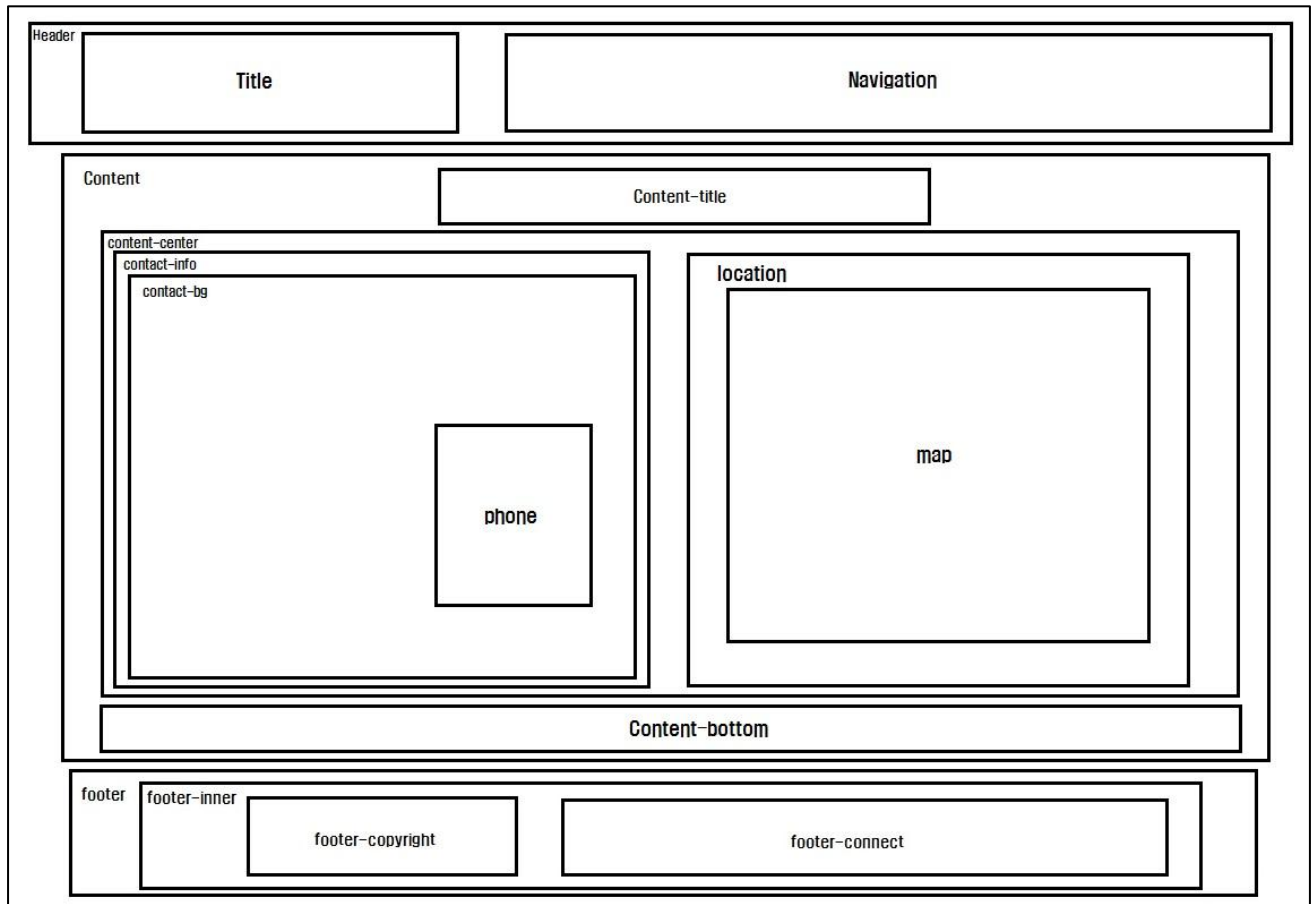
## Wireframe for 'Service' page



## Wireframe for 'Experience' page



## Wireframe for 'Contact Us' page



# Visual Design

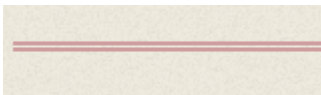
## Style guide



The logo image Width 400px, height 100px,  
Used in all pages of the website on the header section.



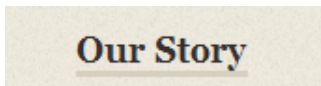
Used on all pages as a title of the body section.  
Font Tahoma normal, size 10px  
Font Georgia bold, size 26px



5px double line is used in all the pages.  
Width 280px and line-color #CE9E9E



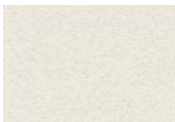
3px solid line is used in all the pages.  
Width 200px and line-color #CE9E9E



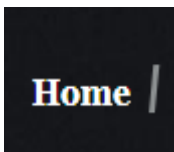
Header 4, Font bold 1.1em Georgia and color # 362F2D  
Width 92px



“Copyright” sign used on the footer section  
Default font and font size, color #FFFFFF.



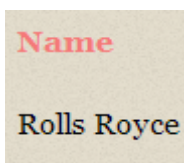
Background image is used in all pages.  
Original size of image is 200px to 200px.



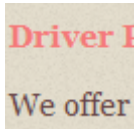
Navigation bar is used in the header section of all pages.  
Font size 16px, weight bold, default font, color #FFFFFF.  
On hover: color #CE9E9E with 1px solid #FFFFFF bottom border and top padding increased by 1px.

First Name: \*

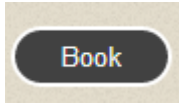
Header 5, font Georgia bold, color # F57979.  
Input width 150px is used on Experience page and booking page.



Header 5, font Georgia bold,  
Color # F57979.  
Paragraph color # 674444



Header 5, font Georgia bold,  
Color # F57979.  
Paragraph color # 674444



Button with 2px solid #FFFFFF border line, background color # 414141  
Border radius 15px, on hover background color #222222.



Image used in Experience page  
Width 300px, height 300px



Image used in all pages of the website  
Width 880px, height 27px



Image used on Service page  
Width 300px, height 447px



Image used on Homepage of the website  
Width 200px, height 135px



Image used on Services page  
Width 96px, height 90px



Slash line image used for separating the navigation bar buttons  
Width height





Image on Vehicle selector page  
Width 146px, height 112px



Google map is used in Contact page and has 12px solid #FFFFFF border.  
Border radius is 15px, width 400px, height 300px.



Image presenting the social network, used on the footer section of website.  
Width 33px, height 32px



Navigational arrow used for sliding the images around.  
Width and height inherits an original size of image.



Image is used on Contact us page  
Width 150px, height 117px;

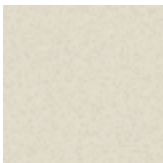


Image is used as background image for div to give a box effect in all pages of the website.

## Home page layout



## Vehicle selector page layout





# Vintage Rides


from early 1920's models to classic 1970's

[Home](#) / [Vehicle Selector](#) / [Services](#) / [Experiences](#) / [Contact Us](#)

MAKE THE RIGHT CHOICE

## VINTAGE RIDES

	Name	Rate Details	<a href="#">Book</a>
	Duesenberg SJ LA Phaeton	AUD 132.80 per day	<a href="#">More Information</a>
	Corvette	AUD 82.10 per day	<a href="#">More Information</a>
	Rolls Royce Phantom	AUD 102.10 per day	<a href="#">More Information</a>
	Cadillac Eldorado	AUD 112.80 per day	<a href="#">More Information</a>



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[S](#) [D](#) [G](#) [T](#) [F](#)



## Services page layout



## You Experience page layout

**Vintage Rides**  
from early 1920's models to classic 1970's

Home | Vehicle Selector | Services | Experiences | Contact Us

SHARE YOUR EXPERIENCES


**VINTAGE RIDES**

Your Experience

**Experience Form**

Please use this form to send us your experience. Please assist us in processing your enquiry by selecting the car name from the drop-down box.

\*Denotes required fields for processing



**First Name: \***

**Last Name: \***

**Email Address: \***


**Phone Number:**

**Car Name: \***


**Subject: \***

**Message: \***

Send



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## Contact us page layout





## Booking page layout

**Vintage Rides**  
*from early 1920's models to classic 1970's*

Home | Vehicle Selector | Services | Experiences | Contact Us

WELCOME TO OUR WEBSITE

**VINTAGE RIDES**

**Book Form**

**Book Details:**

\*Denotes required fields for processing

First Name: \*

Last Name: \*

Pick Up (Date): \*

Drop Off (Date): \*

Email Address: \*

Phone Number: \*

Car Name: \*


--Select--

Other Service:

--Select--

Back

Send



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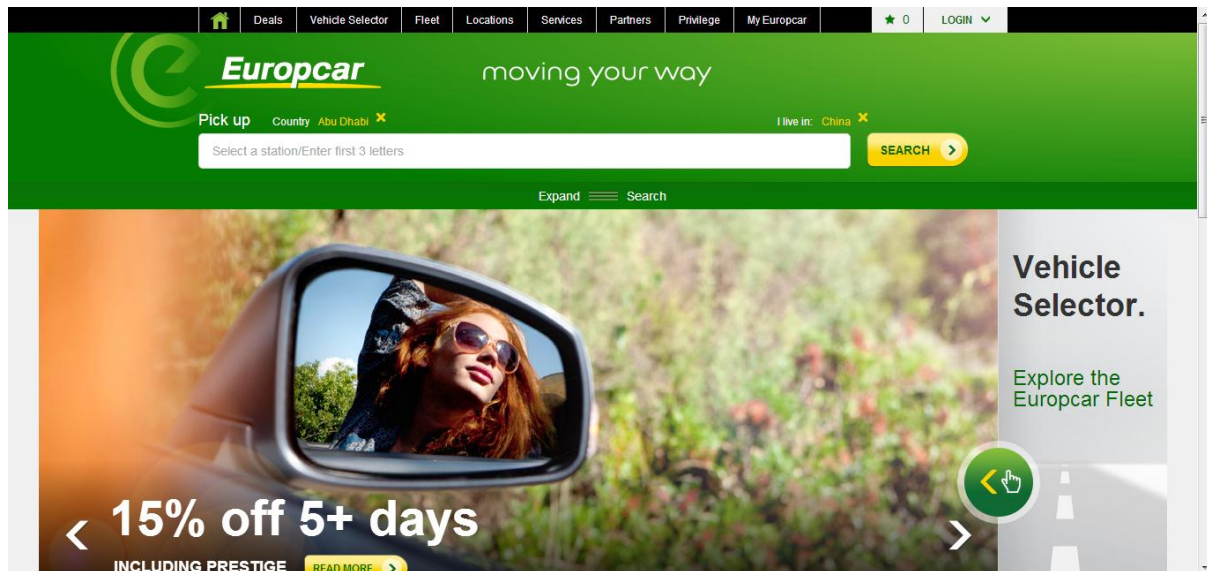
S

g

f

## Some website have inspired or informed our design:

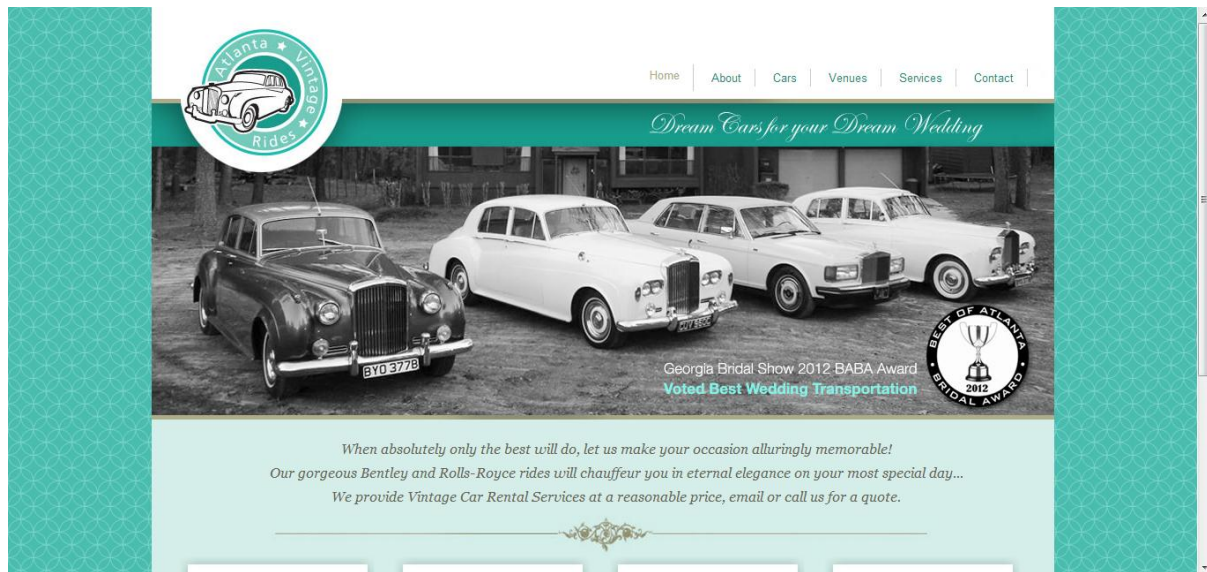
### First One:



This car hire website let us know that the composition of this website, it is very useful for us to design the content of our website. In addition, we think the sliding image looks good, so we decide to use it in our website.



## Second One:



This vintage vehicle website let us know more information of the vintage vehicle, so we decide to show some information for each vintage vehicle in our car selector page.

## Third One:

The screenshot displays the Velocity Frequent Flyer car hire website. The header features the Velocity logo and a prompt to use Velocity Points. A red banner at the top indicates "29 cars found matching your search criteria". The left sidebar contains a "Booking Summary" section with pick-up and drop-off locations (Brisbane - Airport International), dates (20/09/2013 to 04/10/2013), and times (10:00). Below this is a "Filter vehicle by" section with a "Car group" dropdown and checkboxes for Mini (1), Economy (6), Compact (8), Standard / Intermediate (9), Fullsize (9), and Luxury / Premium (1). The main content area is a table of car hire options, organized by "Preferred Partners" (Hertz, Thrifty, Europcar) and "All by Car Type" (Economy, Mini, Compact). Each row shows a car model (e.g., Toyota Yaris, Nissan Micra, Hyundai i20, Toyota Corolla), its specifications (e.g., x4, x2, x3-5), a "Rate Details" section with daily and total rates, and an "E-mail Quote" button. The rates are in AUD.

Preferred Partners	All by Car Type	All by Car Price
<b>Economy</b>	<b>Toyota Yaris or similar</b>	<b>Rate Details</b>
Hertz	x4 x2 x3-5	AUD 40.11 per day Total AUD 561.57
<b>Mini</b>	<b>Nissan Micra Automatic or similar</b>	<b>Rate Details</b>
Thrifty	x4 x2 x3-5	AUD 42.37 per day Total AUD 593.12
<b>Economy</b>	<b>Hyundai i20 or similar</b>	<b>Rate Details</b>
Europcar	x4 x2 x3-5	AUD 35.98 per day Total AUD 503.77
<b>Economy</b>	<b>Toyota Yaris or similar</b>	<b>Rate Details</b>
Hertz	x4 x2 x3-5	AUD 40.11 per day Total AUD 561.57
<b>Compact</b>	<b>Toyota Corolla or similar</b>	<b>Rate Details</b>
Hertz	x4 x2 x5	AUD 40.82 per day Total AUD 571.51
<b>Compact</b>	<b>Toyota Corolla or similar</b>	<b>Rate Details</b>
Hertz	x4 x2 x5	AUD 41.65 per day Total AUD 583.00

This hire car website gives us some inspirations about the layout of the car selector page. It displays each car in a line, we think that this layout is sample and it also shows some important informant for the car. Therefore, we decide to use layout in our website.

## **Design Relational**

Personal portfolio forms the employees' life experience and skills for customers to access the vintage cars and services. This personal portfolio combines our target, services and goals together. Besides, the portfolio may be a good way for customers to see what kind of situation that they may book a vintage car. At the same time, customers can know more about our services and vintages cars by visiting the website.

The information on this website includes text description, images display and hyperlink. Good images can attract more people to see the website. Sometimes, images precede words. In addition, images can also show the situation directly to audiences. In the homepage, JavaScript is used for the sliding images, visitors may feel interesting while sliding the images and seeing more vintage cars. In addition, text description is also important for delivering information. Visitors can get more details about our services, information of cars, history and testimonials from previous customers through the text.

The visual design for the website is to show people a cleaning website, so we classify the information and did not put details too much in one page. It will make customers feel comfortable while they are looking the website and also they can find information easily and fast. Besides, we use the appropriate colors

and background in the website. It will make the website to be vivid and clear to see.

In each page, the navigation and logo are located on the top because we want to separate the navigation from contents and make the website be arranged in order. Moreover, the footer is made to link with some social media like Facebook, Twitter, and email at the bottom on every page. It will make people easy to communicate between our website and other social media, and they can also leave their feedbacks and read the feedbacks with other people in the experience page.