Introduction

This report will discuss the following points: a description of the site I am going to build, a summary of any external sources that will be used in my website, a list of the features, a site organisation diagram, a low fidelity prototype of the website and a project plan.

Description of the Website

The website will be based on cars, it will be based on Porsches that are for sale and will be comprised of 5 different webpages. This webpage aims to allow users to be able to view and see information regarding different Porsches that are for sale. The target audience for this website is people who are seeking a website that is dedicated and specialising in selling Porsches and will allow them to get as much information about the car they are looking to buy.

The main page will be the 'Home' page which will give an introduction to what the website is. It will also include some featured cars that sellers have paid extra to have their car displayed on the home page in hopes that this will sell the car faster. All web pages will include a navigation bar and a footer.

The first webpage will be 'Cars' and this will have images of some Porsches that you will be able to scroll through, it will also include a navigation bar that will allow you to navigate between each page allowing smooth transitioning between pages. This page will also have the prices and some details about each vehicle that is for sale and available to buy.

The second page will be 'About' which will consist of some background history about Porsche.

The next page will be 'Technology' this will allow the user to get some information on the latest technology that Porsche is using in their cars and how this has been a positive to the company's success over the last decade. It will also explain how the website will try to sell your car and how technology has been able to make this process easier for sellers and how it has made the process of selling your car faster.

The fourth page will be 'Sell Your Car' which will allow users to fill out a form with the details of the car they would like to sell. This page will be the page where users will be able to get an evaluation of their car from one of the members of the sales team.

The final page will be 'Reviews' which will be a place where users can write a review of the website this will also have various reviews that have been previously written by previous customers.

Overall, the website will give the user a good understanding of Porsche and will incorporate CSS styling and JavaScript to make the website more of an enjoyable experience when using it.

Background Research

While deciding how my website would look, I took inspiration from the Porsche website itself as this was able to show me what was required to give a good representation of the brand in my website. While looking at the used car section I was able to see that there was a function that allowed you to scroll through different images of the car that is for sale. This is now something that I would like to implement into my home page, where the user will be able to scroll through different images of Porsches and see the different makes and models.

Another feature I noticed was that the Porsche logo on every page was clickable and would return you to the home page and is something I will try to include in my website throughout all web pages.

I also discovered many websites have a navigation bar this has influenced me to add this to my website and will the user to navigate between pages easily. I will use a Standard horizontal navigation bar which is the most common style of navigation bar on websites (Roy, 2024). The article 'Navigation bar design best practices' (Roy, 2024), also explains the fact that this style of navigation bar will most likely be stuck to the top of each webpage even when scrolling and this will be something I look to implement using an external library.

While researching what I will include in my website I discovered the ability to send a person an email after they have completed a form (Carmicheal, 2022), I will try to use some of the model HTML from (Carmicheal, 2022) which will hopefully allow me to add to this code and I can send the seller an email after they have completed the form to sell their car.

Some technology that I will include in my website is the use of Google fonts, this will be imported onto my CSS file and will allow me to use more eye-pleasing font styles that will improve the overall look of the website.

To further the point on social media I will use image sources from the web and make them clickable which will take you to the specific social media pages.

I will also make use of scrollmagic.io which will allow me to add animations when the user is scrolling down the page, I will use this to allow the nav bar to stay at the top of the page when scrolling so that the user does not always need to scroll to the top to access the nav bar.

Features

- Social media links.
  - Social media is a rapidly growing sector in the 21st century and you have no choice when more than 77 percent of Internet users visit blogs and social media (*Social Media Marketing All-in-One for Dummies*, n.d.). This means that not having your social media links on your website can mean you will lose out on a massive audience, this is why it is crucial to have your links on your website so that anyone visiting your website will be able to quickly navigate to the respective social media pages. This will ensure you will capitalise on any user who uses your website and maximise the benefits of having social media accounts.
- About us page.
  - This is critical to any website as this is where the customer can see the history of the company and will allow them to form a personal connection to the business. It allows them to see the beliefs and values of the business and will hopefully inspire them to purchase something from the website. It will also help with returning customers as they might start to become loyal to the brand which will result in more purchases from the website.
- Easy navigation.
  - Easy navigation must be prevalent throughout the whole website, this will allow users to be able to find exactly what they are looking for on the website with ease. Without this, the website will be at a serious disadvantage to the competitors as 94% of website users want to be able to navigate easily (Admin, 2021). You need to keep the customer on the page for as long as possible for them to buy a product or maybe multiple and without easy navigation they will leave the website in seconds, and this will result in lost sales.
  - Navigation bar. To aid with easy navigation a common way to do this is by adding a nav bar to the top of every webpage, this will allow the user to switch between each different webpage. It will allow them to find what they are looking for at ease and not have to spend ages tirelessly looking for the page they want. It can also be a good form of advertising as it may get the user to click through the different pages and may lead them to buy something they weren't looking for.

- Brand logo.
  - The brand logo must be on any website to show users what brand they are looking at and they will hopefully be able to remember this logo. A brand logo will also be a way to develop a brand identity so that people can put an image to a website domain name, instead of them just remembering the brand as some URL they will be able to remember it as the place that had the cool logo. Another key reason for adding this is without a brand logo many people will not believe the website is real and legit and may automatically click away from the website as it won't look very professional, leading them to believe it is a scam website.

- Images.
  - With my website being a Porsche dealership website, without images of the cars the user will never be able to see what the car looks like, and this would be then very hard to sell one of the cars based on a description of one, therefore it will be key to implement images as part of my website. Also, a study showed that the younger generation (born between 1982 and 1994) prefers to have main images followed by a small amount of text (Djamasbi et al., 2010), so to try and appeal to this audience images will have to be a key element of my website.
- Contact information.
  - The contact information must run through the website and should be easy to find so that the user can know exactly how to contact the company if they have any questions or queries. This should be incorporated into the footer as nowadays this is the most common area for this to be and users want to find things in the same place on all websites so following that trend will with ease of navigation for the user.
- Meet the Team section is included on the home page.
  - This section is critical as this will allow the users to see who they are entrusting their money in. It will hopefully give them a sense of security when it comes to buying a car. People want to see a face that they can put on to brand name and now we are seeing less and less of this having this feature will allow the website to stand out from its competitors.
- Form that can be submitted.
  - This is a feature I would like to implement as this will allow the user to fill out a form and populate it with the information of the car they are looking to sell. This with further development can be sent to the sales team and then the sales team will be able to send the seller an evaluation of their car. I hope to implement the form but getting the information to be stored somewhere will hopefully be added in a second development stage.
- An email will go to the provided email in the form (additional).
  - This is a feature that I would love to be able to add but understand this is a challenging feature to add. This would be good as it would mean that after submitting the form the user would get an email to confirm the details and to ensure them the team has received the specifications of their car. This is ambitious but would be a very good feature to have as almost every website with a form has this feature where you will receive a confirmation email.
- Rolling images on the home page.
  - This would be a feature that will be added to the home page and would have some images of previously sold, or vehicles that are for sale, these images will after some time move on to the next images in the slide show. There will also be arrows that you can click to scroll through the different images. This is something I decided to add as it will give the website a good look and will make the website look more professional and should in turn allow customers to trust us with their business.

Site Organisation Diagram
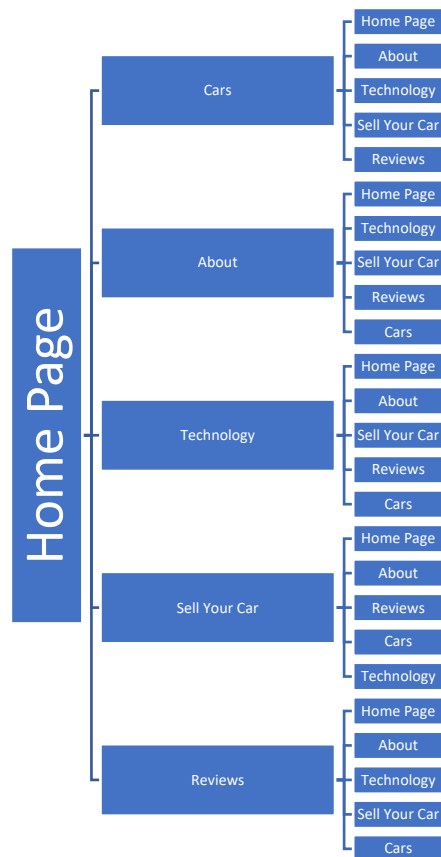
The above image represents from the homepage what website you will be able to access, this is made possible by the navigation bar that will be implemented. From this, each webpage will also have a navigation bar which will allow you to navigate back to any webpage within the website and this is depicted in the figure above. From each website I do not intend to have any other sub-pages, meaning the pages in the navigation bar are the only ones on the website. As shown in the images every page can be accessed regardless of what page you are currently on and this is the benefit of having a navigation bar, it allows the user to always have all the pages at the click of a button and saves them having to spend ages searching for the correct page they want.

If we are looking at this website from a user's point of view. This user has a Porsche and is looking to get an evaluation on his car to see if he wants to see it. They would initially start on the 'Home Page' where they would be able to browse about and see some featured cars and some information, from this point they would then navigate to the 'About' page to see some background history about the business and see who they could potentially be entrusting their car with. After this, if they are happy then they may move to the 'Review' section to see what other sellers are saying about the website and company to see if this is the right place for them to sell their car. If this is all okay at this point, they potentially would navigate to 'Sell Your Car' where they will fill out the form to get an estimated valuation on their car. From this point, the user may have a browse but most likely would close the website as the purpose they set out with when going onto the website has been fulfilled.
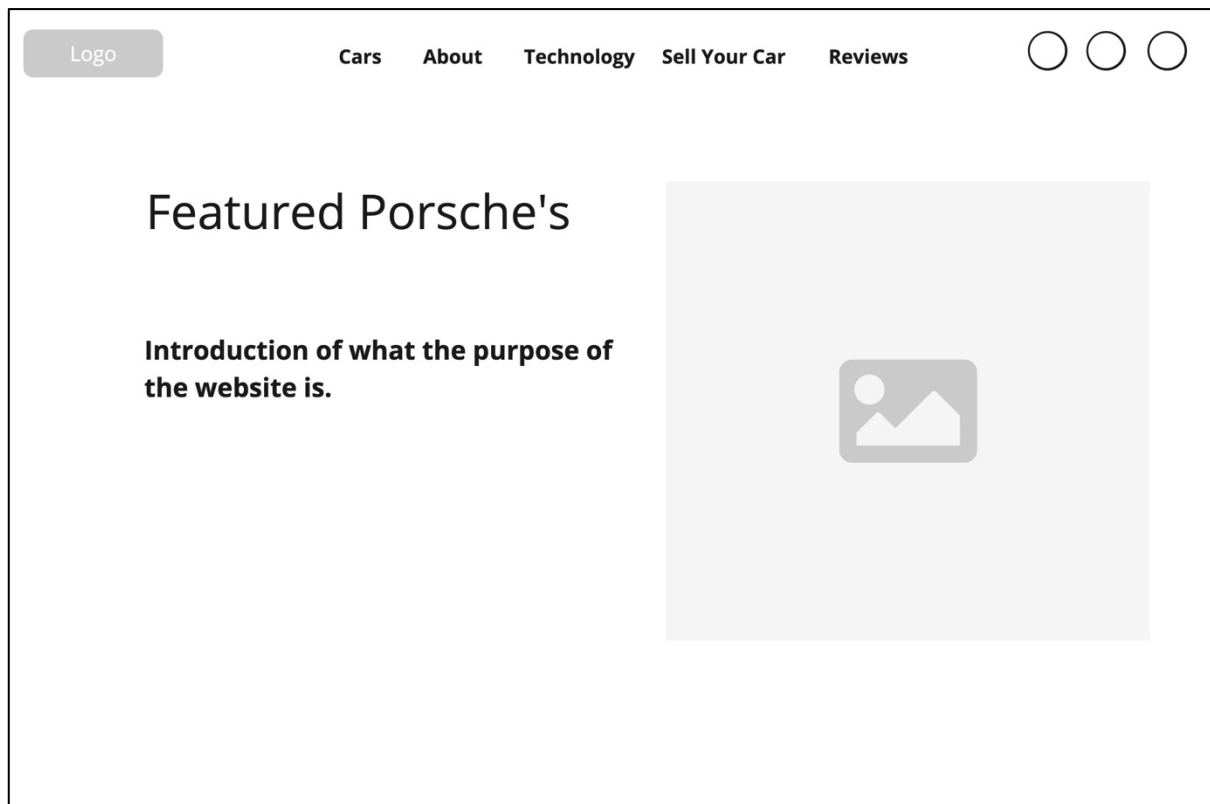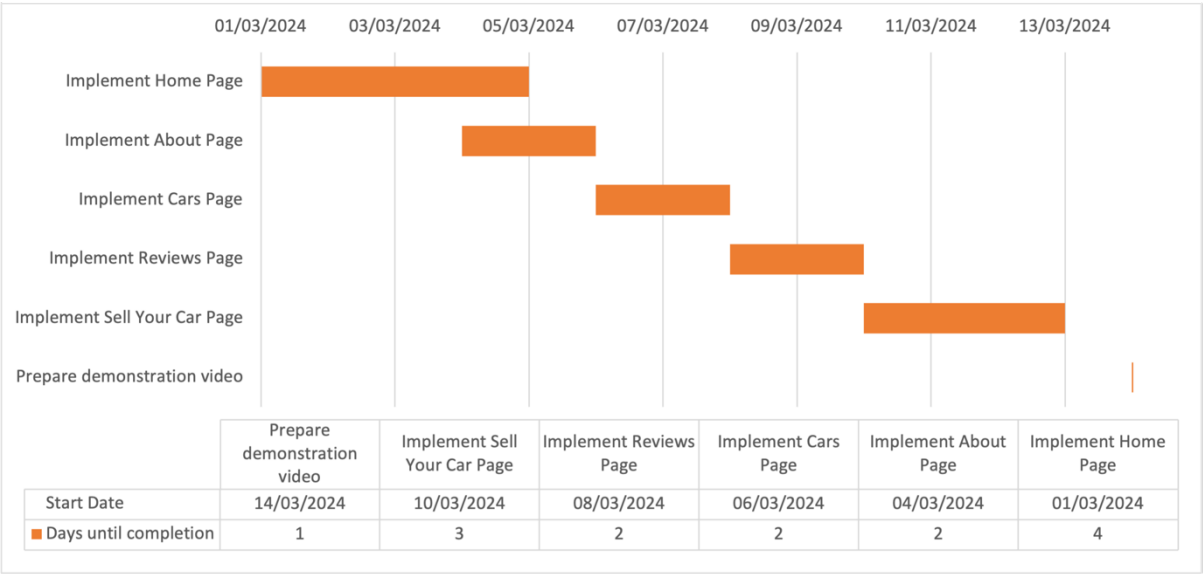
The above figure is an example of the 'Home Page', the logo image will be replaced with the brand logo that will be created for the website. Along the top is the navigation bar that will allow you to move between each different webpage within the website. The image will rotate to show different feature Porsches that are for sale on the website and if the slideshow is too slow there will be arrows that will allow you to move through the different images at your own pace. The images will also be clickable and will take you to the 'Cars' page where you will be able to the exact car and if it Is sold it will show the sold listing. The three circles within the navigation bar will be social media icons which will be clickable and will take you to the relevant social media site. The heading 'Featured Porsche's' will allow the user to see what the images are of and what they are representing. The piece of text below will give a brief introduction on the purpose of the website to explain the purpose of the website to the user, so anyone can decide to stay on the page or leave at this point if they have discovered they have gone to the wrong website.

The colour combination for the whole website will focus on the main colour of blue and this comes from the colour model RGB which was describes as being "addictive" (Plante & Cushman, 2020) and will hopefully create an addictive seller or buyer. This will be partnered with a contrasting colour of white which will stand out against the blue background and other features of the website that will be in blue. The main thing that will be in white will be the text and this will allow the writing to stand out on the blue background

The above figure is to represent the 'Sell Your Car' webpage. This follows the same template as the 'Home Page' and all other webpages will also follow this structure. It will have the same colour combination to ensure there is constant consistent styling throughout the website. This page has the same navigation bar and as shown in the picture the page you are on will be underlined to help the user know what webpage they are on. Also shown is there will be text in each box that will have the opacity down to around 20% and then the user will be able to type in the boxes the information that is needed, they will then be able to click the submit and all the information will be reset and they will be able to type in the details of another car if they wish to do so.

Gantt Chart

	Prepare demonstration video	Implement Sell Your Car Page	Implement Reviews Page	Implement Cars Page	Implement About Page	Implement Home Page
Start Date	14/03/2024	10/03/2024	08/03/2024	06/03/2024	04/03/2024	01/03/2024
■ Days until completion	1	3	2	2	2	4

The above figure is a representation of how I plan to complete the development of my website. I will start by implementing my 'Home' page which I plan to take 4 days as this has more complex features and will require me to set up the initial navigation bar. The next part will be to implement the 'About' page which will be simpler and therefore will only take around two days. Following this I will implement the 'Cars' page which hopefully only takes 2 days also as I don't intend there to be two much complex implantation for this page. Moreover, after this, I will be implementing the 'Reviews' page which will also take 2 days as it is like the other pages and shouldn't require much effort to implement. Finally, the last page will be 'Sell Your Car' which will be more difficult as it requires the implementation of a form, and this will take more time as it is different from anything else on the website, which will require some learning to be able to implement this. I will also hope to implement the feature where the user will receive an email after the completion of the form, this is something I will try to implement but not sure I will be able to as this is very complex and difficult to be able to implement.

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