

# CARS CORNUCOPIA

BY NAJAM UL HASSAN



# PROJECT OVERVIEW



## THE PRODUCT

Car Cornucopia is an interactive website dedicated to providing comprehensive information and details about various cars for automobile enthusiasts. It serves as a centralized platform where car lovers can explore, research, and appreciate different makes and models.



## DURATION:

Mar, 2023 to May, 2023.

# PROJECT OVERVIEW

## THE PROBLEM

Unavailability of a centralized platform for car enthusiasts to explore and access comprehensive details of various cars.



## THE GOAL

To provide car lovers with a rich and interactive experience, offering in-depth car profiles.



# PROJECT OVERVIEW

## MY ROLE:

UI/UX designer & researcher in  
creating website for Car  
Cornucopia.



# HONDA



## RESPONSIBILITIES:

User research(User Persona),  
wireframing, low and high-fidelity  
prototyping, design iterations,  
and ensuring accessibility.

# **UNDER STANDING THE USER**

- **User research**
- **Persona**
- **Story Boarding**

# USER RESEARCH: SUMMARY

User research for the Car Cornucopia revealed that car enthusiasts desired a centralized platform with detailed car information and a community-driven environment. Users expressed the need for comprehensive car profiles, high-quality visuals, user-generated content. They also emphasized intuitive navigation and personalization options. Incorporating these insights will create a user-friendly website that meets the expectations of car enthusiasts, providing a valuable resource for exploring cars and engaging with a passionate community.



# USER RESEARCH | PAIN POINTS

## TIME

It is time consuming to find the car knowledge in magazines and other sources.

## LIMITED ACCESSIBILITY

Accessing car-related information was often restricted to physical locations like dealerships, libraries, or specialized events

## SCATTERED INFORMATION SOURCES

Car lovers had to rely on fragmented sources like magazines, forums, and physical catalogs.

## LOCATION

People interested in cars can not go to car meets or access various car garages.



# PERSONA: HAN SEOUL-OH

## PROBLEM STATEMENT:

Han Seoul-Oh is a street drifter, racer and mechanic, lacks a centralized platform that provides comprehensive and up-to-date information about cars. He faces difficulties in accessing detailed car profiles, specifications, and visuals in one place.



HAN SEOUL-OH

AGE : 30

Occupation:

Mechanic, Car Importer, and Drift Racer

Hometown: Harajuku, Tokyo

Personality Traits: Cool, calm, collected, street-smart, perceptive, and resourceful

"Become the best street racer and drifter in Tokyo, and to make a name for himself in the underground racing world."

Goals:

- Han's goal is to continue pushing the limits of his car's performance, always searching for the best parts and upgrades to help him win races and improve his drifting skills.
- He's constantly on the lookout for the latest and greatest car parts, to have the best machine.

Frustrations:

- He's faced several challenges in his career, including tough competition and financial struggles due to limited knowledge on cars.
- He's also had to deal with shady business partners and suppliers who've tried to take advantage of him.

Han Seoul-Oh is a skilled mechanic and car importer who's passionate about drifting and street racing. He's been living in Tokyo for several years and has built a reputation as one of the best drift racers in the city. He's often seen driving his signature car, a customized 2002 Nissan Silvia S15, which he's modified with the latest parts and technologies.



# STORY BOARDING



THIS WAS THE FIRST TIME MIKEY SAW A JDM CAR. A CAR THIS MUCH BEAUTIFUL MADE HIM CURIOUS TO KNOW MUCH ABOUT JDM CARS.



HE LIVED IN A TOWN WITH VERY FEW VEHICLES. IT WAS DIFFICULT FOR HIM TO KNOW MUCH ABOUT JDM CARS LIVING IN THIS TOWN.



ONE DAY, MIKEY SAW A BILLBOARD WHICH SHOWED A MINIMAL INFORMATION ABOUT CARS. AS HIS LOVE TO KNOW ABOUT CARS, IT WAS A WONDERFUL DISCOVERY FOR HIM.



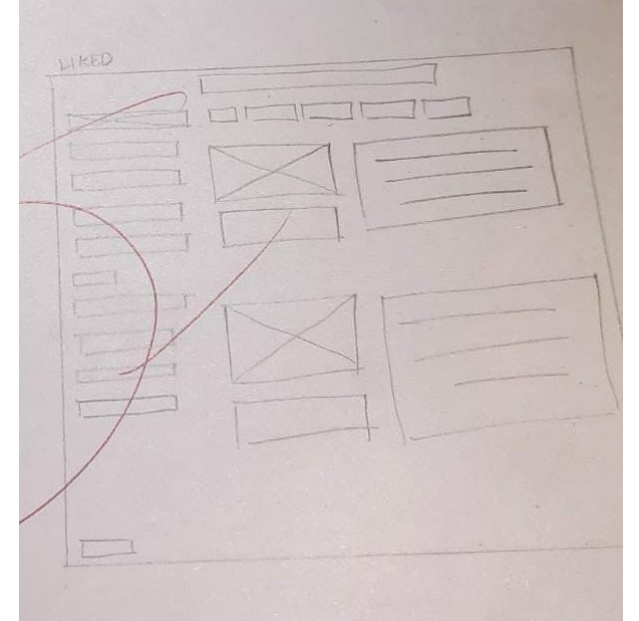
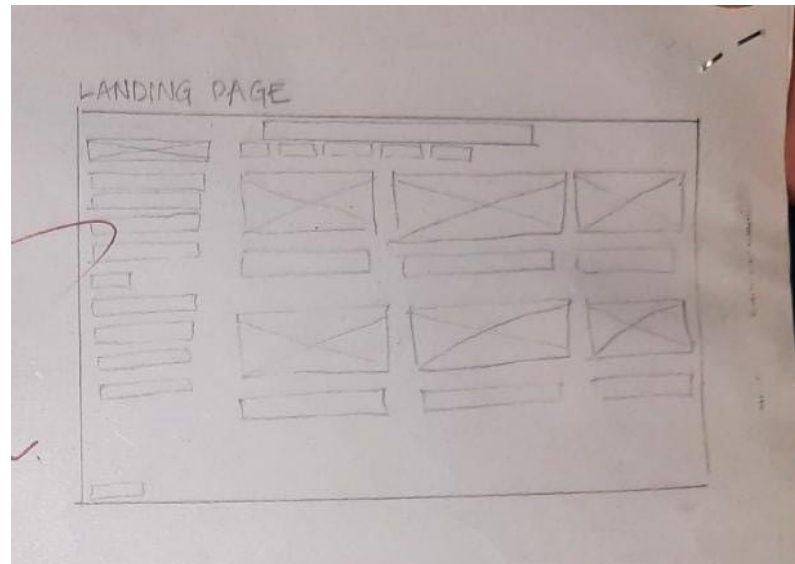
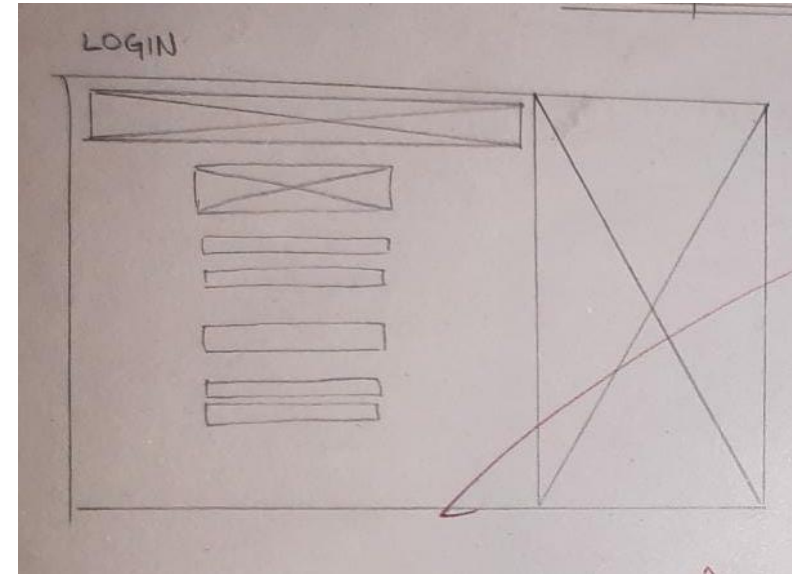
MIKEY WENT HOME AND SEARCHED FOR "CARS CORNUCOPIA" AND FOUND EVERY INFORMATION HE WANTED ON THE WEB RELATED TO JDM CARS.

# **STARTING THE DESIGN**

- **Paper wireframes**
- **Digital wireframes**
- **Low-Fidelity prototype**
- **Usability studies**

# PAPER WIREFRAMES

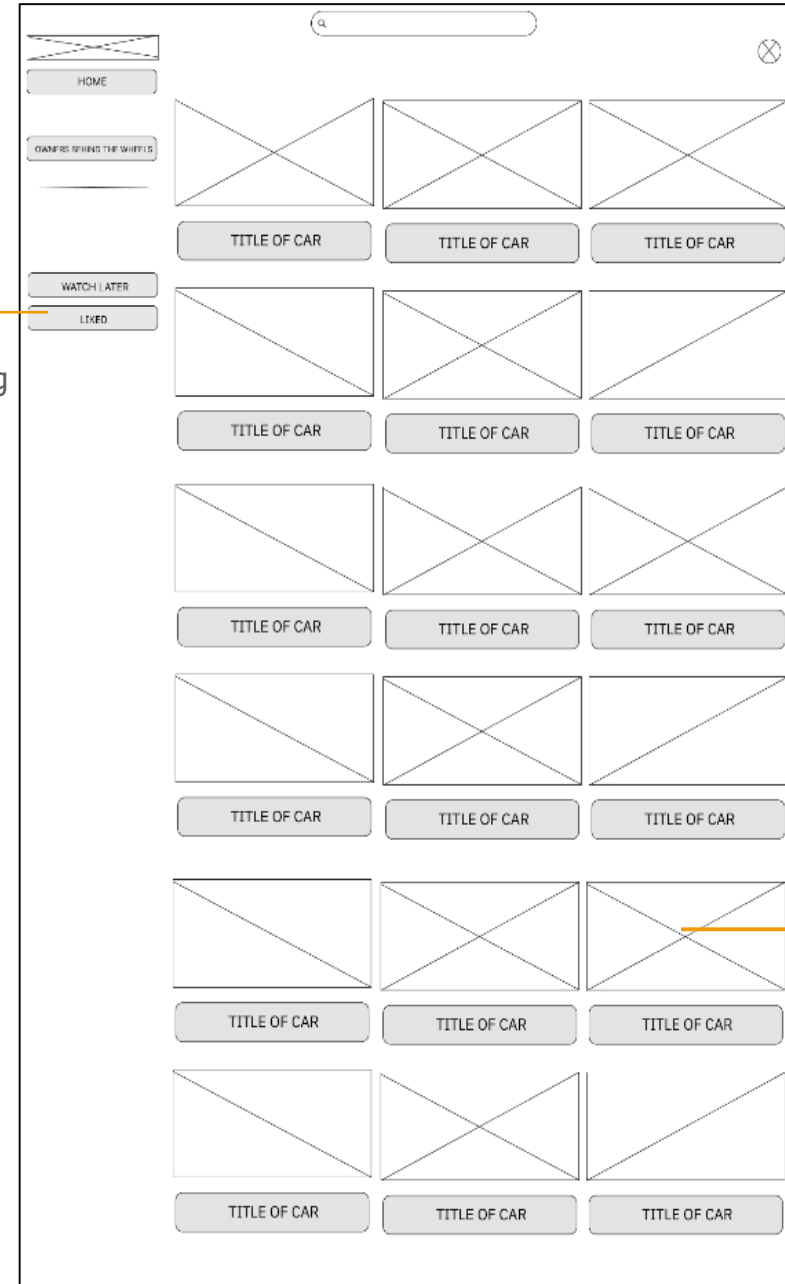
By drawing up the paper wireframes, it allowed me to effectively organize best possible layouts for the app. I made it a priority for the app to maintain a clean and simple aesthetic.



# DIGITAL WIREFRAMES

Through research, I learned that clean and simple design was much appreciated for optimal navigation and to avoid user confusion.

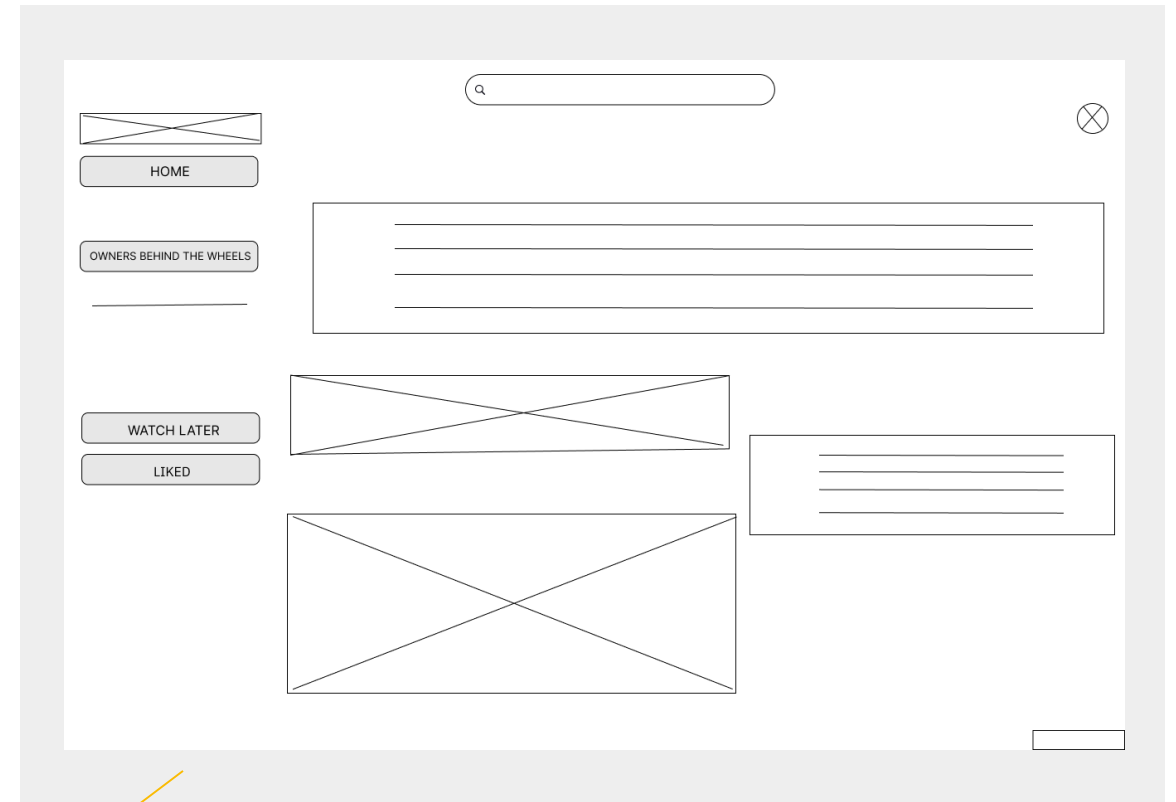
This button is clear in directing its purpose to users.



An image showing the car with a button below showing its name.

# DIGITAL WIREFRAMES

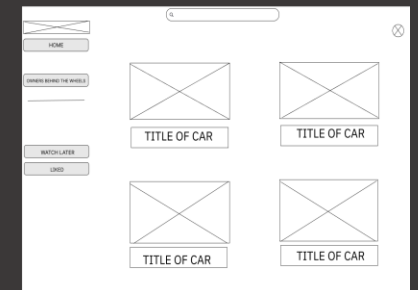
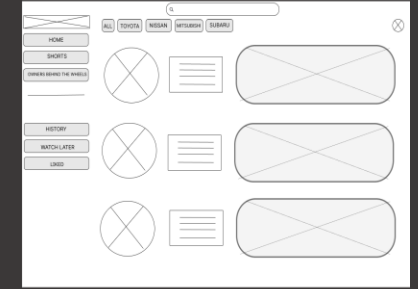
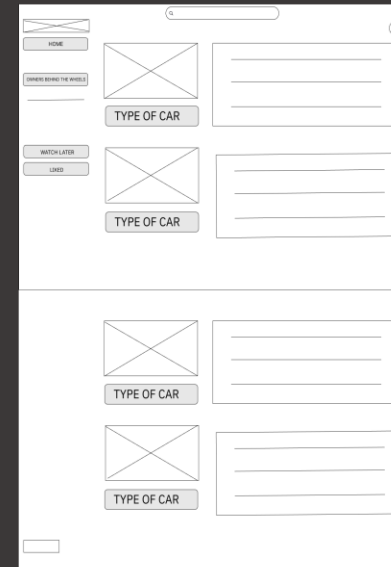
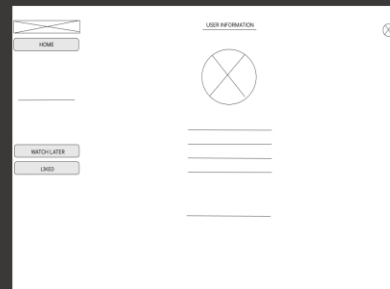
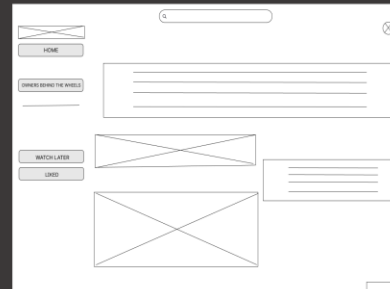
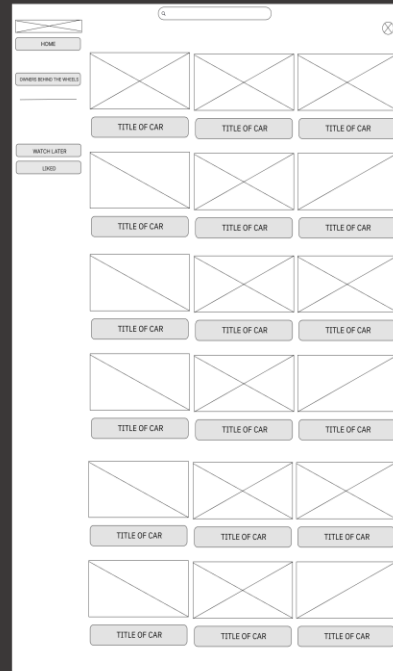
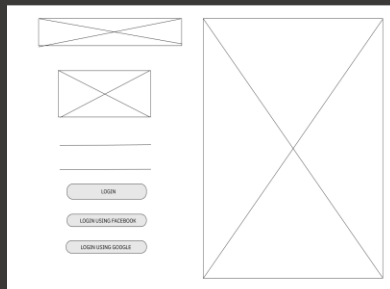
A clean design with a good artwork but less complexity was kept in mind for the user to find what they want.



A Page that shows much information with less complexity.



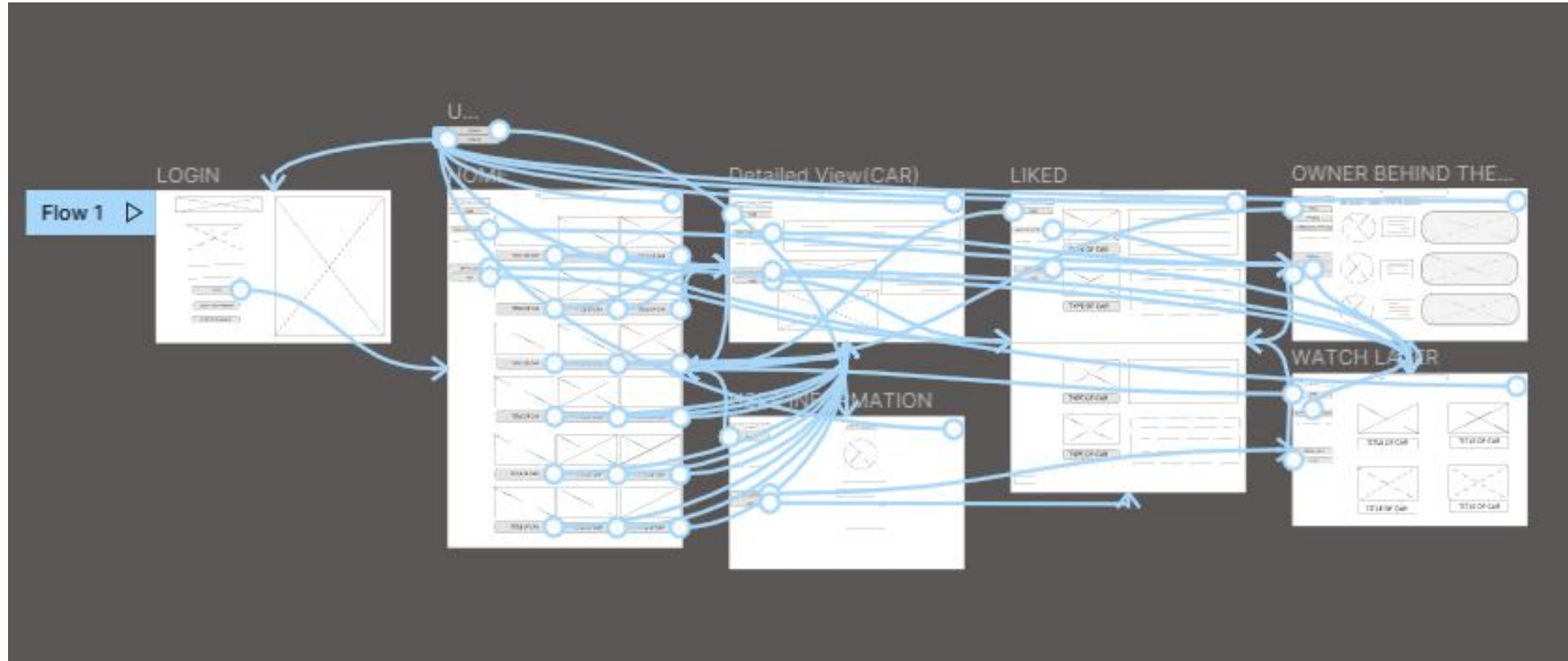
# DIGITAL WIREFRAMES



# LOW-FIDELITY PROTOTYPE

Low-fidelity prototype allowed users to be observed via usability study by completing the main action of placing a bid on an art piece.

[Lo-fi Prototype](#)



# USABILITY STUDY: FINDINGS



Through usability studies, a few findings stuck out to help make decisions in the design of the Cars Website. The usability study helped my process in taking the wireframes to mockups.

Some of the Usability findings are described below.

1. Provide concise and well-organized details about cars.
2. Incorporate high-quality images to visually showcase the cars.
3. Ensure the car app has a user-friendly interface with easy-to-navigate menus and intuitive controls for seamless browsing and access to different features.



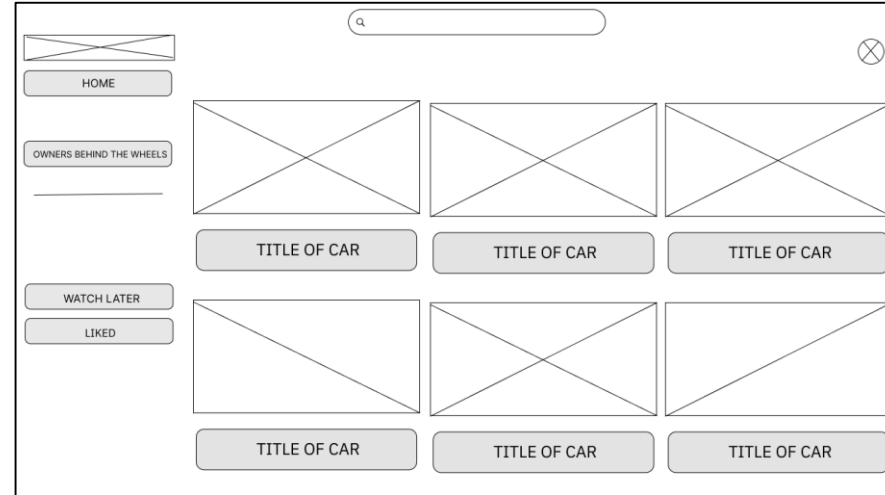
# REFINING THE DESIGN

- **Mockups**
- **High-Fidelity prototype**
- **Affinity Chart**
- **Accessibility**

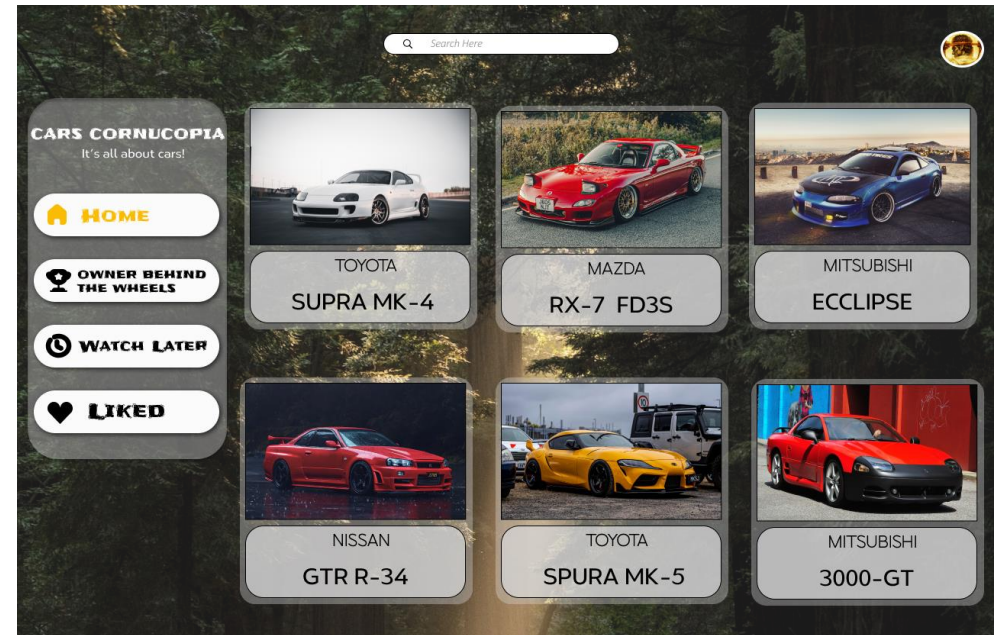
# MOCKUPS

For the home page, we learned through usability testing of the lo-fi prototype that users responded well to the simple layout of the homepage. This helped me stick close to the original design.

Before usability study

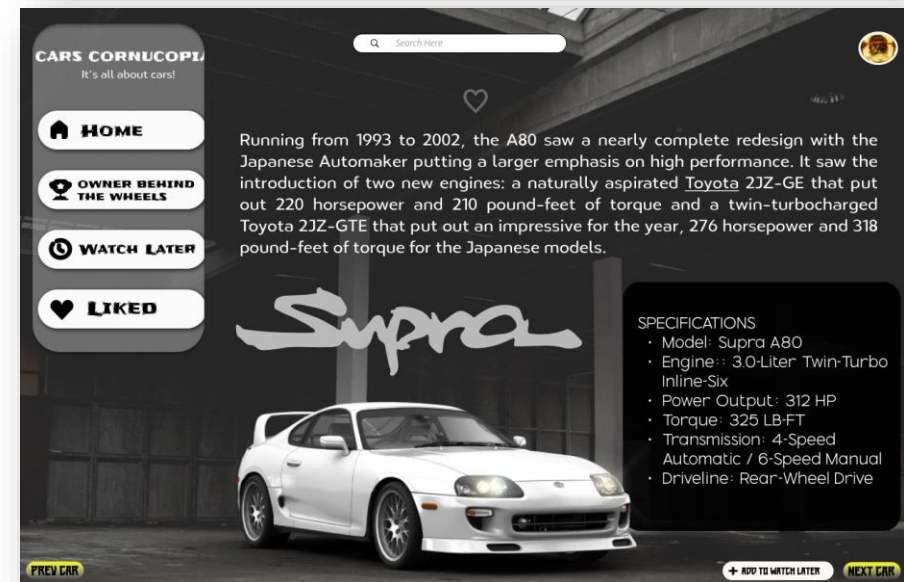
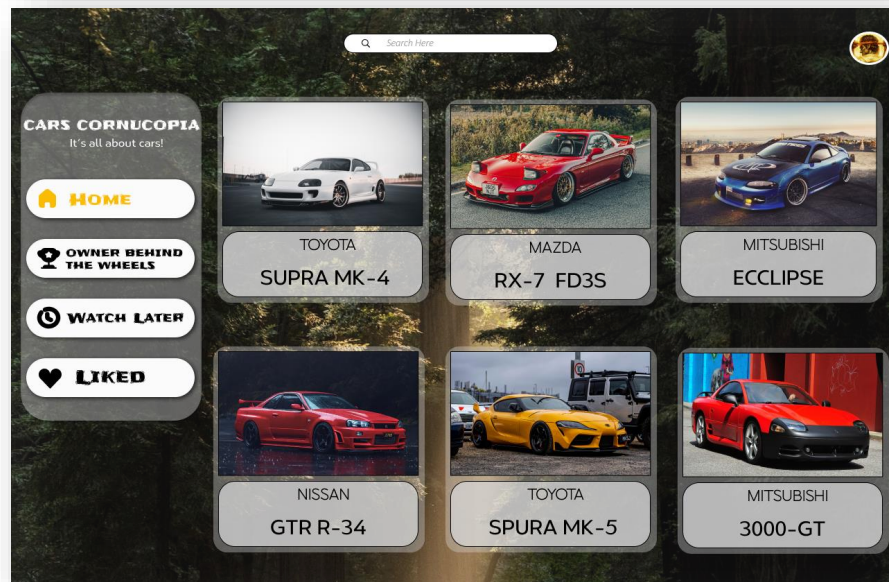
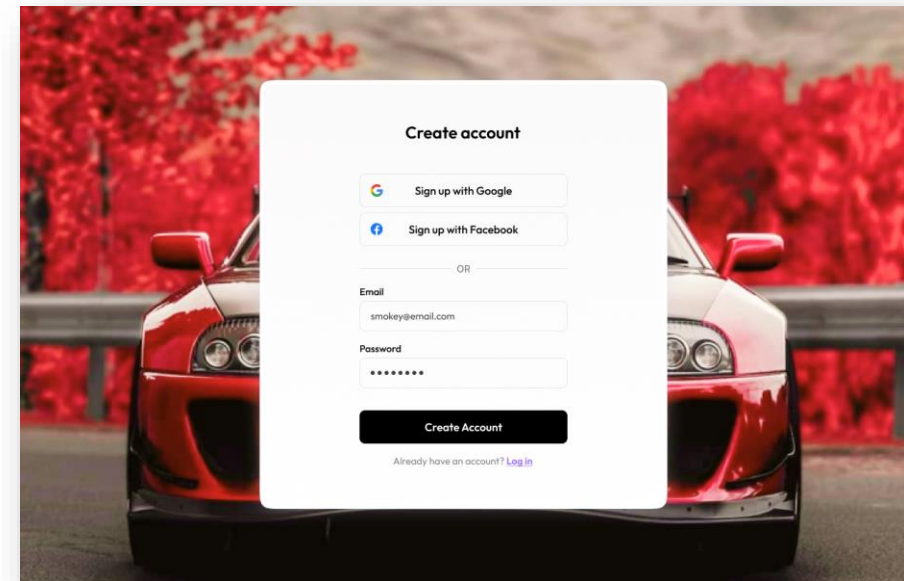
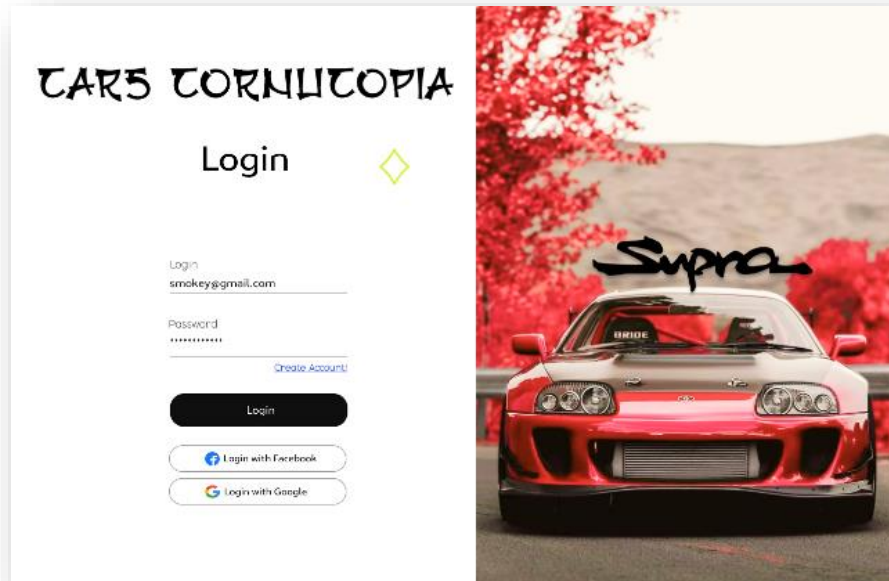


After usability study

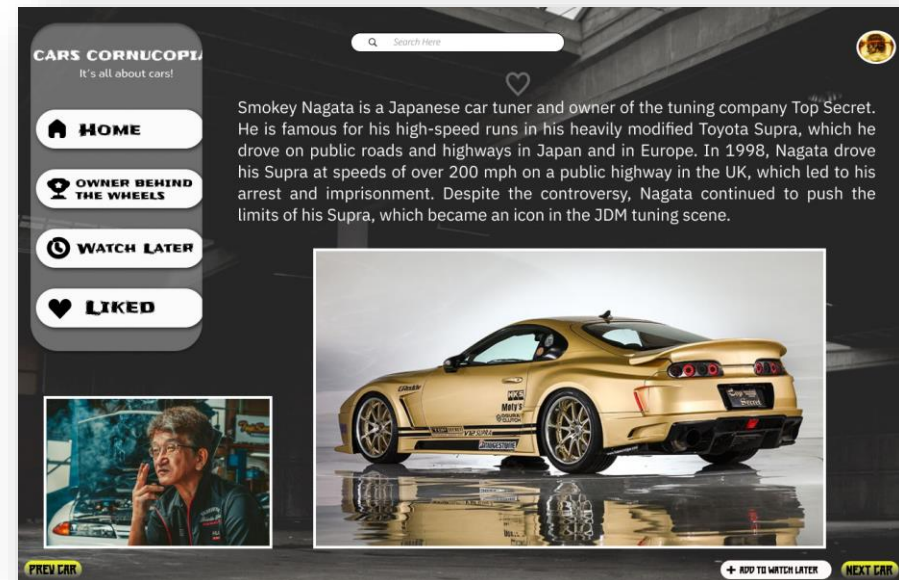
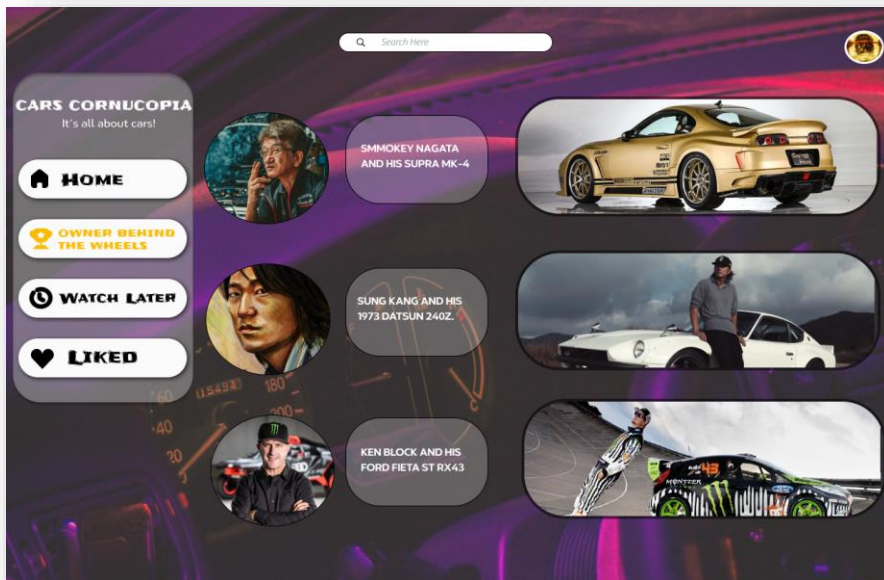
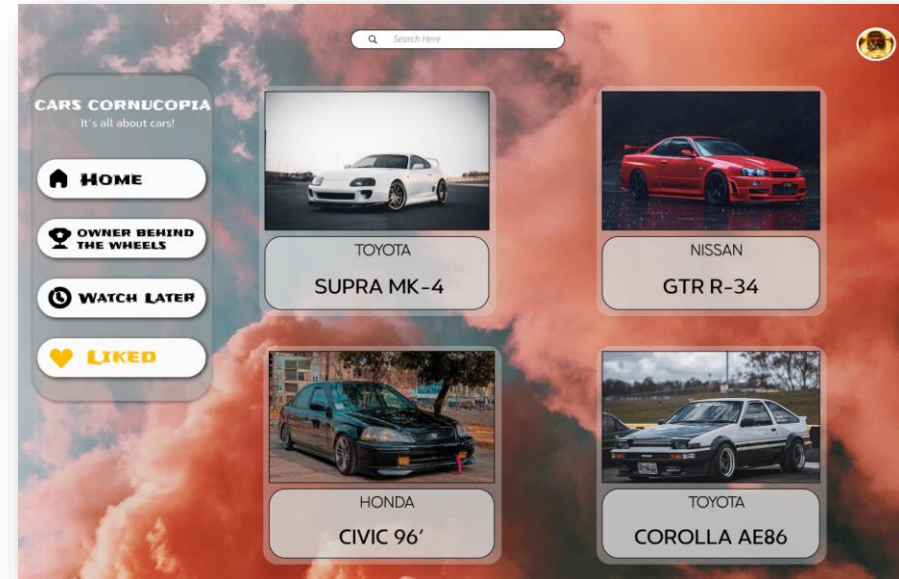




# MOCKUPS



# MOCKUPS

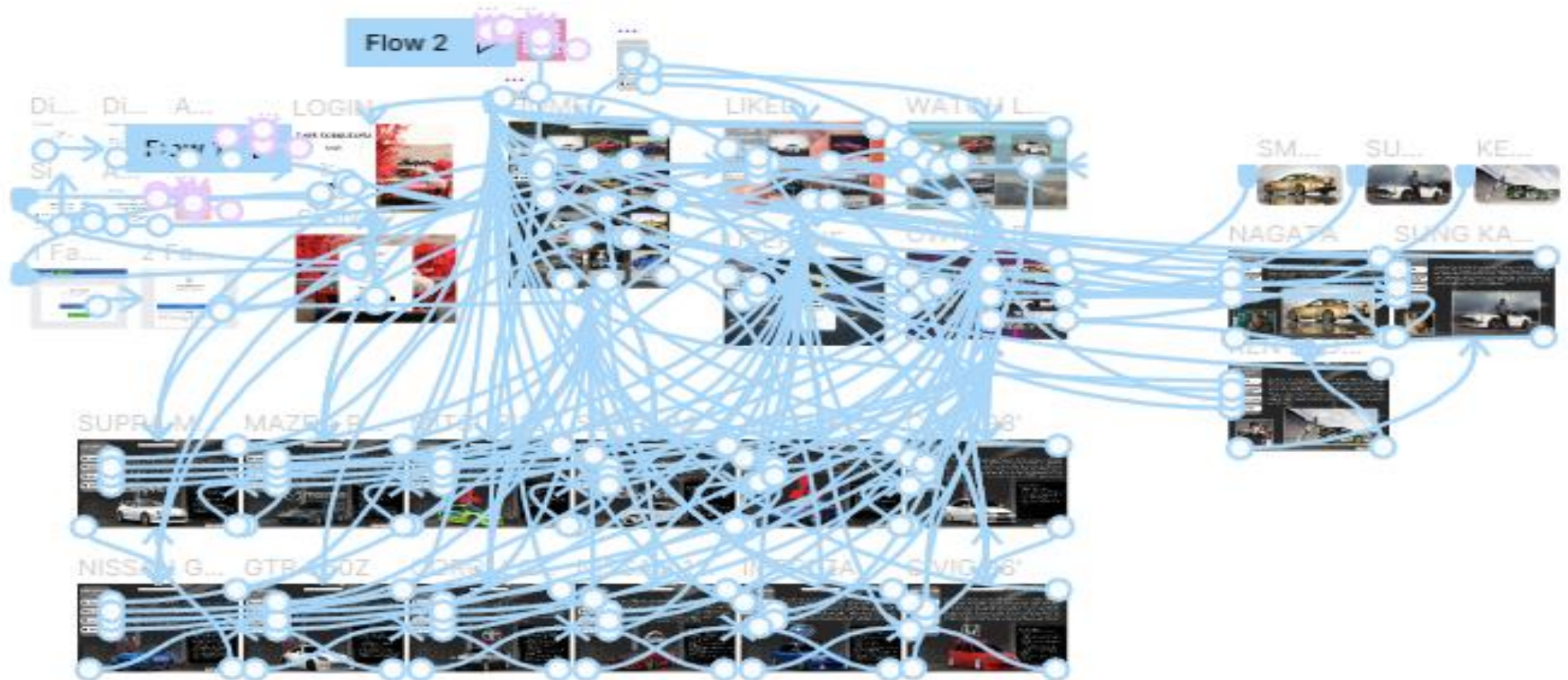




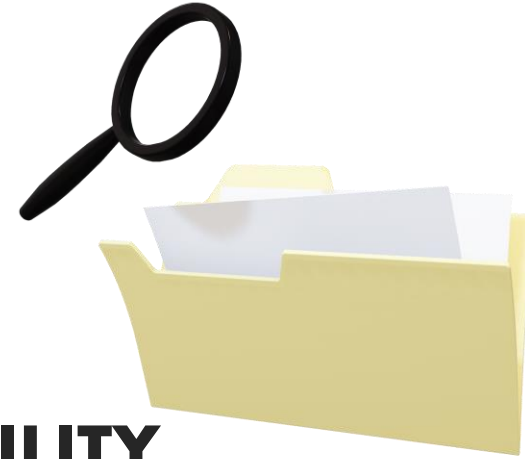
100

Showing the user flow and how the things work.

View the  
Cars Cornucopia's  
[high-fidelity prototype](#)



# AFFINITY CHART



## ICONS

Icons are not aligned in a presentable way.



## FUNCTIONALITY

Search bar is inactive, lacks functionality.

Text on the login page is not editable.

The text field is not editable.

Navigation Bar is scrollable, user will have to scroll all the way up on the homepage to access Navigation Panel.

## READABILITY

The text lacks readability.

The buttons are too Big.

Navigation Header Text does not promote readability.

# ACCESSIBILITY CONSIDERATIONS



1. Clear Navigation Structure.
2. Maintained a vibrant aesthetic along with high contrast.
3. Familiar terminology was used to avoid confusion among users.
4. Using a font that increases readability for the user.





# GOING FORWARD

- **Takeaways**

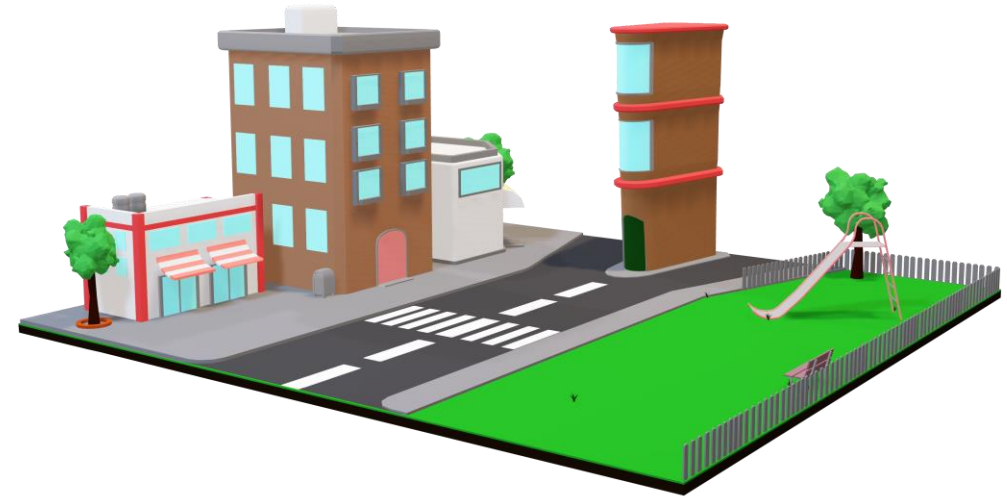
# TAKEAWAYS

## IMPACT:

This website revolutionizes the way we explore cars, providing comprehensive information and detailed specifications. Users are captivated by its user-friendly interface.

One quote from peer feedback:

- “The design of the website is quite attractive.”



## WHAT I LEARNED:

I learned that through the usability studies that user confidence is crucial when creating an app like this one. With the usability studies, I was able to successfully make some of the needed iterations to properly meet user needs.

# LET'S CONNECT!

Thank you for your time in learning about the Cars Cornucopia Website! Please feel free to contact me if you would like to see or learn more. You may find my contact info below.

E-mail: [nuhk334@gmail.com](mailto:nuhk334@gmail.com)

