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**MODULE CODE : WEDE5020**

**MODULE NAME :WEB DEVELOPMENT**

**ICETASK 4**

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# AUDI



## History

August Horch, is a German automotive pioneer, who founded A. Horch & Cie. in 1899 in Cologne; then In 1909, he left his first company, to be a founder of a different and new company, which was first named August Horch Automobilwerke GmbH, and was later renamed Audi Automobilwerke GmbH in 1910. In 1932, the Auto Union was formed, which also symbolizes the iconic four interlocking rings. Audi is known for it’s technological advancements, which includes being the first German manufacturer to use left-hand drive in 1921 and introducing the Audi Quattro all-wheel-drive system in 1980. Audi is now part of the Volkswagen Group and continues to be a leading brand known for its luxury vehicles and technological innovation. Audi has been present in South Africa since the 1960s, initially represented by local distributors, and is now part of Volkswagen Group Africa.

## Mission and Vision

Audi’s mission is to be the benchmark for premium automotive experiences and to be a leader in innovation, sustainability, and luxury, while it’s vision is to design, manufacture, and distribute premium automobiles; to inspire progress through technology and design and to exceed customer expectations.

## Target audience

Audi primarily targets the upper-middle to high-income demographic, focusing on consumers who appreciate luxury, advanced technology, and a premium driving experience. Audi also aims to attract younger buyers interested in design and lifestyle, particularly with its electric vehicle offerings.

## Website goals and objectives

This website will be responsible for selling products and also providing more valuable information; this will help buyers a lot in making informed decisions as they have more information on the kind of product they are willing to buy.

## Current website analysis

What the current website lacks is a more interactive page with the customers and also provides more outdated information about what they provide or offer. The website I am willing to create has more information and gives updated information which will assist more customers .

## Propose features

This website I am willing to make will contain the following features:

Homepage– this homepage will give a brief about what Audi does and is about. Services**-** this will showcase everything Audi sells and has, showing what kind of things Audi does for it’s customers. Contact-this will show where or how customers can contact Audi for when they make purchases. About us- where everything about Audi will be shown and the customers will be able to read about anything they might need. Enquiry-this will help all customers willing to make an enquiry about anything.

## Design Aesthetic

Colour scheme- adding colours such as navy blue, light blue to convey trust and stability, reds and oranges to envoke some excitement and neutral colours to bring calmness . Topography**-**I am willing to make a website with a mangolian baiti font for the heading with 36px of size and lato font with 16xp of size for the body.

## Technical requirements

Hosting- html, css and java script

Domain-www.audi.co.za

## Timeline with milestone

Week 1 and 2 – Reasaerch and planning

Week 3 and 4 – Design phase

Week 5 to 8 – development stage

Week 9 to 10 test and lauching

## Budget

Domain registration = R15 per year

Web Hosting = R107 per month

Web design = R532 000

## SITE MAP

A screen shot of a website

AI-generated content may be incorrect.