

2025

# INTRO TO WEB DEVELOPMENT

SAMUELE VITALE  
LEVEL 5.1A  
BACHELOR OF ARTS IN GRAPHIC DESIGN

# WEBSITE OVERVIEW & PURPOSE

## PROJECT IDEA

This website is dedicated to the Corvette brand – a synonym in automobile history for power, beauty, and heritage. The website will be a virtual community for Corvette owners and enthusiasts.

Its primary purpose is to:

- Educate visitors about the history and evolution of Corvette through its different generations.
- Emphasize models with descriptions, images, and significant specs.
- Create a member-uploading feature where members can submit photos of their own Corvettes and have a chance to be featured.
- Build community spirit among Corvette fans.

# WEBSITE PAGES & FUNCTIONALITIES

# PROJECT IDEA

## Homepage

- Engaging introduction to the site
- Featured sections: Basic info, Corvette of the Day
- Navigation bar linking to all pages

## About Page

- Background on the Corvette brand
- Summary of the timeline/history
- Landmark events or iconic moments

## Corvette Generations

- List for each generation/model (C1 to C8)
- Description of each model, performance specs, etc
- Image gallery per generation

## Corvette of the Day

- Day-to-day feature showcasing a featured Corvette that a user uploads
- Brief description

## Show Us Your 'Vette

- Form: Name, Email, Message
- Upload field: Upload picture(s) of their Corvette
- Permission checkbox to be included

## Other Ideas

- Blog or News Section: Corvette news, announcements, and events
- Merchandise Section (e.g., wallpapers)

01

# USER PERSONA

**Mike Thompson**

**Age:** 54

**Location:** Texas, USA

**Occupation:** Retired Engineer

## **Why They Want the Website:**

- Mike owns three Corvettes of different generations and likes to read up on the history of the brand. He'd like to post his own collection and see what others are posting.

## **Frustrations with Similar Websites:**

- Poorly designed sites and too much advertising
- No features for community interaction
- Outdated or incorrect information on older models

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02

# USER PERSONA

Jasmine Rivera

**Age:** 25

**Location:** New York City, USA

**Occupation:** Digital Marketing Student

## **Why They Want the Website:**

- Jasmine recently visited a car show and loved the look of a specific Corvette. She wants to learn more about the models and history to join the fan club.

## **Frustrations with Similar Websites:**

- Too much technical jargon
- Not user-friendly for beginners
- No attractive visual styling or interactive media

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03

# USER PERSONA

Liam Patel

**Age:** 31

**Location:** London, UK

**Occupation:** Automotive Blogger

#### **Why They Want the Website:**

- Liam writes about vintage cars and requires a reliable resource on Corvettes to quote and use images.

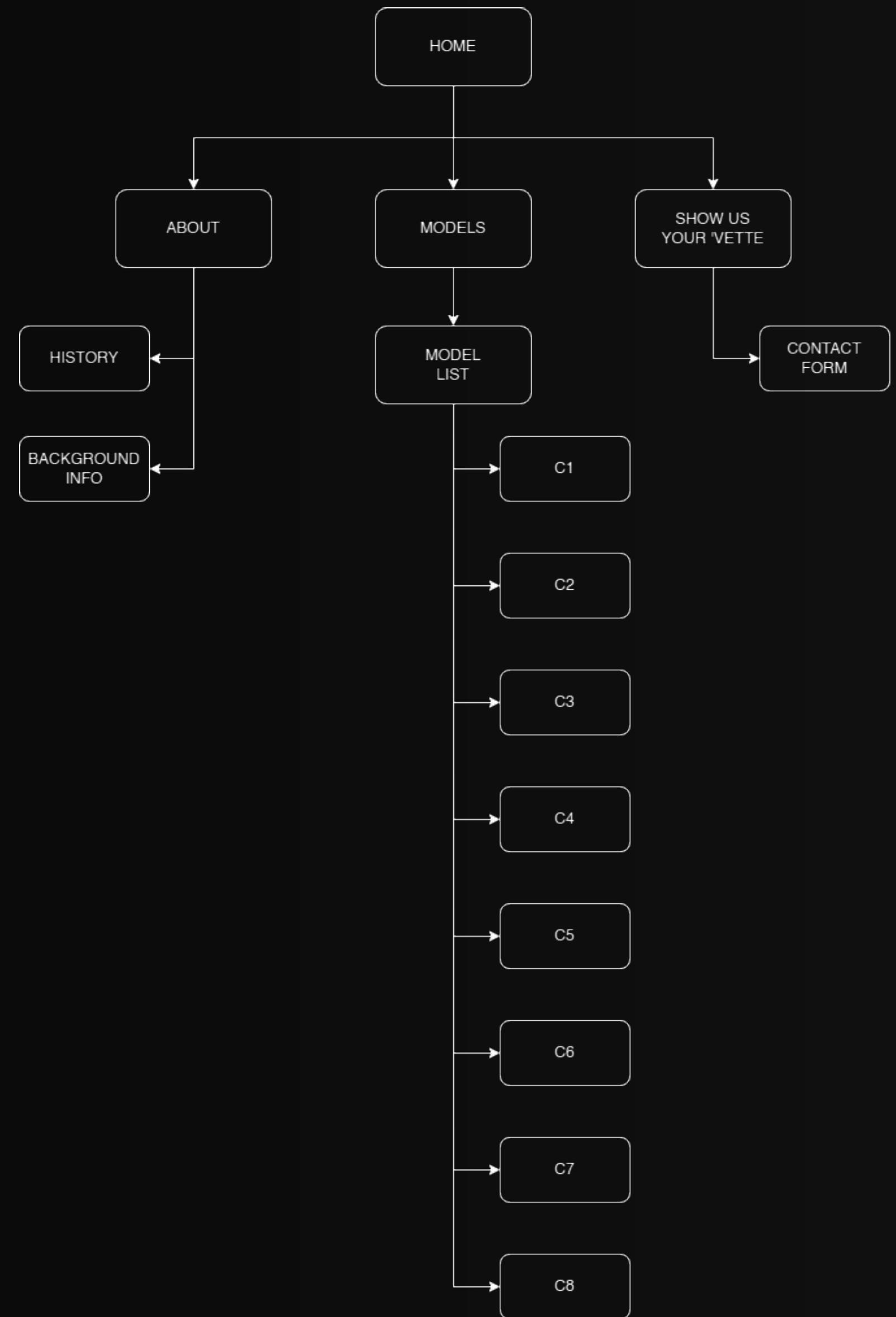
#### **Frustrations with Similar Websites:**

- Low-quality images or broken links
- Insufficient detailed specs or model comparisons
- Hard to find user-generated content

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# WEBSITE SITE MAP



# WEBSITE STYLE GUIDE

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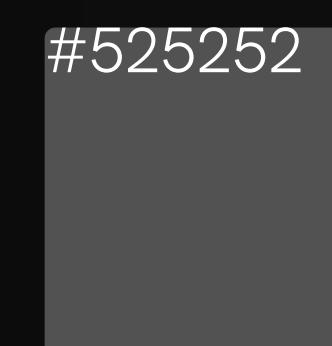
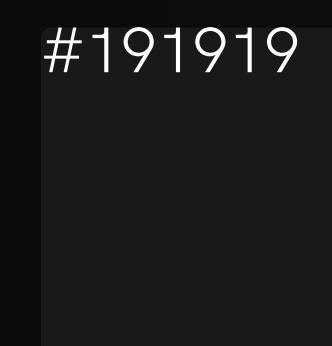
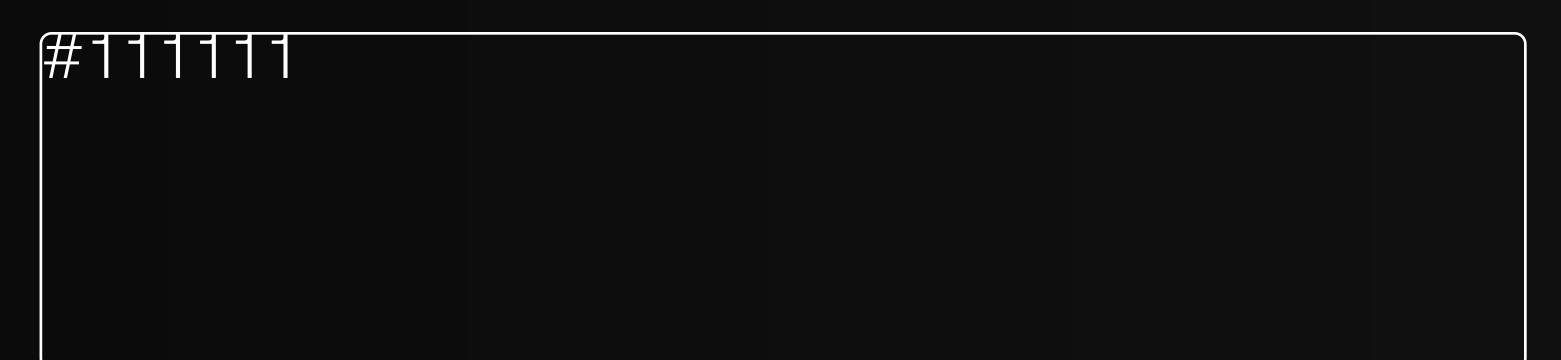
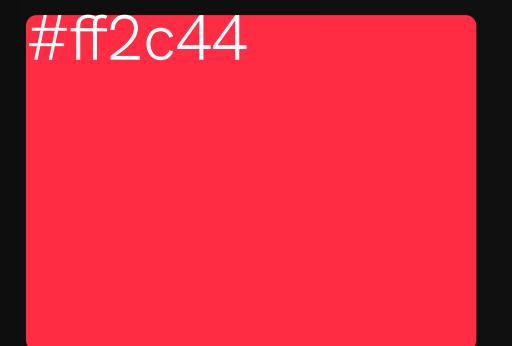
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**Text** Hanken Grotesk Light

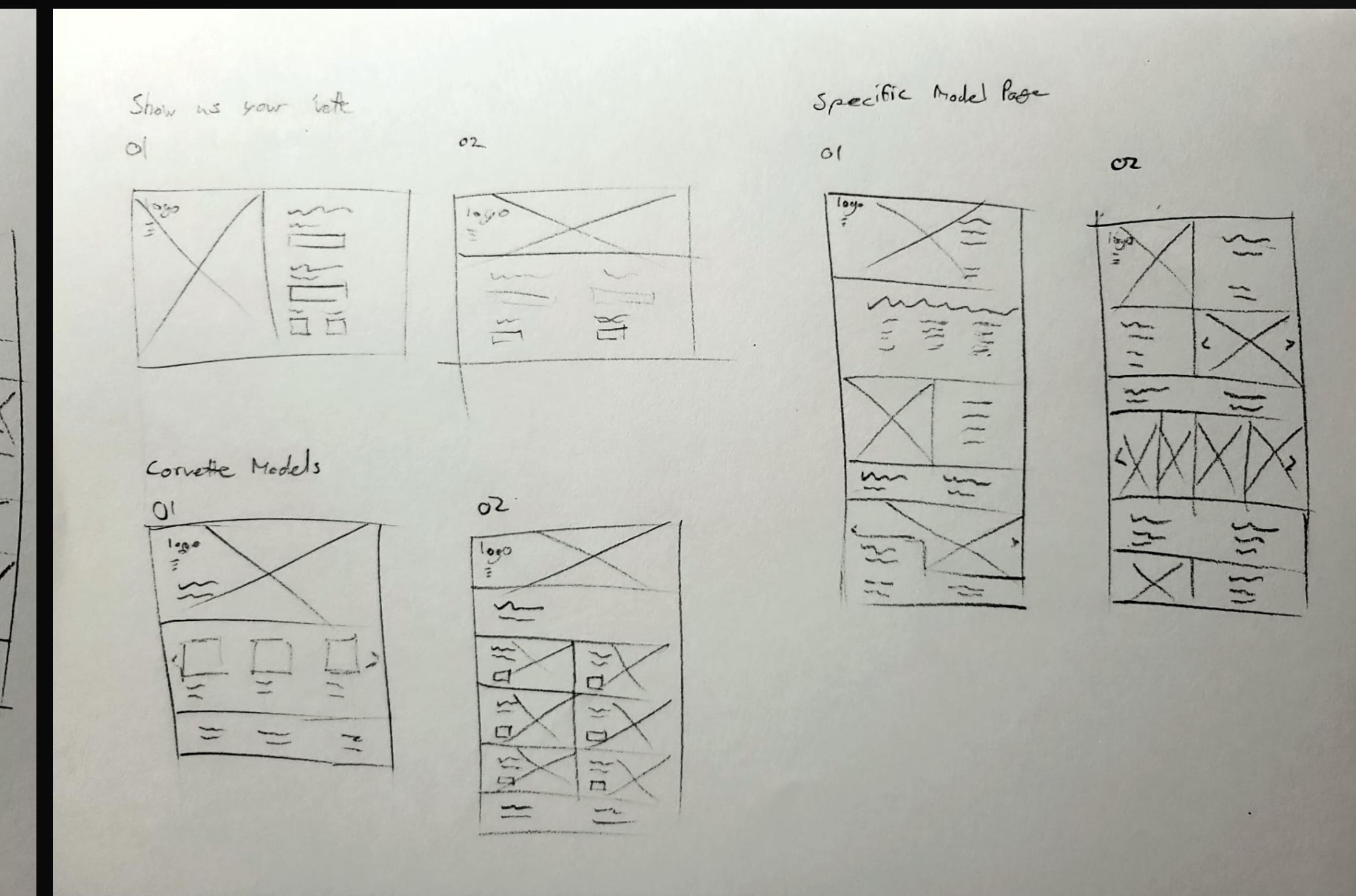
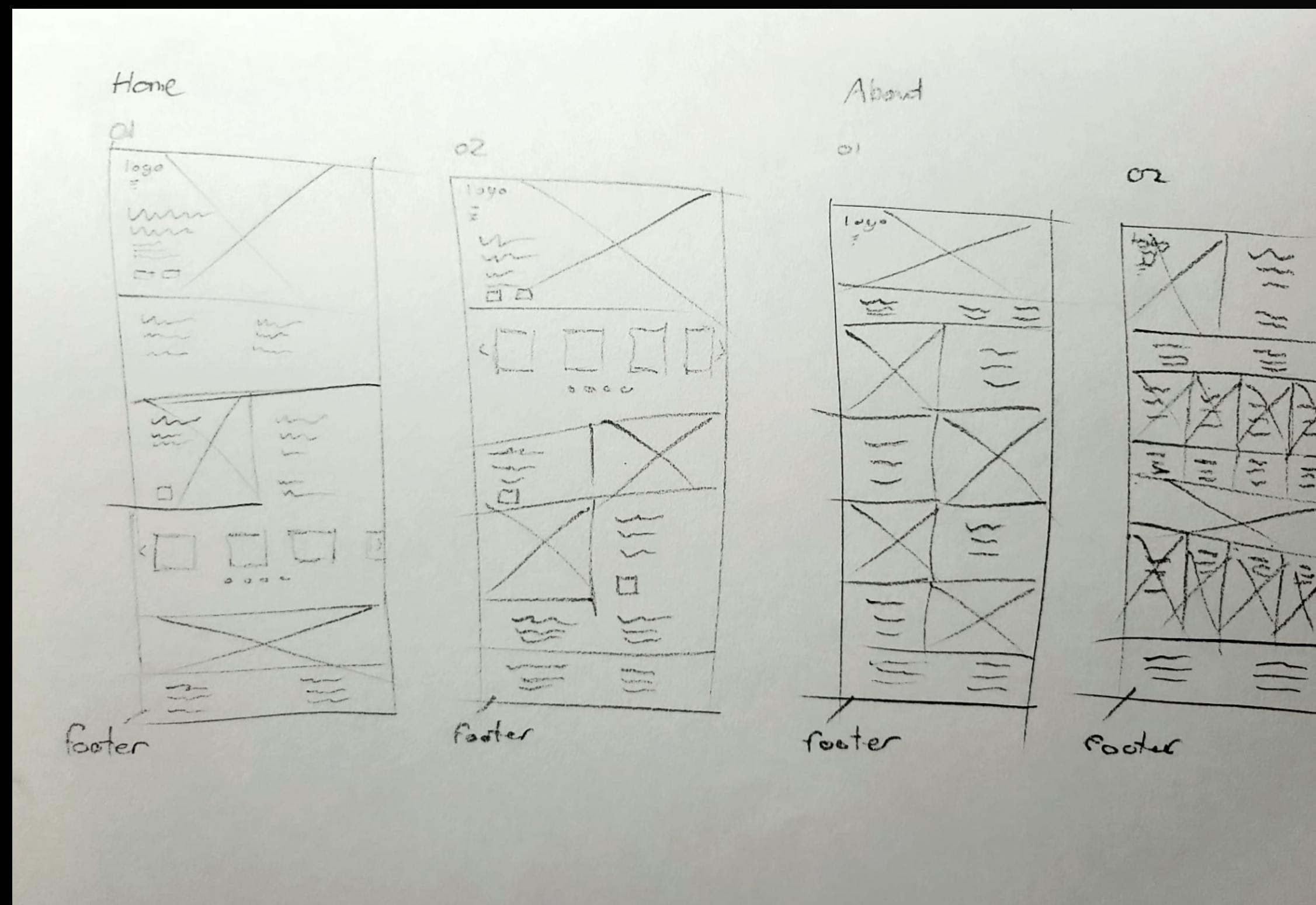
# HEADING

## Sub-Heading

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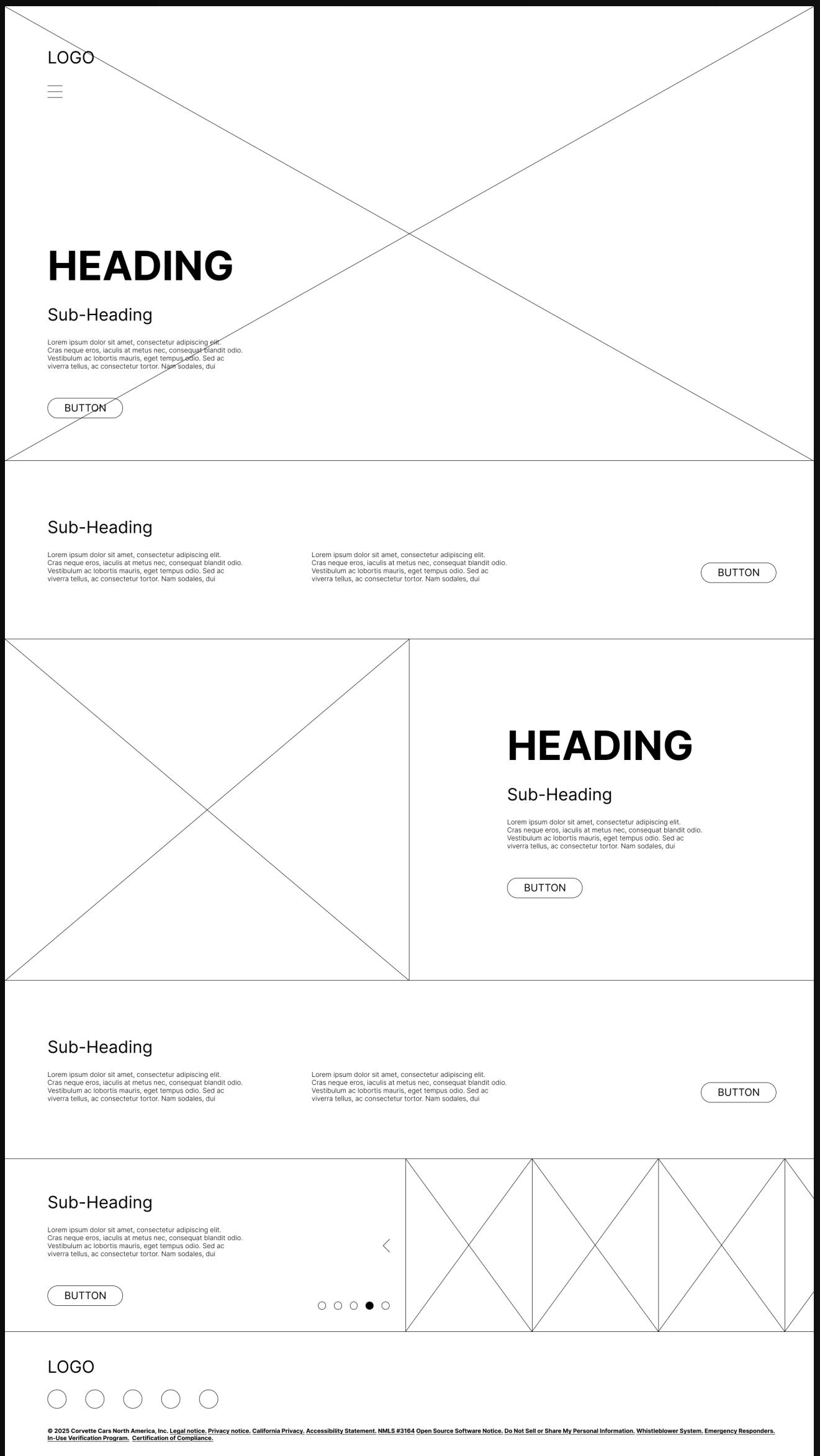


# WIREFRAMES LOW FIDELITY



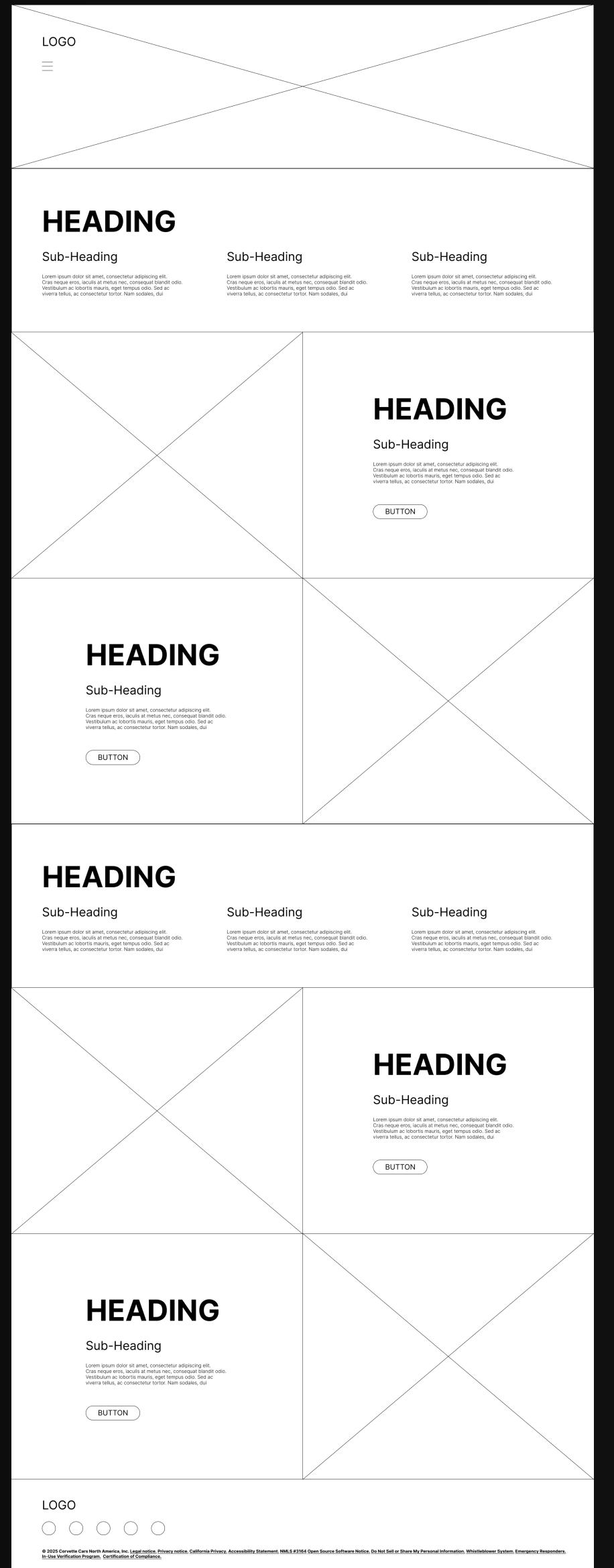
# Homepage Wireframe Medium Fidelity

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# ABOUT WIREFRAME MEDIUM FIDELITY

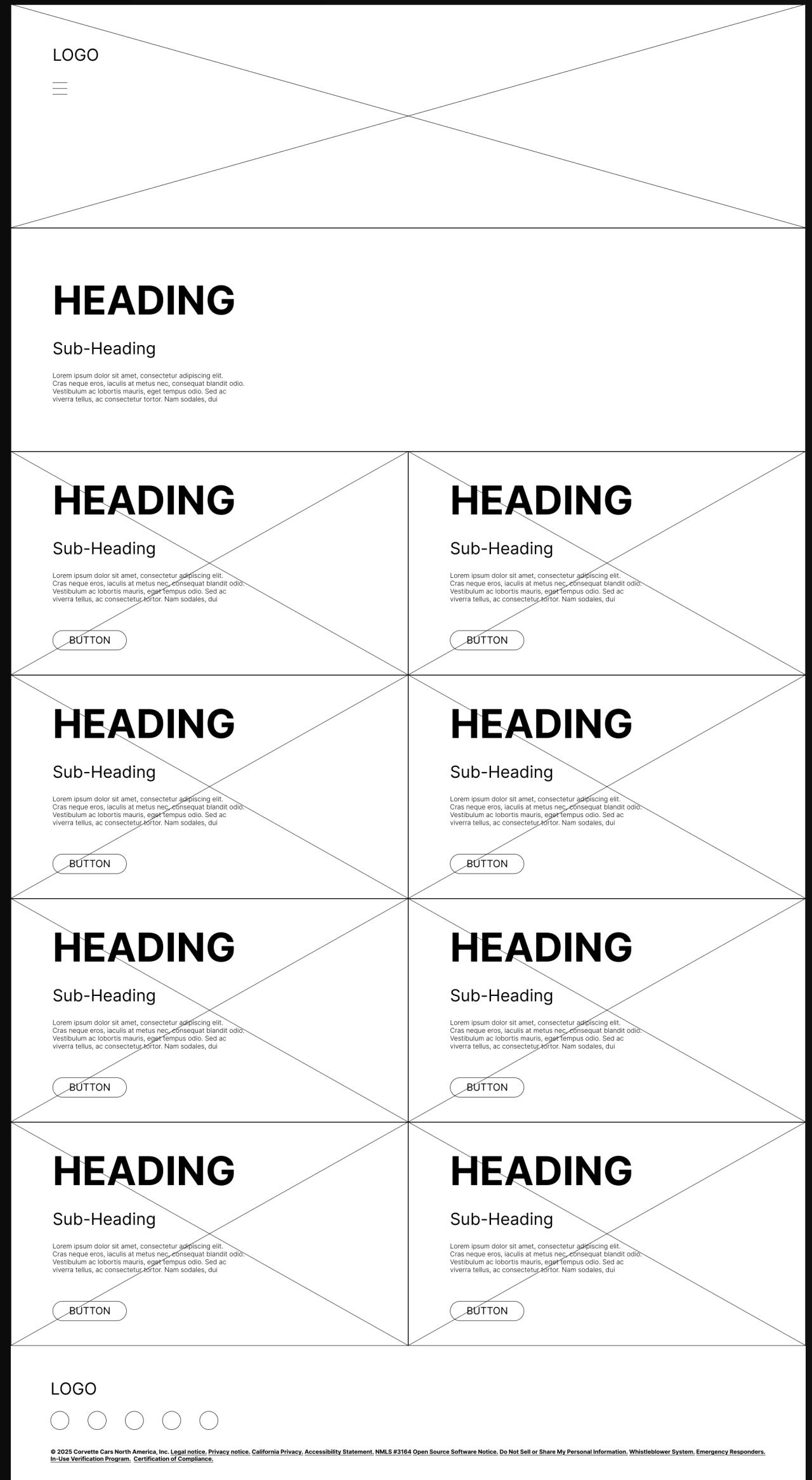
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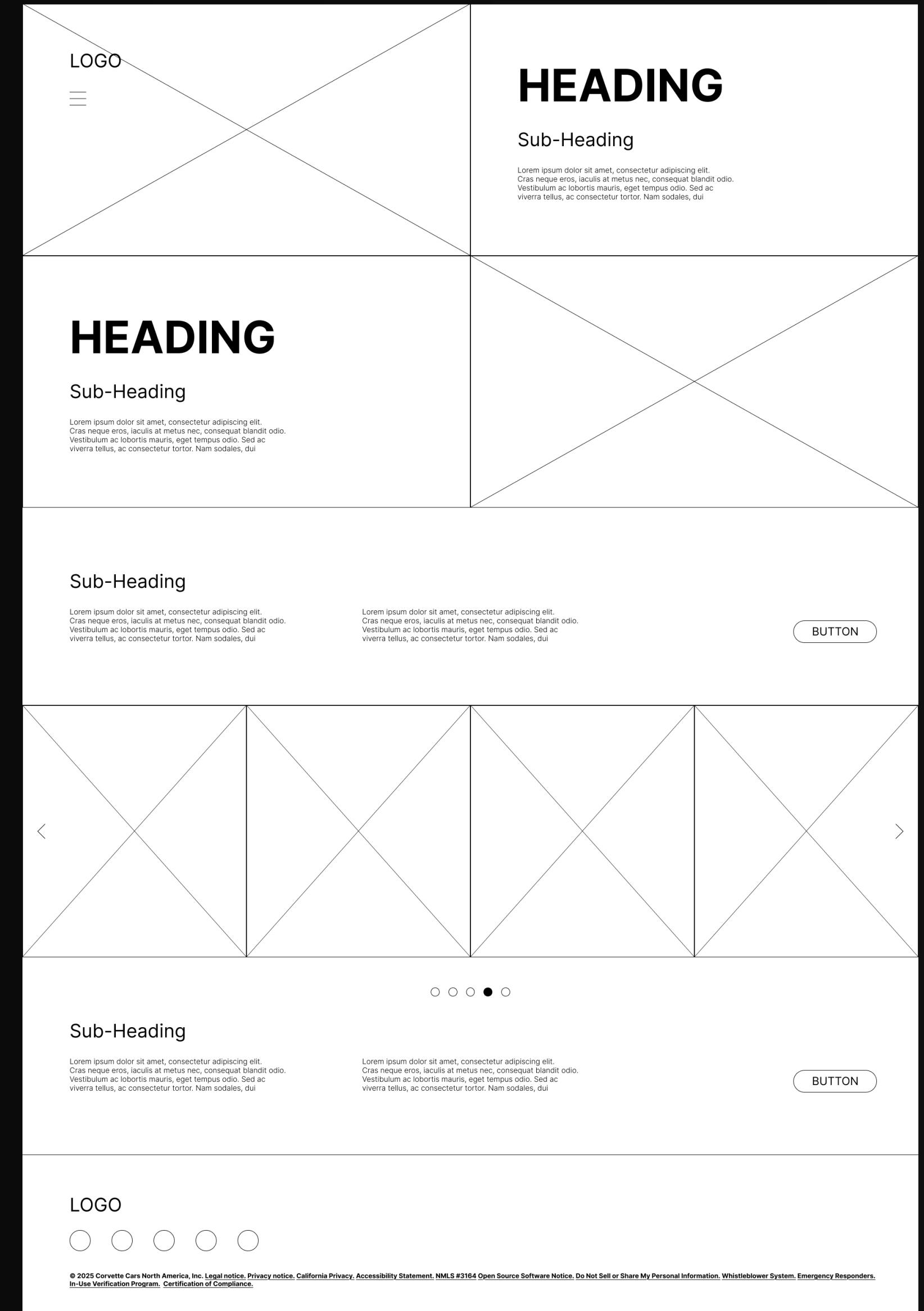
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# CAR MODELS WIREFRAME

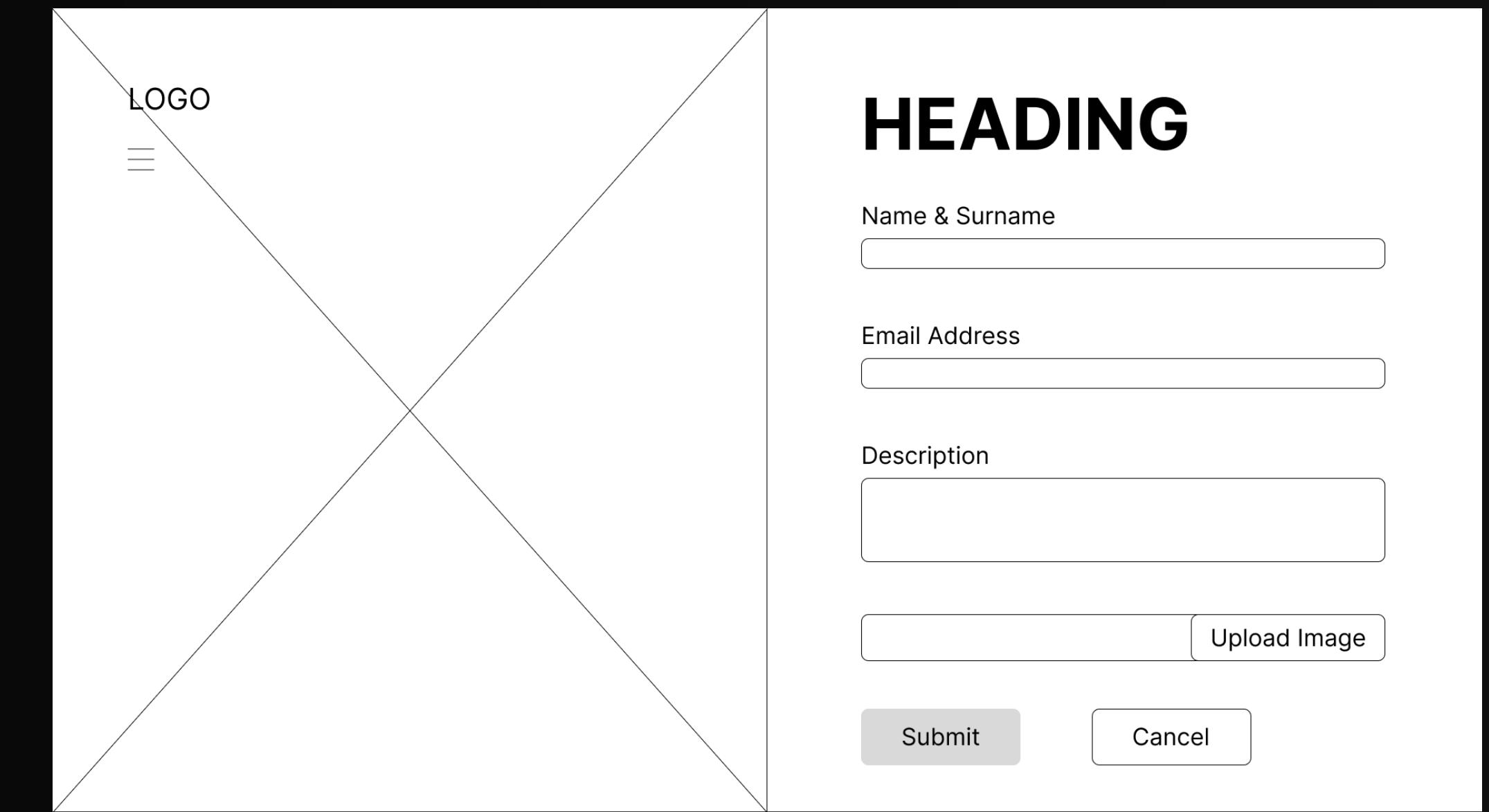
# MEDIUM FIDELITY



# SPECIFIC CAR MODEL WIREFRAME MEDIUM FIDELITY



# SHOW US YOUR ‘VETTE WIREFRAME MEDIUM FIDELITY



The wireframe shows a form layout. On the left, there's a placeholder for a logo with three horizontal lines below it. To the right is a large heading area. Below the heading are three input fields: 'Name & Surname', 'Email Address', and 'Description'. Underneath these is a file upload field with an 'Upload Image' button. At the bottom are two buttons: 'Submit' and 'Cancel'. A small 'LOGO' placeholder with five circles is located at the bottom center.

LOGO

≡

**HEADING**

Name & Surname

Email Address

Description

Upload Image

Submit Cancel

LOGO

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# WEBSITE IPO CHART

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Input	Process	Output
Clicks on menu links (Home, About, Generations, etc.)	Loads the respective page and scrolls to the appropriate section or refreshes content	Correct page/content displays without delay
Opens the website	Loads banner with intro text or image slider	Smooth transition, high-quality image, no lag
Clicks on 'About'	Displays Corvette brand history and mission content	Readable text, media loads correctly
Selects a car generation or model	Dynamically displays details (year, specs, images)	Information relevant to selected model appears
Fills in fields and submits	Validates input (name, email, message)	Confirmation message appears, form data is saved or emailed
Selects and uploads a photo of their Corvette	Checks file format (JPG, PNG), file size; then stores the image	Upload success message, preview or confirmation screen
Clicks on car image thumbnails	Enlarges image or opens slideshow popup	Larger image appears clearly, closes on command
Clicks footer links or icons (e.g., Instagram, Facebook)	Redirects user to external social media or scrolls to section	Opens new tab or scrolls appropriately
Opens different pages rapidly	Uses caching/compression (testing with dev tools like Lighthouse)	Loads in under 2–3 seconds per page
Opens website on Chrome, Safari, Firefox, Edge	Renders content with CSS/HTML standardization	Website looks and works the same on all major browsers