

## Task 1 part 1

### **About the Website**

Welcome to our website, your go-to place for learning about cars and the iconic brands that shape the automotive world. This site is dedicated to exploring and educating people about a selection of specific car brands, both classic and modern. Whether you're just starting to get into cars or you're already passionate about them, our goal is to provide clear, engaging, and informative content that helps you understand what makes these brands so special.

We dive deep into the history of each brand, covering how they started, how they evolved over time, and the unique philosophies behind their designs and engineering. You'll also find detailed overviews of their most popular and legendary models, insights into performance and technology, and comparisons that show what sets them apart from others in the industry.

This site isn't meant to cover every car brand in existence, instead, we focus on a curated selection of manufacturers that we believe have made a significant impact on car culture, innovation, and performance. By doing this, we're able to give each brand the attention it deserves, offering richer and more meaningful content for our readers.

Whether you're into speed, luxury, innovation, or just love learning about cars, our mission is to fuel your curiosity and expand your knowledge. We're here to make the world of cars more accessible, more interesting, and more exciting for everyone who visits.

This website will certainly contain a home page where one can read general information about the website and what it offers to get a better understanding of what he will be reading. From there one will need to decide what car brands he wants to read about. One can hover over the boxes which interest him and click. There will be multiple selections such as Audi, BMW, Toyota etc. Each one will cover detailed information about their history while also talking about certain cars that made a hit.

## **Persona 1**



Name: Alex Borg

Age: 21

Occupation: College Student

Why they want/need your website: Alex is just getting into cars and wants to learn more about specific car brands, especially performance-oriented ones. He's looking for a reliable, beginner-friendly resource that breaks down brand history, model details, and what makes each

brand unique.

Frustrations with similar websites: Alex has been searching for the perfect website for a while now but most website related to giving car information has something that Alex don't like. Most of the websites gives a brief explanation on a lot of car models which makes Alex feel overwhelmed. Alex also learns little to nothing as all the information is very generic and given briefly.

## **Persona 2**



Name: Mario Sammut

Age: 30

Occupation: Graphic Designer

Mario recently became more interested in cars after a friend introduced him to JDM culture. He's exploring specific brands like Nissan and Toyota and wants a fun and educational space to learn more about them without feeling lost or judged.

These are some frustrations Mario found with other similar websites. Content found does not contain any type of images that is crucial for Mario to learn and understand. Most of the content found is too hard for Mario to understand as he is still a beginner that now nearly nothing about cars.

### **Persona 3**



Name: Marcus Tabone

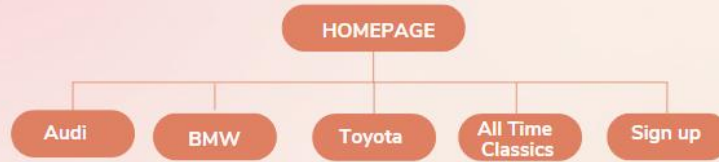
Age: 40

Occupation: Sales Manager

Marcus has always been into cars and follows a few select brands. He's looking for a trustworthy site that gives in-depth info about these brands, especially their history, standout models, and how they compare to others.

Some Frustrations with similar websites are that Most of the websites are clickbait-heavy articles with little real info. Another issue is that sites are clustered and very hard to navigate and read. Most of the website also do not give in depth enough research.

## Sitemap



## FONT

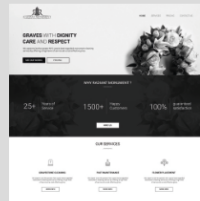
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Home page

Home page

SWATCHES

## Inspirations



BUTTONS IDEAS

Dropdown ▼

Buttons

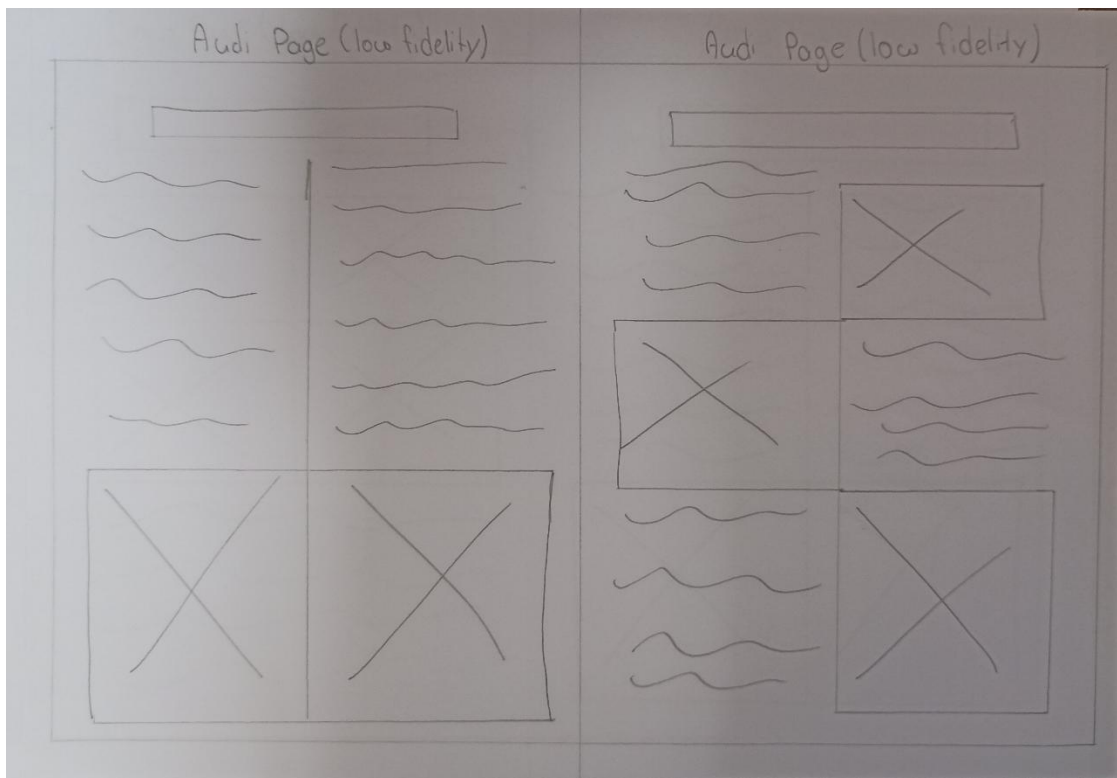
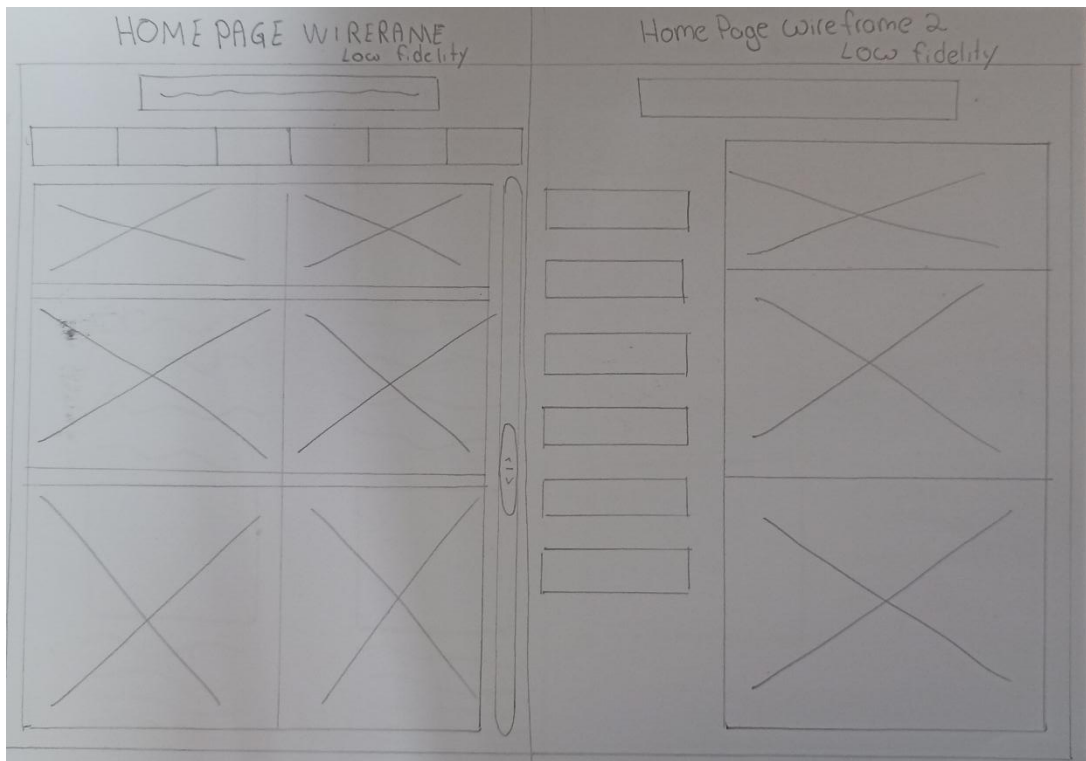
Hover button

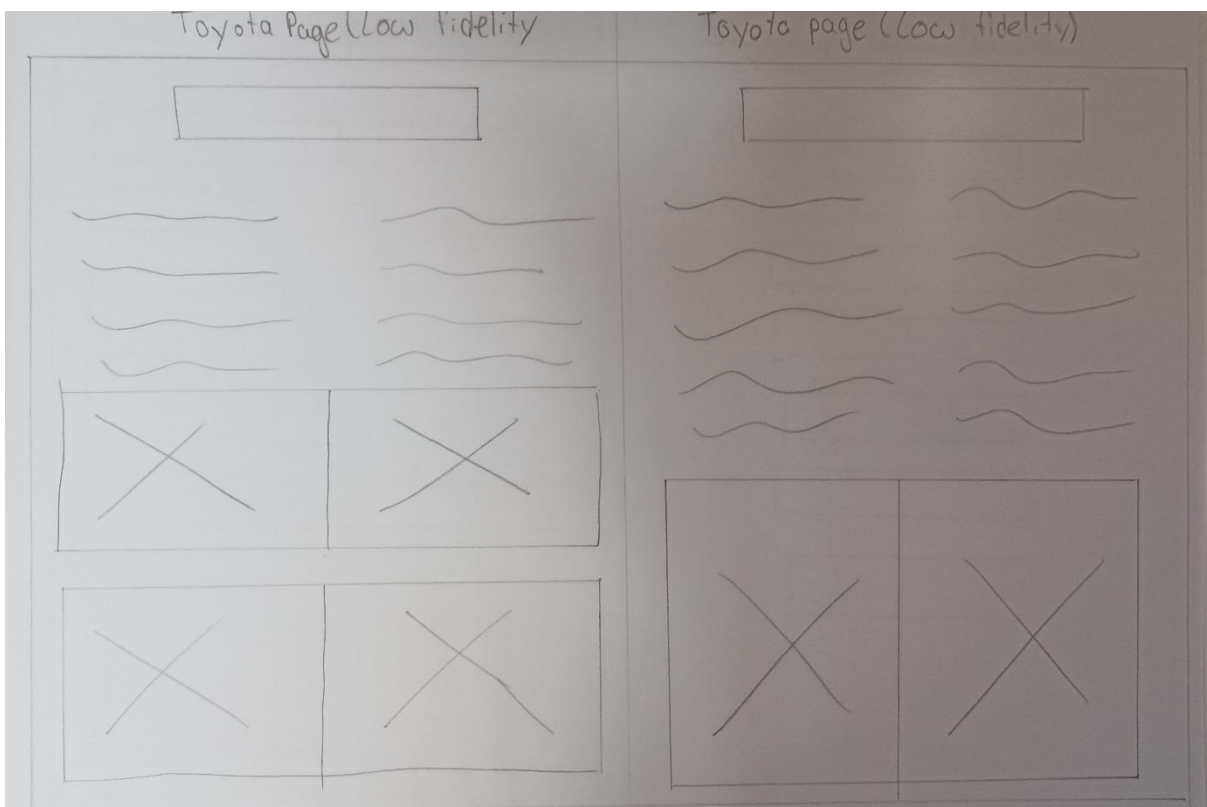
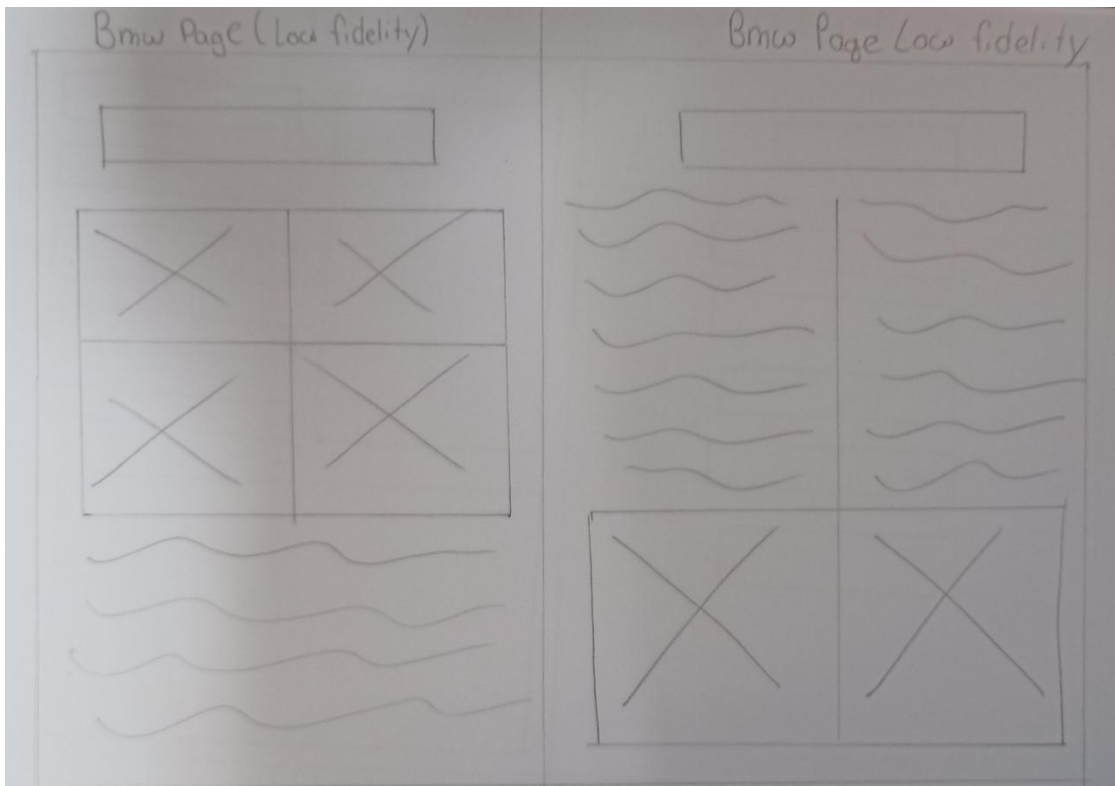
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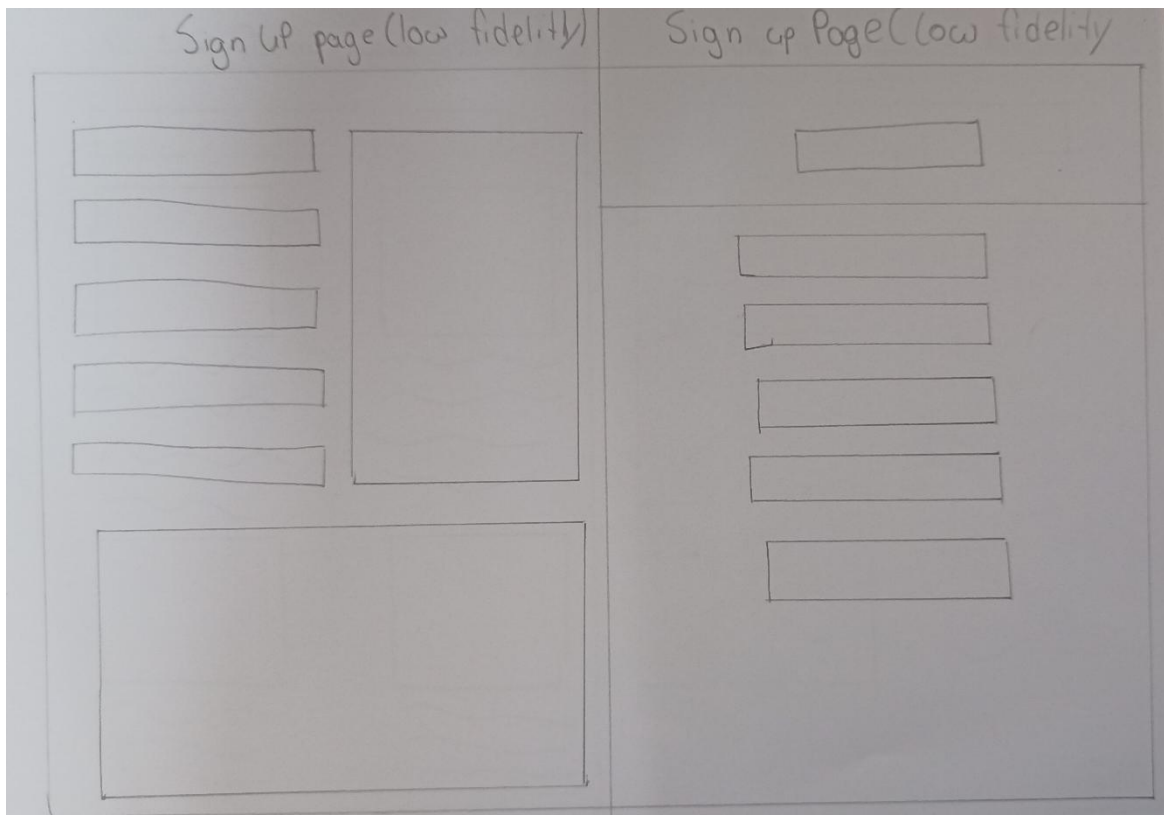
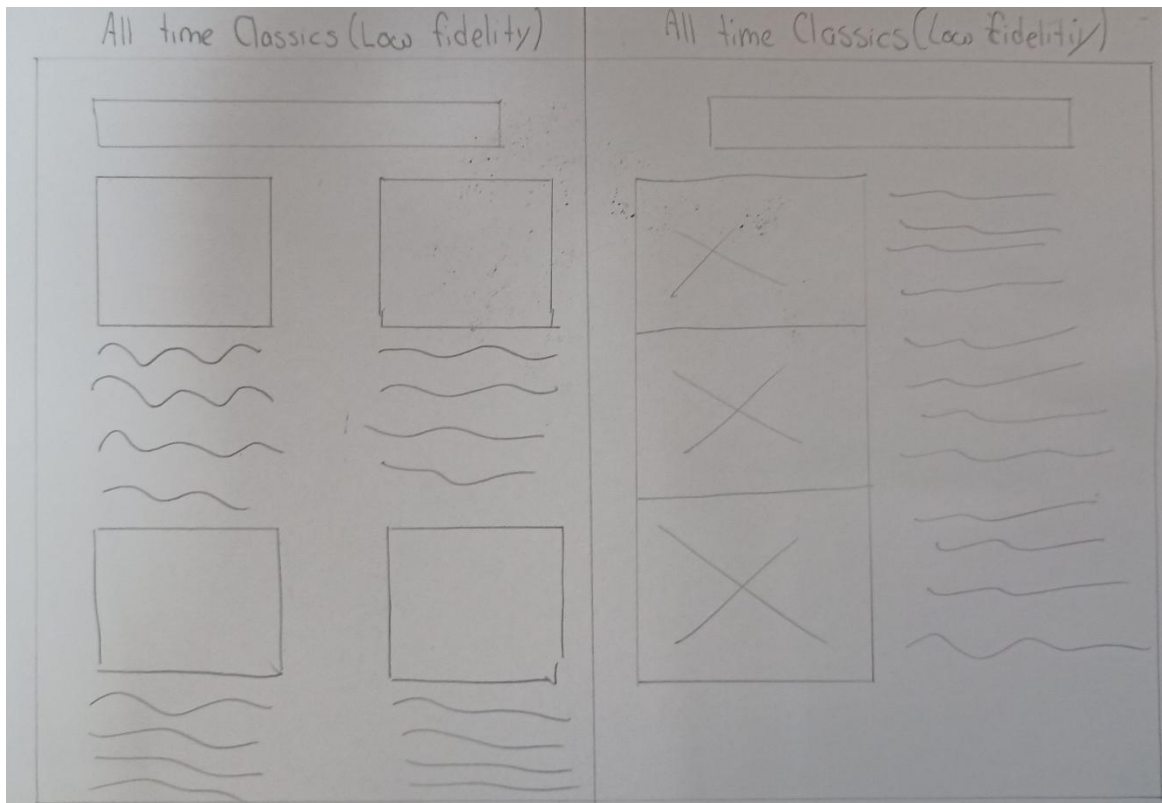
Rounded

Rounded

COLOR SCHEME









## HOME PAGE

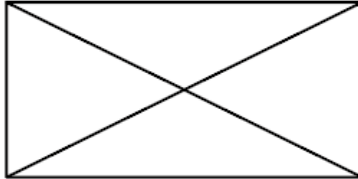
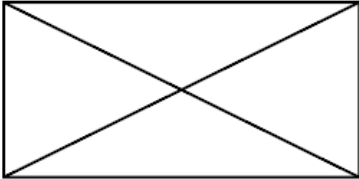
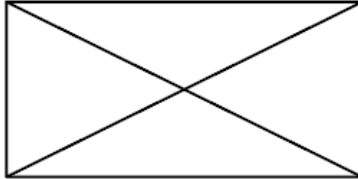
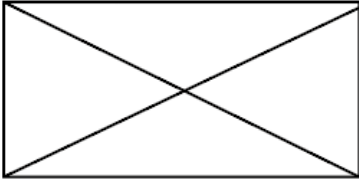
AUDI

BMW

TOYOTA

CLASSICS

SIGN UP



### AUDI

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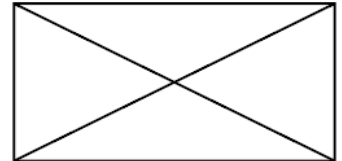
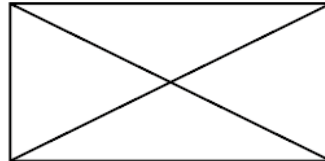
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### BMW

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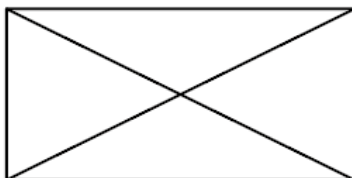
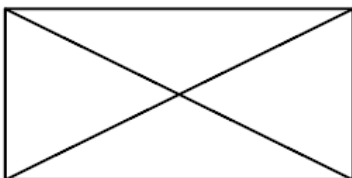
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**Toyota**


**CLASSICS**


**SIGN UP**

NAME

SURNAME

EMAIL

PASSWORD

CONFRIM

<i><b><u>INPUT</u></b></i>	<i><b><u>PROCESS</u></b></i>	<i><b><u>OUTPUT</u></b></i>
User selects a car brand (Toyota, BMW, Audi)	Identify and retrieve historical data related to the selected brand	Display brand history overview
User views “Milestones” or “Innovations” section	Fetch key moments in brand history (e.g., first electric car, racing achievements)	Timeline or article format highlighting major achievements
User views media section	Load image galleries, vintage ads, and concept cars for that brand	Brand-specific media gallery (interactive, scrollable, or lightbox
Admin updates historical or media content	Validate and save updates to brand-specific content in the system	Updated brand pages with refreshed data and media