

Nationwide Car Shows Remastered

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Draft Design Process Documentation

Brainstorm

The first problem that my idea will solve is the lack of cohesion and structure within the current website. My solution is to restructure the website more thoughtfully using industry standards that make the most sense. In its current state, the website was lacking a proper navigation system and instead pushed everything to the left of the page near the advertisements. I believe that restructuring the website could help users navigate through different pages much more efficiently.

I also noticed a gap in the market where there were no mobile apps that offered the services that were on the website. I considered creating a mockup app for the business to further increase user engagement. After receiving feedback for my assignment, I decided it may be best to focus on the primary request of the client before working on something that wasn't requested.

As I continue to work on the first idea, I am glad that I did not bite off more than I can chew. Making big changes to the website could potentially not go well with the client. Making slight changes and restructuring what was already there seems like the best route to take. Although I would still like to work on a mobile app for the company in the future, I would need to research a bit more on how to implement my ideas and show how this will bring value to the company.

Identify

The idea that is the most viable is the restructuring of the navigation pane. Many, if not all, websites have a hamburger menu that contains the majority of pages the website contains. They also have a navigation bar at the top of the page that has important pages that are most commonly used. After looking at other websites that offer similar services, I noticed that the majority had both a navigation bar and hamburger menu while Nationwide Car Shows did not have either.

I considered using all of the pages currently listed on the website within the navigation bar but have decided to include only the most important and add others to the hamburger menu. This will help keep the website organized without it feeling cluttered or overwhelming. I also wanted to change the branding of the website but decided against it. After careful consideration, I think it is best to keep the naming and logo as is as that is what will help people familiarize themselves with the website. If I decided to change, those current users of the website may have a hard time making that adjustment of the new name and brand. I think in the future it may be wise to make some sort of announcement or video of the change to help those users to that change.

Define

My plan for this project was to research industry navigation standards and best practices to use for a website. I specifically researched how to properly make use of advertisements on a website. I also took a look at the other websites that provide similar services as a reference on how they structured their website. Then I worked on my sketches and storyboards to incorporate the research I gathered. Afterwards, I should've gathered my work and begun the documentation draft that will outline my thought process. The wireframes and layout should be set in stone at this point. Lastly, my plan is to finalize the website design, test the responsiveness of the website. My documentation of my project should also be finalized and ready for presentation.

I tried to follow the project brief as closely as possible and feel as though I have accomplished that. The timeline has been fairly easy to follow for the most part thanks to due dates for each step of the project. So far everything has gone smoothly with the project and I am proud of what I have done thus far. I did not run into many obstacles other than time constraints. Working full time while working on this project and other courses has been a bit challenging to manage but I believe I have done well to stay on track.

Project Brief and Sources of Inspiration

Part 1: Project Brief

Client Info

Name: Al Tracy

Website: <https://www.nationwidecarshows.com/>

Email: Info@NationwideCarShows.com

Phone: (623) 204-9172

Project Name

Nationwide Car Shows Remastered

Objective

The primary objective of the project is to redesign a car show website to make it more engaging, luxurious, and modern. The website will be enhanced visually and have improved navigation while maintaining crucial information. I aim to incorporate a more streamlined way for the community to engage with the website and post their events, cars, or clubs.

Scope

I plan to redesign the website with a strong emphasis on layout, usability, and aesthetics. I will create responsive wireframes and mockups for both desktop and mobile users. My

goal is to enhance the structure and visibility of submitting events, cars, and club listings. I would also like to explore the possibility of rebranding the website with a more creative name that is less obvious and flows better. Lastly, I intend to conduct further research on the needs of car enthusiasts to ensure that the design aligns with user preferences.

Target Audience

The target audience includes car enthusiasts and collectors nationwide. Anyone interested in cars and wanting to engage more with the community is included. This includes event organizers, car clubs, cruise in coordinators, and vendors.

Tone and Image

I want the tone to feel upscale while maintaining warmth and a welcoming atmosphere. The website should have a modern design with a strong emphasis on community. It will feature clean layouts and showcase a diverse range of cars, from classic to stylish models.

Equipment needed

I will need to use the Creative Cloud Suite, Visual Studio Code, and possibly GitHub. I may also utilize tools that AI is currently using for his website if possible.

Milestones and Timeline

Project Deadline:

March 4, 2025

January 26–February 2:

I will conduct research on how to achieve a modern, luxurious look, specifically exploring what car enthusiasts desire most.

February 2–9:

I will work on my sketches, incorporating the research and images I have gathered. The layout for the website will be drafted.

February 9–23:

I will gather all of my research, insights, and materials into a draft document that outlines my thought process. Wireframes and layout should also be set in stone by this point.

February 23–March 4:

Finalize the website design, test responsiveness, and document the project thoroughly for presentation. I will verify that all requirements have been met and that AI is satisfied with the product.

Metrics/Acceptance Criteria

Key criteria to consider include aesthetics, website responsiveness, user experience, community engagement, and client satisfaction. The website should reflect the desired tone and feel while ensuring full functionality. It should be easy for users to find what

they are looking for, all while being visually appealing. Most importantly, the website must meet the client's standards and fulfill their needs.

Limitations and/or Obstacles

I may face several obstacles, including meeting deadlines. It's essential for me to stay on track to ensure that I can present a satisfactory project on time. Additionally, the client may struggle to communicate their specific needs, so I must be thorough in my research. Lastly, I am not very familiar with car terminology, which could make it challenging for me to fully understand the needs and wants of car enthusiasts.

Part 2: Sources of Inspiration



Inspiration: The first thing that inspired me about this car was the color scheme. It is also a classic looking car that may intrigue car enthusiasts.

Source: "Luxury Car" by peyolle is licensed under CC BY-NC-SA 2.0.

<https://openverse.org/image/daf1a27f-254b-4c69-b80d-6ded0bc4e19d?q=luxury+cars&p=73>



Inspiration: This car seems more stylish and would seem almost like a listing a vendor may have. I found the subject to be very beautifully placed and it caught my eye immediately.

Source: “white porsche 911 parked in garage” by Tim Meyer is licensed under Unsplash.

<https://unsplash.com/photos/white-porsche-911-parked-in-garage-N3oiI8WGJFo>



Inspiration: This car looks like it is on display at an actual car show which is what the website is all about. It seems like a supercar which can bring in many high value car enthusiasts.

Source: “white and red ferrari coupe” by David von Diemar is licensed under Unsplash.

<https://unsplash.com/photos/white-and-red-ferrari-coupe-Q4tqUKAIk0A>



Inspiration: This car also looks like it is at a car show. There are many people surrounding the car which helps tell the story of community and engagement.

Source: “gray sports coupe parked in shop” by Sebastian Stam is licensed under Unsplash.

<https://unsplash.com/photos/gray-sports-coupe-parked-in-shop-ccE0sQMMI5M>



Inspiration: This is another super car that seems to be on display at a car show. This car grabbed my attention with the lights it has on it. It makes it seem very futuristic and can grab the attention of my others.

Source: “parked black supercar” by Tim Meyer is licensed under Unsplash.

<https://unsplash.com/photos/parked-black-supercar-AsT9Dt11FkA>



Inspiration: This image is more so the tone and feel I am going for. Again, it is a grayscale image but still gives off a classic yet stylish vibe.

Source: “grayscale photo of mercedes benz car” by Victor Furtuna is licensed under Unsplash.

<https://unsplash.com/photos/grayscale-photo-of-mercedes-benz-car-0mchrVHAYzg>



Inspiration: This car looks like a car that may be for sale, it matches the tone of the project I am going for.

Source: “gray coupe on parking area” by Reinhart Julian is licensed under Unsplash.

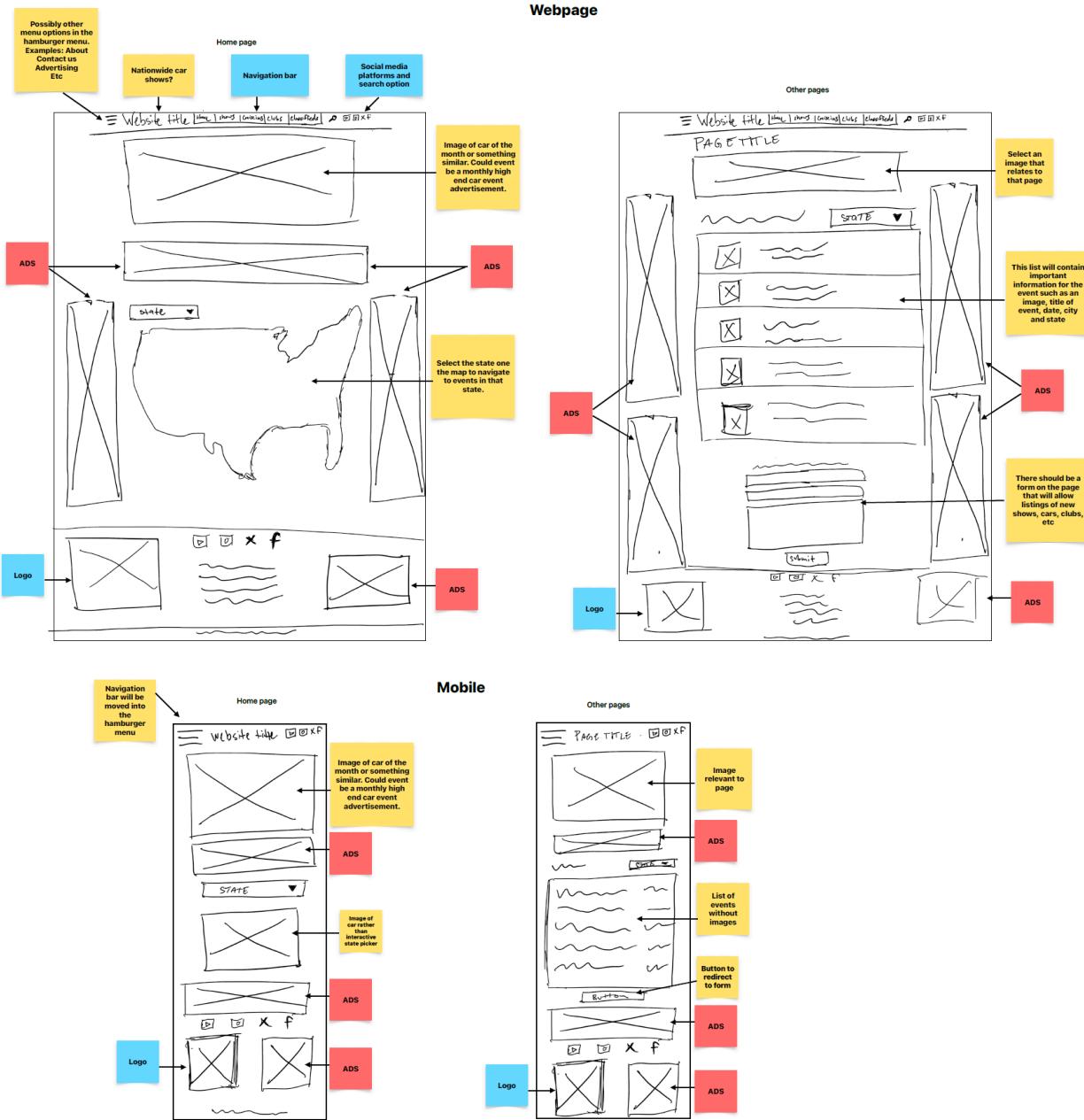
<https://unsplash.com/photos/gray-coupe-on-parking-area-VsXHzSdwuik>

Ideate

It was pretty clear to me how I wanted to design the layout for the website. The menu that was originally on the left was moved over to the top and made into a navigation bar. The navigation bar would then include key web pages that would be the most useful for visitors. I did struggle a bit on where exactly I would put the advertisements as they seem to be a crucial part of the website.

I only created the wireframes for the desktop and mobile versions of the website. I did not necessarily struggle with other options as I felt like the changes that needed to be made were clear to me from the get go. A few tweaks have been made since creating the storyboard to make it a bit more aesthetically pleasing. I also originally had an advertisement in the footer of the webpage which I have since opted to remove due to feedback provided from peers.

Sketches



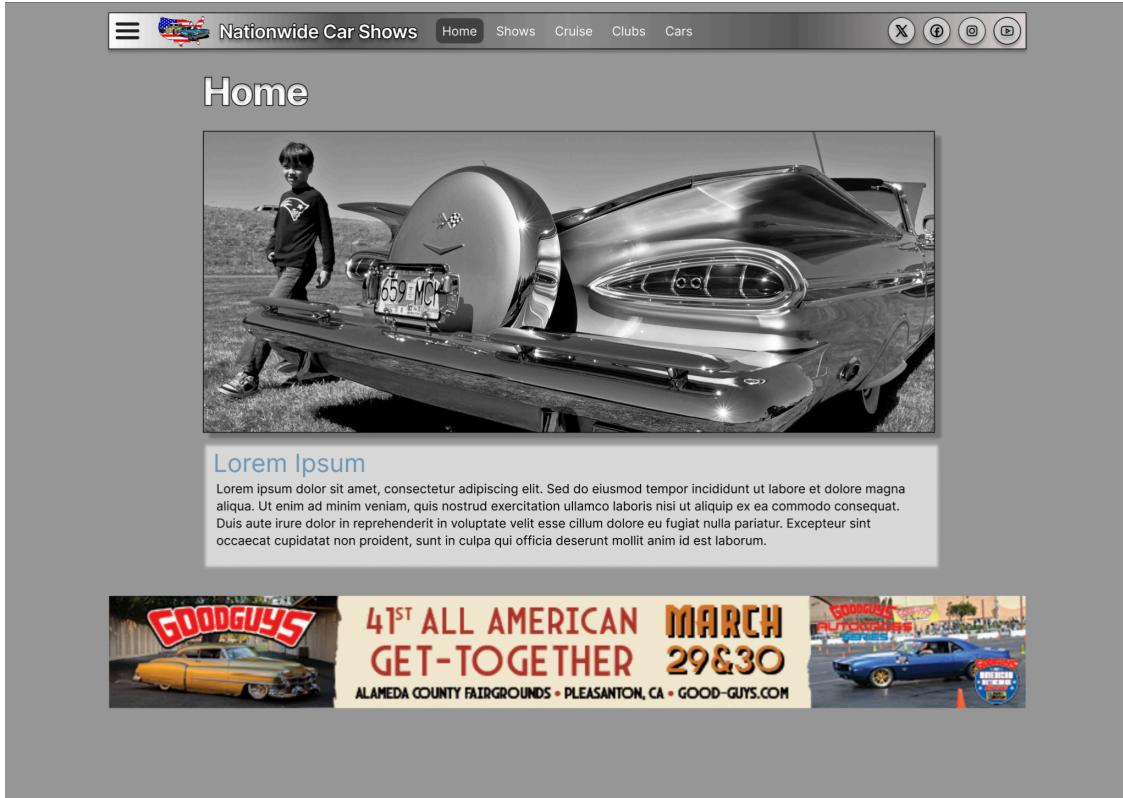
Prototype

I started my prototype with drafting up a figma wireframe which helped guide me through what I wanted to design. Since it was my first time using figma, I did struggle getting used to the new tools. I did what I could to get an idea of what I wanted my website to look like before moving onto the coding. I think for my project I may have bitten off more than I can chew. As I began working on the website I realized that it was

extremely difficult and time consuming. I think if I had maybe scaled my project down a bit I would have been much more successful at creating a complete website.

Due to time constraints, I decided that I should just focus on creating a homepage that I am satisfied with. I should have probably not decided to use figma for the first time as that took a lot of time to learn. I used the tutorials that were given to me upon entering the site as a starting point and learned everything else on my own.

Wireframe



Test

The feedback that my peers gave me on my draft did give me an idea on how I could improve my work. My draft was missing a lot of color and it was very flat which caused all of my content to blend in too much. I was not able to share my work with my target audience at all as the client has not communicated with me at all. My draft was in the wireframe stage when I presented it for feedback.

My peers suggested that I add some color to my site to help it pop out more. One peer suggested that I take colors from the company logo to help the site blend together. They also suggested I keep the body of my page white as having a gray background was causing everything to blend in together. I don't know if this aesthetic is something that a car enthusiast would enjoy but I do think that it is much more pleasing to look at compared to the previous design.

Refine

With the feedback from my peers, I decided to make the social icons red to help bring out some color. I also decided on keeping the navigation bar background a simple color to avoid overcomplicating it. The background of my body section was also changed to white to which helped prevent everything from blending in too much. I removed the “Home” navigation button as well as clicking the company logo would do the same thing.

The feedback that my peers actually gave me a lot of confidence in what needed to be changed. My biggest problem seemed to be the lack of color and the background color of the body. I decided on changing a few other details to make the webpage more consistent with the changes that my peers offered. One peer mentioned that the hamburger menu was not necessary but I still wanted to keep it as there should be more pages that aren't as important but should still be easily accessible to visitors.

Implement

Unfortunately I think my project did not turn out to be what I imagined it to be. My project was not fully complete and I still needed to make all of the other pages other than the home page. I also did not have enough time to create the mobile versions of the website. This leads me back to biting off more than I can chew. Being that this project is something that I could potentially accomplish for a real client that I met, I wanted to accomplish many things for the website. I used tools I had never used before for the first time which took a lot of time. I also had to review the website code to understand how a certain section was created which I had never done before as well.

I learned that creating a website pretty much from scratch is not as easy as it looks. There is so much that goes into it and a lot of researching and constant learning that I will always be doing. From using new tools to reviewing the current code being used it is all super time consuming. I could improve on preparing for the project better, and possibly stick to tools that I am comfortable with. I should also learn how to gauge time better. Things do not get learned overnight and my imagination definitely got the better of me. As a designer, I learned that sharing my work with others will give me insight on things I may not have noticed or thought of when brainstorming or prototyping. I think I would be much more accustomed to working with a team or with a partner to assure that more ideas come to life or some ideas can be brought to reality to meet certain deadlines. Overall, I think that the project taught me a lot about creating a website and I look forward to continuing to refine my craft.

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