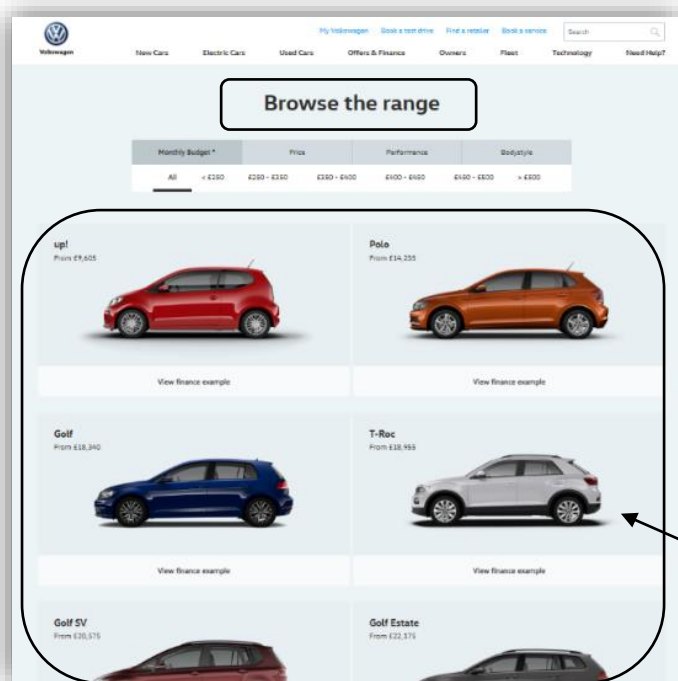
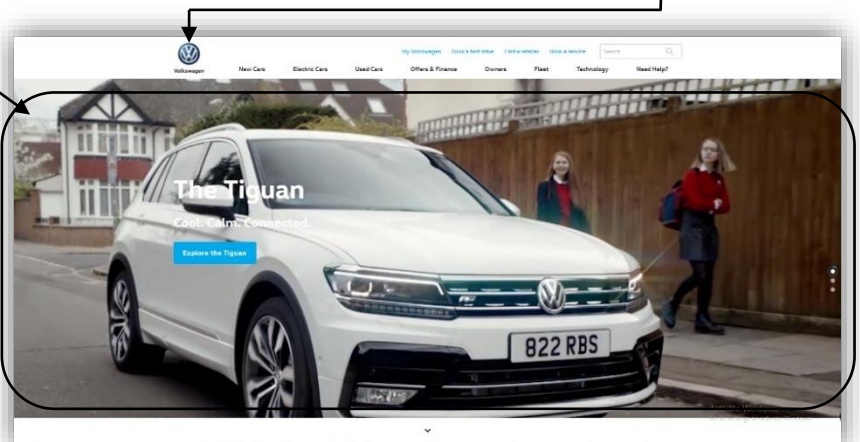


Assignment 2 - Research of Other Websites

Web Design – Sharon McBride

Website One – Volkswagen

My first website is **Volkswagen**. Not only are they one of my favourite Vehicle brands, their website alone is very aesthetic, just like their cars. To begin, the website welcomes you with a **debut video** of their brand new 'Tiguan', the video alone is a very professional greeting to users. This way of greeting the user gets straight to the point about Volkswagen, that they sell cars. I feel using this would make a very professional welcome to the website.

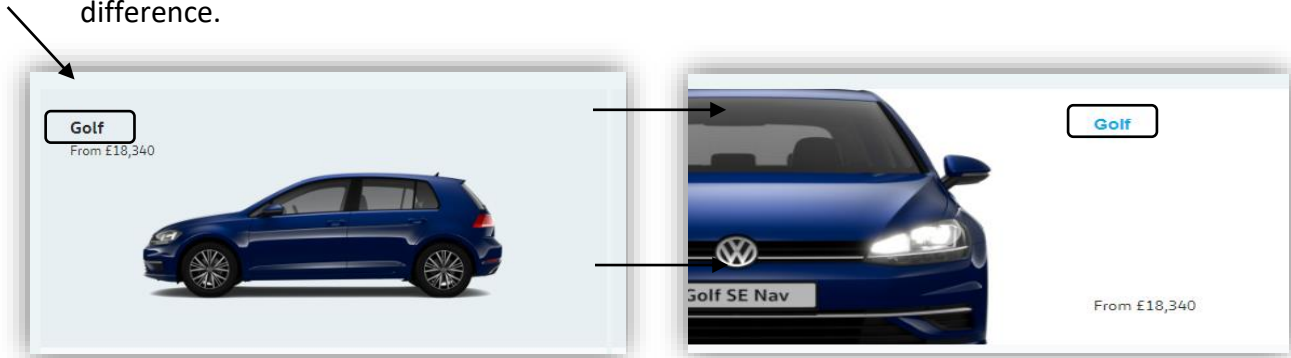


Layout - Effectiveness

As I was browsing through the *Volkswagen* website I checked their wide range or available cars, and I really liked the layout of the overall webpage, one image with the name of the car is very simple yet eye catching for the user. I feel using this with the website I am going to build, will benefit it greatly in showing off brand new cars effectively, especially with the well-spaced layout.

Functionality

On the 'Range' webpage, I noticed that whenever you hover over any of the listed products there is an image overlay effect. I personally really liked this as it showed more of the listed car. With this effect it makes the website browsing more appealing and an eye catcher for the desired car. I may use something similar to this effect, however not with images. Using this within the website would add to the great functionality. You can see below the difference.



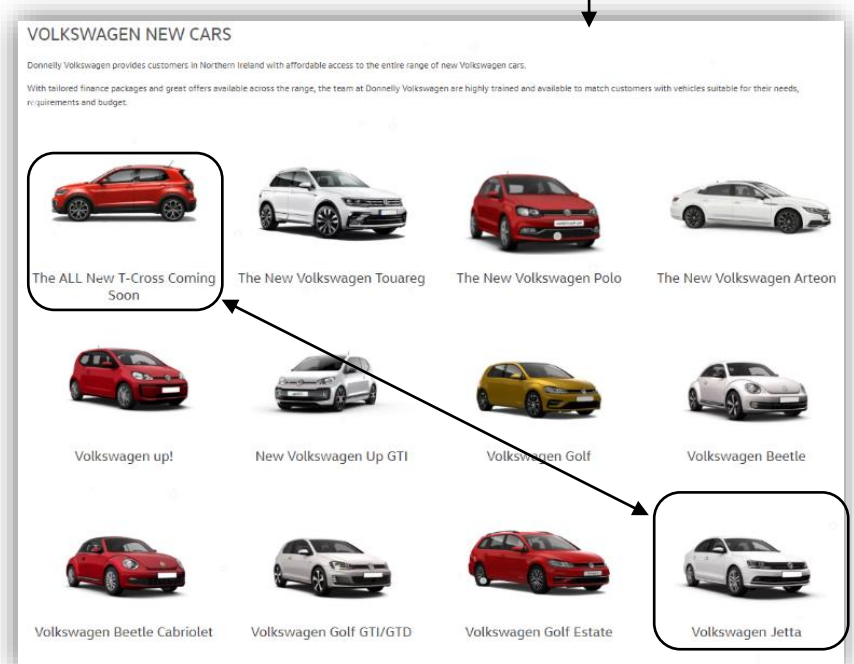
Website Two – Donnelly Group Volkswagen



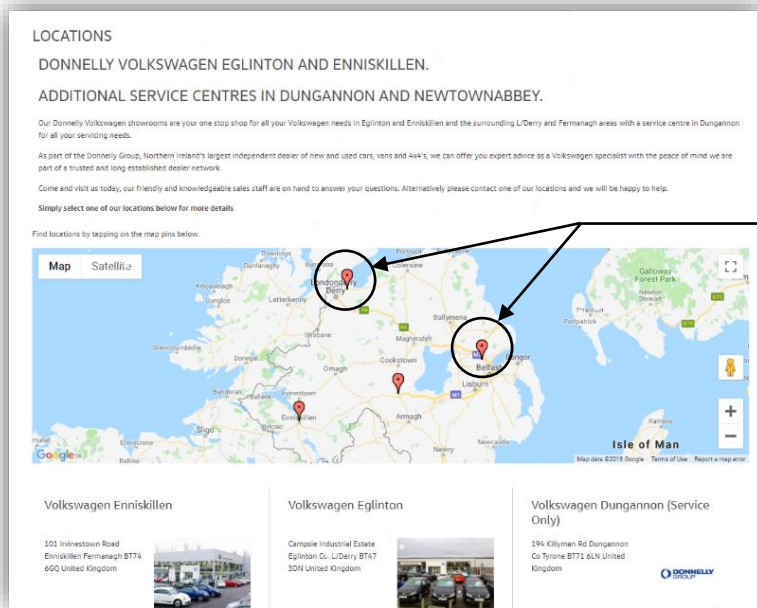
Layout

Like **Website One**, *Donnelly group*, is a dealership that sell a wide range of *Volkswagen* cars as you can see to the left, I liked the look of this webpage as everything is spacious and you can see the car/vehicles more clearly. Using this feature would add to the previous layout idea, combining them both would be an effective strategy.

You can see I've also highlighted some examples of the imagery that would be quite effective to use within the website.



Functionality



On Donnelly Groups 'Contact Us' Page they have a google maps function/feature embedded into their website showing multiple locations where customers can find them, this would benefit those who may struggle with directions. It is also very effective when it will be used for the Carlin Motor Repairs website as it can show where the workshop is.



Website Three – eBay

I have chosen one of the world's biggest independent selling website, **eBay**, where anyone can register an account and list almost anything they have for sale for the world to see. With this website they use a back-end database for when registered users upload an item for sale, it is stored within the database. Which is very similar to what I would like to use with Carlin Motor Repairs.

Effectiveness – Search Bar



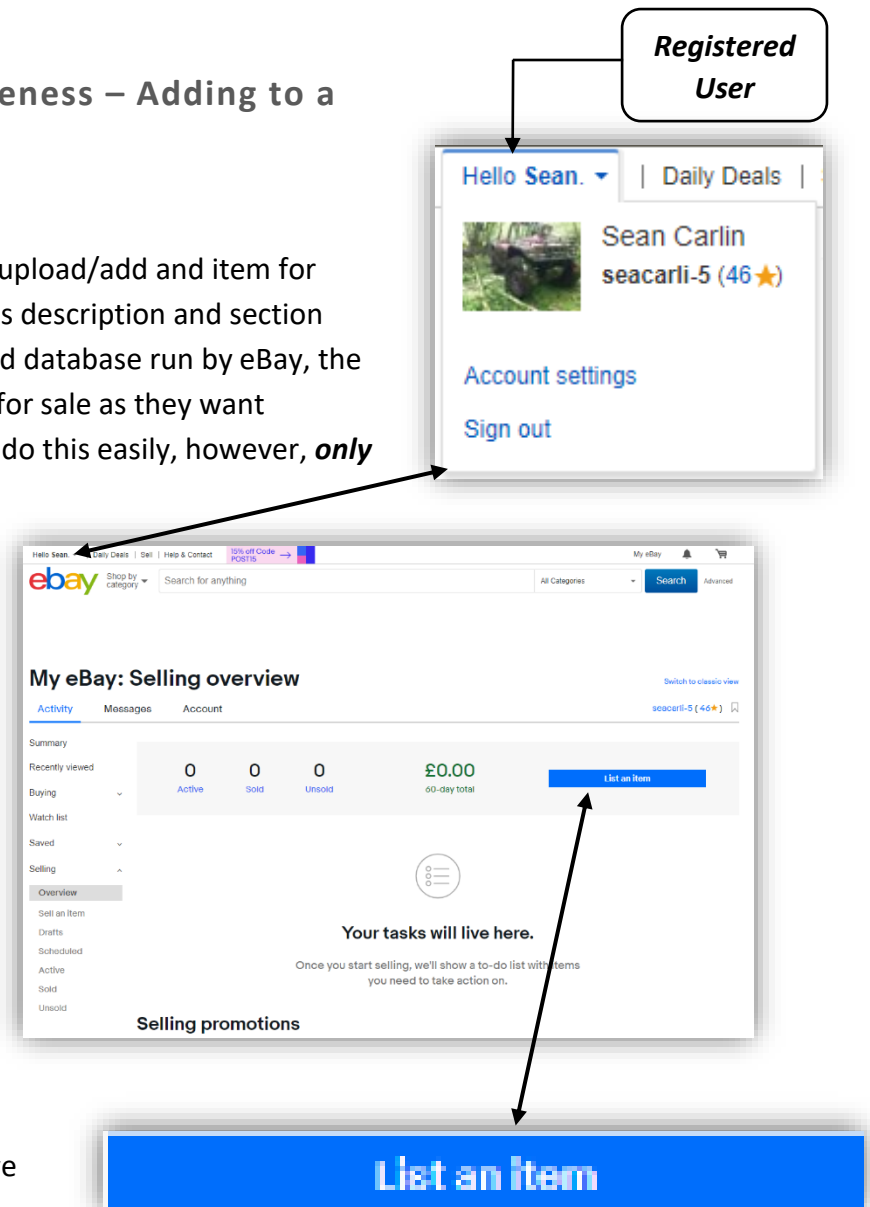
When implementing a back-end database to a website that will withhold a lot of data, a search engine would be a great feature to add to the website as the user will not want to scroll through a whole list, therefore using a search bar will make it easier for them.

Functionality & Effectiveness – Adding to a Database

eBay allows *registered users* to upload/add an item for sale on to a '*listing*' which has its description and section etc. This listing is also a back-end database run by eBay, the user can upload as many items for sale as they want (meeting terms etc.). Users can do this easily, however, **only registered users** can upload items, they can also edit the items, like the description for example, and view details and even delete the 'listing' if needed.

This feature is beneficial if used correctly with **Partial Views** within *Carlin Motor Repairs*, where mechanics can do something very similar with workshop jobs.

You can see on the examples provided a more detailed approach to what I have explained in detail above.



Website Four – YouTube & Partial Views

YouTube is the world's biggest media/community entertainment website which includes a lot of beneficial functions and features. One which I am focusing on, is **Partial Views**. This basically means a *registered user* can do a lot more and have access to more features than what a *guest/regular user* would have when browsing through this website.

You can see the differences in the examples I have shown overleaf.

Unregistered User

SIGN IN

Registered Users have access to their own made playlists and other users they have subscribed to. As well as can create their own content

Registered User

Unregistered Users have access to the default of the website and can only get more functions/special features to use freely if they sign up.

Another example of this is shown below.

Functionality – Partial Views – Different Access rights

As you can see highlighted above, different users get different accessibilities when browsing, you can see on the left when you're not logged in you have a bunch of topics which are regular to the website, and then on the right a registered user has access to all their subscriptions and can also upload their own content.

Within Carlin Motor Repairs, there are going to be admins users and then guests. To do so, Partial Views must be implemented. I have listed the differences between both views and how they're going to be beneficial. A mechanic that will have full admin rights can easily add more workshop information if needed for regular users to see. An example of this is shown.

Unregistered User

Registered User

Overall – Colour Scheme

From all the previous websites researched, I have decided that the colour scheme of Carlin Motor Repairs is going to be white on top of all the other colours from the car colours etc.

Action Buttons/Hyperlinks

During my research of these various websites I realized implemented a lot of action buttons/hyperlinks helps add to the functionality & accessibility for easier navigation browsing throughout the website. Learning from this I am going to implement a lot.