

Assignment 01

Company Name: Weidner Motors

Project: Web Re-design

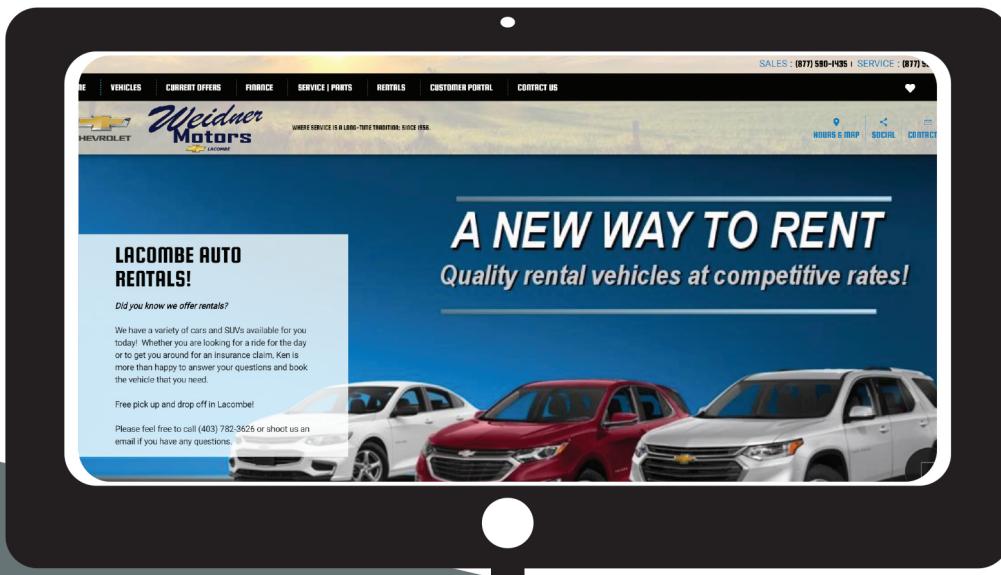
Designer: Emir Erten

Date: 17th of February, 2020

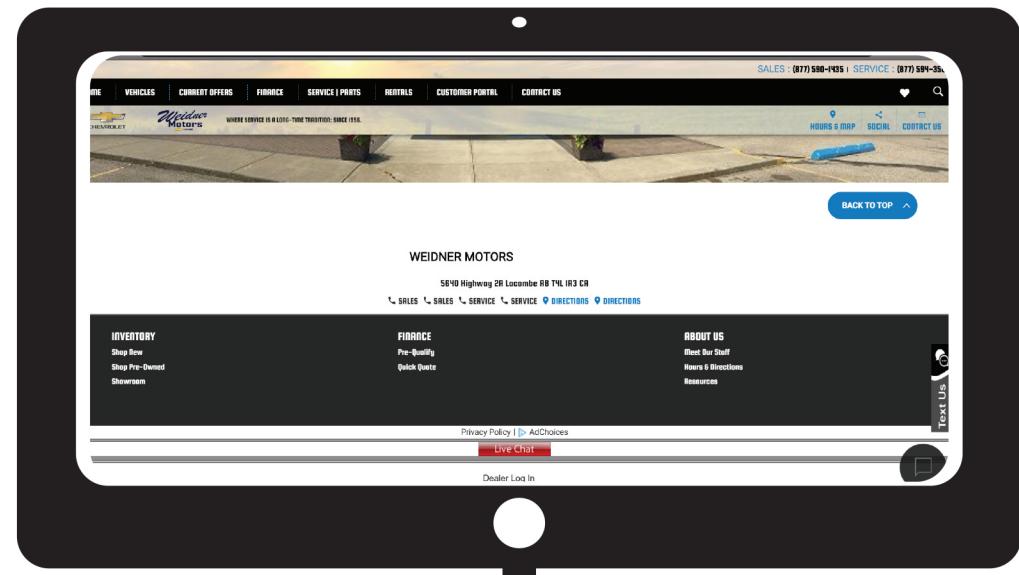


Weidner Motors

Original Site Design
Home Page Header & Footer



Home Page Header



Home Page Footer

Weidner Motors

Sales Pitch

Our business goal is to increase our vehicle sales and rental rates, in order to achieve this we are re-branding our company and re-designing our website. The website that we are currently building is fully responsive, in order to meet today standard.

Our target audience is everyone who is looking for a new ride, people who need a new vehicle. Our main target audience is people who finished or currently continuing their post-secondary education, with a high income.

We tried giving the viewers the impression of trust and safety as well as keeping our modern look. We tried to keep it simple and easy to maneuver as much as possible. The design path we choice was based on the look we want to achieve which is a trustworthy car dealership that keeps their customers safety above all.

Weidner Motors

Custom Logo & Buffer Zone



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Re-design Site Map

The site map displays four wireframe prototypes of a car dealership website for Weidner Motors, arranged in a 2x2 grid:

- Home Prototype:** Features a large banner with the text "ARE YOU LOOKING FOR A NEW RIDE?", a "Check Out Our Fleet" button, and a "Quick Contact" sidebar with hours of operation and a map.
- Short Term Rentals Prototype:** Shows a "WEIDNER" building with "Short Term Rentals" heading and three vehicle thumbnails. Each thumbnail has a "Find Offers" button below it.
- Used Vehicles Prototype:** Shows the same "WEIDNER" building with "Used Vehicles" heading and three vehicle thumbnails. Each thumbnail has a "Find Offers" button below it.
- Customer Reviews Prototype:** Shows the same "WEIDNER" building with "Our services" heading and a "Rental/Service Hour" table. It also features a "ARE YOU LOOKING FOR A HEAVY DUTY VEHICLE?" banner with a truck image and a "Check Out" button.

Each prototype includes a footer with social media icons and a "Submit" button.

XD Prototype:

<https://xd.adobe.com/view/5ecc9646-eaa4-4989-54cb-b75bca3792f0-28fd/>