

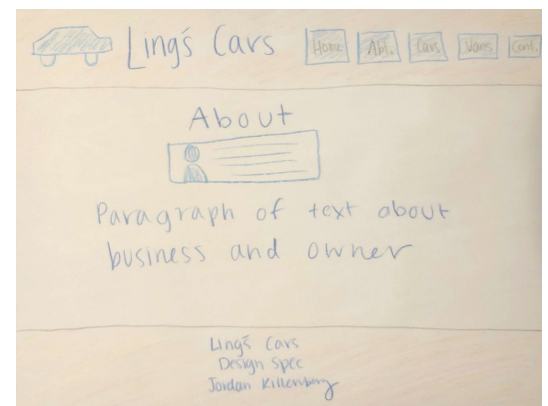
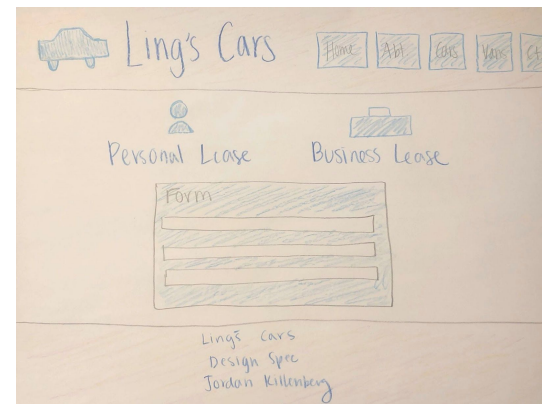
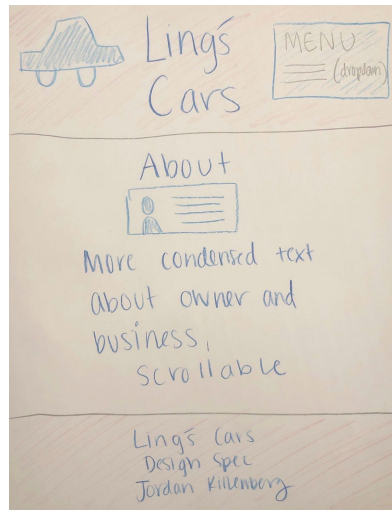
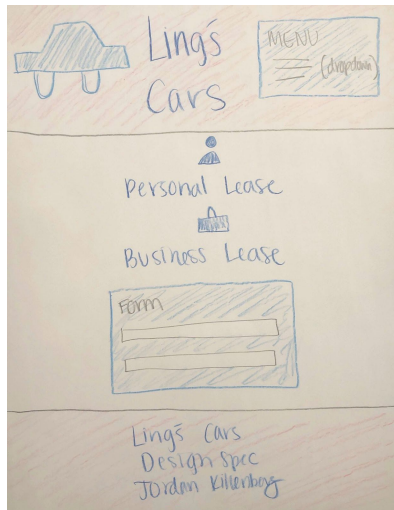
COMP 126 Final Project: Design Spec

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Summary

I decided to redo the website for Ling's Cars.com, a UK-based car leasing business. The original website is very colorful and animated and doesn't look professional or organized. My goal with my website was to make it look more sleek and straightforward with tones of professionalism and modernism. I decided to use simple fonts and muted colors to achieve this feel. The original website was very cluttered, so I tried to make my homepage more balanced and clean. There are clear links to business and personal leasing options and a contact form on the homepage for potential customers to fill out for information. I also have a navigation menu in the top right-hand corner that leads customers to other pages on the site; this is an expected trait of this type of site, making it easier to use for the customers. I also updated the site to be compatible for desktop and mobile views, and the website is mostly text and icons, which will make it more accessible for all customers. I think making the website clean and straightforward is the best approach because I think the current website is so disorganized and confused that potential customers would probably click away and not bother trying to figure it out.

Layout



Design Palette

Headline

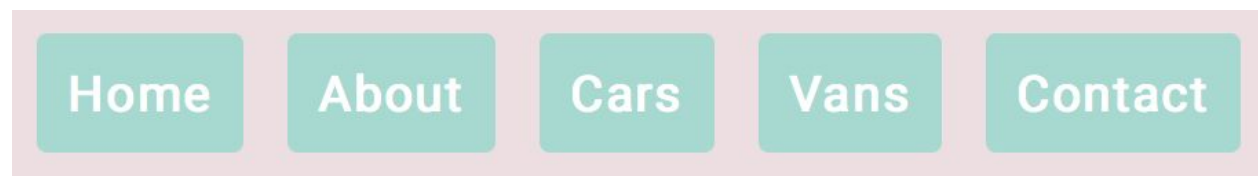
Text

Sub-Head Text

Nav Items

This is body copy.

Form text



Personal Lease



Personal Lease

Need to lease a car?

Full Name

Email

submit