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Top Goals:

- Increase Appointment scheduling online (web+mobile) and by phone.
- Let customers know the broad range of services.
- Ensure customers that Wrench Automotive is knowledgeable and trustworthy.
- Easy to contact Wrench Automotive

Content Needed:

- Home Page
- Schedule Appointment
- Contact Us
- Blog/News
- Services

Templates:

- Template 1: Homepage, Schedule an Appointment
- Template 2: Contact Us, Services
- Template 3: Blog/News

Analysis:

All sites included a navigation link to the homepage, the about page, their services page, and their contact page. Rick's and Murphy's always had an available option to contact them, regardless of which page you were on in the site. Willoughby's and Firestone's required a bit of searching for their contact information. Murphy's site is kind of corporate, but you get the feeling that the company is family owned and they care about the customer. Rick's also conveys the feeling of a personal relationship. On the contrary, Willoughby Hills and Firestone's websites make the companies seem more detached from their customers needs. They appear more corporate and concerned with making a quick sale instead of making a lasting connection with the customer.

In terms of accessibility, Murphy's and Rick's were the most logically designed. Hierarchy was used to draw the users attention to the most important aspects and components for the site. It was very easy to find what you were looking for. Where as the cluttered websites for Willoughby and Firestone were confusing and uninviting. Murphy's site had a very nice homepage, but all the other pages had the same layout. This made the site very predictable and repetitive, which also made it boring in a way. Rick's site was not as well designed, but we enjoyed the variation among the pages.