

Website **DEVELOPMENT**

Task 2

Website **Concept**

01

service:

I will be creating a website for Ferrari F1 enthusiasts, where they can explore Ferrari F1 cars and view detailed stats for each model. The site will showcase the history, performance data, and specifications of Ferrari's legendary race cars, providing fans with an engaging and informative experience.

Creating a website for Ferrari F1 enthusiasts.

Users will be able to see Ferrari F1 cars.

The website will display car stats.

Website **Functionalites**

02

functionalites:

The website will be equipped with several user-friendly features to ensure a seamless browsing experience. Users will have access to a simple navigation menu, making it easy to explore different Ferrari F1 cars and their detailed specifications. High-quality images and videos of the cars will be easily accessible through an organized gallery, providing an engaging visual experience. Additionally, a team info section will give users an in-depth look at Ferrari's F1 team, including history, achievements, and key members, enhancing the overall experience and connection to the Ferrari racing legacy.

Simple navigation menu for easy exploration of Ferrari F1 cars and their specifications.

High-quality images and videos of the cars accessible through an organized gallery.

A team info section providing detailed insights into Ferrari's F1 team, including history, achievements, and key members.

PAGES

03

Home Page

Overview of the website's purpose

Clean visuals of Ferrari F1 cars

Navigation to other pages

Responsive layout for desktop and mobile

About Page

History and legacy of Ferrari in Formula 1

Scrollable team information section

Engaging timeline or milestones of Ferrari F1 journey

Machines Page

Showcases different Ferrari F1 cars (past and present)

Scroll up/down interface with interactive car selection

When a car is clicked:

Display full car stats (engine type, performance, year, etc.)

High-quality images of the car

Short description and key highlights

Responsive for mobile and tablet views

Contact Page

Simple form with name, email, and message box

Ferrari F1 contact or media inquiry email listed

user PERSONAS

03

user persona

Name: Sarah Micallef
Age: 22
Location: Malta, Birkirkara
Occupation: University Student
Interests: Learning about F1, Ferrari's legacy, race highlights
Goals:
Understand Ferrari's impact in F1 history.
Explore team insights, driver profiles, and car details.
Enjoy an interactive and visually engaging experience.
Pain Points:
Overwhelmed by too much technical jargon.
Prefers simple, visually appealing, and beginner-friendly content.



01

user persona

Name: Alex Mifsud
Age: 28
Location: Malta, Mosta
Occupation: Marketing Professional
Interests: Formula 1, Ferrari's racing history
Goals:
Stay updated on Ferrari F1 cars and team history.
Explore detailed car stats and performance insights.
Engage with high-quality visuals.
Pain Points:
Struggles to find a single platform with all Ferrari F1 car details.
Many websites focus only on news, lacking in-depth car breakdowns.



02

user persona

Name: James Azzopardi
Age: 35
Location: Malta, Birgu
Occupation: Mechanical Engineer
Interests: F1 car technology, aerodynamics, engine performance
Goals:
Analyze Ferrari's F1 cars from an engineering perspective.
Learn about Ferrari's technological advancements.
Access high-resolution images and technical breakdowns.
Pain Points:
Many F1 websites provide only general performance data without deep technical insights.
Difficult to find structured layouts with interactive visuals for exploring car components.



03

Typography

Ferrari



inter black - logo

Fred Vasseur

inter bold - Header

Team Principal of Scuderia Ferrari

inter light - sub-header

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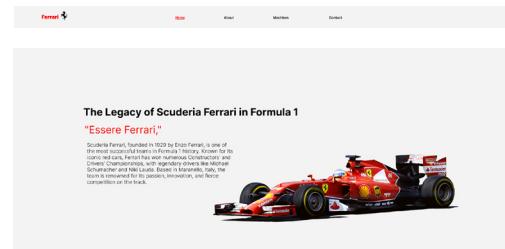
normal input

active input

error input

Menu - hover

Home	About	Machines	Contact
Home	About	Machines	Contact



buttons - hover effect

Discover

Discover

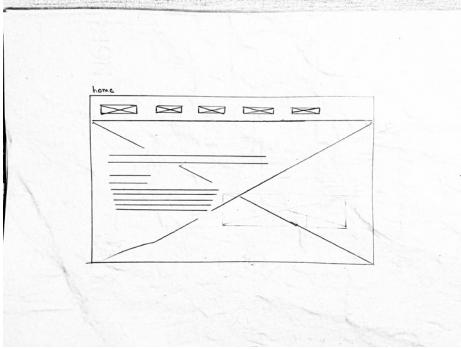
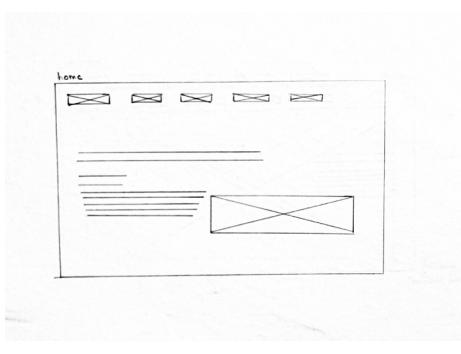
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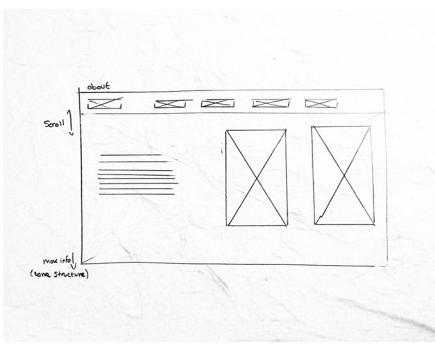
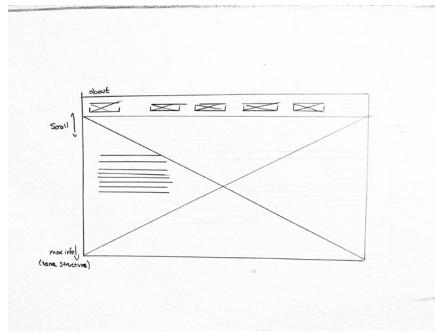
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08

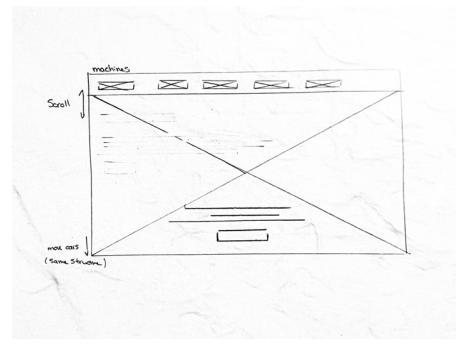
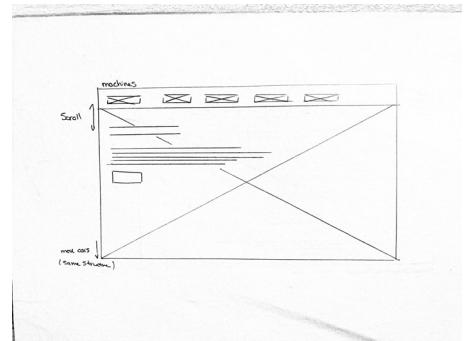
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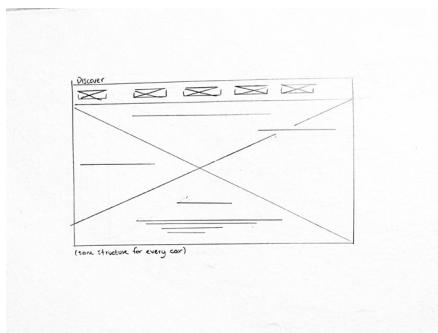
about



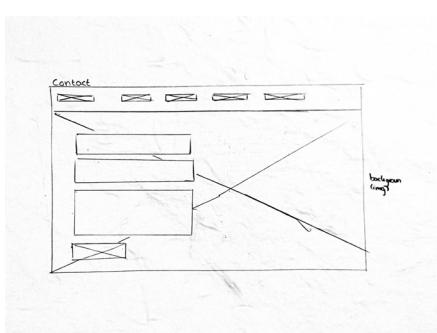
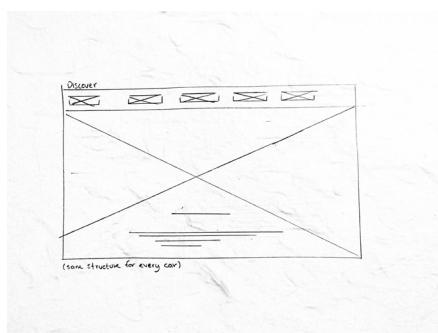
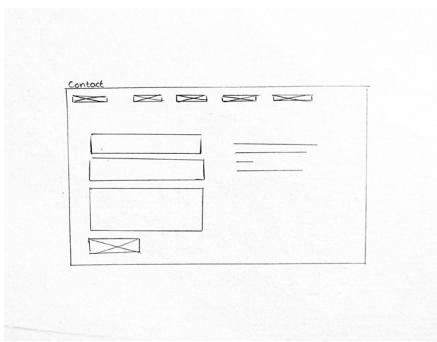
machines



discover



contact



medium WIREFRAMES

09

home



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The Legacy of Scuderia Ferrari in Formula 1 “Essere Ferrari”

Scuderia Ferrari is one of the most successful teams in Formula 1 history. Known for its iconic red cars, Ferrari has won 16 Constructors' Championships and 15 Drivers' Championships. Key figures include Michael Schumacher and Fernando Alonso. Based in Maranello, Italy, the team is known for its passion, innovation, and racing tradition.



about



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Fred Vasseur

Team Principal of Scuderia Ferrari

Fred Vasseur joined Ferrari in 2022 after a successful career in motorsport. He previously served as the team's technical director for Alfa Romeo Racing, and his expertise includes managing both teams and drivers. Vasseur is known for his strategic vision, strong leadership, and hands-on approach, making him a respected figure in Formula 1 racing.

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The Scuderia Ferrari Team

The people behind the racing team

Beyond the drivers and the race cars, Scuderia Ferrari is renowned for its dedicated team of engineers, mechanics, strategists, and support staff who work behind the scenes. Based in Maranello, Italy, the team's success is built on a foundation of tradition and innovation. They push the boundaries of what's possible, aiming for the highest level of aerodynamics and engineering design to create an engine capable of winning races.

Ferrari in Formula

A history of Grand Prix racing

Scuderia Ferrari is the longest-standing and most successful team in Formula 1 history. Founded in 1929, the team initially competed in Formula 1 in 1950, the sport's inaugural year. They achieved their first victory in 1952 at the Italian Grand Prix, and by 1953, with Alberto Ascari, setting the stage for decades of dominance. Since then, the team has won 16 Constructors' Championships and 13 Drivers' titles. Ferrari remains the heart of Formula 1, embodying passion, innovation, and the relentless pursuit of victory.

machines



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Ferrari 125 F1

The Ferrari 125 F1 was Scuderia Ferrari's Formula 1 car, marking the team's entry into Grand Prix racing in 1948. Designed by Gioachino Colombo, it featured a 1.5L V12 engine and a bold choice for an open cockpit in competition. The chassis was a tubular steel frame with independent front suspension. It achieved a top speed of approximately 180 km/h.

The 125 F1 made its racing debut in 1948 at the Velodrome Guido Piccioli, driven by Raymond Sommer. However, after several races, the team decided to switch to Alfa Romeo engines. The 125 F1 did not win any races but laid the foundation for Ferrari's legendary F1 legacy. While the 125 F1 didn't achieve major success, it set the foundation for Ferrari's F1 history, introducing the V12 engine philosophy that would define the team for decades.

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Ferrari SF-25

The Ferrari SF-25 is Scuderia Ferrari's challenger for the 2022 Formula 1 season, designed to bring the team back to the top of the grid. The SF-25 features a 1.6L hybrid V6 engine and a hydrodynamic body. The car is developed at Maranello with a focus on improving aerodynamics and reliability. The SF-25 is set to compete in the 2022 Formula 1 season, with a target of 10 podium finishes and 10 Drivers' titles. Despite these challenges, Ferrari remains committed to refining the SF-25, aiming to fight for race wins and bring the racing tradition back to the top of Formula 1.

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medium wireframes

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Engine: 1.5L Supercharged V12

Power Output: 230 hp (171 kW) at 7,000 rpm

Fuel System: Triple Weber 40DO3 carburetors

The Ferrari 125 F1 was a bold first step into Formula 1 but struggled against competitors like Alfa Romeo. Despite its short-lived success, it laid the foundation for Ferrari's dominance in the sport and introduced the V12 engine philosophy that became a hallmark of Ferrari's racing heritage.

Contact



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Your name

Your Email

Type your message here

Send

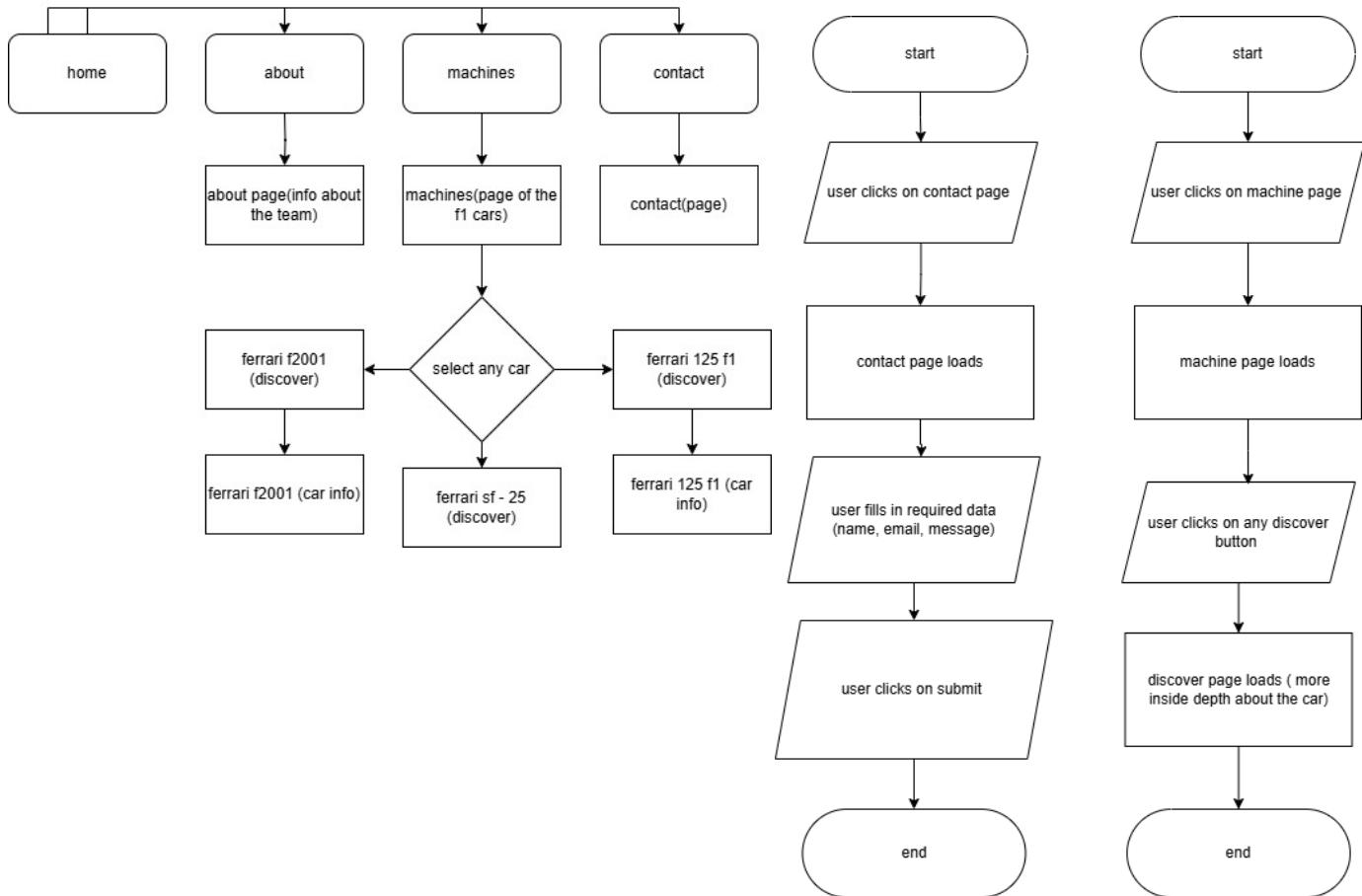
Get in touch!

feel free to contact us



flow CHART

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IPO CHART

12

Input	Process	Output
User lands on the Home page	Load welcome message, intro visuals, and navigation	Engaging homepage with Ferrari F1 branding and links to other pages
User navigates to the About page	Fetch and display team history, legacy, and achievements	Informative section with timeline and team insights
User clicks on Machines	Load a scrollable list of Ferrari F1 cars	Visual car showcase with stats, images, and engine details
User selects a car from the Machines page	Fetch selected car's full data	Detailed car profile with all relevant specs and visuals
User navigates to the Contact page	Display a contact form or basic contact information	Allows users to send messages or view contact details
User visits on mobile/tablet	Detect screen size and adjust layout (responsive design)	Mobile-friendly UI