

Design and Branding

- The website will use a sleek, modern design with a black and white color scheme that aligns with the KAR logo (black background and white text).
- The overall theme emphasizes simplicity, ease of use, and a premium feel, targeting customers looking for a hassle-free rental experience.

1. Homepage

- **Hero Banner:**
 - Full-width banner showcasing popular vehicles (e.g., Tesla Model 3, Ford Raptor).
 - Main call-to-action: "Find Your Ride" button.
 - Highlight service locations: "Available at YVR (Vancouver Airport) and YLW (Kelowna Airport)."
 - Key features listed: Contactless pickup, well-maintained cars, seamless booking.
- **Search Bar:**
 - Simple search fields: Location (YVR, YLW), Pickup Date, Return Date, Vehicle Type.
 - Prominent "Search" button for quick access to results.
- **Key Benefits Section:**
 - Display top reasons to choose KAR:
 - **Contactless Pickup:** No waiting, no hassle, free at both YVR and YLW.
 - **Premium Fleet:** High-quality vehicles for every need.
 - **Franchise Expansion:** Learn about opportunities for future locations.

2. Search Results Page

- **Filtering Options:**
 - Sidebar filters: Vehicle Type (SUV, Sedan, Electric), Price Range, Availability (YVR or YLW).
 - Results displayed in a grid format with black and white cards showing:
 - Vehicle image
 - Name, daily rate, and location
 - "Book Now" button

3. Vehicle Details Page

- **Vehicle Information:**
 - Large, high-quality image of the car.
 - Detailed description: Make, model, year, key features.
 - Booking summary with a "Reserve Now" button.

- **Driver Verification Reminder:**
 - Prompt for license upload before completing the booking.

4. Driver License Upload Page

- **Upload Section:**
 - Clear instructions for uploading a valid driver's license.
 - Fields for:
 - Full Name
 - Date of Birth
 - License Upload (drag-and-drop functionality for JPEG, PNG, PDF files)
 - Checkbox for user consent: "I agree to use my information for identity verification."
 - Submit button: White text with black outline.
- **Security Notice:**
 - Assurance that uploaded documents are encrypted and used solely for verification.

5. Booking Confirmation Page

- **Booking Summary:**
 - Details of the chosen vehicle, rental period, and total cost.
 - "Confirm Booking" button if license verification is complete.
 - Reminder for license upload if not already submitted.

6. Franchise Opportunities Page

- **Franchise Model Overview:**
 - Introduction to the KAR franchise model with exclusive opportunities for new locations.
 - Details about existing locations (Kelowna and Vancouver) and areas for expansion.
 - "Contact Us for More Information" button.

7. About Us Page

- **Company Story:**
 - Overview of KAR's growth and commitment to quality service.
 - Emphasis on customer experience and a user-friendly rental process.

8. Contact Us Page

- **Contact Form:**
 - User-friendly form fields for Name, Email, Phone, and Message.

- Submit button in white text with black border.
- **Direct Contact Information:**
 - Display of KAR's address, phone number, and email.
 - Links to social media pages.

9. Footer

- **Navigation Links:**
 - Home, About Us, Contact Us, Franchise Info, Terms of Service, Privacy Policy.
- **Social Media Icons:**
 - White icons for Facebook, Instagram, and LinkedIn on a black background.
- **Copyright Statement:**
 - "© 2025 Kelowna Auto Rentals Ltd. All rights reserved."