

Daniel Tan Automotive Pre-Production Document

Written by Daniel Tan

Table of Contents

<i>Pitchboard</i>	2
<i>Wireframes</i>	3
Home Page Wireframe.....	3
About Page Wireframe	4
Posts Page Wireframe.....	5
<i>Comps</i>	6
Home Page Comp	6
About Page Comp	7
Posts Page Comp	8
<i>Flows</i>	9
Shorthand User Flow for the Two Primary Use Cases	9

Daniel Tan Automotive

By Daniel Tan

Short Pitch

Daniel Tan Automotive is a simple website revolving around the automotive industry. Aimed to provide posts about cars, the site seeks to be a source of information and entertainment for anyone who is interested in cars.

Long Pitch

The automotive world is a diverse and sometimes complicated realm to be involved in. Daniel Tan Automotive is meant to be a source of valuable information for automotive enthusiasts and potential buyers. The self-written posts will be giving a personal viewpoint to highlight the current state of the automotive world. Whether a viewer is simply an automotive enthusiast or interested in purchasing a new vehicle, they will be able to enjoy simple, brief, and helpful explanations on current vehicles for sale on the market.

Personas



Chris

Chris is an automotive enthusiast who is mostly interested in sports cars. He is looking to purchase a new weekend ride in the spring.



David

David is a college student who happens to be an automotive enthusiast. He is looking for a place to read about new cars.

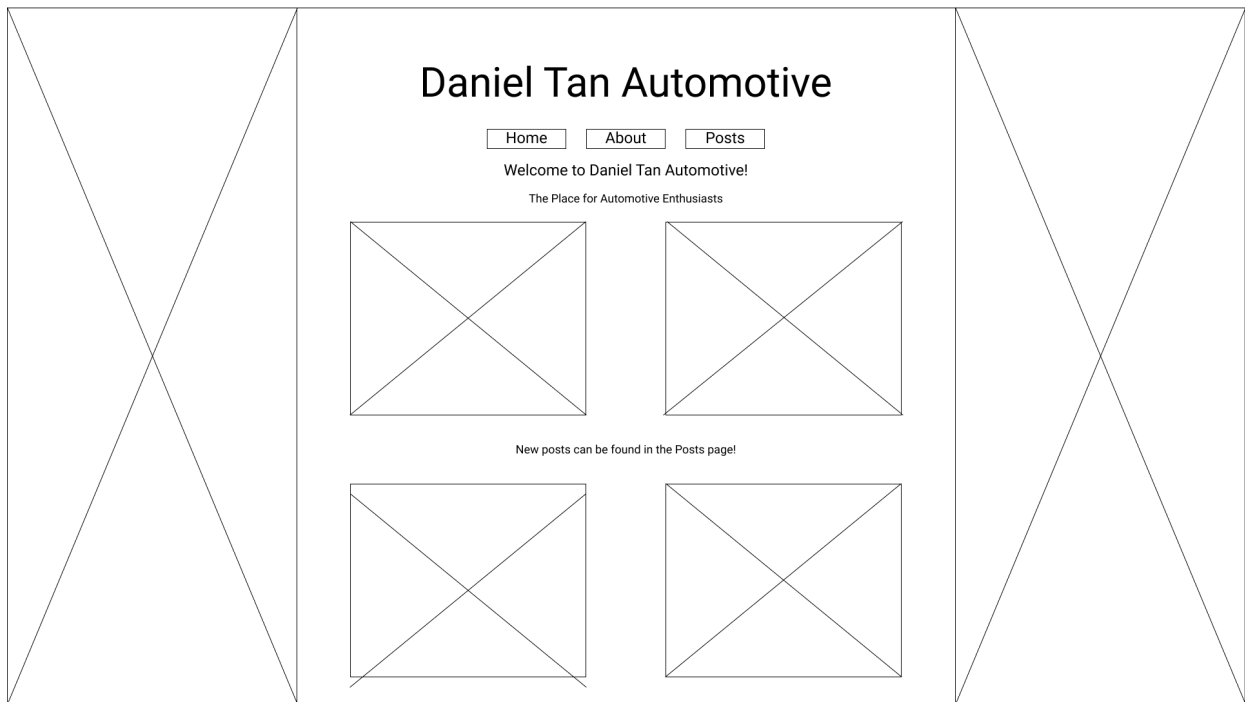
Comparable Sites

CAR AND DRIVER

MOTOR TREND

Wireframes

Home Page Wireframe



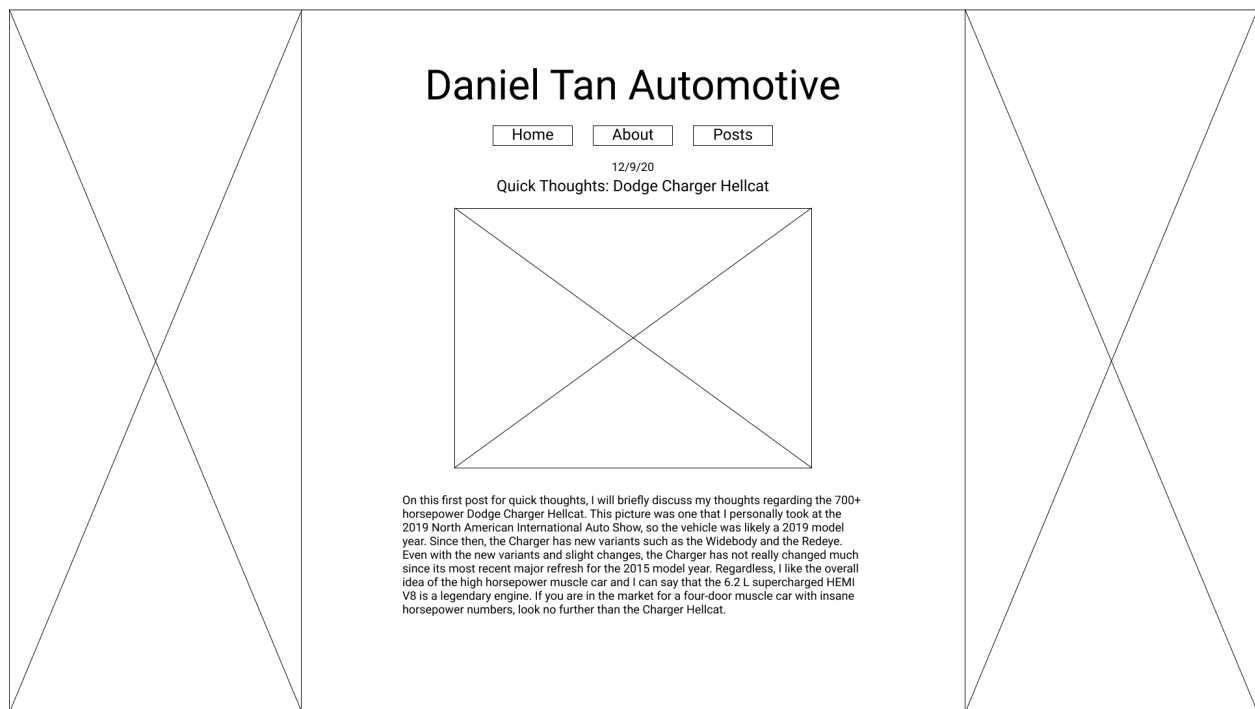
The website is designed with a three-column layout and there will be a background image that can be seen on the left and right columns. The middle column is where the main content will be displayed. For the “Home” page above, some introductory text is shown with four images of different cars. Text in between the photos states that new posts can be found by navigating to the “Posts” page.

About Page Wireframe



The “About” page wireframe shows the same design as the home page except there will be one picture of myself. This is then followed by a short biography explaining the background and overall goal of the website.

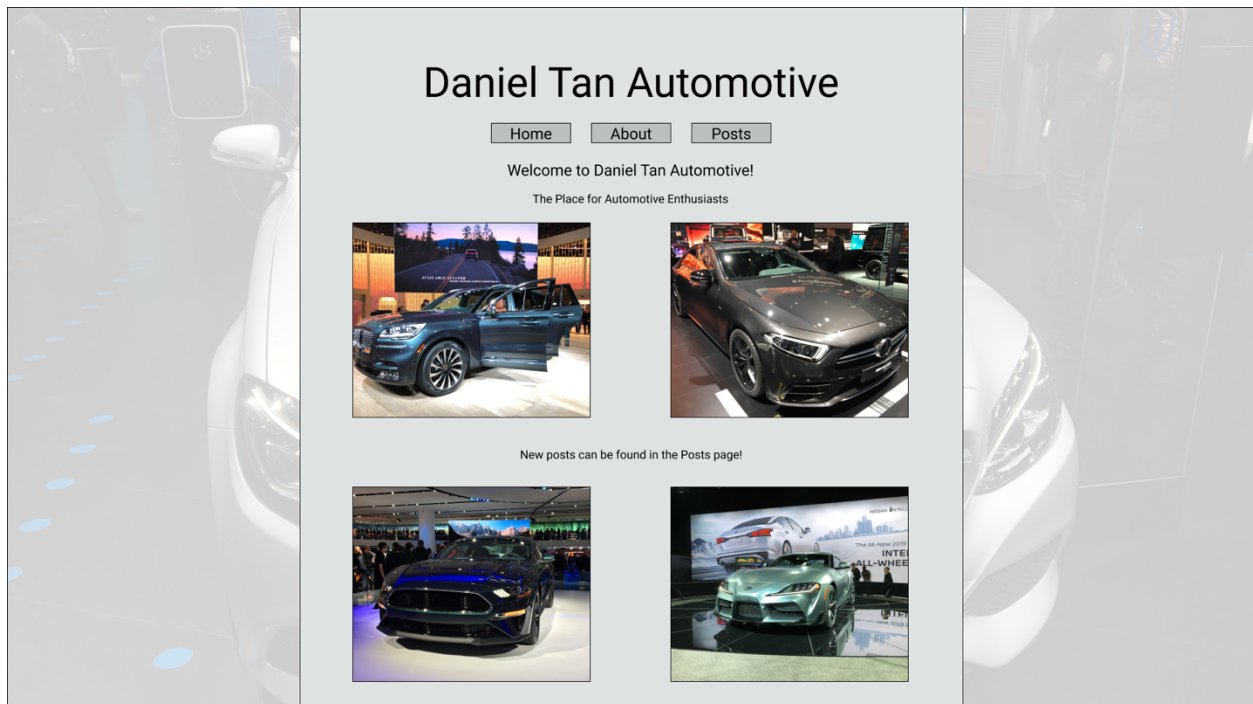
Posts Page Wireframe



The “Post” page is where all of the written automotive material will be displayed. Each post will have a date, image, title, and a description. The posts will be displayed top-to-bottom from most recent to oldest.

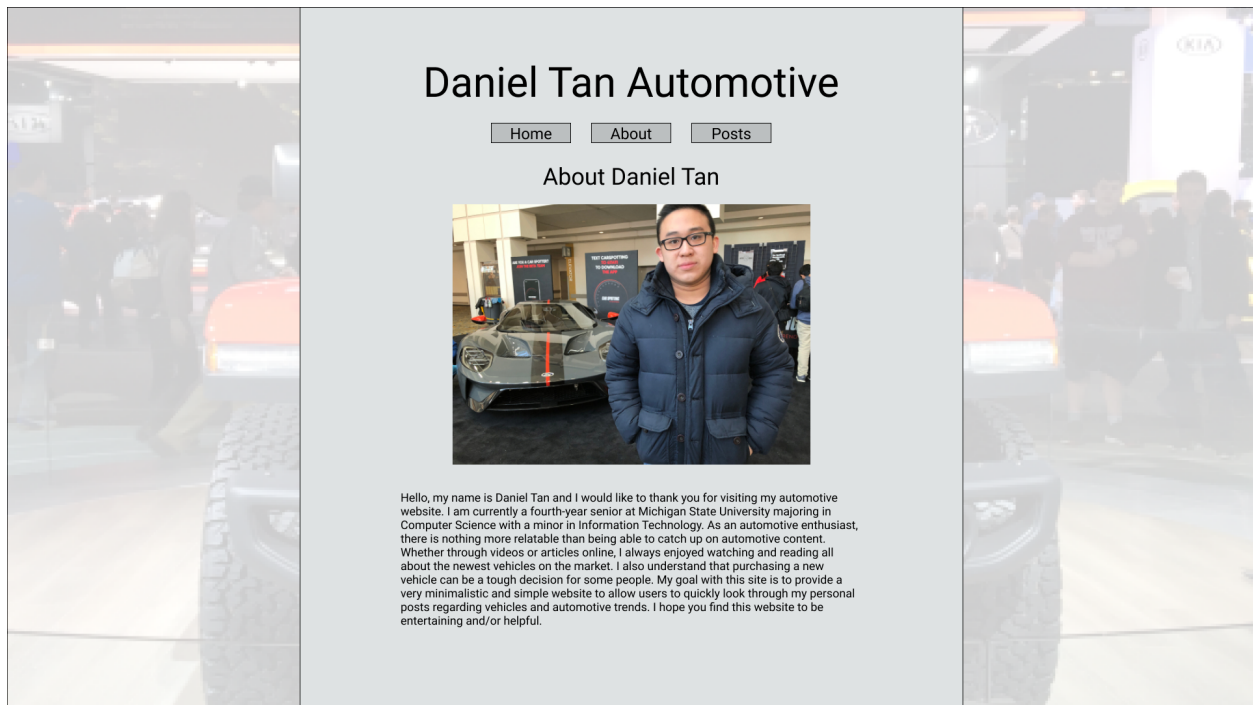
Comps

Home Page Comp



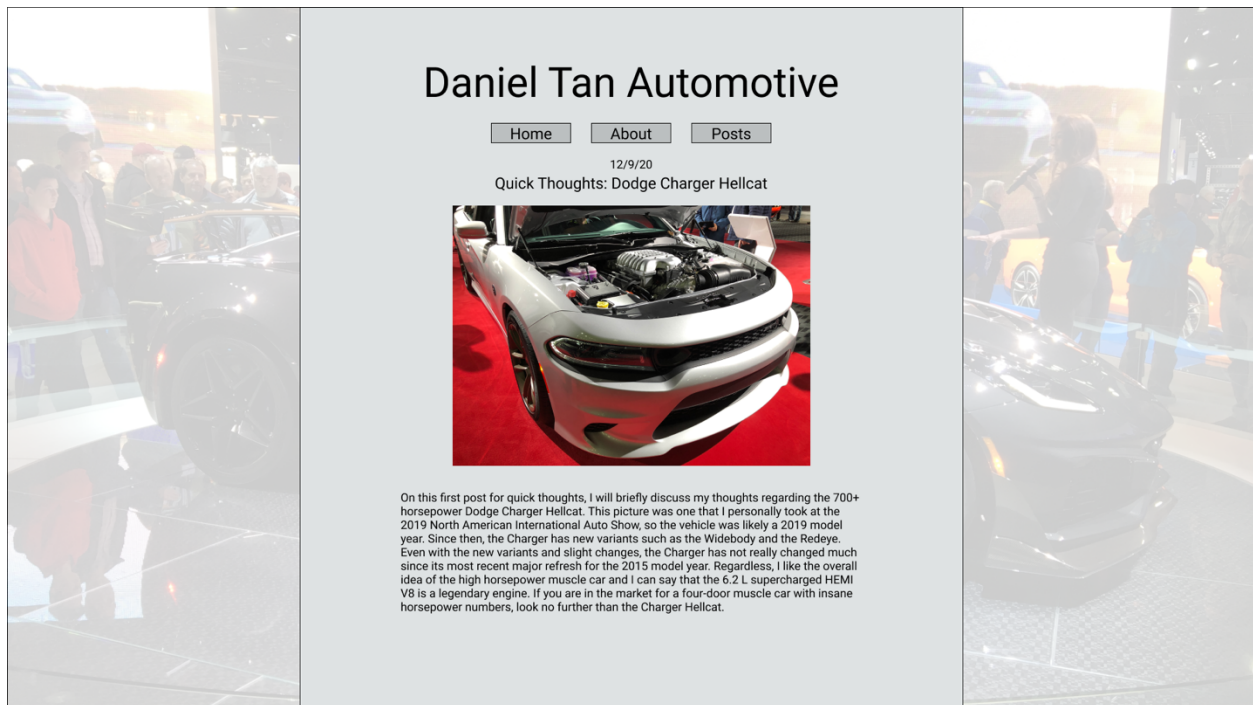
The “Home” page comp above shows what the final site would look with images and added styling. The four vehicle images are shown prominently in the middle section while another picture serves as the background on the sides with opacity to focus attention on the content.

About Page Comp



The “About” page comp shown has a picture of myself and my short introductory biography below it. A different picture is set as the background as well.

Posts Page Comp

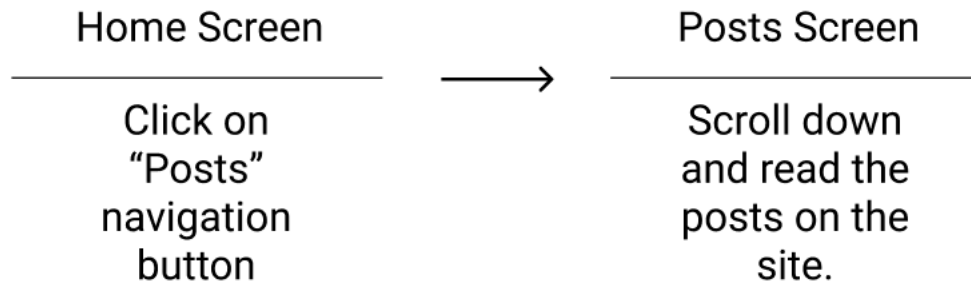


The “Post” page comp above shows a different background from the other pages and has one post displayed regarding the Dodge Charger Hellcat. A picture of the vehicle is displayed along with the reading below it. If there were more posts on the website, the user will be able to scroll and see more posts below.

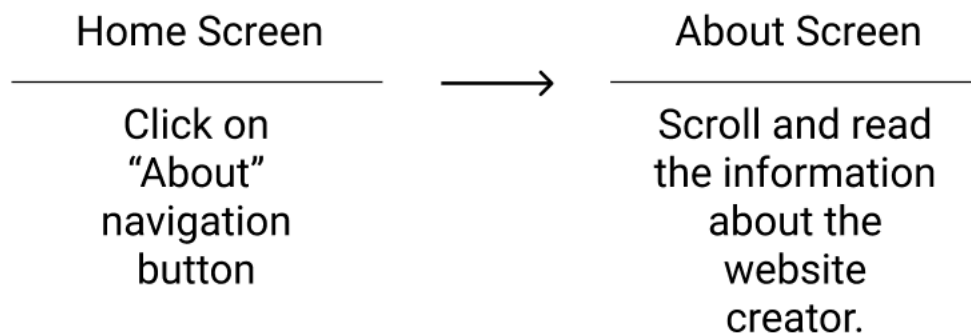
Flows

Shorthand User Flow for the Two Primary Use Cases

Looking for post to read:



Read information about website creator:



Daniel Tan Automotive seeks to be a very simple website, so there are only a few steps to perform the two main functions of the website. If a user wanted to read posts, they would click on the "Posts" navigation button and see the posts. On the other hand, if a user wanted to read about me, the website creator, they would be able to click on the "About" navigation button and see my information.