| 01.

City of Glasgow College
HND Digital Design

GU2 Presentation

OISIN OMUIRI

12/06/24

| 02.

UX / UI Project - Brief 5
Arnold Clark Central Car Auctions

"Central Car Auctions (CCA) are Scotland's leading car auction house, selling over 2000 cars every week.

They have recently been acquired by Arnold Clark who have plans to expand into England as an outlet for some of the large volume of stock it is buying through **its car buying platform."**

DELIVERABLES
- WEBSITE LANDING PAGE
- SOCIAL MEDIA CONTENT
- DEVELOPMENT SKETCHBOOK
- EVALUATION

Central Car Auctions

Arnold Clark

Step through the process of bringing ideas to life...

| 03.

Central Car Auctions

Brief 5

04. Brief Overview

05. Planning

06. Competitive Analysis

07. Landing Page Development
Requirements
Wireframe

08. Colouring Wireframe
Imagery
Technical Skills

09. Social Media Content
Additional information

10. Completed Brief
Final Thoughts

OISIN OMUIRI

@YSIOS

| 04.

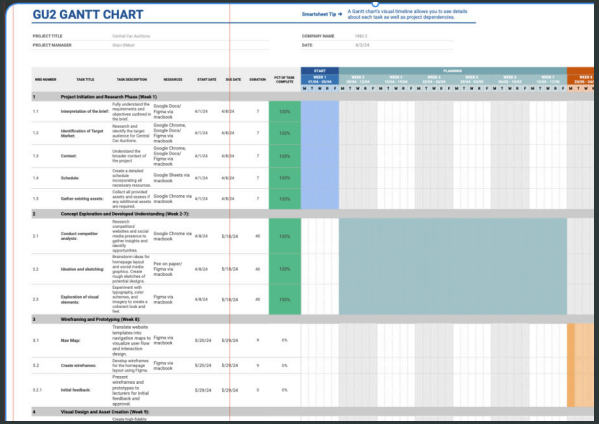
Central Car Auctions (CCA) has recently undergone a rebranding initiative led by Arnold Clark, with the goal of expanding its digital presence and establishing itself as the UK's leading car auction house. The primary objective of this project is to design and develop a new homepage for the CCA website, along with engaging social media graphics for Facebook advertisements

The project aims to increase web traffic to the new CCA homepage via paid ads on Facebook and showcase CCA as an established brand and leader within the car auction industry.

LET'S DO THIS!

| 05. Planning

concept
STRATEGY
GROUP
social media
Money
Team
GOAL !!!
NEWS
1 STEP
???

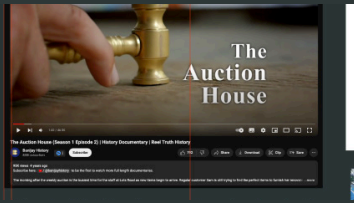


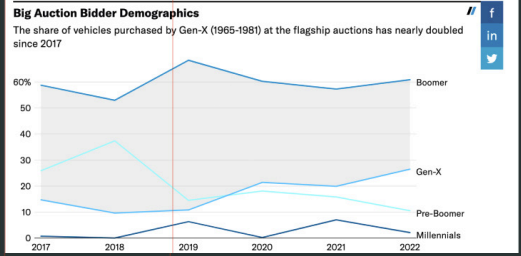
GU2 GANTT CHART

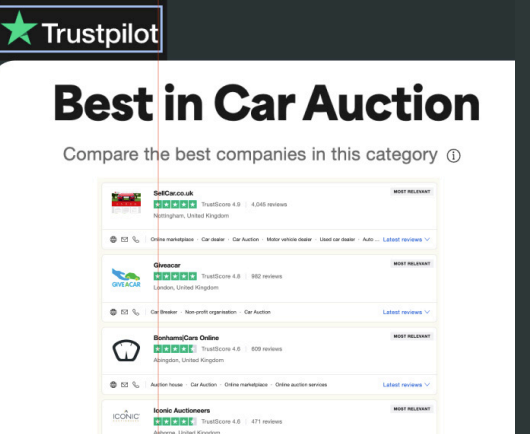
Smartsheet Tip → A Gantt chart's visual timeline allows you to see details about each task as well as project dependencies.

PROJECT TITLE: Central Car Auctions
PROJECT MANAGER: Gian Gilbert
COMPANY NAME: YAN 2
DATE: 4/3/24

WBS NUMBER	TASK TITLE	TASK DESCRIPTION	RESOURCES	START DATE	DUE DATE	DURATION	PCT TASK COMPLETE
1	**Project Initiation and Research Phase (Week 1)**						
1.1	**Interpretation of the brief:**	Fully understand the requirements and objectives outlined in the brief.	Google Docs/ Figma via mactrack	4/1/24	4/8/24	7	100%
1.2	**Identification of Target Market:**	Research and identify the target audience for Central Car Auctions.	Google Chrome, Google Docs/ Figma via mactrack	4/1/24	4/8/24	7	100%
1.3	**Context:**	Understand the broader context of the project.	Google Chrome, Google Docs/ Figma via mactrack	4/1/24	4/8/24	7	100%
1.4	**Schedule:**	Create a detailed schedule outlining all necessary resources.	Google Sheets via mactrack	4/1/24	4/8/24	7	100%
1.5	**Gather existing assets:**	Collect all provided assets and identify any additional assets required.	Google Chrome via mactrack	4/1/24	4/8/24	7	100%
2	**Concept Exploration and Developed Understanding (Week 2-7)**						
2.1	**Conduct competitor analysis:**	Research competitors' websites and social media platforms to gather insights and identify opportunities.	Google Chrome via mactrack	4/8/24	5/15/24	40	100%
2.2	**Ideation and sketching:**	Brainstorm ideas for homepage layout and initial design graphics. Create rough sketches of potential designs.	Pen on paper/ Figma via mactrack	4/8/24	5/15/24	40	100%
2.3	**Exploration of visual elements:**	Experiment with typography, color schemes, and imagery to create a mood/look and feel.	Figma via mactrack	4/8/24	5/15/24	40	100%
3	**Wireframing and Prototyping (Week 8)**						
3.1	**Site Map:**	Translate website templates into navigation maps to visualize user flow and interaction design.	Figma via mactrack	5/20/24	5/29/24	9	0%
3.2	**Create wireframes:**	Develop wireframes for homepage layout using Figma.	Figma via mactrack	5/20/24	5/29/24	9	0%
3.2.1	**Initial feedback:**	Present wireframes and prototypes to lecturers for initial feedback and approval.		5/28/24	5/29/24	0	0%
4	**Visual Design and Asset Creation (Week 9)**						

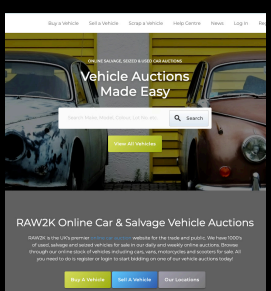




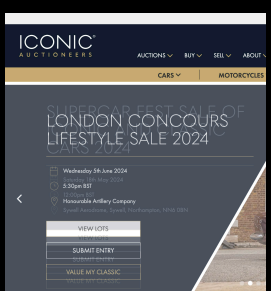


Competitive Analysis

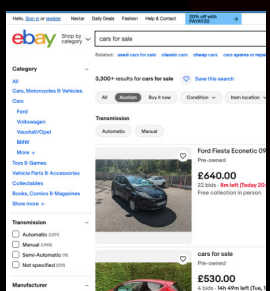
Features & Functions



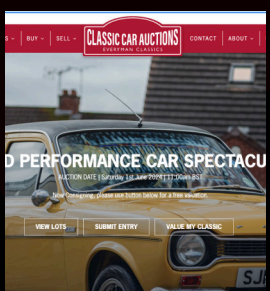
Raw2K
Large search bar on landing page with search button



Iconic Auctioneers
Carousel of listings with lot info



Ebay
Search bar to 'search for anything'



Classic Car Auctions
The same layout as Iconic Auctioneers

| 07.

Landing Page Development

Following the Gantt Chart I move on to ideation, sketching and exploring navigation maps.

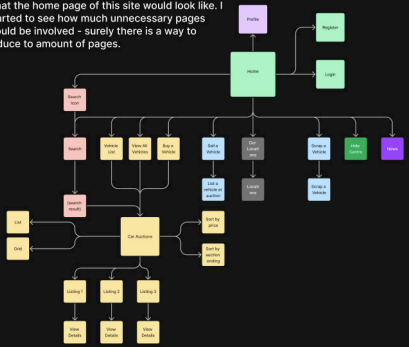
The next stages of the process require focus on the user, competitive analysis, and an eye for design as we progress, implementing our research into our wireframe design.

1.0

INITIAL SITE NAVIGATION

The initial design explores all the web page options of that could be in the design. A lot of work would be required to fulfill each page, but would really cover all expectations for our users.

The first design of the wireframe represents what the home page of this site would look like. I started to see how much unnecessary pages would be involved - surely there is a way to reduce to amount of pages.

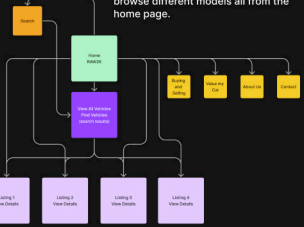


2.0

Refined Site Nav Central Car Auctions

Refining the nav map down to a smaller website reduces the amount of clutter on the page, refines the user experience so ensures the user's basic need of searching for specific model/makes/and locations are easily accessible.

This new minimal design ensures that Alex - the savvy buyer - will be able to browse different models all from the home page.



| 07. Requirements for landing page

1.

A header section.

2.

An easy way for users to start a search of stock available to purchase at auction, with the ability to filter by make/model/location.

3.

A clear message to summarise who and what CCA are.

4.

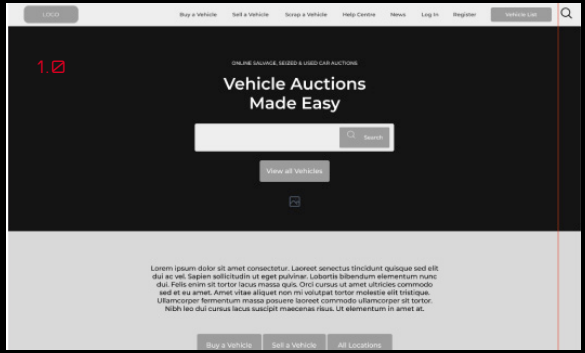
Space to showcase the unique selling points (USPs) of CCA – these will be provided in the supporting copy document.

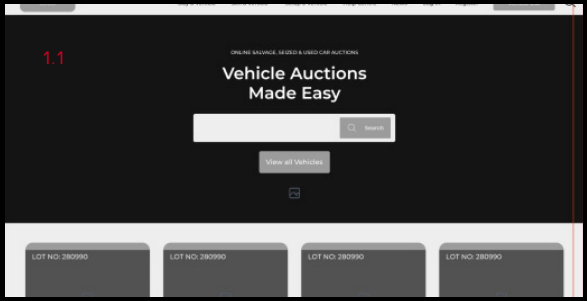
5.

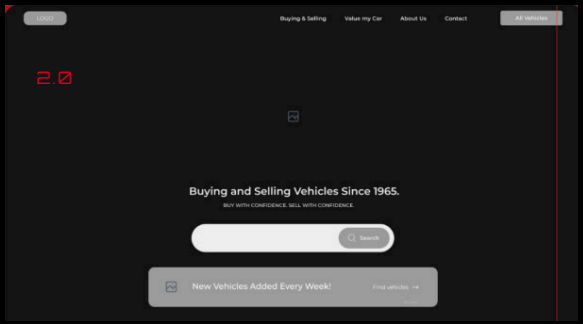
Space for customer testimonials/reviews.

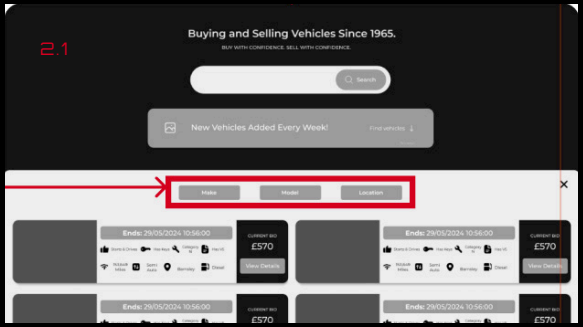
6.

A footer section.


1.0
LOGO
Buy a Vehicle
Sell a Vehicle
Scrap a Vehicle
Help Centre
News
Log In
Register
Vehicle List
ONLINE SALVAGE, SEIZED & USED CAR AUCTIONS
Vehicle Auctions
Made Easy
Search
View all Vehicles
Lorem ipsum dolor sit amet consectetur. Laoreet senectus tincidunt quisque sed elit dui ac vel. Sapien sollicitudin ut eget pulvinar. Lobortis bibendum elementum nunc dui. Felis enim sit tortor lacus massa quis. Orci cursus ut amet ultricies commodo sed et eu amet. Amet vitae aliquet non mi volutpat tortor molestie elit tristique. Ullamcorper fermentum massa posuere laoreet commodo ullamcorper sit tortor. Nibh leo dui cursus lacus suscipit maecenas risus. Ut elementum in amet at.
Buy a Vehicle
Sell a Vehicle
All Locations


1.1
ONLINE SALVAGE, SEIZED & USED CAR AUCTIONS
Vehicle Auctions
Made Easy
Search
View all Vehicles
LOT NO: 280990
LOT NO: 280990
LOT NO: 280990
LOT NO: 280990


2.0
LOGO
Buying & Selling
Value my Car
About Us
Contact
All Vehicles
Buying and Selling Vehicles Since 1965.
BUY WITH CONFIDENCE. SELL WITH CONFIDENCE.
Search
New Vehicles Added Every Week!
Find vehicles


2.1
Buying and Selling Vehicles Since 1965.
BUY WITH CONFIDENCE. SELL WITH CONFIDENCE.
Search
New Vehicles Added Every Week!
Find vehicles
Make
Model
Location
Ends: 29/05/2024 10:56:00
CURRENT BID
£570
View Details

| 08.

Colouring Wireframe

Imagery

Header image

On brand vehicle

Vehicles to fill in listings

Happy Users

Central Car Auctions

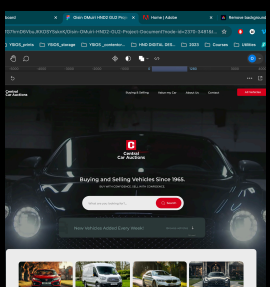
CCA Logo

Arnold Clark

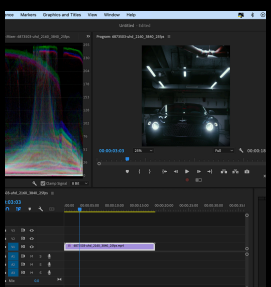
Arnold Clark Logo

| 08.

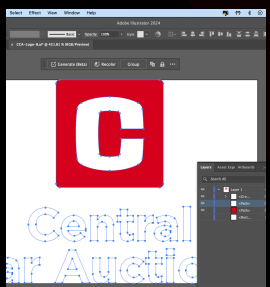
Technical Skills



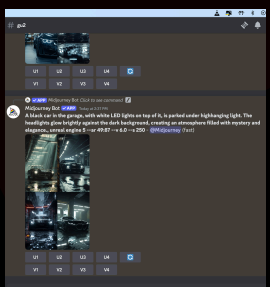
Figma
Used to create a functioning prototype



Adobe Premiere Pro
Used to edit video footage and add vignette



Adobe Illustrator
Edit logo files to adjust colour and export size



Midjourney
Generate images specific for the requirement

Central Car Auctions

Buying & Selling | Value my Car | About Us | Contact | All Vehicles

Central Car Auctions

Buying and Selling Vehicles Since 1965.

BUY WITH CONFIDENCE. SELL WITH CONFIDENCE.

What are you looking for?... Search

New Vehicles Added Every Week! Browse vehicles

| 10. Brief Completed

| 10. Final Thoughts

1.

Although cars aren't 'my thing' I was glad that I took on this project regardless. The types of digital content required was more important than the content itself.

2.

I'm very glad that I took the full 12 weeks to complete the project. Having a lot of time for research and planning set up the rest of the project very well.

3.

More real user input, feedback from the target demographic, would have helped priorities the layout, imagery, and would have added confidence to design decision.

4.

I had issues with prototyping. The experience still jars when using it.

5.

More time could have been spent researching marketing campaigns and competitors social media content.

6.

I'm happy with the overall look of the landing page and content, adhering to the brief while being visually pleasing and consistent.

Thanks for listening!
Any questions?

12/06/24