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About Me

Kyra Smith is a 5th year Graphic Communication graduating student with a User Experience/User Interface concentration and has a minor in Media Arts, Society, and Technology. She is from Ashland, Oregon, and plans to work and live in the San Luis Obispo area after graduation in December as a Marketing Director for Corvette Pacifica in Atascadero, and as a freelance Social Media Manager.
Abstract

This project is meant to redesign the website for Corvette Pacifica by improving usability and overall experience in order to increase website traffic and revamp the company’s branding. The end deliverables include high fidelity mockups for various pages of the website, as well as improved branding such as logos, fonts, and color schemes. The end goal is to have something that could potentially be coded into a fully working website in the near future.
There is a need to redesign the Corvette Pacifica website by improving the layout, color palette, fonts, buttons, and logo to increase website traffic. This will be done by creating high fidelity mock-ups and various examples to test on customers in real-life experiments over 8 weeks. The current website is extremely difficult to navigate, is not aesthetically pleasing, and is very cluttered and disorganized. This leaves users feeling overwhelmed and stressed out and encourages them to look elsewhere for their services, which is ultimately detrimental to sales and attracting new customers.
The project is not systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.
Project Objectives

Client Relations

- A goal of mine is to learn how to communicate with professionals in this field in a successful and efficient manner.
- Effectively communicate my goals with the President and Vice President of the company and alter my website adjustments to their needs.

Design

- Create a successful design that I can add to my portfolio in the future, that will show my skills and interests.
- Learn more about the principles of UX and apply them in ways that both clients and customers like.

Organization

- Work on my project weekly and being disciplined by setting goals for myself to complete by the end of each week.
- Ensure that I am on the right track by meeting with mentors, other people in GrC, and Corvette Pacifica.
**Project Scope**

*Within the Scope*

- Wireframes
- High Fidelity Mockups of at least 3 pages (home, products, specific product page, header, footer)
- Color Scheme
- Logo
- Typefaces

*Out of the Scope*

- A working website that is completely coded and finished
Limitations and Risks

Time

• The risk here is that the website will not be up to par with what my supervisors are looking for, and I will have to keep working and working at it until they are happy.
• This just means I will have to work past the 10 weeks and make more and more drafts until they approve the design.
• I want to meet with them enough times in order to know what they are looking for so that they are happy by the end of the 10 weeks.

Coding

• The risk is that my supervisors will not be willing to hire a freelance coding expert in order to turn my design into a working website with clickable links, working images, and clean html and css.
• The website will never be coded by a professional and will remain a possibility rather than something that we can see the results of.
• I will meet with my supervisors and show them the other Corvette websites and examples of websites with great design and increased traffic, to prove to them that an improve design will be better for the company. I will also make surveys and interview people in the field of web design, who will also agree that my design is better than the current one.
Background Research

My research consisted of three categories: our competitors, articles about design, and case studies. Below is one summary of each of these categories.

1. West Coast Corvette


Summary - This website is one of our competitors. I took a look around the entire website to see how they chose to design their homepage, product pages, etc. Looking at our competitors’ websites is one of the most important ways I can see how we compare to them and the ways we can improve. Their website is better than Corvette Pacifica’s, but it still doesn’t really stand out or impress me. I can appreciate the quality of the photos they chose for products as well as how they had a clean and consistent color scheme and font choice. One thing I would change is how the homepage is a little cluttered, and for older generations, this could be distracting and stressful.
2. Design Principles to Accommodate Older Adults


This article gave tips on the best design principles and UX methods to help older adults navigate your website. There were a few tips that made sense, such as making sure the font is as readable as possible because older people’s eyesight may not be the best. Another tip was to make sure that everything is done as easily as possible and with as few clicks as possible. These tips were helpful for my project because the majority of our customers are older, and aren’t as tech savvy as we are.
3. Case Study: How a Local Car Dealership Redesigned for Success


They redesigned the website for providence auto group, which had a pretty average website to begin with. This article highlighted the reasons for changing the website and the exact changes that were driving customers away, and the small updates they could do to bring new customers in. One big thing about this company is they are really into giving back to their community, they set aside a portion of their proceeds to help a family in need. This is a huge thing that would draw customers in, as they see an opportunity to help out as well. Their charity definitely needed to be a bigger part of their website, which they added to the main homepage.
# Work Breakdown Structure

<table>
<thead>
<tr>
<th></th>
<th>Task Description</th>
<th>Start Date</th>
<th>End Date</th>
<th>Tools and Software</th>
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<tr>
<td>1</td>
<td>Background Research</td>
<td>09/21/21</td>
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<td>Project Planning</td>
<td>09/21/21</td>
<td>09/28/21</td>
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<td>google</td>
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<td>10/10/21</td>
<td>10/12/21</td>
<td>subtask, pen and paper</td>
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<td>10/16/21</td>
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<td>11/07/21</td>
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<td>11/18/21</td>
<td>11/18/21</td>
<td>Powerpoint</td>
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</table>
Gantt Chart
Project Execution Process

Phase 1
The first step in redesign was translating the current website onto Balsamiq Wireframes and trying to move around the different pieces to try and make it work cohesively. However, this turned out to be much too hard to make it look good, so I decided to start from scratch.
Phase 2
Starting from scratch always requires sketches! I drew up a couple of designs on paper of what the homepage could look like.
**Phase 3**
Next, I went onto Balsamiq wireframes again and turned these sketches into wireframes.
Phase 4
From these wireframes, I used InDesign to make my mockups. I took inspiration from other car parts websites and shopping websites. It was a great learning experience to play with all the possibilities of layouts, buttons, headers, etc. This was the longest part of my project and took a few weeks to complete the High Fidelity mockups that my supervisors approved.
Results

Is Everything Corvette

2021 CS Parts

FEATURED PARTS

Swich Assembly (LHS, RHS, 76, 43)
Price: $118.99

Front License Lamp Socket
Price: $13.99

License Plate Triangle
Price: $94.99

Garnish Panel Brushed Aluminum
Price: $194.99

CLEARANCE

Grille Assembly, Cast Aluminum (LHS, 45)
Price: $149.99

Grille Assembly, Cast Aluminum (RHS, 45)
Price: $169.99

Grille Assembly, Cast Aluminum (RHS, 46)
Price: $149.99

Grille Assembly, Cast Aluminum (LHS, 46)
Price: $169.99

INFORMATION

ABOUT US
SITEMAP
CONTACT US
SUBSCRIBE TO NEWSLETTER

Customer Services

EDMILLION
PARKING
MILITARY DISCOUNT
REFUNDS
TEST NEAR ME
FAQ

© 2022 Corvette Parts LLC. All Rights Reserved.
On the Homepage, I included what would happen if you hovered over the image of the C1. This would pop open, and users would be able to select their generation of car and find parts specific to them.
### Corvette Pacifica

**Interior**

**Shop By Category**
- Armrest
- Adhesive
- Carpet
- Cigarette Lighter
- Clock
- Shift Knob
- Door
- Dash Lid
- Door Emergency Brake
- Gauges
- Brake Pedal
- Mirror
- Seats
- Ventilation

**Sort By**
- View 30

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</table>

**Contact Us**

 Corvette Pacifica
8180 La Linia Ave. Atascadero, CA 93422 | (800) 488-7671

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CLEARANCE

BAG ASSEMBLY - WINDSHIELD WASHER WITH AIR CONDITIONING - USA 1969-1972 (#EC114)

$64.99
$49.99

ADD TO BAG

Details  Fit & Sizing  Shipping & Returns  Care & Warranty

1969-1972 Corvette Windshield Washer Bag Assembly - For Vehicles with Air Conditioning.

Correct in all Details Including Mounting Eyelets, Silk Screened Front, Correct Backing Material, Cap, Hose and Filter. Use with EC118 (Washer Bag Bracket).

Another Quality EC Products Design Reproduction Part.

Reviews  Questions

23 Ratings

4.6 out of 5 stars

Purchaser Reviews

Great Service
The staff were all very friendly and helpful in getting my parts needed for my 1963 Split Window, will def be calling back!

Nov 8, 2023
Kyra S.

Good Product
I am from Indonesia, so the part took a little longer than expected, but was still in great condition. Thanks!

Nov 9, 2023
Jack W.

Bigger than expected
The size fit my Corvette, but was still a little too big. I had a bit of trouble fitting it inside.

Nov 9, 2023
Bobby D.

Great but took too long
The product is great but it took a month to get here. A little disappointed but I understand this time of year is busy.

Nov 6, 2020
Jay V.
Here is a QR Code that you can scan to see the current website:
Corvette Pacifica Branding

LOGO

Banchrift Regular - Texts
BANCHRIFT BOLD IN ALL CAPS - Subheads
Banchrift Light - Subtexts

Futura PT Bold Oblique - Headers

COLORS

ed2124  cc2027  K  60% K
Reflection

I am overall very pleased with my website. I think the redesign improves upon the old one immensely, and I believe the design is very clean, attractive, and usable. If this website can replace the current one, I think it would improve the customer experience and increase satisfaction among users.

What Went Well

- I managed to stay very on top of things during the process, and made sure to have very productive meetings with my supervisors to make sure everything was going well and we were on the same page. The Gantt chart and WBS helped a lot with this.
- I also went into the office to have in person meetings with my supervisors rather than through Zoom or email, which helped me better understand their thoughts.
- I did a lot of research beforehand by looking up other websites that have the same format, and comparing our website with our competitors’ websites. I got a lot of inspiration from other car parts websites in different areas.
What Could Improve

- I wish I had given myself more time to create the actual mockups. I spent a lot of time on the homepage and product pages, and I ended up not being able to go above and beyond the scope to create more pages, such as a contact page, shopping cart page, about page, etc.

- I was unable to figure out how to use Figma to make the website clickable. I wish I had been able to do more research on this to make it a better experience.

- My supervisors didn’t want to create a new logo, so I left it alone, but I wish I could have at least tried to improve the current one, just to get their opinions.