

Soriano Paint and Body Shop

# Project Publication



QUINTIN JACKSON

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# Website Purpose Statement



- Soriano Paint and Body Shop website is an individual service site. It provides high quality paint jobs and auto body repair for all kinds of cars and trucks at an affordable price.
- The clients are mainly live in Dallas/Fort Worth area, especially Carrollton and Lewisville. An appointment can be made online.
- Website will have videos for previous service work and a comments page for customers to leave suggestion.

# Increase Impact on Business Bottom Line

(Revenue, Donations, Business Profit, Inventory Control, etc.)



Term	Goal	Desirability	Obtainability	Total
LT	Have every 2 out of every 5 customers use the “Make an Appointment” function to make their appointment	8	8	16
ST	About 500 different visitors	8	6	14
LT	About 1000 different visitors	10	6	16

# Operation Efficiency (Easy Info Access, Effective Business Process with

Sponsors, Improve P2P connections)

Term	Goal	Desirability	Obtainability	Total
LT	Receive positive testimonials from 3 out of every 5 customers	10	6	16
LT	Have less than a 50% bounce rate	10	8	18
LT	Have more than 3 daily pageview per visitor	8	6	14
LT	Have users spend an average of two minutes of daily time on the site	10	6	16

# Brand Awareness

(Raise Market Share, Social Community, Promotions, Sharing, Charity connection)



Term	Goal	Desirability	Obtainability	Total
LT	Attract more customers in the Dallas/Fort Worth area	8	6	16
ST	Attract more customers in the Carrollton area	10	8	18
ST	Use word-of-mouth to attract more customers	8	8	16
LT	Have an insurance company contract SPBS for quotes	8	2	10



# Primary Demographic 1: Danny McCross



- **Country:** USA
- **Country Region:** Southwest
- **Age Range:** 20-34
- **Gender:** Male
- **Family size:** 1-2
- **Family lifecycle stage:**
  - Young
  - Single
  - Without children
- **Income:** \$10,000-\$20,000
- **Area that this persona lives in:** Suburban
- **Occupation:** Sales
- **Housing type:**
  - Apartment
  - Renter
- **Type of internet connection they have:** DSL
- **Education:** High school graduate

# Primary Demographic 1: Danny McCross



## Web site Usage Profile

- **Technological Profile:** Basic computer maintenance with mid to low quality computer parts
- **Internet device and Connection speed:**
  - Desktop
  - 8 mbps download
  - 5 mbps upload
- **Time is spent on line:** 5 hours per day
- **Type of use and Surf habits:** Sports cars, stance cars, auto shops, and do it yourself youtube videos from evening to night
- **Favorite Sites:**
  - Youtube.com
  - Autozone.com
  - O'reilys.com
- **Wants and Needs of the persona in connection with the chosen web site concept:** Affordable auto body repair and paint job
- **History with Specific Web site:** Browse information on reliability and credibility, request service quotes, and leave comments about experiences
- **Long-Term Goals of the persona in connection with the chosen web site:** They would be occasional users. They will come back when their vehicle is in need of good quality repair



## Primary Demographic 2: Jason Birge



- **Country:** USA
- **Country Region:** Southwest
- **Age Range:** 12-19
- **Gender:** Male
- **Family size:** 3-4
- **Family lifecycle stage:**
  - Young
  - Single
  - Without children
- **Income:** Under \$10,000
- **Area that this persona lives in:** Urban
- **Occupation:** Students
- **Housing type:**
  - Single-family home
  - Renter
- **Type of internet connection they have:** Cable and Mobile
- **Education:** High school graduate

# Primary Demographic 2: Jason Birge



## Web site Usage Profile

- **Technological Profile:** Basic computer maintenance and software troubleshooting, computer gaming hardware
- **Internet device and Connection speed:**
  - Desktop
  - 25 mbps download
  - 16 mbps upload
- **Time is spent on line:** 9 hours per day
- **Type of use and Surf habits:** Sports cars, video games, youtube videos, and sports from evening to night
- **Favorite Sites:**
  - Gamestop.com
  - Youtube.com
  - Autozone.com
  - NFL.com
- **Wants and Needs of the persona in connection with the chosen web site concept:** Affordable auto body repair and paint job
- **History with Specific Web site:** Browse information on reliability and credibility, request service quotes, and leave comments about experiences
- **Long-Term Goals of the persona in connection with the chosen web site:** They would be occasional users. They will come back when their vehicle is in need of good quality repair

## Secondary Demographic: Emily Bernard



- **Country:** USA
- **Country Region:** Southwest
- **Age Range:** 28-40
- **Gender:** Female
- **Family size:** 3-4
- **Family lifecycle stage:**
  - Middle-aged
  - Married
  - With children
- **Income:** \$30,000-\$50,000
- **Area that this persona lives in:** Suburban
- **Occupation:** Supervisors
- **Housing type:**
  - Single-family home
  - Owner
- **Type of internet connection they have:**
  - Cable
  - Mobile
- **Education:** College graduate

# Secondary Demographic: Emily Bernard



## Web site Usage Profile

- **Technological Profile:** Little to no technical expertise with computers with slightly above average quality computer equipment
- **Internet device and Connection speed:**
  - Laptop and smartphone
  - 25 mbps download
  - 16 mbps upload
- **Time is spent on line:** 5 hours per day
- **Type of use and Surf habits:** Current fashion products, cooking recipes, and celebrity news from afternoon to evening
- **Favorite Sites:**
  - TMZ.com
  - USmagazine.com
  - Vogue.com
  - Foodnetwork.com
- **Wants and Needs of the persona in connection with the chosen web site concept:** Wants to pay for her son's car to be repaired and repainted at an affordable price
- **History with Specific Web site:** Browse information on how reliable the company is and request a service quote
- **Long-Term Goals of the persona in connection with the chosen web site:** They would be occasional to one-time users. They will only come back when the vehicles are in need of repair and more frequently if their children are prone to vehicular accidents

# Tertiary Demographic: Billy Bob Joe Bob Harris



- **Country:** USA
- **Country Region:** Southwest
- **Age Range:** 40-55
- **Gender:** Male
- **Family size:** 3-4
- **Family lifecycle stage:**
  - Middle-aged
  - Married
  - With children
- **Income:** \$50,000-\$100,000
- **Area that this persona lives in:** Urban
- **Occupation:** Retired
- **Housing type:**
  - Single-family home
  - Owner
- **Type of internet connection they have:**
  - Cable
  - Mobile
- **Education:** Post-graduate

# Tertiary Demographic: Billy Bob Joe Bob Harris



## Web site Usage Profile

- **Technological Profile:** Above average computer maintenance and troubleshooting with high-quality components
- **Internet device and Connection speed:**
  - Desktop, laptop, and smart phone
  - 30 mbps download
  - 25 mbps upload
- **Time is spent on line:** 12 hours per day
- **Type of use and Surf habits:** Stock market, sports cars, stance cars, luxury cars, classic cars, auto shops, sports, and business trends from noon to night.
- **Favorite Sites:**
  - nasdaq.com
  - Money.cnn.com
  - NFL.com
  - scca.com
  - Classiccars.com
- Entrepreneur.com
- **Wants and Needs of the persona in connection with the chosen web site concept:** Affordable auto body repair, paint job, and vehicle restoration for classic cars
- **History with Specific Web site:** Browse information on reliability and credibility, request service quotes, and leave comments about experiences
- **Long-Term Goals of the persona in connection with the chosen web site:** They would be occasional to one-time users. They will come back only when the vehicles are in need of repair or restoring unless they have multiple vehicles that are in need of those services

# Functionality of Competitor Websites



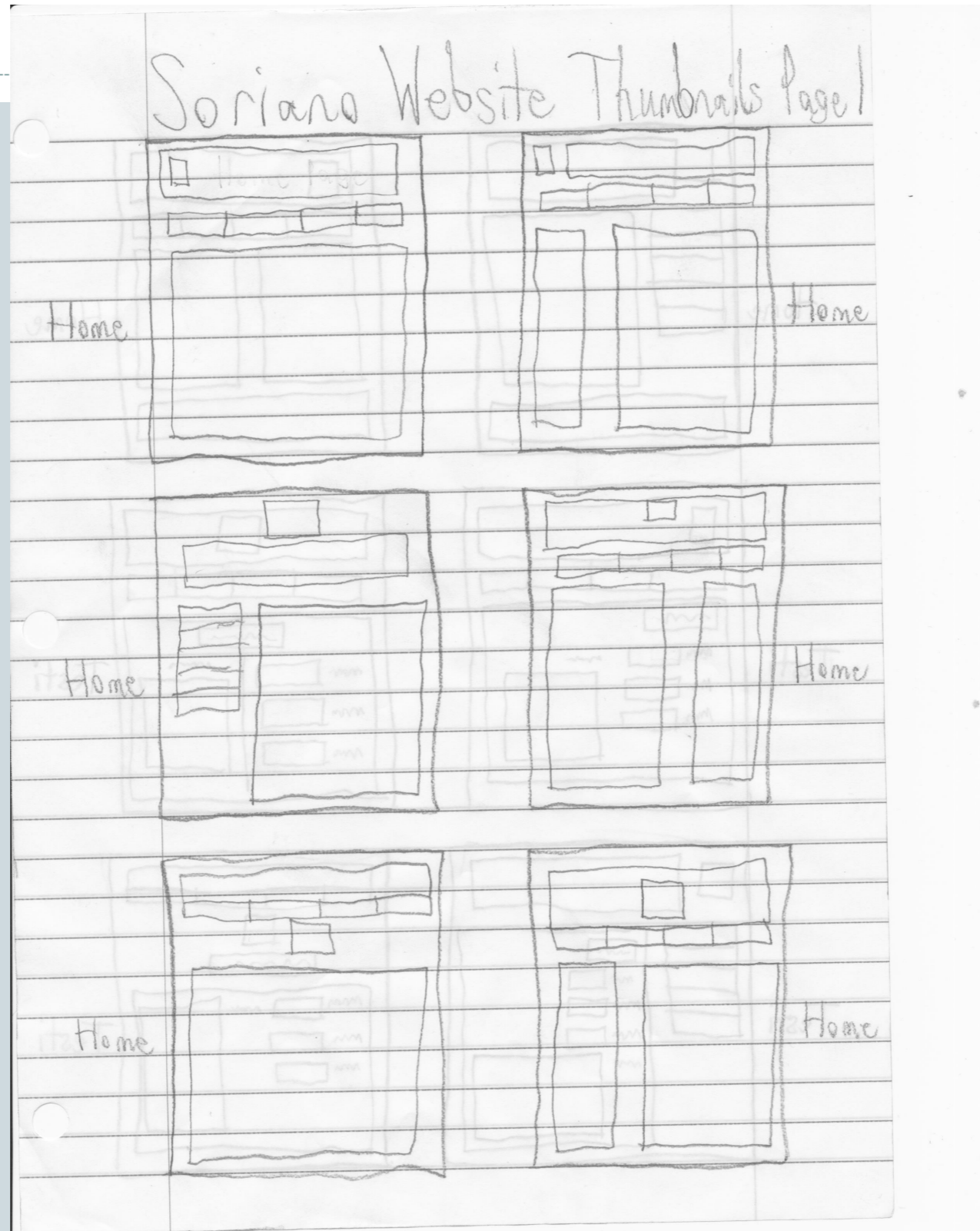
- Appointments can be scheduled
- Facebook, YouTube, Twitter, and Google Plus social media links
- Link to company's Better Business Bureau review
- Customized map of nearby shops
- Links to community driven website
- Contact form page to contact customer service
- Individual video commercial page

# Pros vs. Cons

Features	Pros	Cons
Facebook and Youtube social links	<ul style="list-style-type: none"> <li>Useful for user and company communication and advertisement for the company</li> </ul>	<ul style="list-style-type: none"> <li>Not that many Youtube videos uploaded and may take a while to make and upload more</li> </ul>
Picture slideshow	<ul style="list-style-type: none"> <li>Shows off pictures of repair and painting projects to users</li> </ul>	<ul style="list-style-type: none"> <li>Too many pictures can be exhausting to look through and might cause users to lose interest</li> </ul>
Site Map	<ul style="list-style-type: none"> <li>Makes navigating the website easier without using a full blown search feature</li> </ul>	<ul style="list-style-type: none"> <li>Users have to take time and view the list of links of the whole website, rather just typing what they want in a search bar</li> </ul>
Schedule Appointment Form	<ul style="list-style-type: none"> <li>Allows users to submit an appointment via the website quickly</li> </ul>	<ul style="list-style-type: none"> <li>Response time is unpredictable and is impersonal</li> </ul>
Testimonial Form	<ul style="list-style-type: none"> <li>Users can post their experiences and concerns about a job with the company</li> </ul>	<ul style="list-style-type: none"> <li>Inaccurate and false testimonials can be made using this form</li> </ul>
Map	<ul style="list-style-type: none"> <li>Shows the location of company shop on a map</li> </ul>	<ul style="list-style-type: none"> <li>Map only shows company shop within a general location</li> </ul>



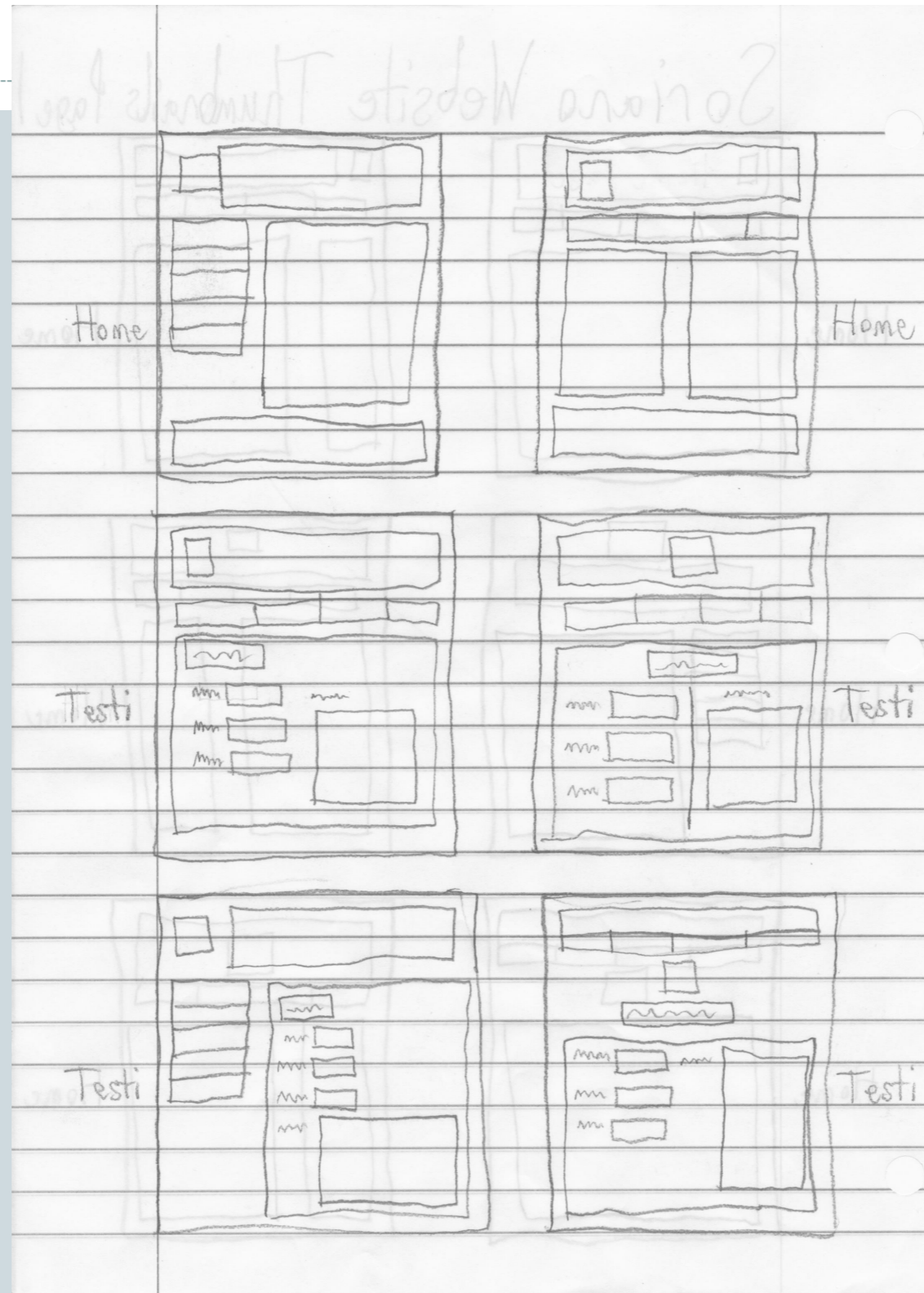
# Website Brainstorming Ideas Page 1



# Website Brainstorming Ideas Page 2



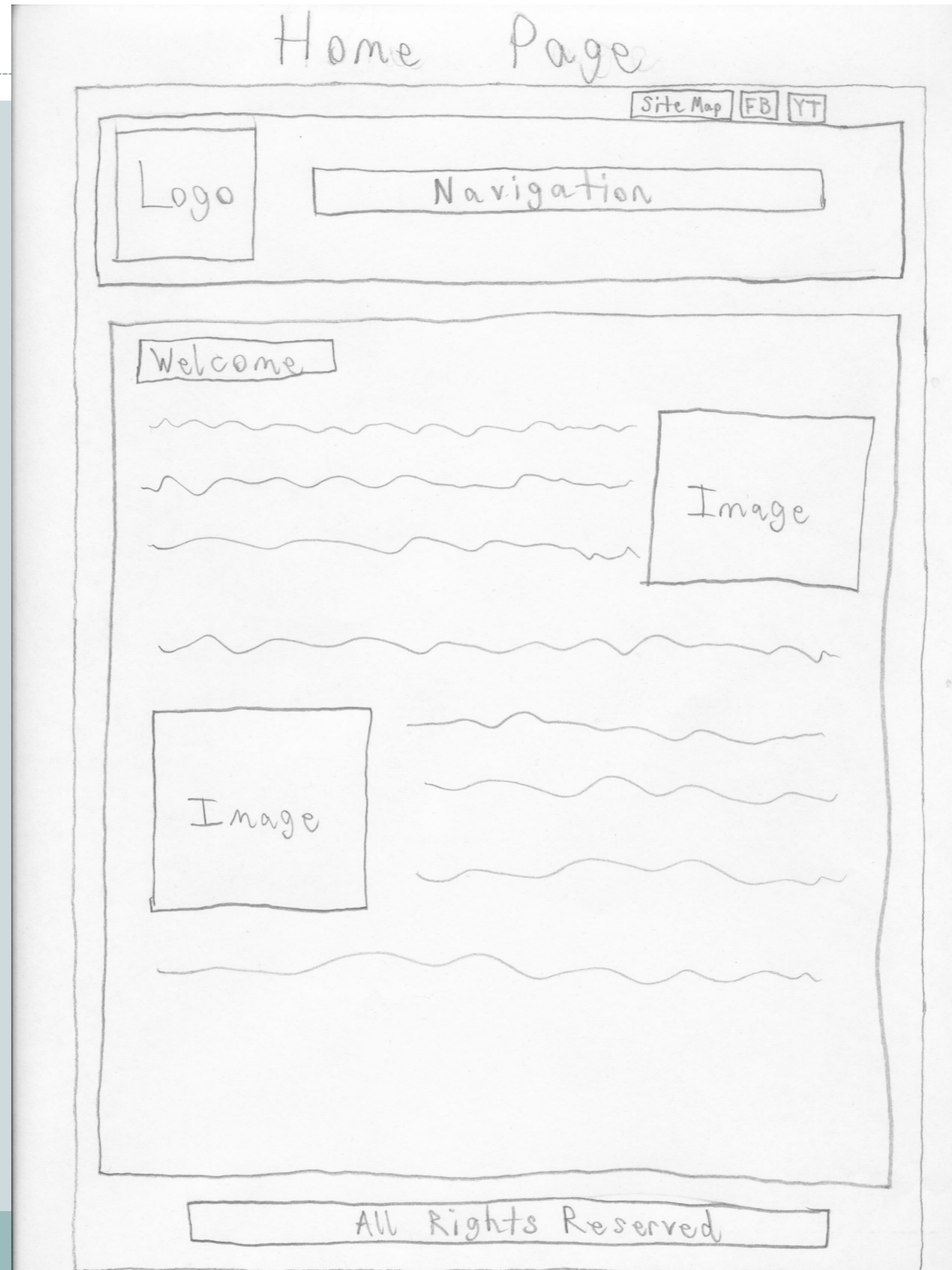
# Website Brainstorming Ideas Page 3



# Website Brainstorming Ideas Page 4



# Detailed Thumbnail Homepage Design



# Detailed Thumbnail Appointment Page Design

Appointment Page

Site Map FB YT

Logo Navigation

Set Up an Appointment

Name:

Phone:  -  -

Email:

Best time to contact you?:  
Morning (8:00am-12:00pm) ▾

Year/Make/Model of Car  
Year:  Make:  Model:

Make:  
Model:

Questions/Comments:

All Rights Reserved

# Detailed Thumbnail Submit Testimonial Page Design

Submit Testimonial Page

Site Map FB YT

Logo Navigation

Post Your Testimonial

~~~~~

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First Name:


Last Name:

Company (Optional):

Testimonial:



All Rights Reserved

# Home Page Wireframe



Home    Painting Service    Testimonials    Site Map

Body Repair    Contact Me    Appointments



## Welcome

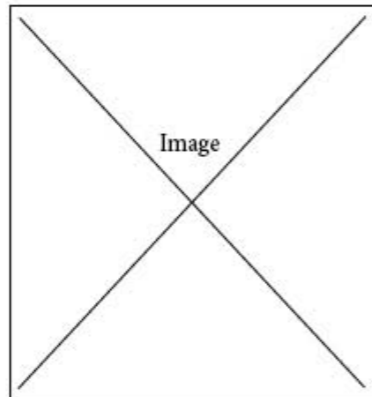
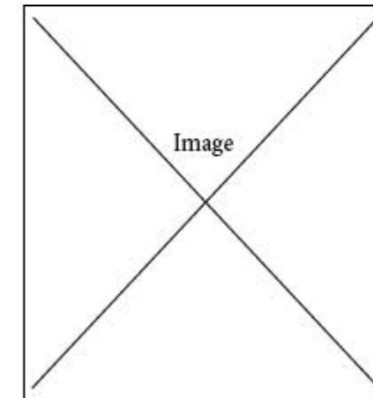
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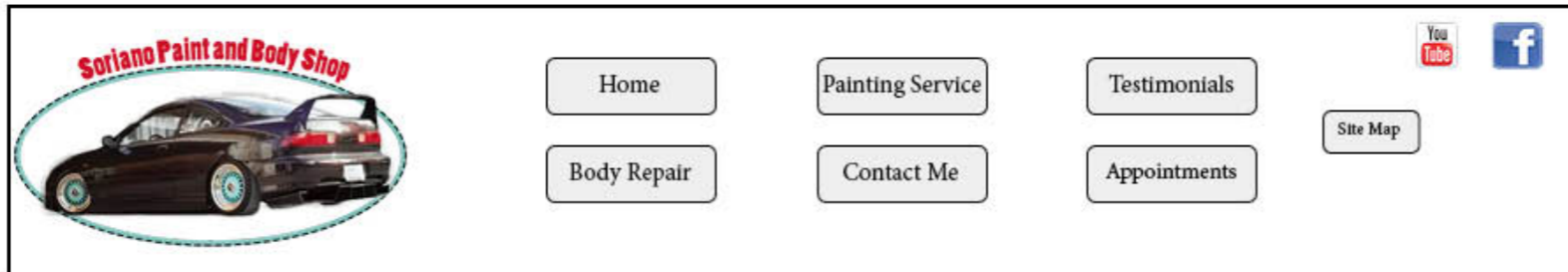
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# Appointment Page Wireframe



## Set up an Appointment

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Name:

Phone:  -  -

E-mail:

What is the best time to contact you?:

Morning (8:00 a.m. to 12:00 p.m.)	<input type="checkbox"/>
Afternoon (12:00 p.m. to 4:00 pm)	<input type="checkbox"/>
Evening (4:00 p.m. to 8:00 p.m.)	<input type="checkbox"/>
Night (8:00 p.m. to 12:00 a.m.)	<input type="checkbox"/>

Make, Model, and Year of Car?:

Make:

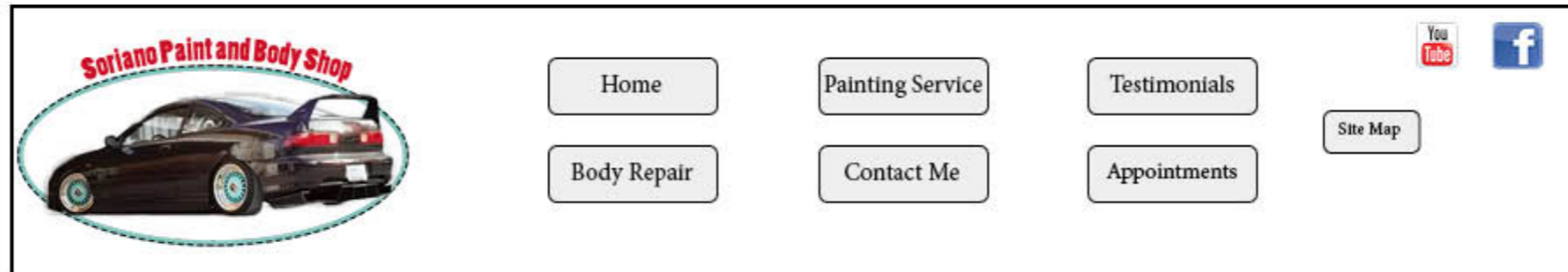
Model:

Year:

Questions/Comments:

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# Submit Testimonial Page Wireframe



## Post Your Testimonial

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### Testimonial Form

First Name:

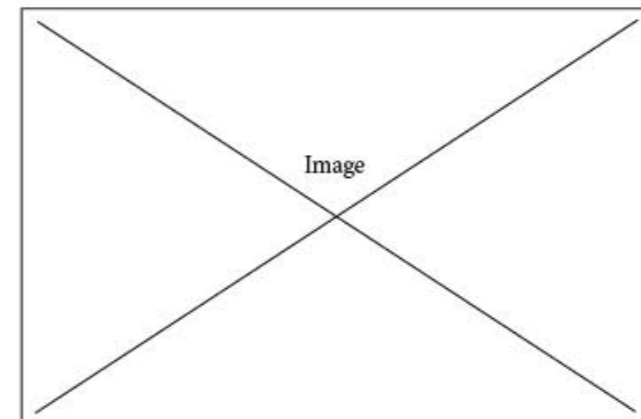
Last Name:


Company (Optional):

Testimonial:

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Submit







Home    Painting Service    Testimonials

Body Repair    Contact Me    Appointments

Site Map

## Welcome

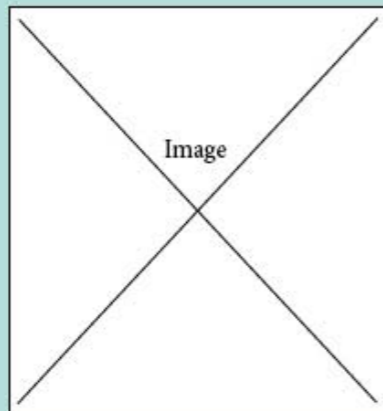
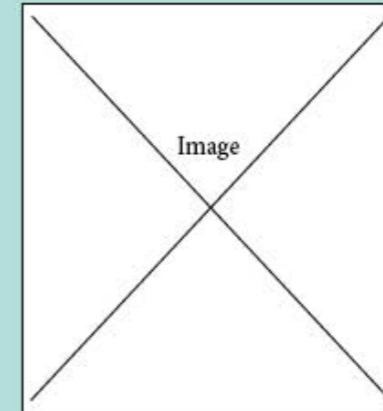
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## Set up an Appointment

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Name:

Phone:  -  -

E-mail:

What is the best time to contact you?:

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- Afternoon (12:00 p.m. to 4:00 pm)
- Evening (4:00 p.m. to 8:00 p.m.)
- Night (8:00 p.m. to 12:00 a.m.)

Make, Model, and Year of Car?:

Make:

Model:

Year:

Questions/Comments:

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### Post Your Testimonial

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#### Testimonial Form

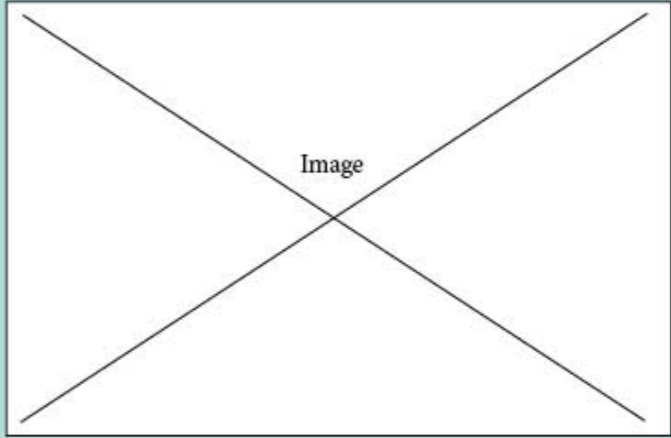
First Name:

Last Name:

Company (Optional):

Testimonial:

Submit



## Welcome

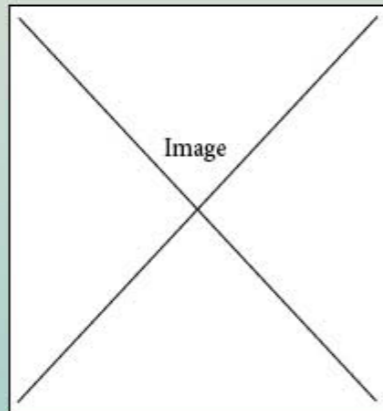
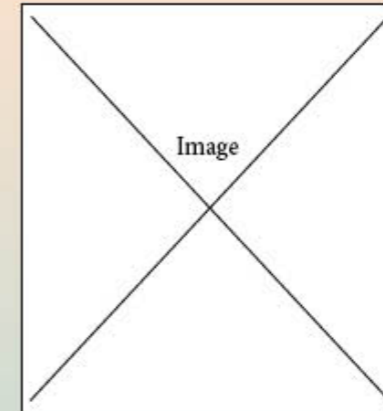
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## Set up and Appointment

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Questions/Comments:

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### Post Your Testimonial

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#### Testimonial Form

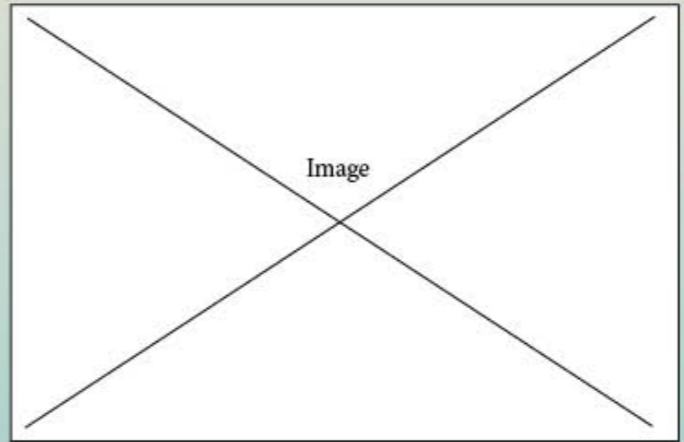
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## Welcome

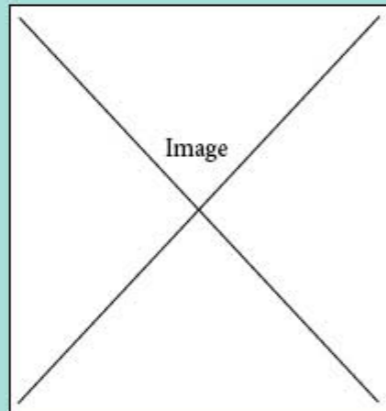
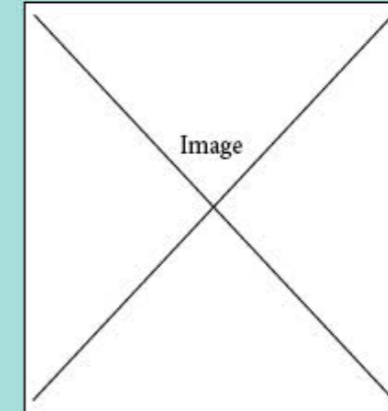
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## Set up and Appointment

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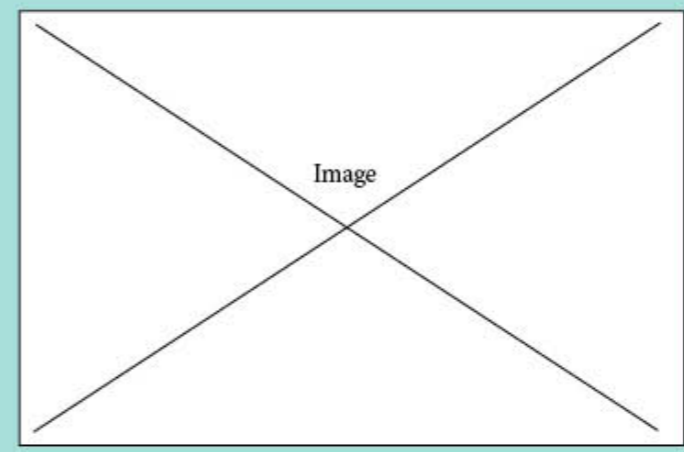
### Testimonial Form

First Name:

Last Name:

Company (Optional):

Testimonial:



Submit



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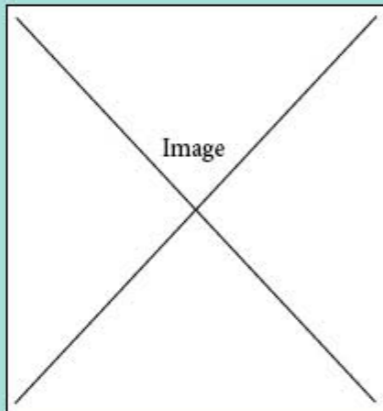
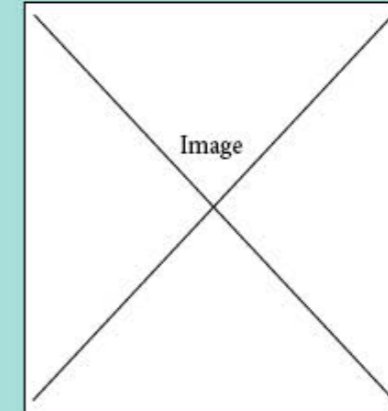
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Name:

Phone:  -  -

E-mail:

What is the best time to contact you?:

- Morning (8:00 a.m. to 12:00 p.m.)
- Afternoon (12:00 p.m. to 4:00 pm)
- Evening (4:00 p.m. to 8:00 p.m.)
- Night (8:00 p.m. to 12:00 a.m.)

Make, Model, and Year of Car?:

Make:

Model:

Year:

Questions/Comments:

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Submit



Home

Painting Service

Testimonials



Body Repair

Contact Me

Appointments

Site Map

## Post Your Testimonial

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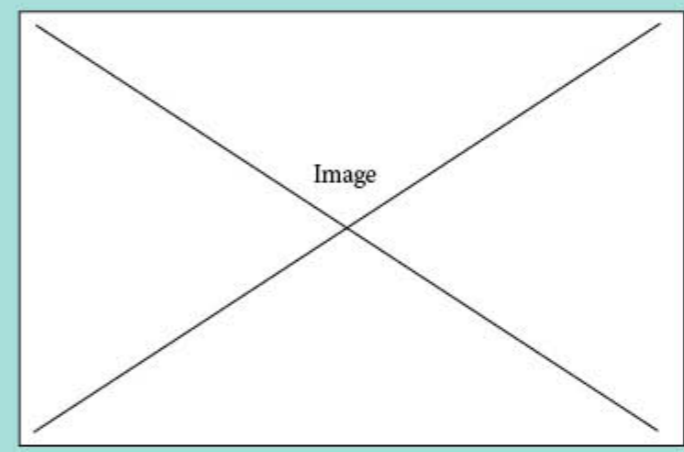
### Testimonial Form

First Name:

Last Name:

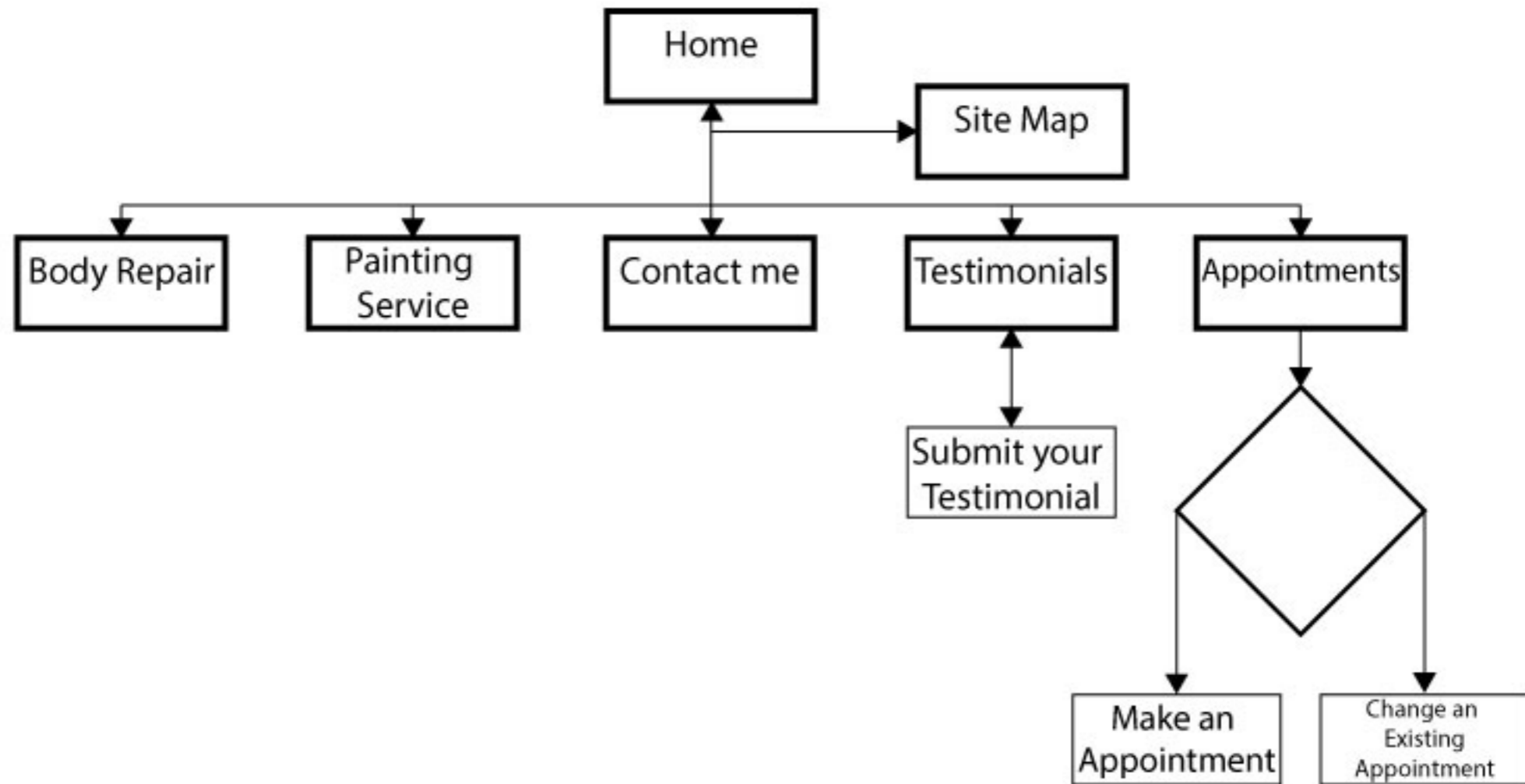
Company (Optional):

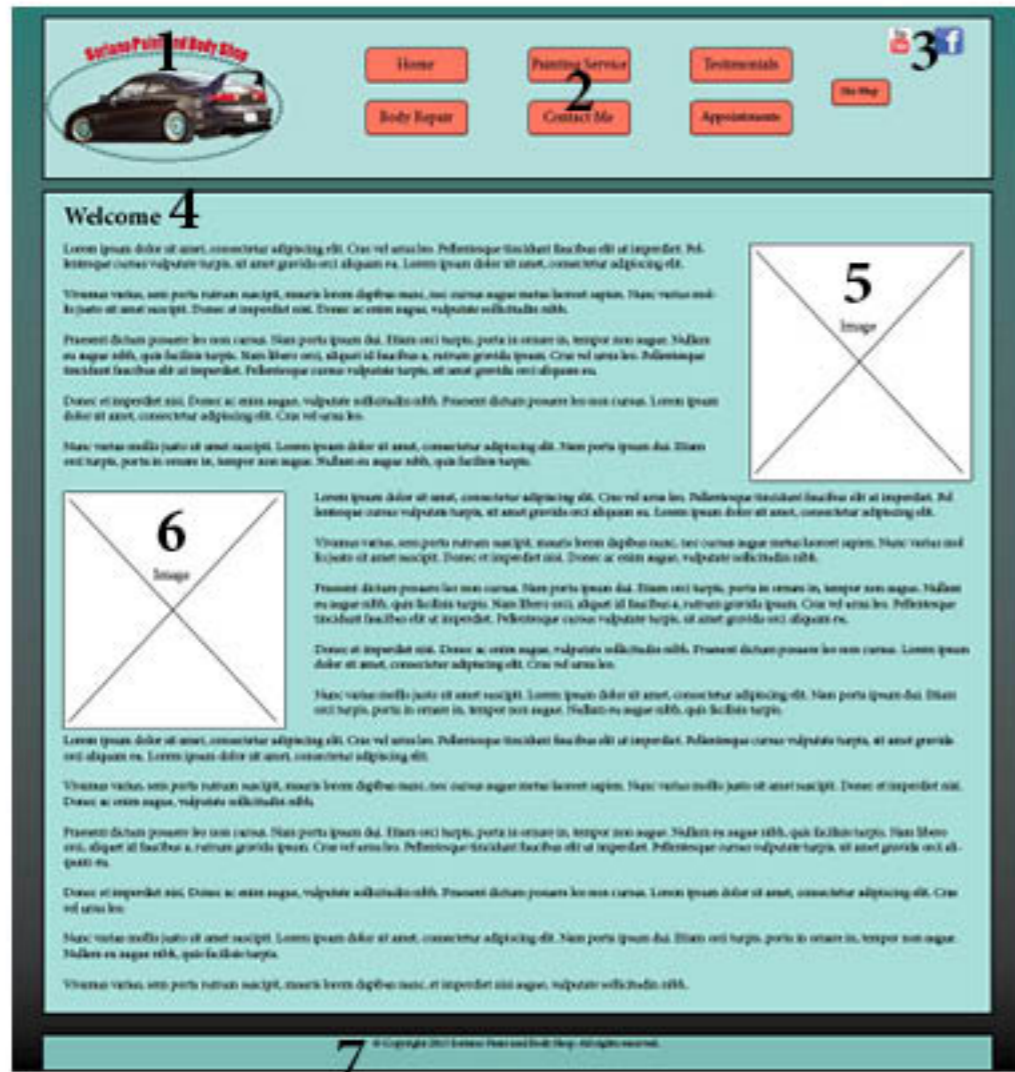
Testimonial:



Submit

# Website Flowchart





1. This is the Logo of the company located on every webpage. It is just a picture with no link.

2. This is the main navigation located on every webpage takes you to the Home Page, Body Repair Page, Painting Service Page, Contact Me Page, Testimonials Page, Appointments Page, and Site Map Page respectively.

3. These are social media buttons that take the user to the YouTube or Facebook page of the company owner.

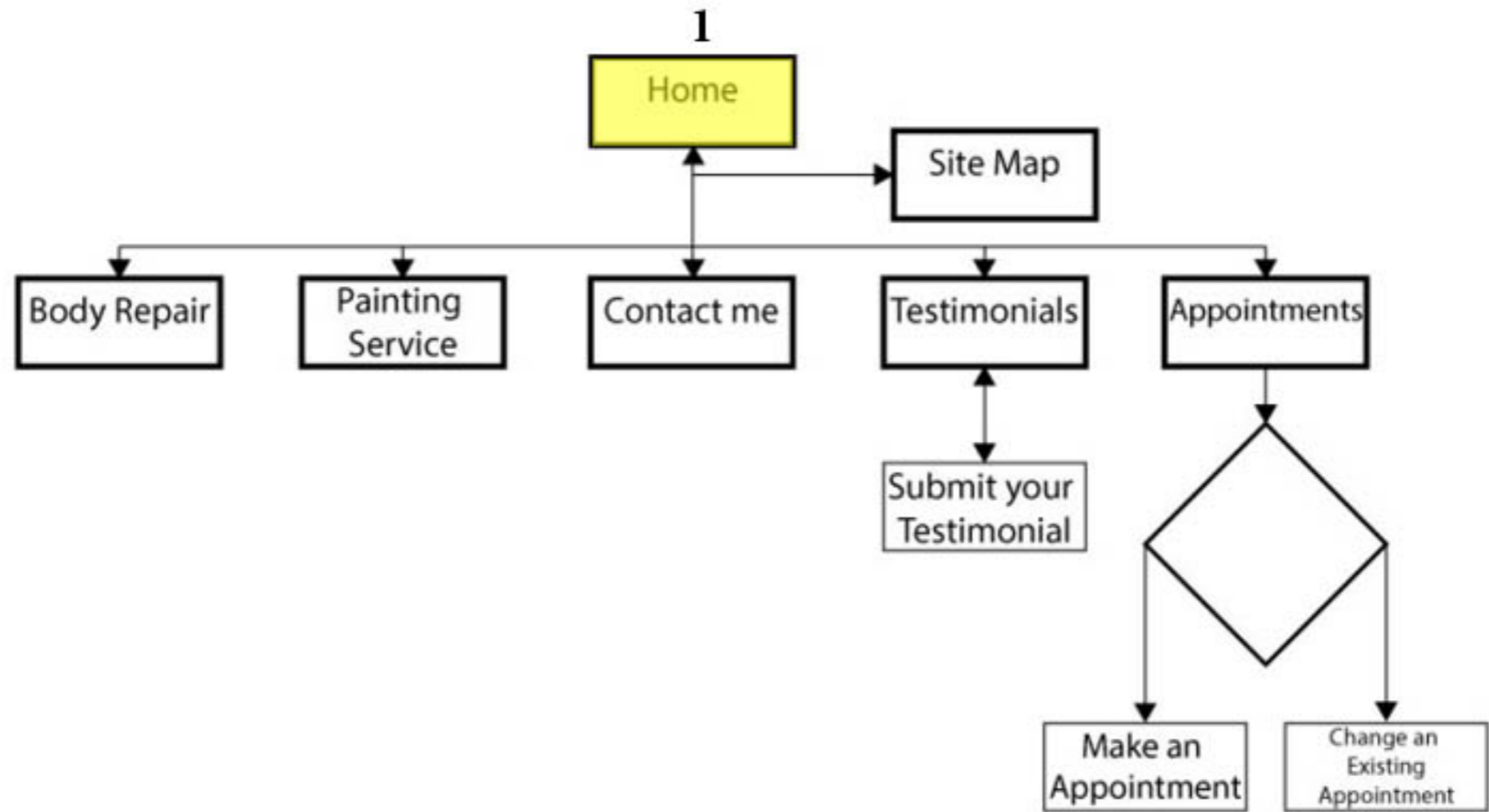
4. This is the body content of the page that welcomes users to the website and briefly describes what this company is about and what it does. No links are added to any of the content.

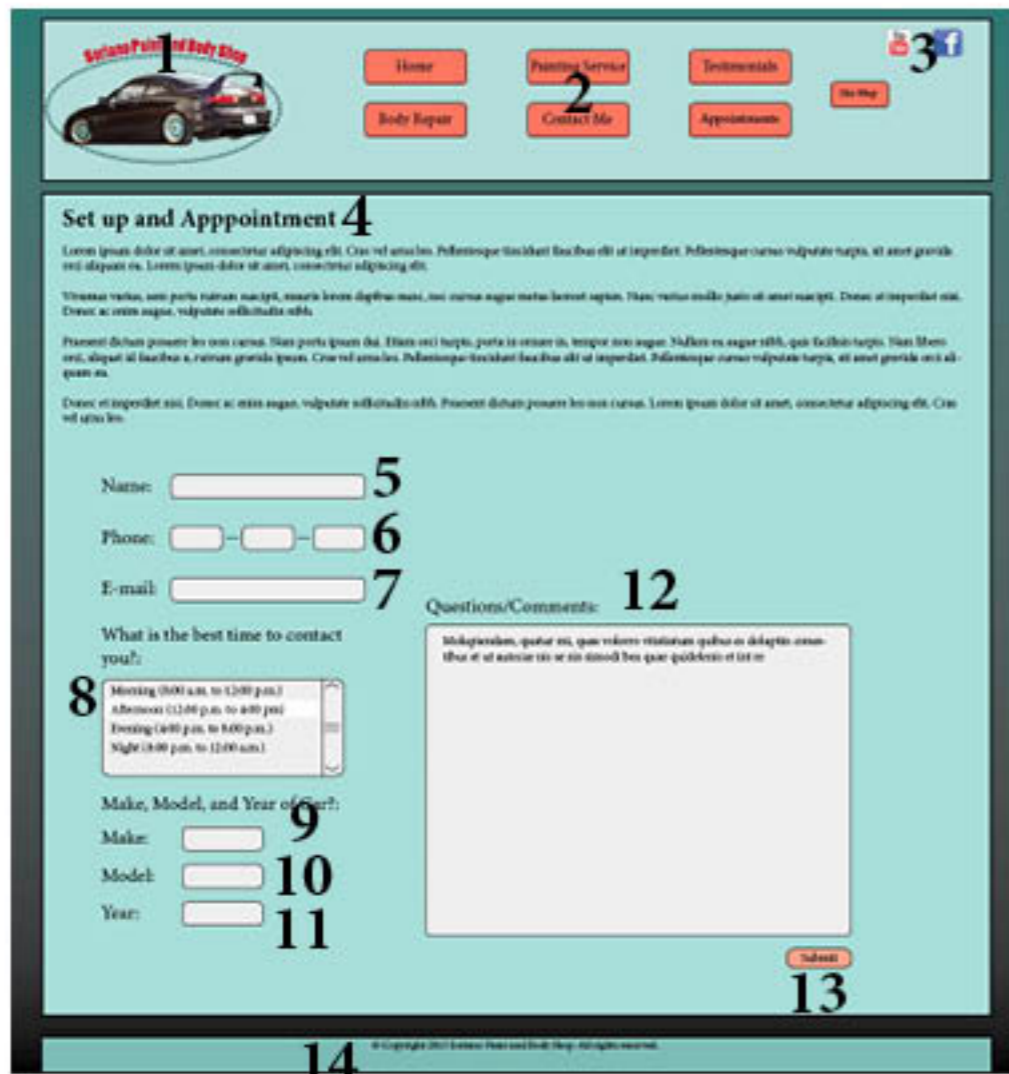
5. The first image of the page of a sports car that when clicked, opens the picture in a shadowbox.

6. The second image of the page of a primed car being spray-painted that when clicked, opens the picture in a shadowbox.

7. The footer of the page located on every webpage. No links are in the text.

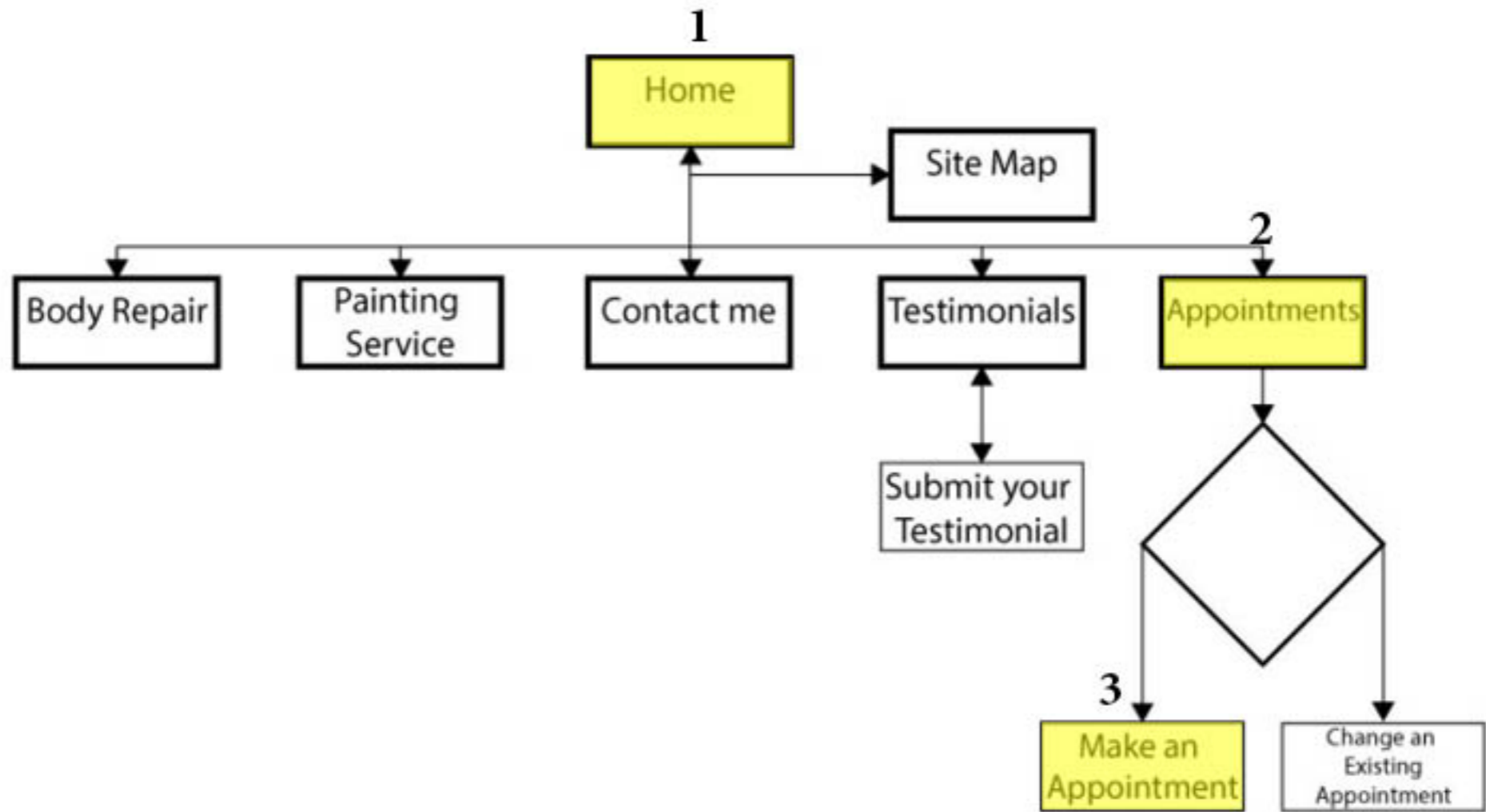


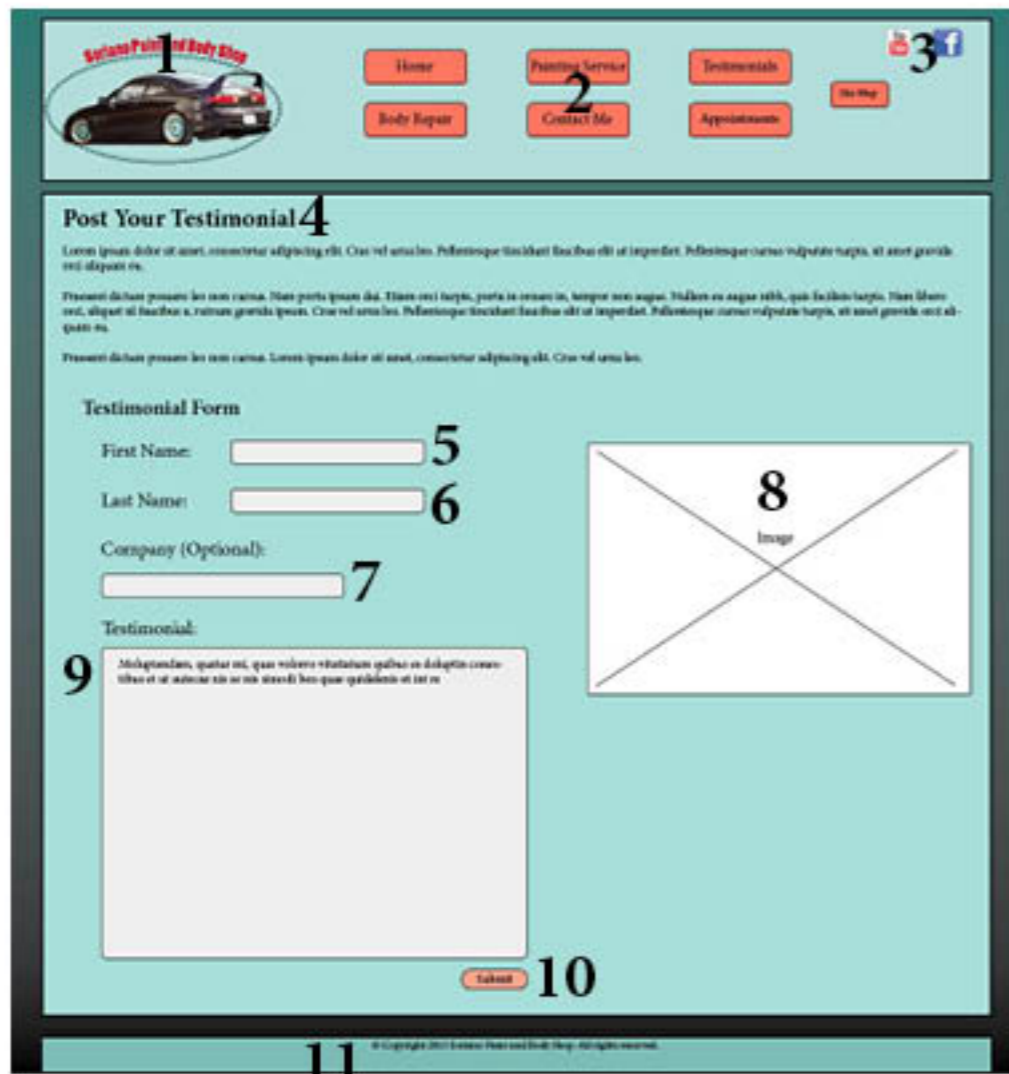




1. This is the Logo of the company located on every webpage. It is just a picture with no link.
2. This is the main navigation located on every webpage takes you to the Home Page, Body Repair Page, Painting Service Page, Contact Me Page, Testimonials Page, Appointments Page, and Site Map Page respectively.
3. These are social media buttons that take the user to the YouTube or Facebook page of the company owner.
4. This is the body content of the page that goes into detail about how to set up an appointment with the company owner. No links are in the content

5. The Name input field that users fill in for an appointment
6. The Phone input field where users fill in their phone number of preference in which they can be contacted by the company owner. The first two fields hold three numbers, while the third holds four.
7. The E-mail input field in which users fill in their personal email address in which they can be contacted by the company owner.
8. The Best Time to Contact You dropdown selection that allows users to select their preferred time to be contacted by the company owner. There is only four selections to choose from.
9. The Make field that users fill out about the car that they wish to have a quote on.
10. The Model field that users fill out about the car that they wish to have a quote on.
11. The Year field that users fill out about the car that they wish to have a quote on.
12. The Questions/Comments field that users have an option to fill out about a concern or question that they may have.
13. The Submit button that users press after filling out all of the appropriate fields of the form. After the button has been pressed, the information will be collected by a database and sent via email to the company owner's company email account. The users are then redirected to the Appointments Page.
14. The footer of the page located on every webpage. No links are in the text.





1. This is the Logo of the company located on every webpage. It is just a picture with no link.
2. This is the main navigation located on every webpage takes you to the Home Page, Body Repair Page, Painting Service Page, Contact Me Page, Testimonials Page, Appointments Page, and Site Map Page respectively.
3. These are social media buttons that take the user to the YouTube or Facebook page of the company owner.

4. This is the body content of the page that tells users how to post their own testimonial. No links are added to any of the content.

5. The First Name field in which users enter their first name.

6. The Last Name field in which users enter their last name.

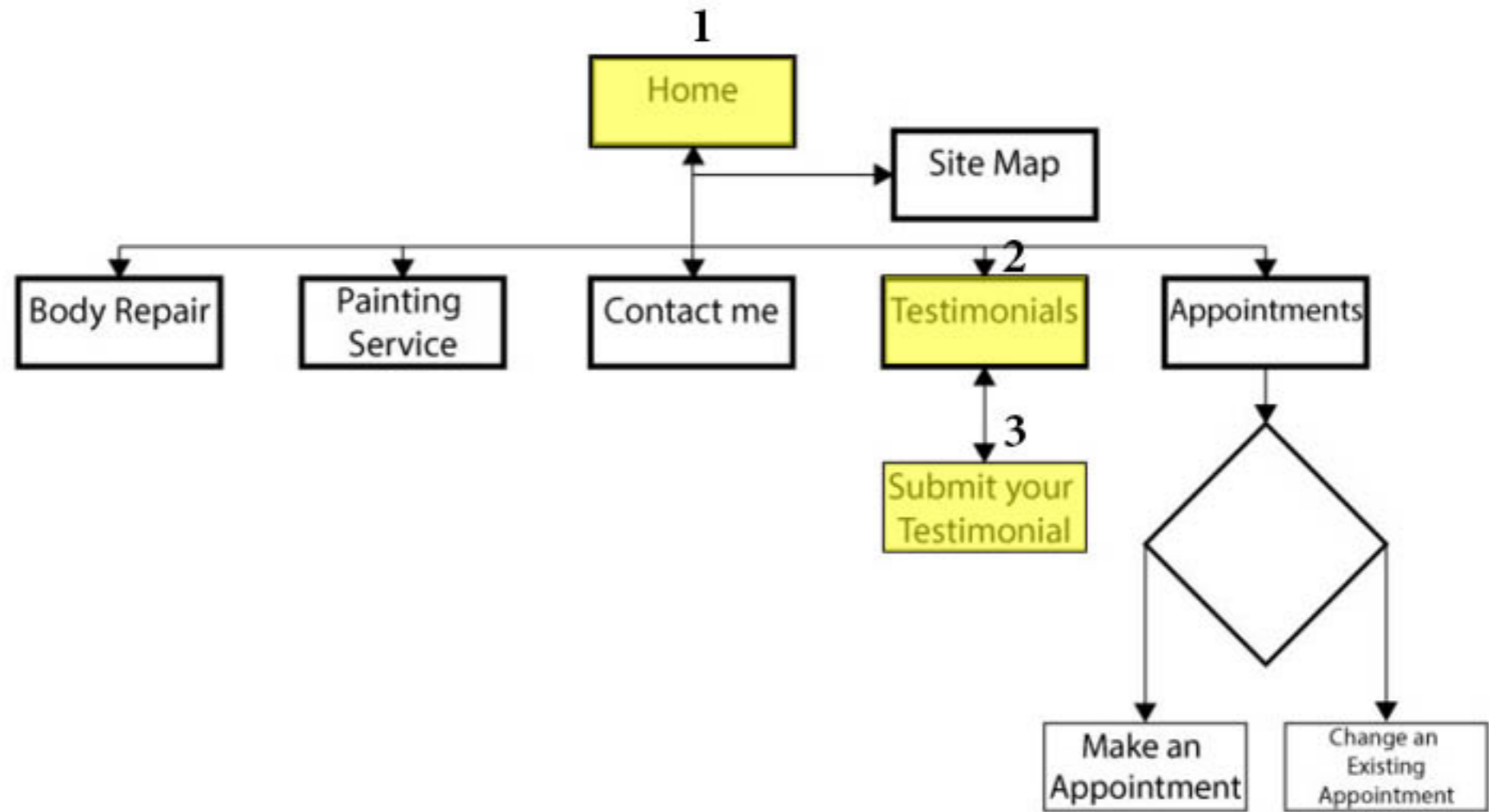
7. The Company field where users have the option to put in the name of the company that they work for.

8. The only image of the page of a customer shaking the hand of a mechanic that when clicked, opens the picture in a shadowbox.

9. The Testimonial field where users leave a professional comment or description of their positive experience with the company.

10. The Submit button that users click on after they have filled out the appropriate fields. After the button has been pressed, the information from the fields are put into a database and displayed on the Testimonials webpage. The users are then redirected to the Testimonials Page.

11. The footer of the page located on every webpage. No links are in the text.



• **Website Submit Testimonial Page Storyboard Part 2**

# Website Timeline



Milestone 1: Create home page; 7 hours

Milestone 2: Create site map; 3 hours

Milestone 3: Create databases; 5 hours

Milestone 4: Create Body Repair page; 7 hours

Milestone 5: Create Painting Service page; 7 hours

Milestone 6: Create Contact Me page; 4 hours

Milestone 7: Create Testimonials page; 6 hours

Milestone 8: Create Submit Testimonials page; 8 hours

Milestone 9: Create Appointments page; 5 hours

Milestone 10: Create Make an Appointment page; 8 hours

Milestone 11: Create Change an Existing Appointment page;

8 hours

**Hours till Completion**

