

Barabus Luxury Vehicles: Client Brief

Company Name:

Barabus

Owner:

Antwon Herron

Company Description:

Barabus is a 110-year-old luxury car dealership that caters to the wealthy clients looking for their perfect choice of transportation. They Barabus is driven by Antwon's passion for high-end vehicles, assisting all customers in selecting their car soul mates with attention to detail and service. It is a one-of-a-kind luxury dealership, offering any and all luxury brands to customers. Clients are greeted at the door and treated like the royalty they are.

Competitors:

all other luxury car dealerships, which only specialize in specific brands

Target Audience:

wealthy persons with great disposable income, looking to show-off and feel special

Project parameters:

logo design and website

What to accomplish with website/marketing objective:

It is a new website. It will be used as an extension of the brick-and-mortar business, drawing in both the current older wealthy customers, as well as the newer, young up-and-coming generation.

Increase sales--site

Features:

Videos of interiors and exteriors, image galleries/modals, 360-degree viewing, build-your-own/car-customizer

Color Palette:

royal blue, beige, gray

Website Feel:

intuitive, luxurious, smooth, sumptuous, sleek



Name: Mitzi B.

Age: 36

Marital Status: single

Profession: CEO of World Women's Health Fund

Income: \$120,000/year + trust fund

Address: Washington, D.C.

Vacation Homes: Cayman Islands, Singapore

Hobbies:

private island-hopping

wine country tours & tastings

Shopping

Favorites:

Sushi in Tokyo, Japan

Fine wines

Color: baby blue

Sunrise jogs

Frustrations:

Hates waiting in long lines

Dislikes crowded places

Finds shopping for cars demeaning

Fun Facts:

Italian diplomat's daughter

Former Olympic hopeful



Name: Monty Arbuckle

Age: 56

Marital Status: married to his second wife for 7 years

Profession: Hedge fund creator/manager

Net-worth: \$13 million

Address: Bridgeport, CT

Hobbies: golf, travel in private jet

Favorites:

Steak with a side of roasted new potatoes

The French Riviera

Collecting and racing old sports cars

Drinking Scotch and smoking fine Cuban cigars

Fun Facts:

Pet Shih Tzu named Lily

Has three children

Loves eating ice cream on hot summer days

User Analysis

| User Outcomes | Website Features |
|---|---|
| List the outcomes your users want from your website. (Pick the most distinctive ones or the one they you most understand.) | Match how you would design your content to meet the outcome. List what key feature(s) would align with the desired user outcome. |
| Ability to shop online for dream vehicles, feeling special by end of purchase | Photo/video galleries, organized by brand, color, style, etc. Build-your-car tool (allows customers to create their own perfect vehicle): select colors/materials/finishes for interior and exterior--easy to use/navigate |
| Want to feel taken care of/need to find more information | Contact information is available for customer |

User Characteristics

| User Motivation | Website Approach |
|--|--|
| List user motivations | Match how this would influence your content design. |
| Want to show off/feel special | Selecting customized vehicle colors, material, and features with the build-your-dream feature. |
| Want to save time/don't like to go out | Shop onsite--both window shop before going to dealership, or make final purchase online |

| User Behaviors | Website Approach |
|-----------------------|---|
| List user behaviors | Match how this would influence your content design. |
| Impatience | Information would be quickly and easily accessible through menu(s) |
| Like to have fun | Site will have a clean, modern design, with minimal written content--image driven |

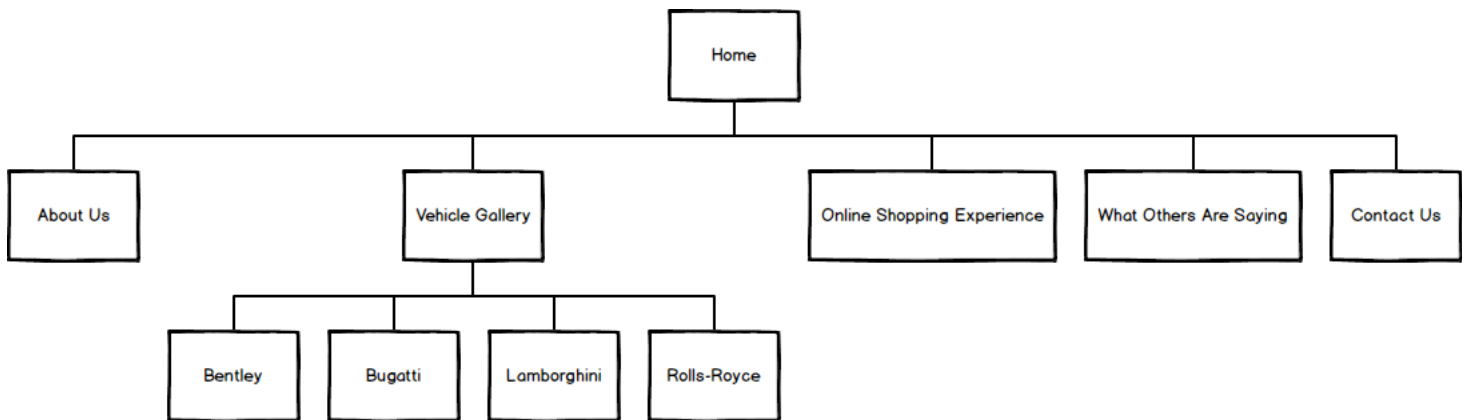
From The Worksheet Tables – place the information into your Content Plan

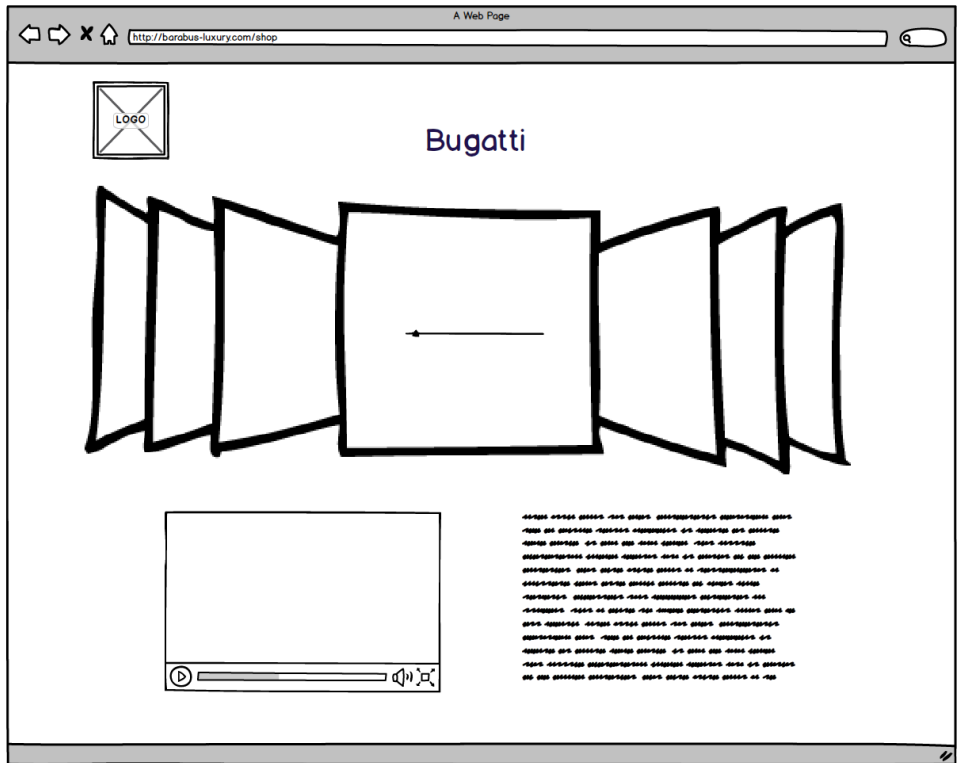
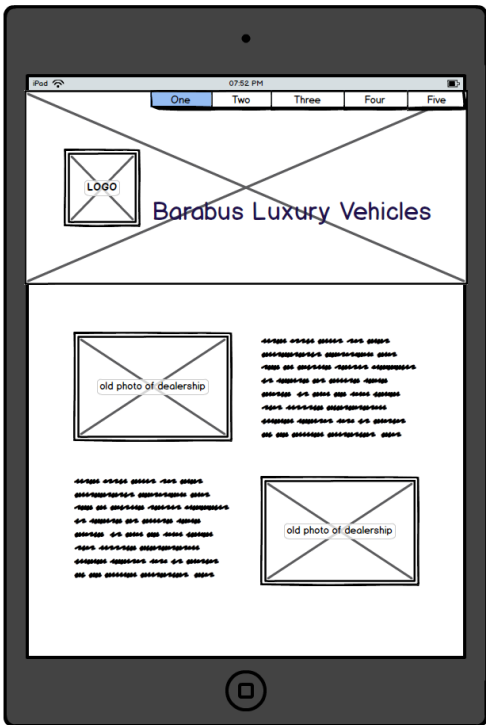
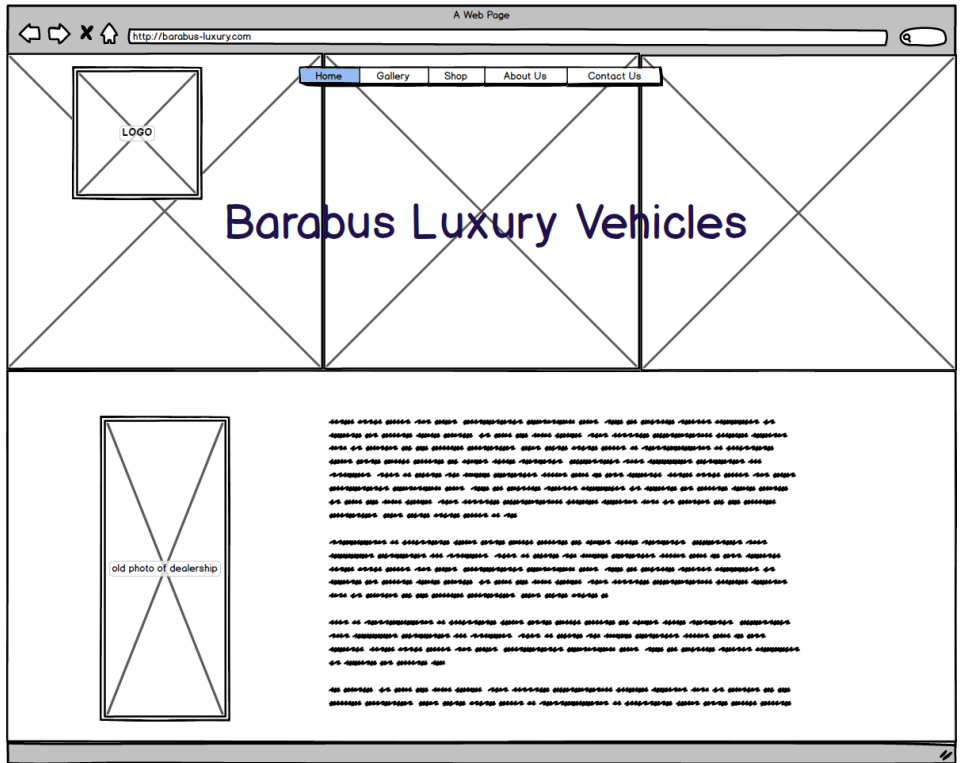
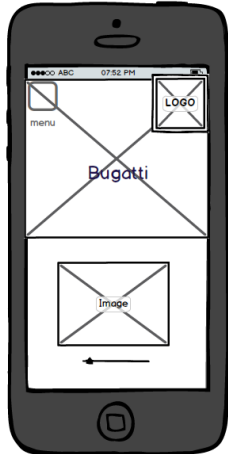
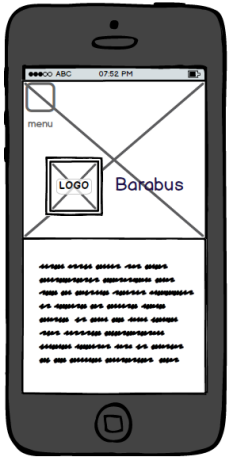
| topic | Luxury Car Dealership |
|----------------------|---|
| User goals | Wish to shop online for the vehicle they would like, selecting colors, materials, finishes, features, etc. They wish for a user-friendly experience that makes them comfortable and left feeling special. |
| User characteristics | Wealthy, upper class people with disposable income they would like to spend on luxury vehicles, want to feel special |
| website goals | Allow customers, who do not like to take time shopping for a new vehicle, the luxury of shopping online, changing colors, materials, etc. until they create and purchase the perfect one. |
| website message | Barabus Luxury Vehicles: Where the rich and famous find their dream car experience |

Barabus: Content Plan

| | | |
|----------------------|--|---------------|
| topic | Barabus: Dealer of Luxury Vehicles | |
| User goals | To shop for their custom luxury vehicle | |
| User characteristics | Wealthy persons, both young and old, looking for a flashy customized vehicle | |
| website goals | Allow customers to shop for their perfect vehicle online, get information about and ability to make contact with dealership location | |
| website message | "We will help you find the luxury vehicle that is perfect for you!" | |
| OUTLINE | | |
| heading and content | | element type |
| h1 | Barabus Luxury Vehicles | |
| h2 | About Us | |
| h2 | Vehicle Gallery | |
| h3 | Bentley | modal/gallery |
| h3 | Bugatti | modal/gallery |
| h3 | Lamborghini | modal/gallery |
| h3 | Rolls-Royce | modal/gallery |
| h2 | Online Shopping Experience | |
| h2 | What Others Are Saying (testimonials) | slider |
| h2 | Contact Us | |

Start-to-Finish: Barabus Luxury Vehicles Breakpoint Wireframe





Barabus Luxury Car Dealership

Style Tile

Colors



Step into your Ghost today.
Savoie LET Plain

Paragraph Font - Corbel -

Textures

[Click Here](#)

Adjectives

Sophisticated

Clean

Sleek

Luxurious

Glamorous