

## Branding Message & Personality

The Mobile Mechanic is a friendly, fast and reliable service for taking care of your car in a busy world. The Mobile Mechanic allows the individual to multitask, having an oil change at home while meeting that deadline or taking care of kids.

The Mobile Mechanic personifies making your life easier.

## CLIENT BRIEF

Mobile Mechanic is a one-man, one-truck/trailer new business that will be associated with a brick and mortar auto repair shop. The business will specialize in offering maintenance, diagnostics, simple repairs and replacement parts all done at the client's home or place of business. There are almost no known competitors and the business will offer competent, efficient & friendly service with a smile.

Mobile Mechanic will offer convenient, stay-at-home service in a selected geographic city area.

The website will create an online presence for the Mobile Mechanic where people can find the service area, services offered, a complete price list and scheduling options.

## USER ANALYSIS

The target audience covers a wide range of genders and age groups. Essentially anyone who is busy, has a hectic schedule, is homebound, is elderly, has small children or just wants the convenience of having work done in their own driveway will enjoy the services of Mobile Mechanic.

The users want a clean, easy to navigate website with price lists, services, scheduling/phone number options and an option to have a stored service history.

# Mabel Gray

PERSONA ONE

**AGE** 76  
**OCCUPATION** Retired  
**STATUS** Widowed  
**LOCATION** Roseville, MI

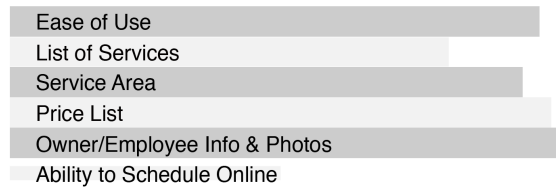


*"It is getting to be difficult for me to get around as much as I used to. To have someone come to the house to work on my car would be so very helpful to me"*

## MOTIVATIONS



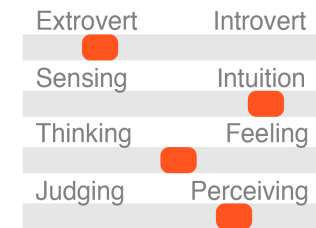
## WEBSITE NEEDS



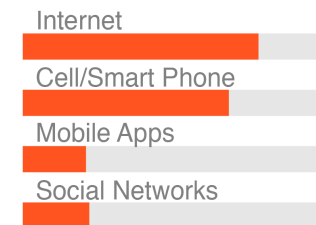
## BIO

Mabel retired ten years ago from a long nursing career and her husband died three years ago. Increasing health issues have limited her driving to just the essentials like doctor visits, shopping and her volunteer work. She is a volunteer at the local hospital where she works in pediatrics comforting sick children. She is an avid bridge player and does have a full social calendar. While she does drive, having the convenience of a mobile mechanic would simplify her life and allow her to relax at home instead of waiting at an auto shop.

## PERSONALITY



## TECHNOLOGY



## GOALS

- Keep active
- Volunteer
- Enjoy Life

## FRUSTRATIONS

- Difficulty Getting Around
- Waiting/Long Lines
- Poor communication





## CONTENT STRATEGY LIST

1. About "The Mobile Mechanic
2. Service Area
3. Contact
4. Services-Benefit Bar style
5. Link to pdf: services/price list
6. Online scheduling

## HIERARCHY

h1 The Mobile Mechanic

h2 Who is the Mobile Mechanic?

h2 Where is my service area?

h2 Contact Me

h2 Services

h3 Diagnostics

h3 Basic Maintenance

h3 Simple Repairs

h2 Schedule an appointment online

## DELIVERABLES

Online Scheduling

Contact Form

Link to services-pdf

# The Mobile Mechanic

Contact Me

To Contact Form

Services

Diagnostic  
pdf

Maintenance  
pdf

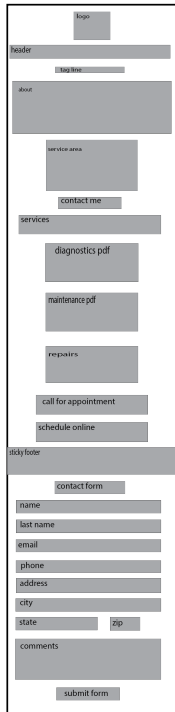
Repairs  
pdf

Schedule

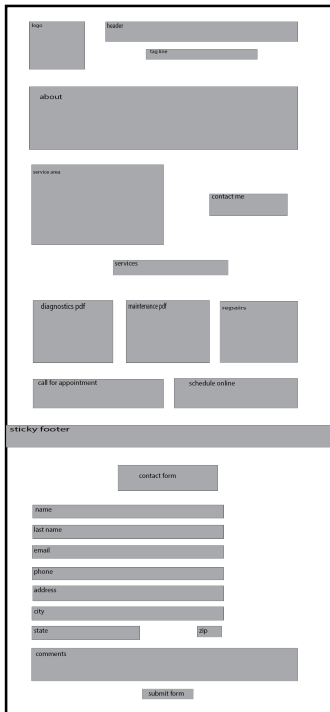
To Scheduling App

# Breakpoint Sketch

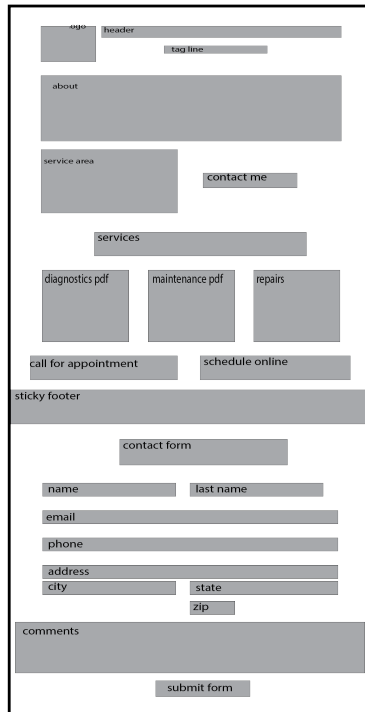
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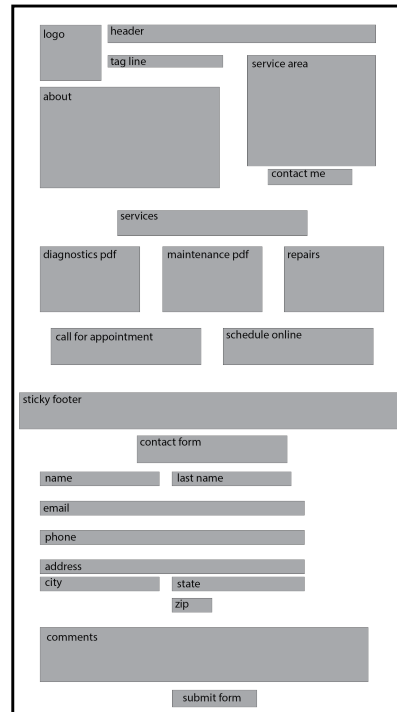
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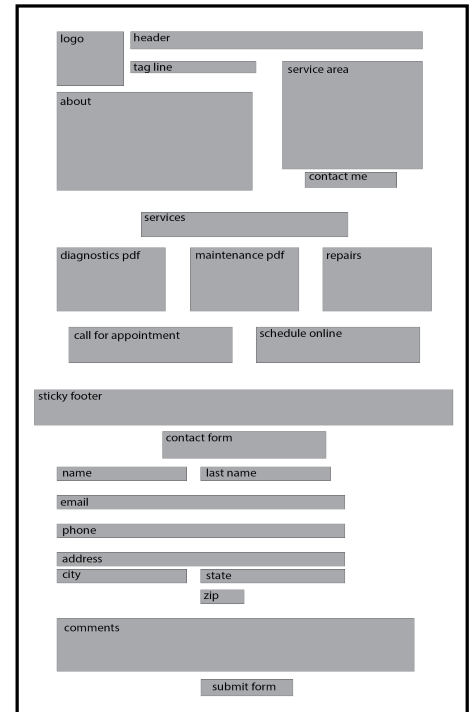
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1224



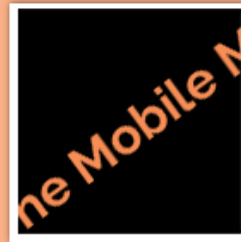
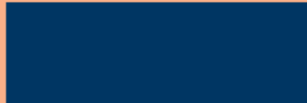
1440



# The Mobile Mechanic



## Possible Colors



## This is an Example of a Header

Font: Raleway bold

## This is an Example of a Sub Head

Font: Raleway medium

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Local  
SOLID  
Friendly  
Reliable  
Reputable  
Fast

[CLICK HERE FOR FULL PRICE LIST](#)

[CLICK HERE FOR FULL SERVICE LIST](#)





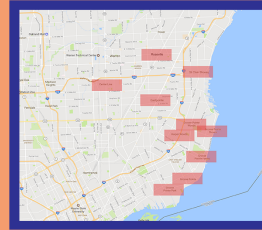
# The Mobile Mechanic

Service with a Smile

Service Area



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[CONTACT ME](#)

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## SERVICES THAT WE OFFER

All Makes, Models and Years

**DIAGNOSTICS**

[CLICK HERE](#)  
for a full list of diagnostic services

**BASIC MAINTENANCE**

[CLICK HERE](#)  
for a full list of maintenance services

**SIMPLE REPAIRS**

[CLICK HERE](#)  
for a full list of repair services

[CALL 313-222-5555 TO SCHEDULE AN APPOINTMENT](#)

[CLICK HERE TO SCHEDULE AN APPOINTMENT ONLINE](#)



The Mobile Mechanic  
313-222-5555

### Contact the Mobile Mechanic

313-222-5555

Name\*

First Name Last Name

Email\*

Phone\*

Address\*

City State

ZIP Code

Comments

[SUBMIT FORM](#)

# Eddie as CLIENT Sign Off Sheet

<b>Full Design Project</b>	<b>Client One Sign Off</b>	<b>Date</b>	<b>Notes</b>
CREATE team space / log / schedule	Signed	4/6	
<b>Sign Offs Discovery &amp; Analysis</b>			
Client Brief	Signed	4/6	
User Analysis with 2 personas	Signed	4/6	
<b>Sign Offs Content</b>			
Deliverable List			client unavailable
Content Plan			client unavailable
Hierarchy			client unavailable
Site Map			client unavailable
<b>Sign Offs Design</b>			
Desktop Layout Wire Frame			client unavailable
Breakpoint Sketch			client unavailable
Style Tile			client unavailable
<b>Sign Offs Prototype</b>			
Prototype	client saw an ok'd	5/4/2017	

## Evaluation of being a Designer

I enjoyed the process of being a designer overall. I enjoyed the process of the first client meeting and getting a feel for the clients wants and needs for the website. Completing the client brief was helpful, but I do know that in a real world situation it would be much more involved (or, unfortunately I may wind up with a client who has no idea what they want, which could be worse) and dealing with the changing views, etc. But I did feel the process was invaluable.

Getting into the design phase was fun, taking the ideas and wants of the client and creating what they want. In the this exercise I didn't really get ant feedback from my hypothetical client so it was both herder and easier to just forge ahead and make the site.

I do feel the process was and will be helpful.

## Evaluation of being a Client

My client was unavailable to complete this part of the assignment.