

Amenero Motors Mobile Website Redesign

For my Design Essentials class, I was tasked with designing a mobile website. I decided to redesign the mobile website for Amenero Motors, an existing business I was familiar with.

Amenero Motors is a family owned used car dealership in the Pleasant Grove area. They are dedicated to providing world class customer service and offer a wide-selection of used cars.



PHONE:

(801) 691-1561



SEARCH BY PRICE

Under \$5,000

Under \$10,000

Under \$15,000

Under \$20,000

Under \$25,000

Under \$30,000

Under \$35,000

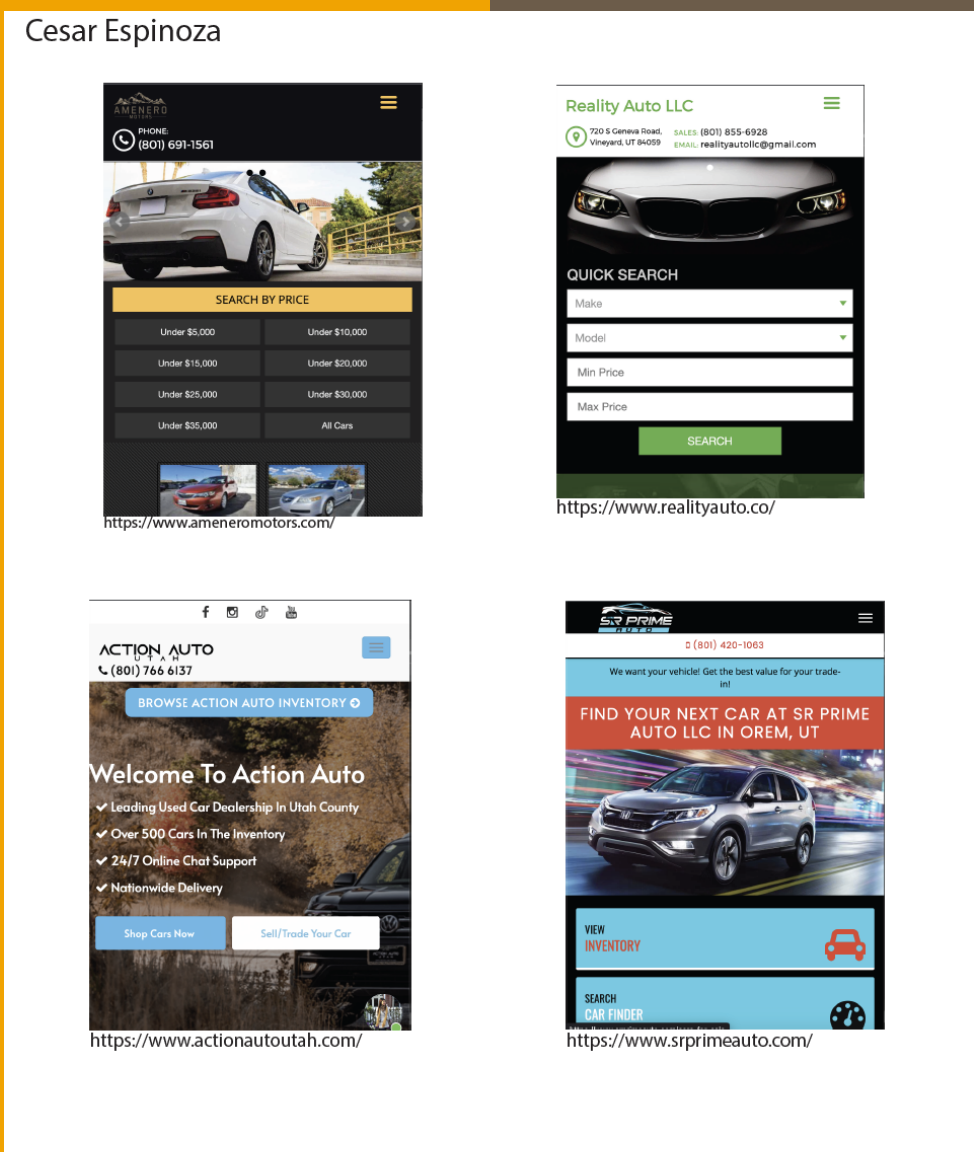
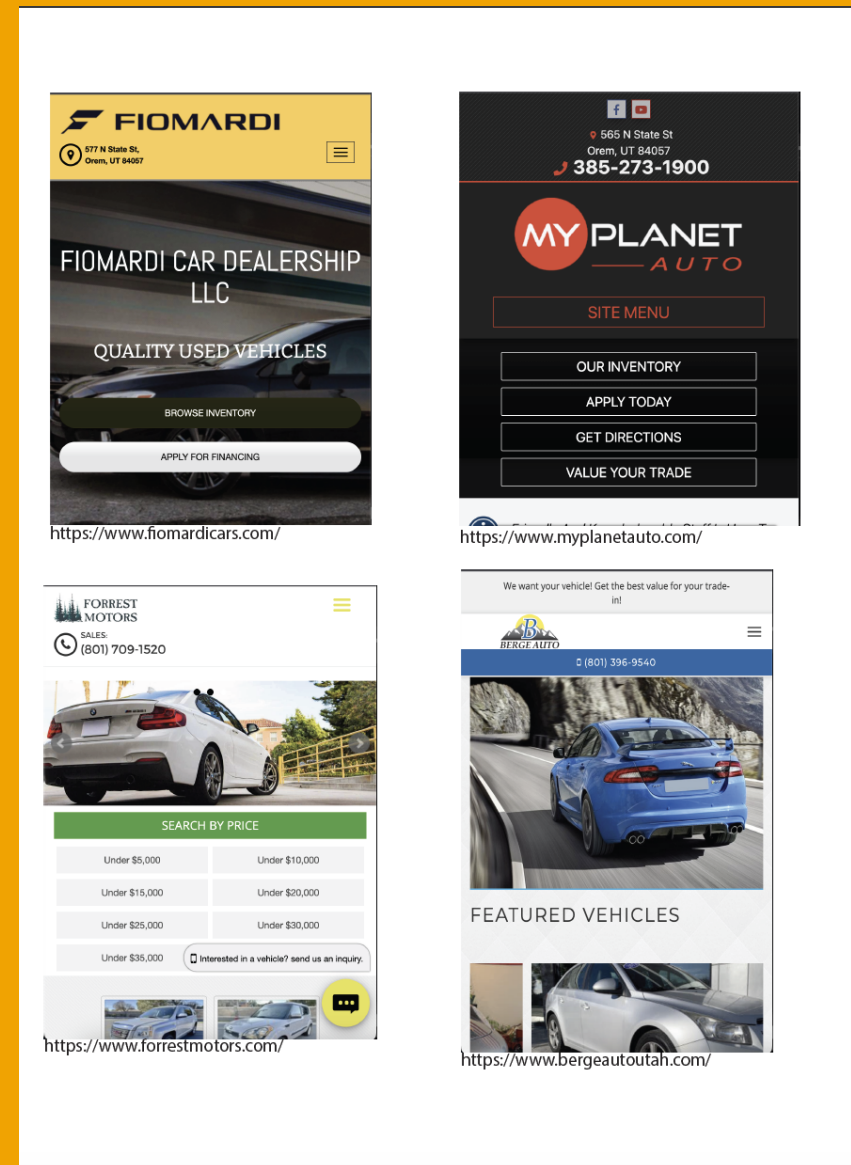
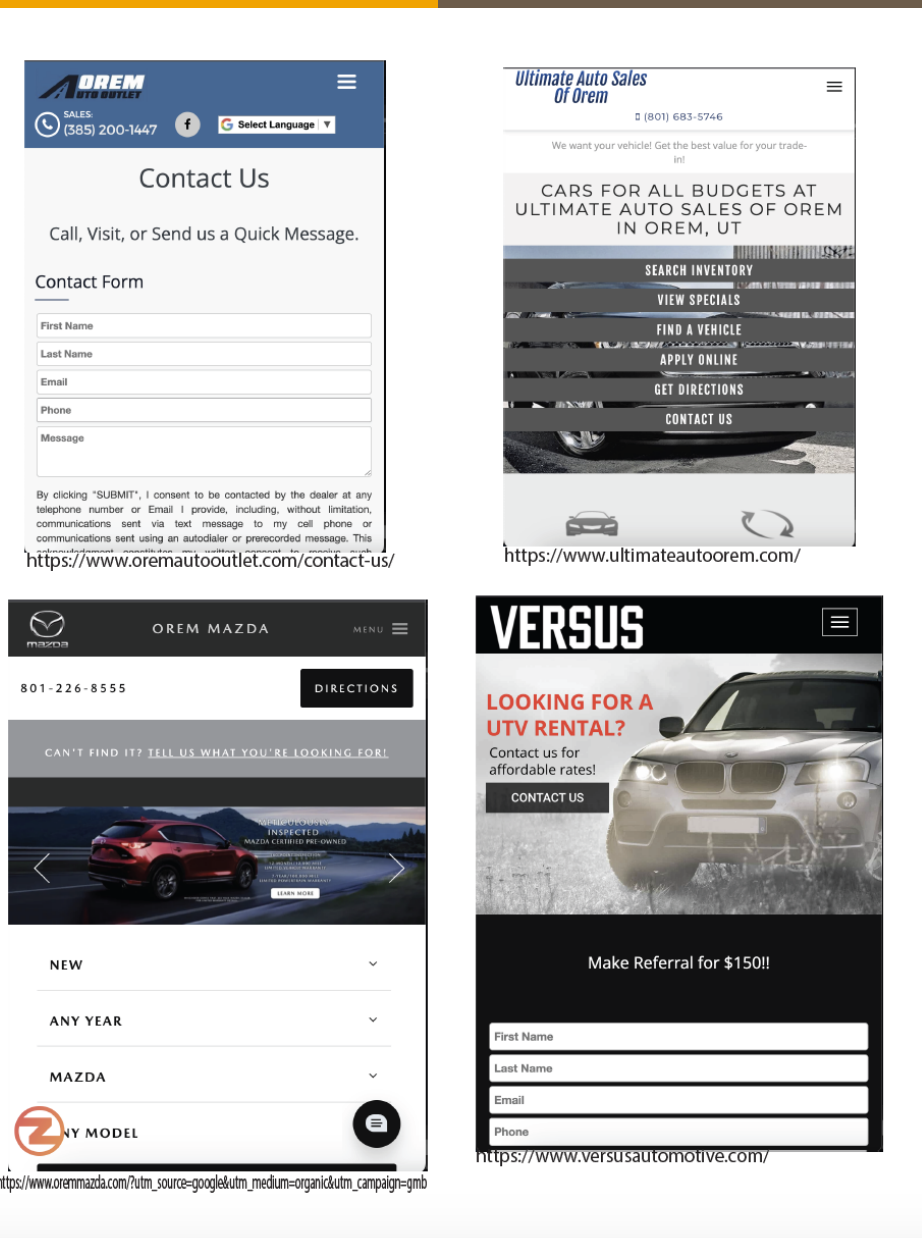
All Cars



At the beginning of the year, Amenero Motors moved locations. As a result, the company wanted to take the opportunity to rebrand to attempt to reach a wider customer base at their new location.

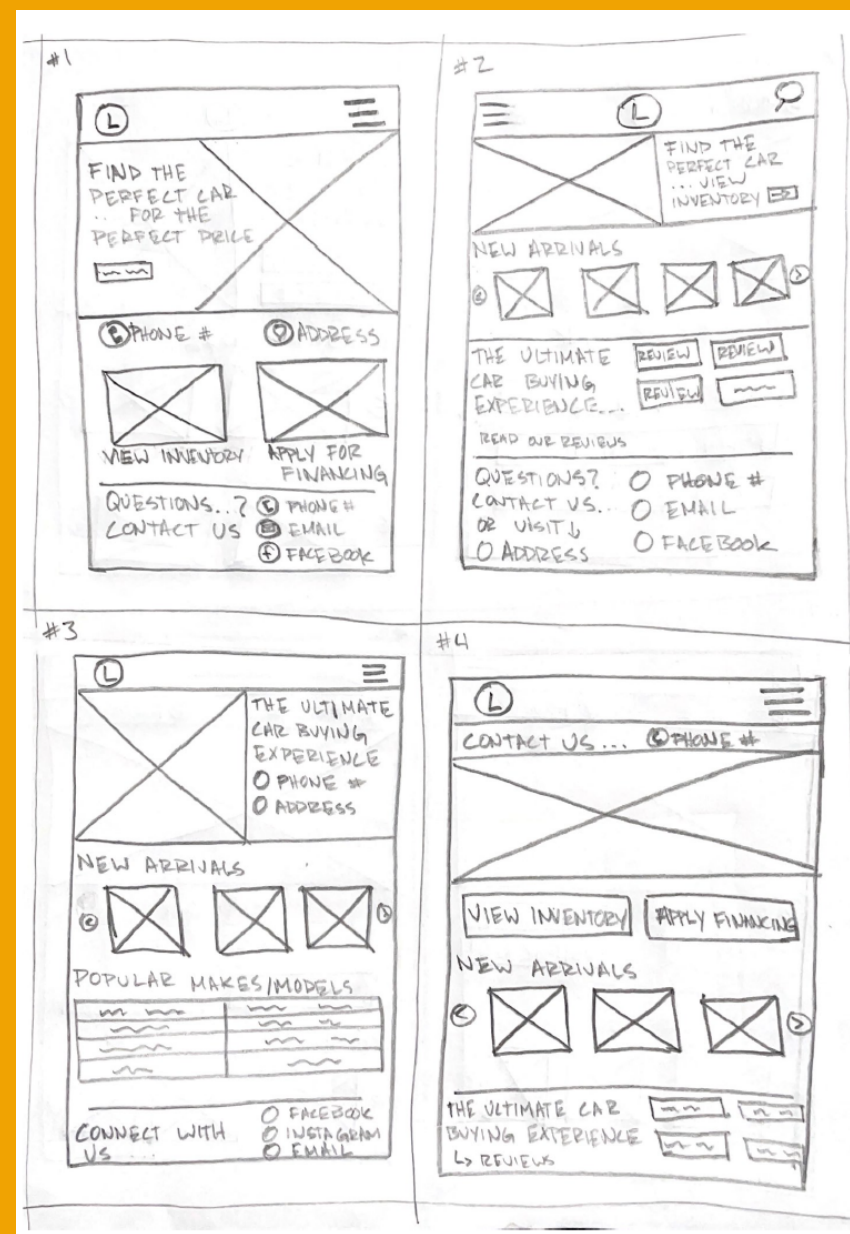
As part of my Design Essentials class, I decided to take on the task of redesigning the company's existing mobile website. Their current website is shown on the left. The goal was to make the site easier to navigate to allow customers to reach their goals. This includes finding a possible car, financing help, and locating contact information.

Alongside the functionality, the site also had to maintain the overall branding of the company. As part of my class, I'd have to incorporate my redesigned logo as well.



I worked on this project on my own with feedback and support provided by my professor, classmates, and an Amenero Motors representative.

To start off, I began by researching competing car dealership sites. This helped me see what components and needs dealership sites needed in order to help out customers.



Once I completed research, I began to sketch out ideas. My sketches attempted to include all the features a car dealership site typically includes: contact information that is easy to find, specifically an address or phone number, a way to view current inventory, a hero image displaying a car, and an option to apply or get help with financing.

I ended up doing 12 sketches. Some cleaned up the existing site quite a bit bringing it down to its bare essentials. Others were crammed with as much features as I could fit. After submitting my sketches and getting feedback I ended up going in the direction of something more simple.

PHONE:
801-555-5555



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At this point in my education we did not do any wireframing. Instead we went straight to a final surface comp. To the left is the design I ended up choosing.

I incorporated my new logo in the center with the phone number to the left and hamburger menu on the left to simplify the original site's header. In addition, instead of just the option of searching through inventory via price, I added three menu options that most people would primarily be looking for.

I then added links to the company's socials at the bottom for more contact options. At this point, I submitted this rough-ish final design for further feedback to my classmates.

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801-555-5555



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The bulk of the feedback I received from my rough draft were smaller details. I adjusted the colors of the site by adding a gradient to add some depth to the site. I also made the tagline in the middle more prominent by making it bigger and adding some line elements. I then added a gradient to the hero image to blend it into the rest of the site more.

Upon submission I received full points for my assignment. I learned a lot from this experience, especially the importance of research and finding what specific needs a site needs depending on its goals and target audience.