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Acuity Digital Solution 2019

**Haena Lee**

## ***Introduction***

### **“ Designing New Logo and Website for Auto Repair Shop. ”**

Waye Motors, located in Hamlin NY, is a family-owned and operated automotive repair shop serving Rochester as a whole, and Hamlin county NY area since 1959. Since their logo and website were designed a long time ago and weren't appealing at all, Acuity Marketing team decided to design a brand new logo and modern website which was more suitable to their brand identity.

# *Logo & Branding*

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Current Logo

Idea & Sketches

Logo Mock-up

Final Logo & Branding

## ***Current Logo***



### **Poor Typography**

There are too many typefaces on this logo. Different kinds of typefaces are used on "Waye Motors", "INC." and "Since 1959".

### **Old Style**

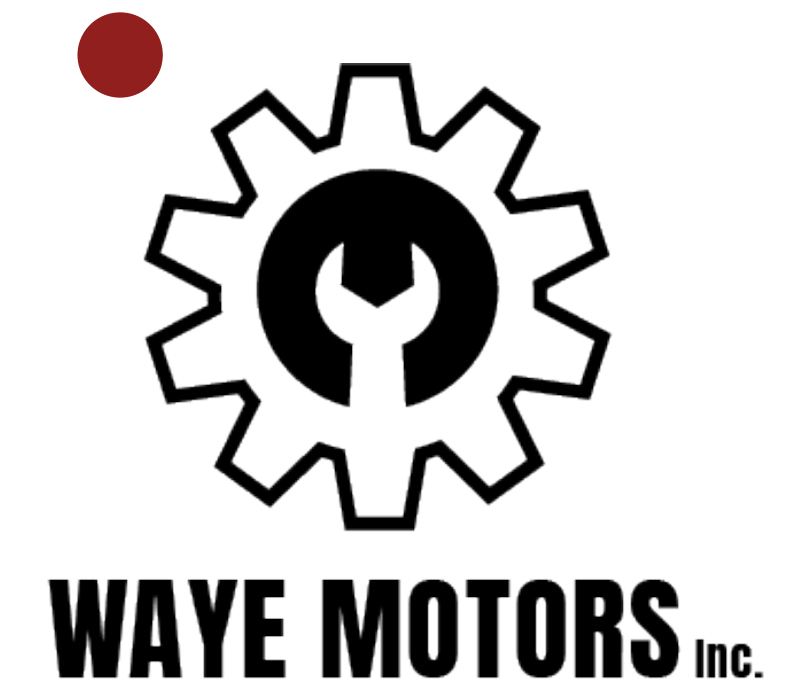
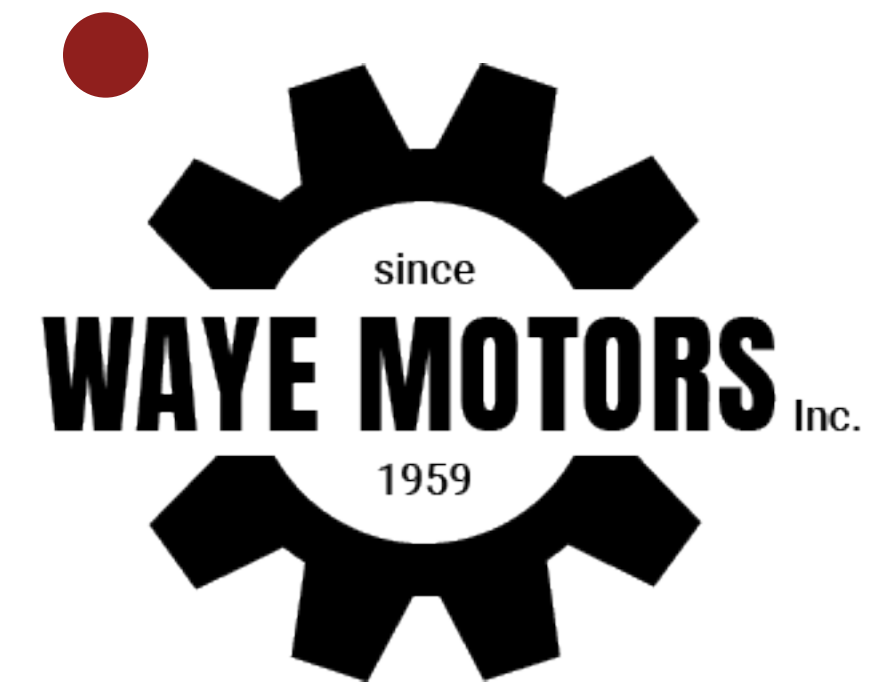
This logo has redundant decorations like drop shadows on the text and shape and text warp on "INC".

### **No Identity**

There is nothing special on this logo that shows this brand's identity as an auto repair shop.

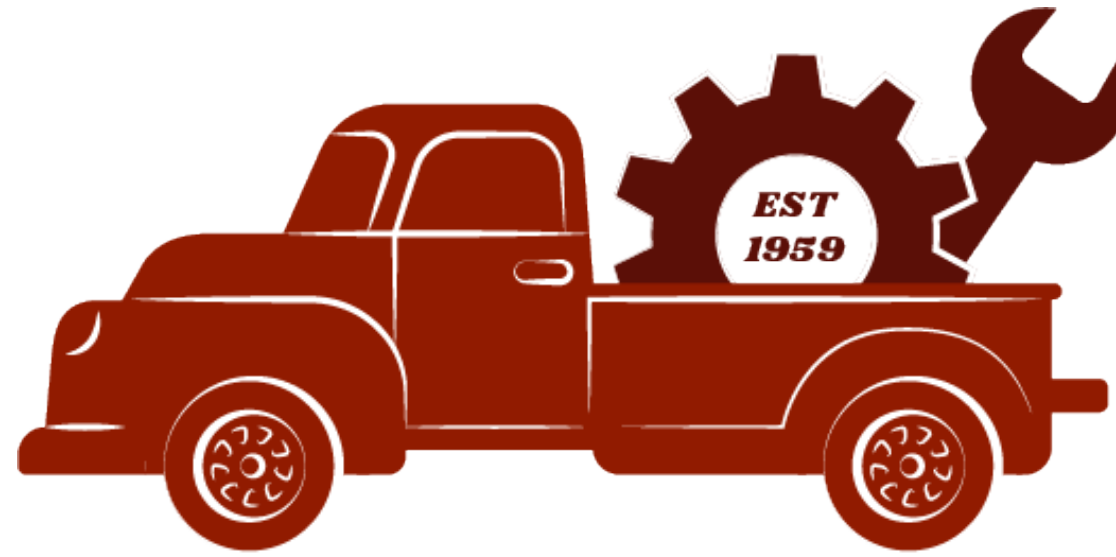
## Idea & Sketches

I made several concepts with black & white based on my sketches. I tried to use illustration or simple shape related to auto repair. My art director and I chose four concepts of them for development.



## Logo Mock Up

I developed 4 concepts and made a mock-up. I chose a similar red color which used to the original logo as the main brand color and also used brown color. Overall, I tried to make it classic and vintage but not to be old fashioned.



**WAYE MOTORS** Inc.



**Waye Motors** inc.

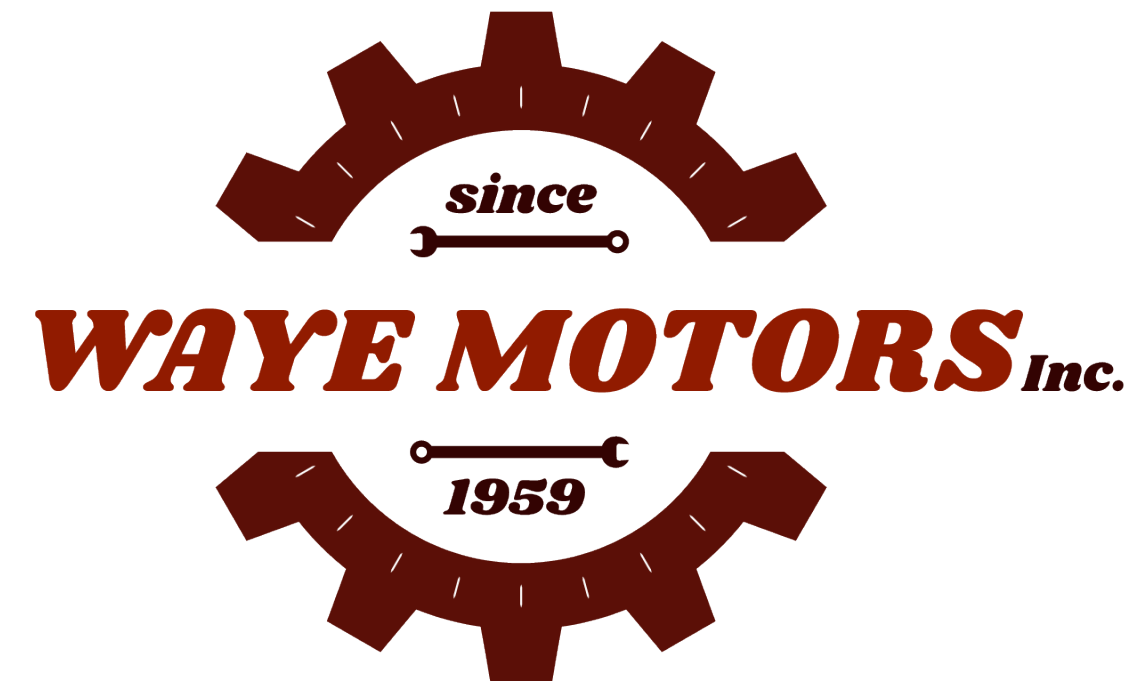


## Final Logo and Branding

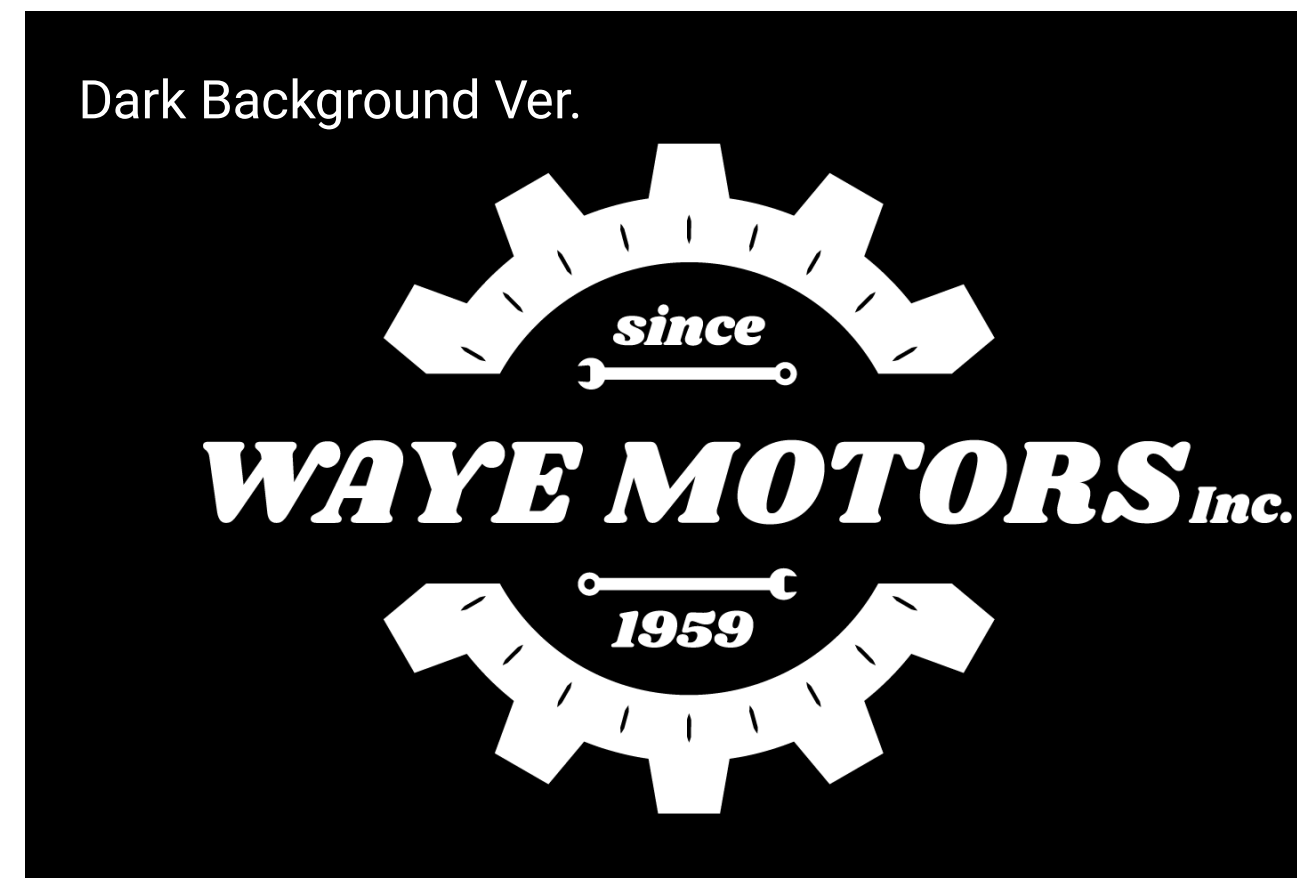
The clients chose the final logo and made a simple branding guide for the logo and website.

### — Logo

Original Ver.



Dark Background Ver.



### — Color



# 901f1d

# 5b0f07

# 301110

### — Typography

Title, Subtitle

***Shrikhand***

Bodycopy

Roboto Regular

Roboto Medium

# ***User Experience***

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Current Website Analysis

Problem

Solution

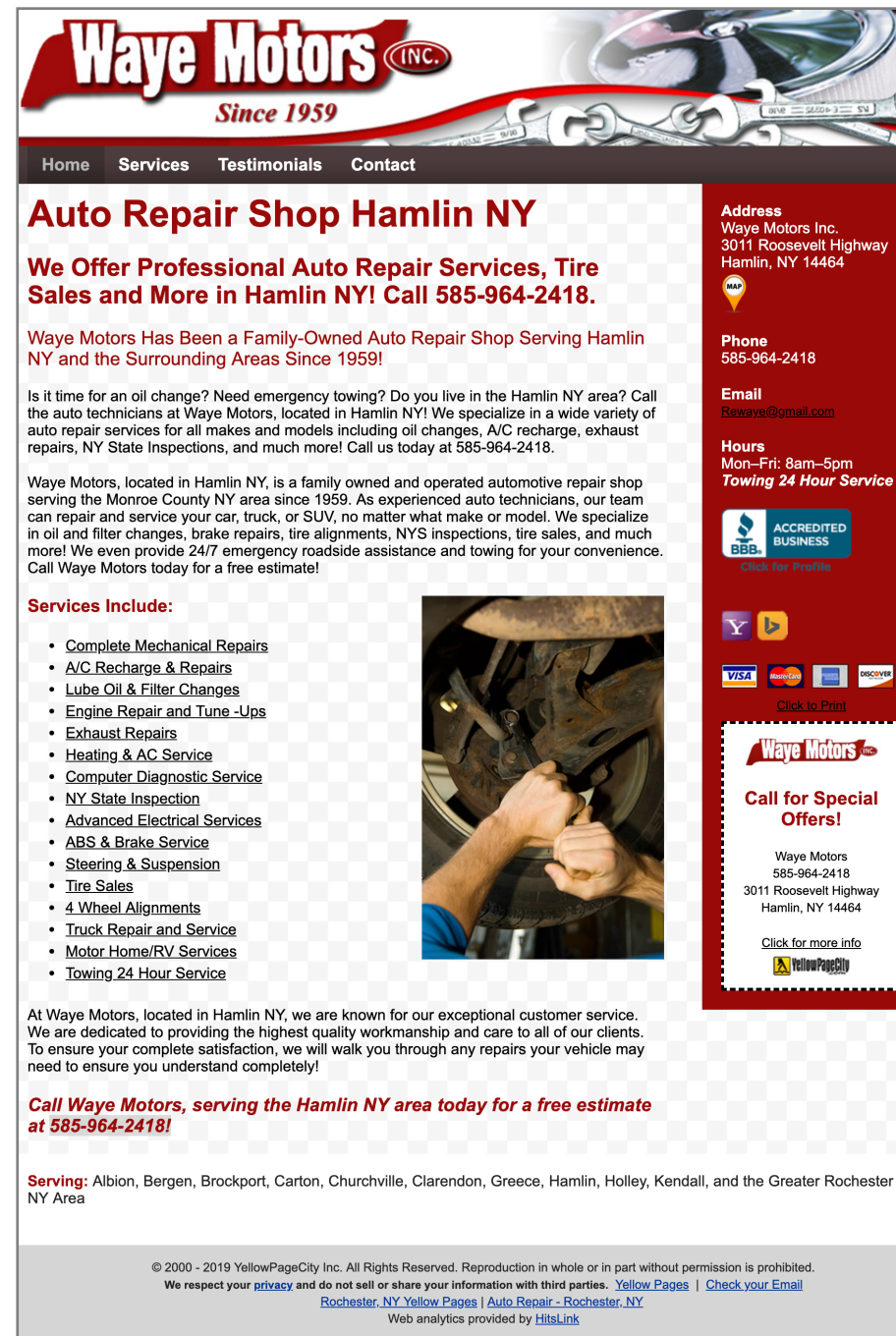
Sitemap



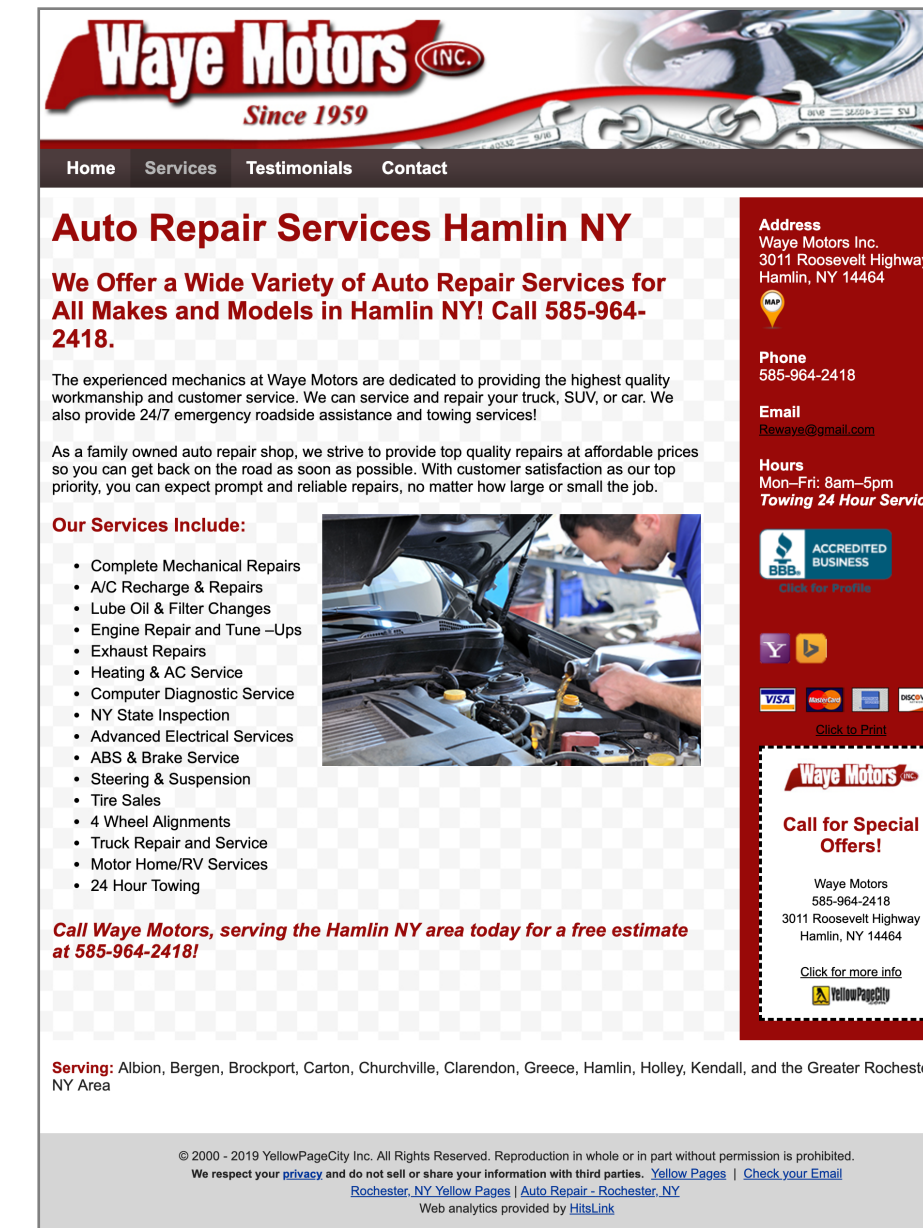
# Page Analysis

Current Waye Motor's website has four pages: Home, Services, Testimonials and Contact. These page categorized ineffectively and some information is overlapping too much.

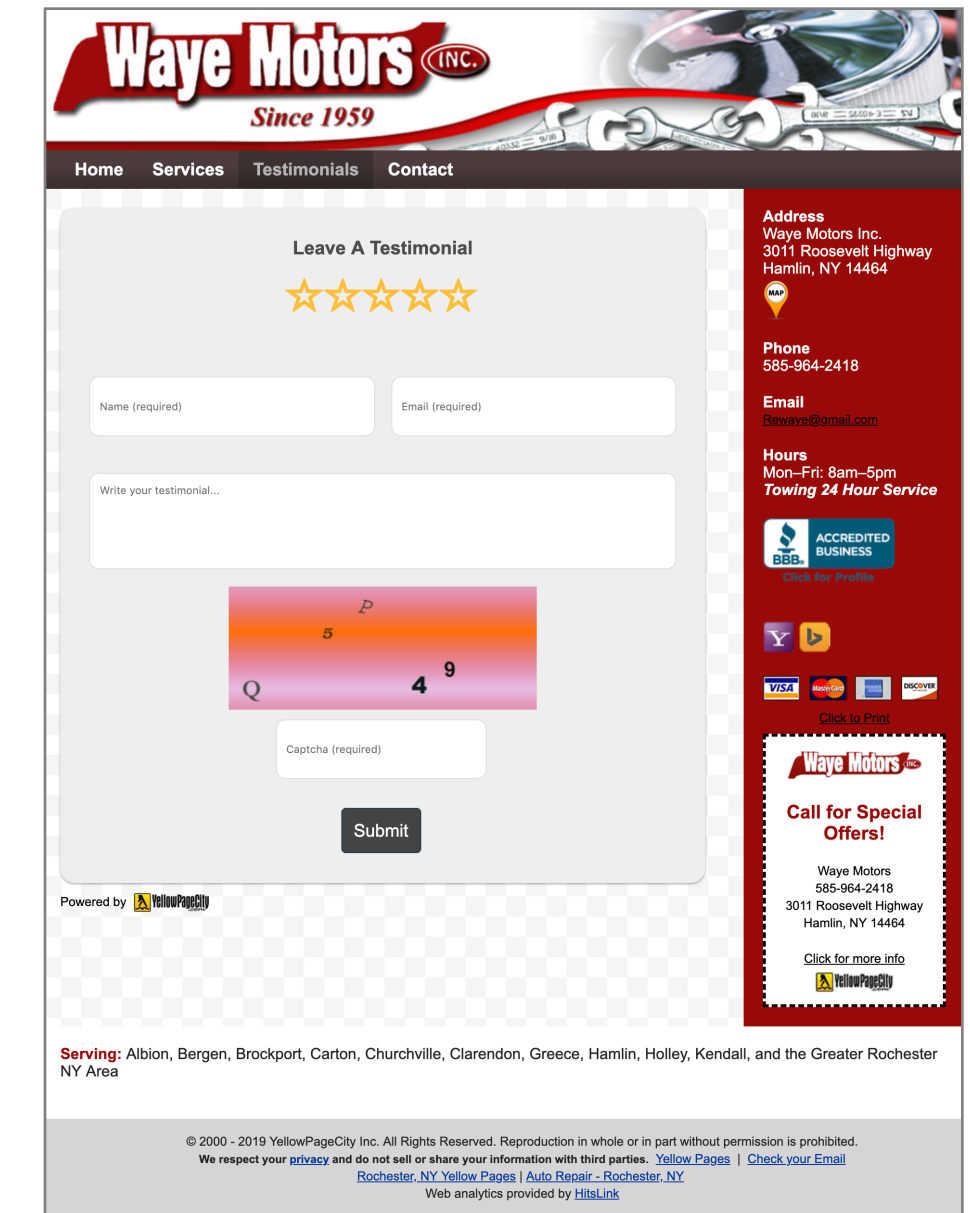
- Homepage and Service pages have almost the same contents and layout
- Testimonial page links to Yellow Page City which doesn't have many users. There is no reason put this testimonial form to the main navigation.



Home



Services



Testimonials

## ***Problem & Solution***

### ***01*** Bed User Experience

The information isn't organized well and overlapping too much. **This need to be tidy up through the sitemap and user flow.**

### ***02*** Text Based Information

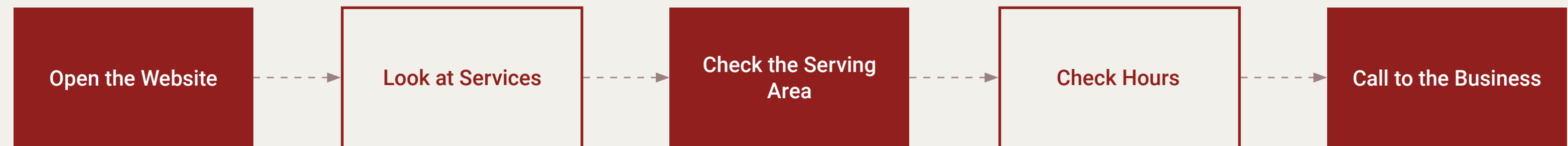
This website is too much text-based which means users can feel difficult to find the information they want. **More icon and images that helps the user understand are needed.**

### ***03*** Not Responsive Design

Since people these days use the diverse device, the website needs to be responsive **based on the grid system.**

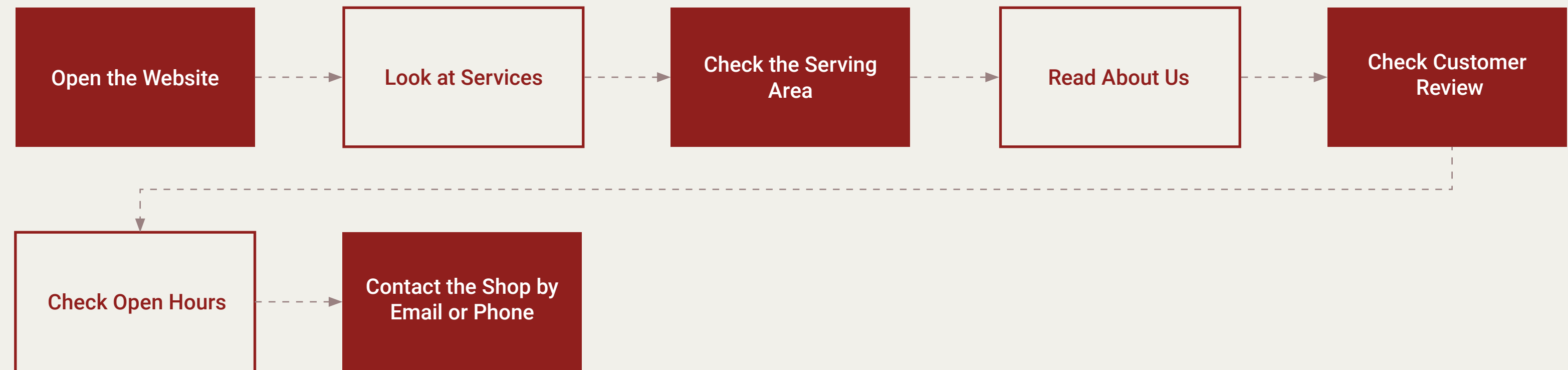
## ***User's Flow***

**Urgent users** are in an emergency in their car so they need to grasp the shop's service and information quickly.



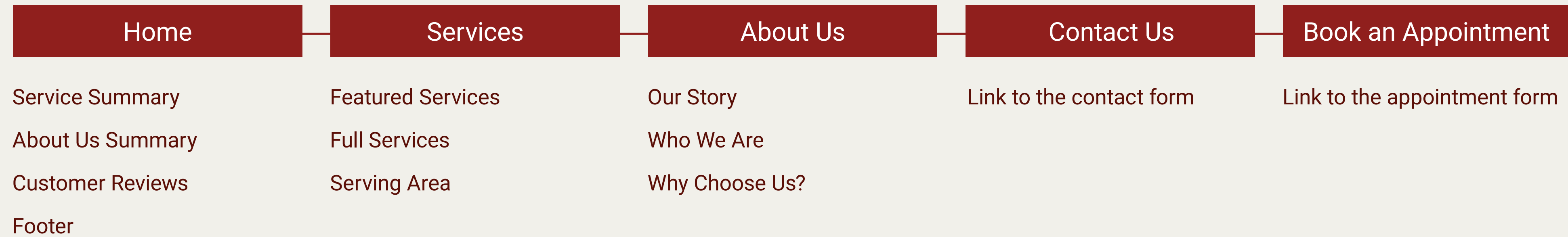
## ***User's Flow***

**Hasteless Users** try to find the best shop searching websites. They want to know what shop has the best skill, services and experience.



## ***Sitemap***

Based on User Flow page, I composed the website five pages.  
For the homepage, I summarized all pages for the urgent users.  
I added About Us page to show their specialty with long-time experience. I also deleted the Testimonial form page and put the customer's review on the homepage.



# ***Web Design***

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Wireframe

Grid System

Mood Board

Direction 2\_ Evening Meditation

# Wireframe

## Serving Area

We are a trusted and respected automotive repair shop in Upstate New York, we service in the following counties: Albany, Bergen, Brockport, Carlton, Churchville, Clarendon, Greece, Hamlin, Holley, Kendall, and the Greater Rochester NY Area.



## Est 1959...

Waye Motors, located in Hamlin NY, is a family owned and operated automotive repair shop serving the Monroe County NY area since 1959. As experienced auto technicians, our team can repair and service your car, truck, or SUV, no matter what make or model.

LEARN MORE



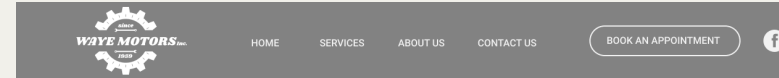
### Top Rated Service

We are known for our exceptional customer service. We are dedicated to providing the highest quality workmanship and care to all of our clients.



### Quality Reviews

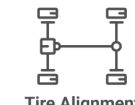
As a family owned auto repair shop, we strive to provide top quality repairs at affordable prices so you can get back on the road as soon as possible.



## Services

Our wide array of services provide you with a one-stop-shop for all of your automotive needs.

### Featured Services



#### Tire Alignment

Improper wheel or tire alignment can cause your tires to wear unevenly and prematurely. Tire alignment, also known as wheel alignment, can help your tires perform properly and help them last longer. It can also improve handling and keep your vehicle from pulling in one direction or vibrating strangely on the road. Alignment refers to an adjustment of a vehicle's suspension.



#### Towing Service

We offer a 24/7 towing service along with standard mechanical services. Whether it be a bad battery, collision, or getting trapped in the bad weather Waye Motors is here to lend a hand! You can look forward to one of our representatives responding to your call, and to your help in a speedy fashion. Please be safe & responsible while driving during hazardous conditions, and please do not drink & drive.



#### Serpentine Belt

As a serpentine belt gets older and wears down, the rubber parts may peel off, causing the belt to crack, fray, or slip. When these things occur, it may become misaligned or contaminated with fluid. The serpentine belt is critical in a car; if it gets damaged or breaks it could affect your steering, AC, power steering or even break your car down due to stalling.

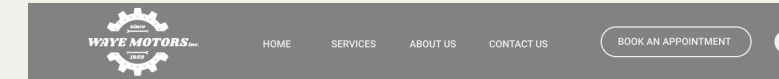


#### Power Steering

A small leak rarely stays a small leak. Your power steering fluid is obviously not meant to leak. That means if there is a leak, you have the beginning of a problem. A few drops of power steering fluid on the ground are not a reason to panic, but know that once a leak starts, it almost always gets worse over time. When your leak is due to a small crack in a hose, for example, if the crack gets bigger, you can quickly lose all your fluid in a short time.

### Full Services

- > Complete Mechanical Repairs
- > Heating & AC Service
- > Steering & Suspension
- > A/C Recharge & Repairs
- > Computer Diagnostic Service
- > Tire Sales
- > Lube oil & Filter Changes
- > NY State Inspection
- > 4 Wheel Alignments
- > Engine Repair and Tune-Ups
- > Advanced Electrical Services
- > Truck Repair and Service
- > Exhaust Repairs
- > Abs & Brake Service
- > Motor Home/RV Services
- > 24 Hour Towing



## About Us

The experienced mechanics at Waye Motors are dedicated to providing the highest quality workmanship and customer service.

### Our Story

We've been in the auto repair business since 1959, serving Rochester as a whole, and Hamlin county as a home all that time. We have the best experience, reviews & attitude in town! Come stop by for a free consultation, or if you're busy give us a call!

### Who We Are

My family built this business from the ground up, and when I was ready, I took up the reins. I made sure that my values, integrity and gratitude to the community were something that would make him proud. I strive to continue the legacy of Waye Motors for another 60 years, until I am ready to pass it down like my father.

### Why Choose Us?

The experienced mechanics at Waye Motors are dedicated to providing the highest quality workmanship and customer service. As a family owned auto repair shop, we strive to provide top quality repairs at affordable prices so you can get back on the road as soon as possible.

#### Any Car

As experienced auto technicians, our team can repair and service your car, truck, or SUV, no matter what make or model.

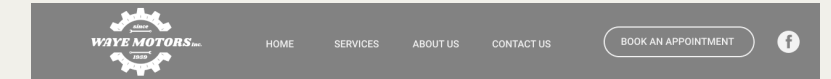
#### Any Service

We specialize in oil and filter changes, brake repairs, tire alignments, NYS inspections, tire sales, and much more!

[View More](#)

#### 24/7

We provide 24/7 emergency roadside assistance and towing for your convenience. Call 585-964-2418!



## Contact

Please fill out the form below with your information, your issue or concern, and best way to contact you.

Name\*

Email\*  Phone\*

Subject\*

Message\*

SEND A MESSAGE

CONTACT  
585.964.2418  
Rewaye@gmail.com  
3011 Roosevelt Highway  
Hamlin, NY 14464

INFO  
Our Services  
About Us  
Contact Us  
Book an Appointment

HOURS  
Monday-Friday: 8am-5pm  
Saturday-Sunday: Closed  
Towing 24 Hour Service

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## Services

### Customer Reviews

#### Mark DeLaney

I was referred to Waye by my mechanic. They were able to get my car back on the road when I wasn't sure if it would. Very professional and communicative. If the need arises, I will know where to go first.

#### Harley Rider

Excellent service and price. Gave me a quote over the phone and when work was completed the bill was exactly what was quoted even though they installed parts that I was going to do myself...Thank you guys for a job WELL DONE BRAVO

#### Cathy Belair

Great people work here and the owner is wonderful! They work with you and keep you posted on what is happening and what needs to be replaced on your vehicle. Love having them work on my truck. I always know it's done right!

### Map

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## Homepage

## Serving Area

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## Grid System

iMac (wide: 1280px)

16px margin

8px rows

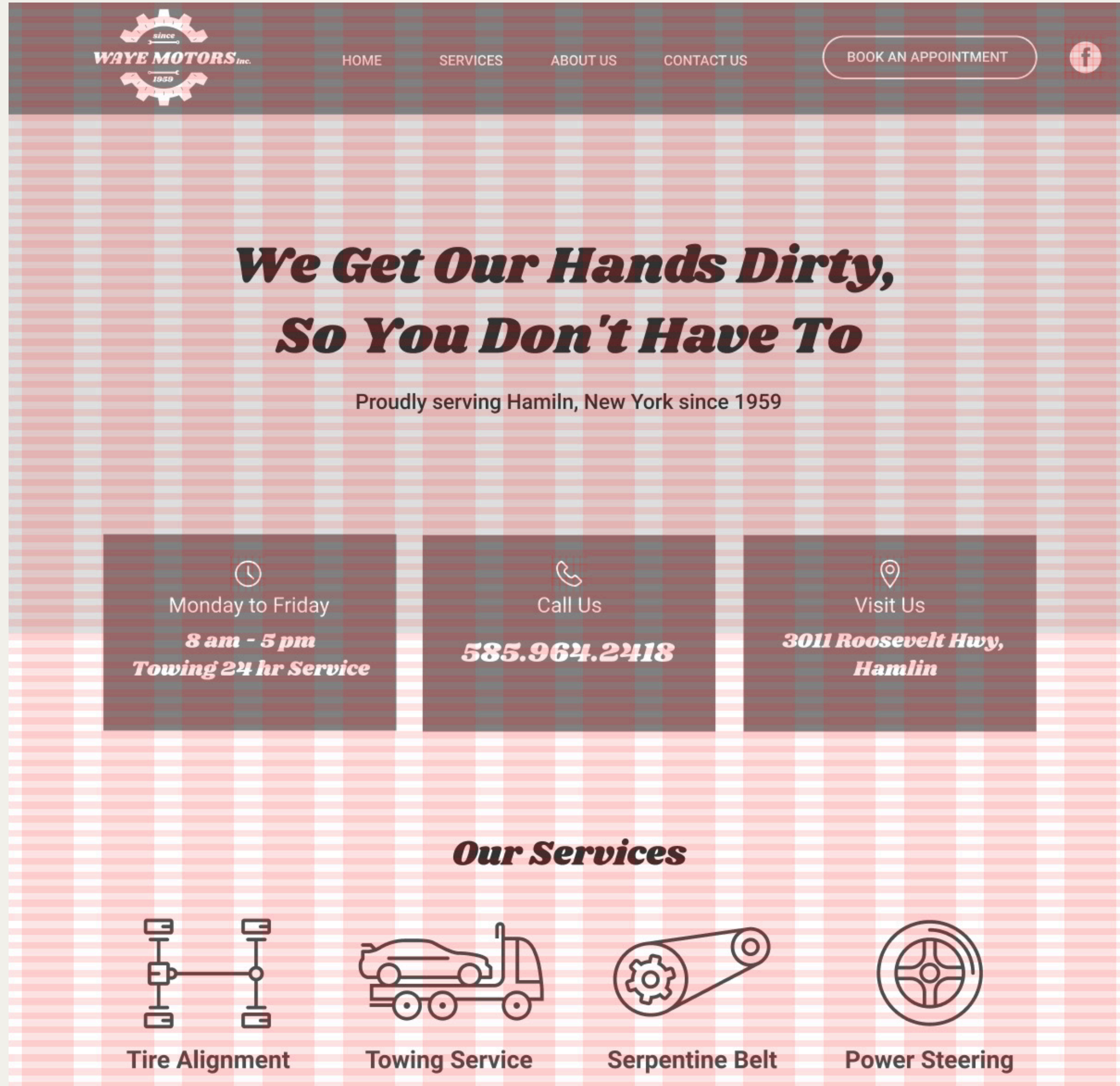
14 Columns

(60px width, 32px gutter)

60px  
width

32px  
gutter

16px  
margin





MOOD BOARD

***Grandpa's House***

Friendly  
Classic  
Vintage  
Rusty



# ***Final Design***

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Homepage

Services

About Us

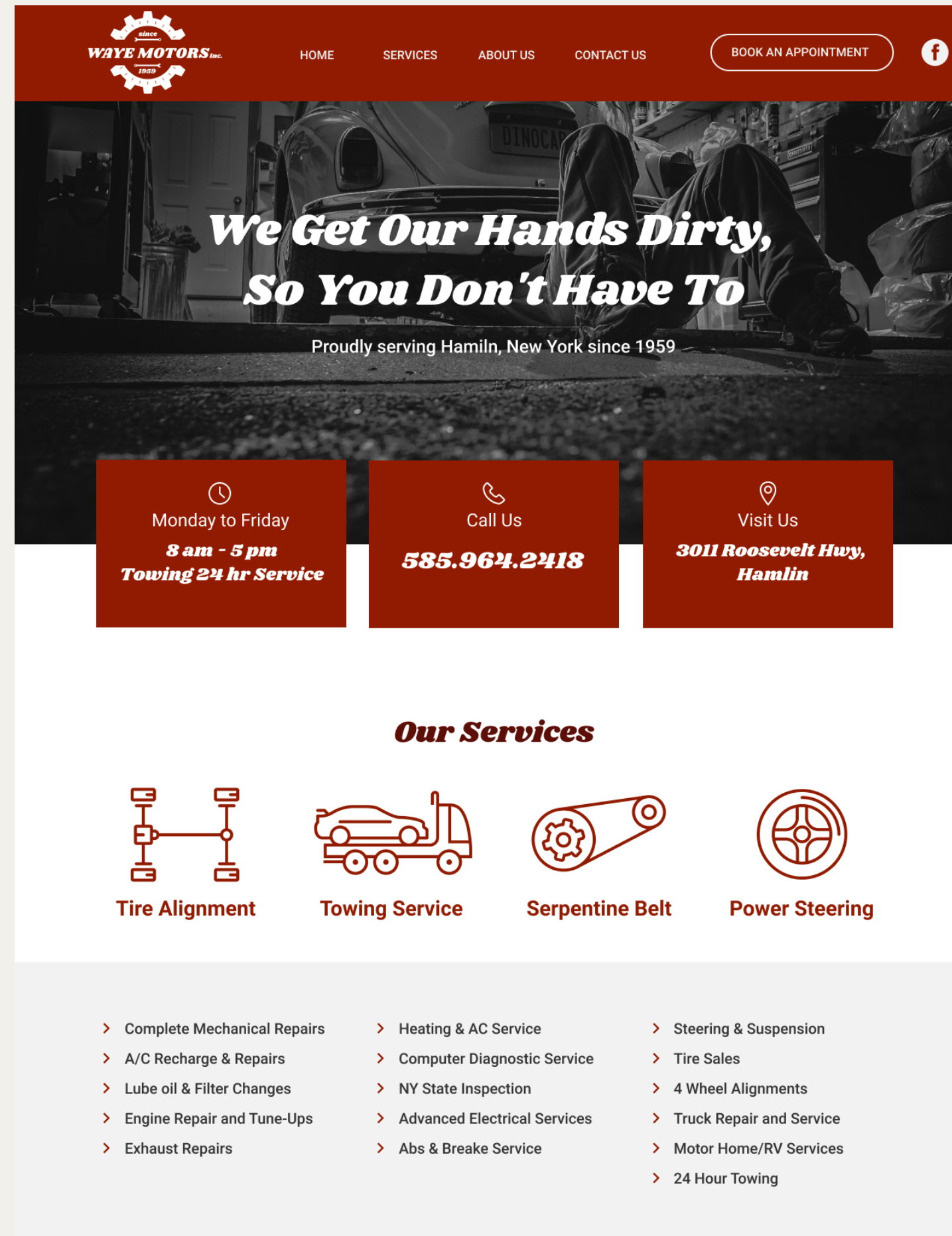
Contact

## PROTOTYPE

# Homepage

Summary for all pages. It contains essential information for users.

To appeal them, I used icons, photos than other pages

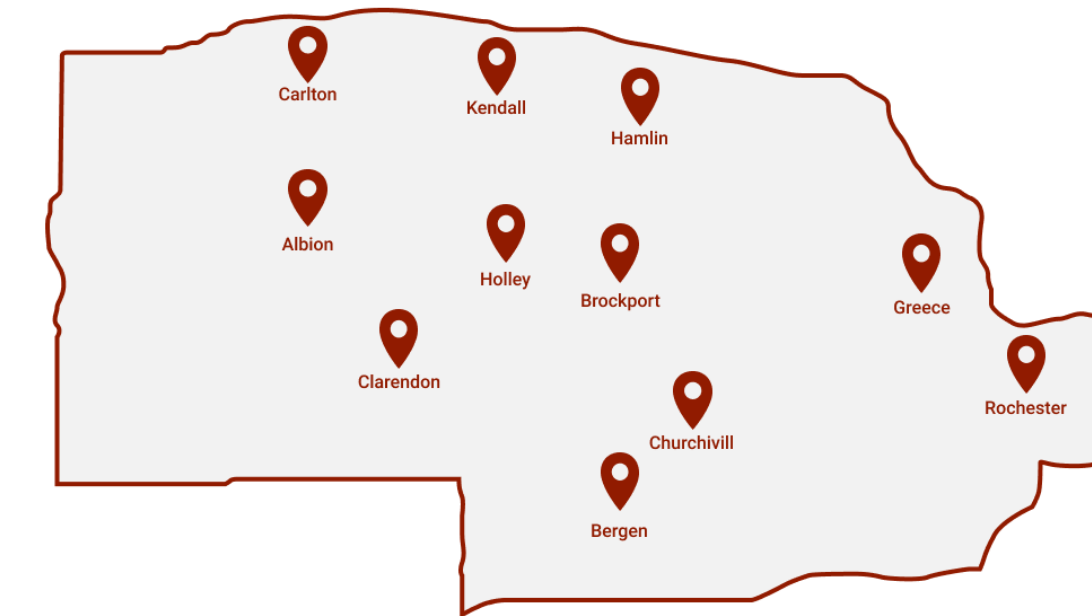


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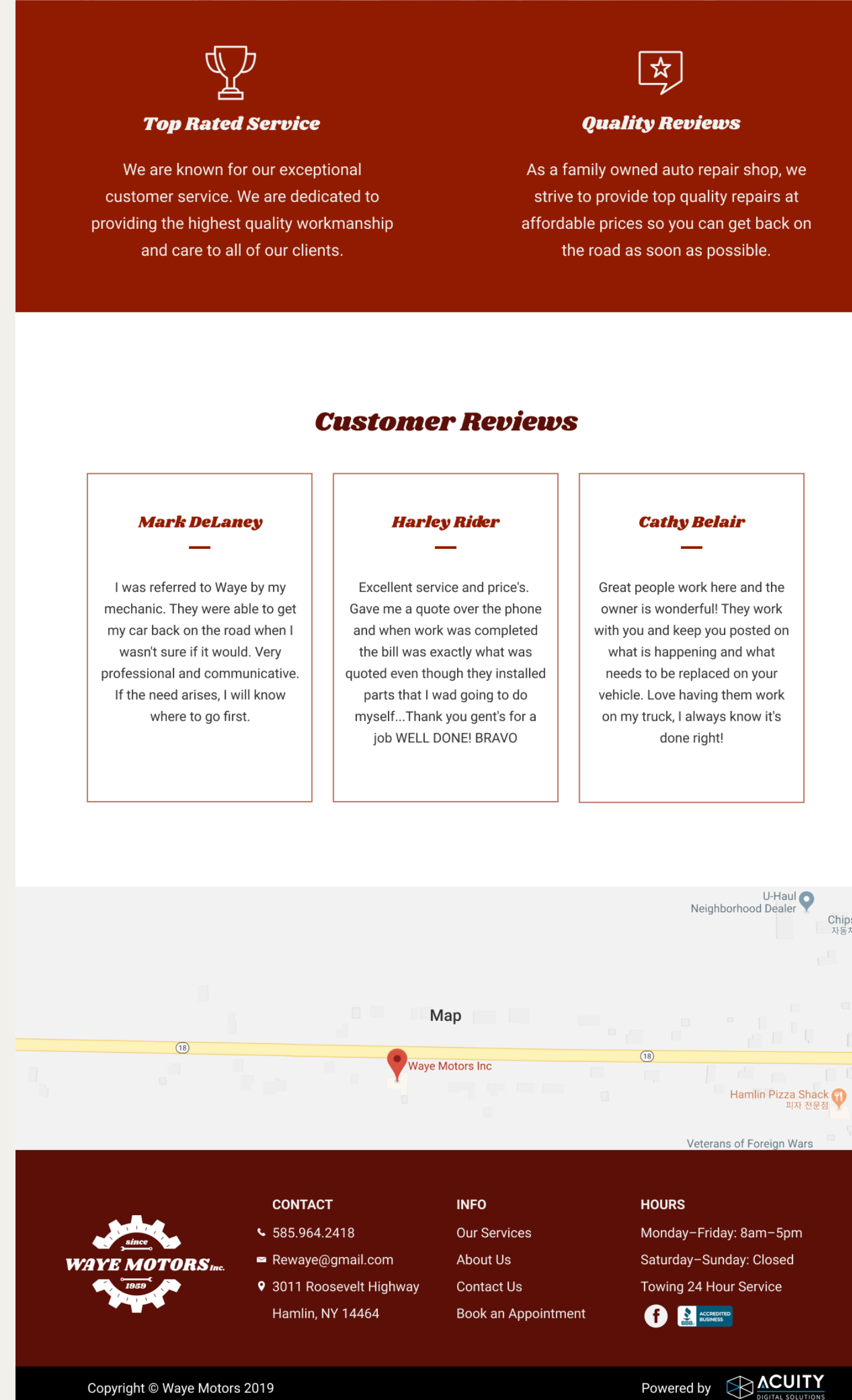
LEARN MORE

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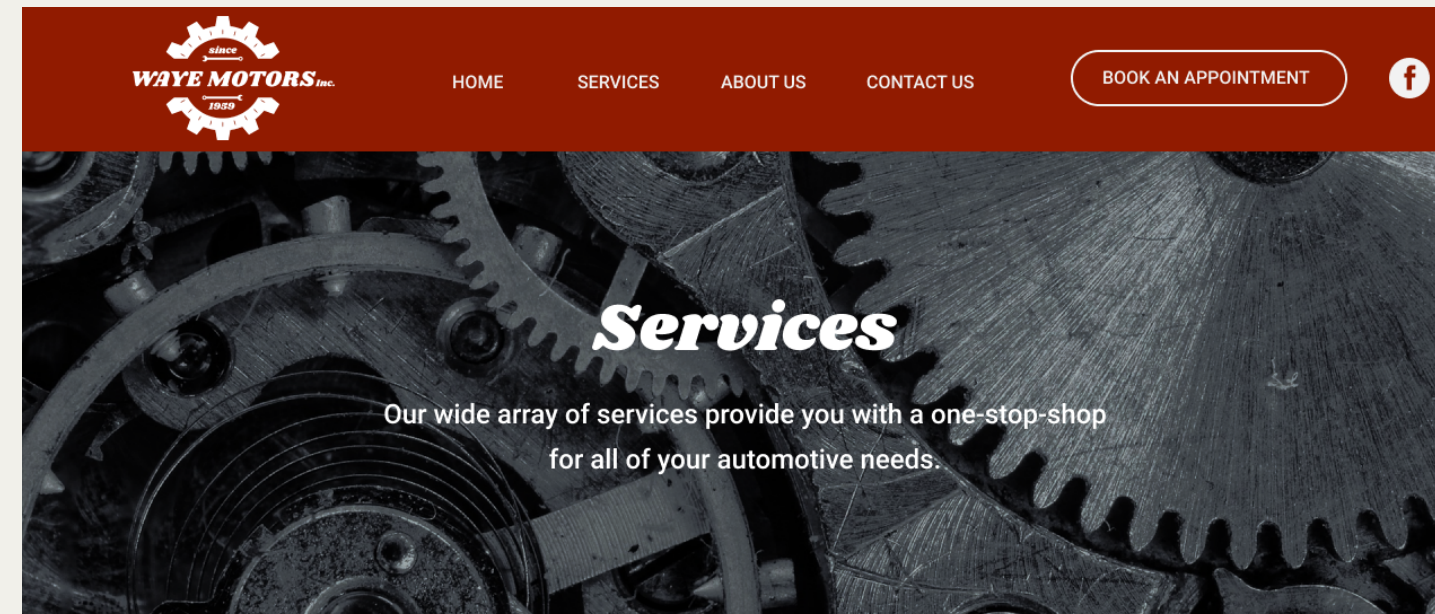
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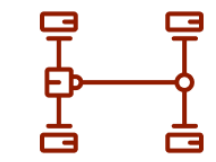
## PROTOTYPE

# Services

This page let users know what kind of services this business has. Icons and map make this page easy to understand and aesthetic.



### Featured Services



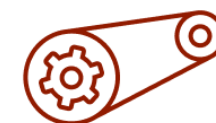
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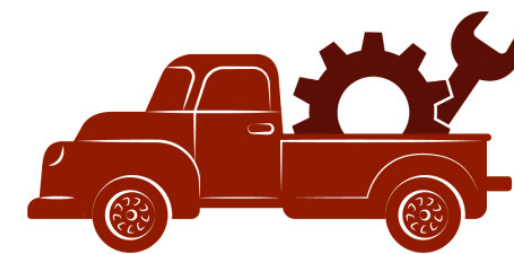
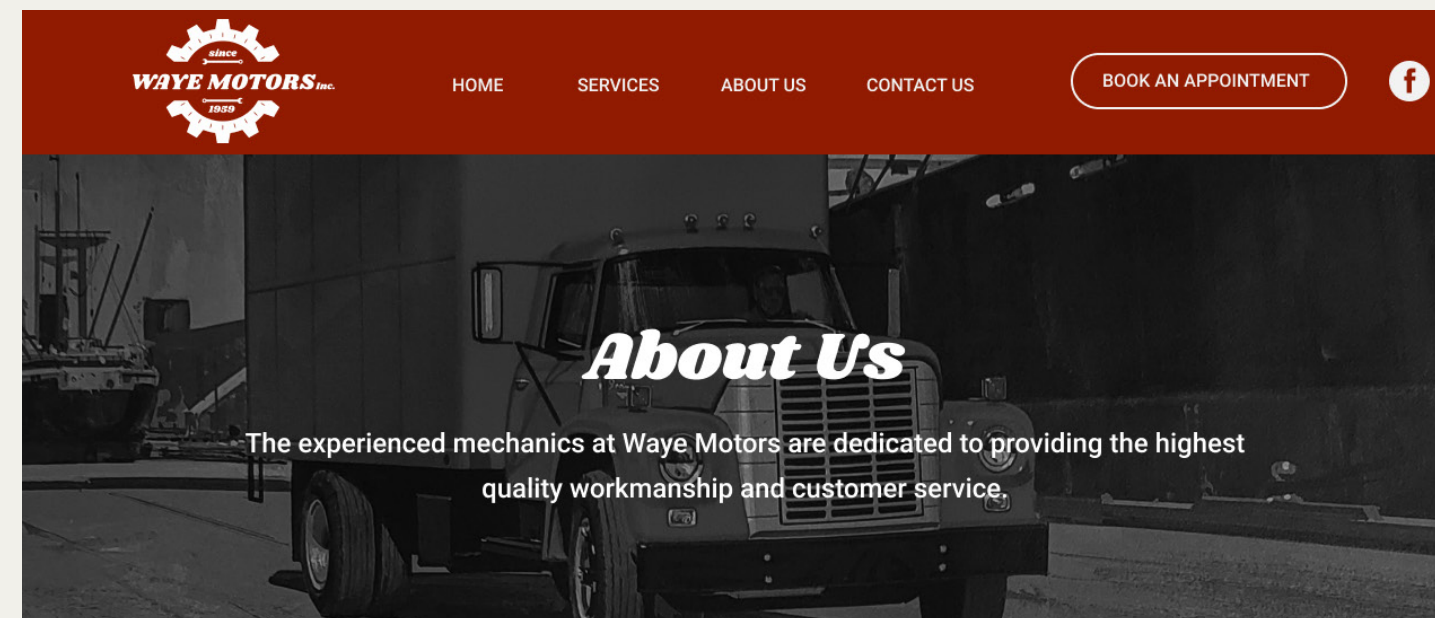
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## PROTOTYPE

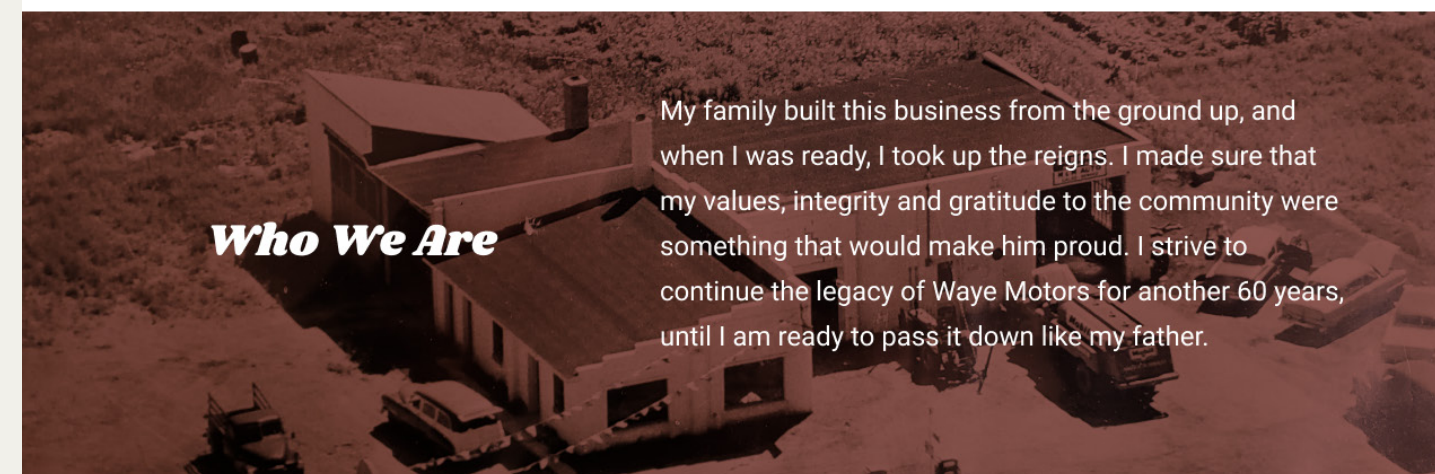
# About Us

This page shows a long history and a good story of the business so that users can feel trust in Waye Motors.



### Our Story

We've been in the auto repair business since 1959, serving Rochester as a whole, and Hamlin county as a home all that time. We have the best experience, reviews & attitude in town! Come stop by for a free consultation, or if you're busy give us a call!



### Why Choose Us?

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**Any Car**

**Any Service**

**24/7**

continue the legacy of Waye Motors for another 60 years, until I am ready to pass it down like my father.

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Call 585-964-2418!



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PROTOTYPE

# Contact

Simple email contact form for users.

**WAYE MOTORS Inc.** HOME SERVICES ABOUT US CONTACT US BOOK AN APPOINTMENT

## Contact

Please fill out the form below with you information, your issue or concern, and best way to contact you.

Name\*

Email\*  Phone\*

Subject\*

Message\*

SEND AN MESSAGE

**WAYE MOTORS Inc.**

**CONTACT**  
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