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LINCOLN

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LUXURY UNCOVERED

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LUXURY UNCOVERED

When we think of luxury cars, the first thing that comes to mind is a fluid and cinematic 360º shot of a car with a sleek art direction and diffused light.

We believe that this sense of indulgence should be present in every aspect of the site, from the magic of data visualizations and smooth transitions, to the effortless navigation and clean interface.

Our creative and technical approach builds upon the initial designs and ideas, and expands them into a flawless and enhanced visual and interactive experience.

CREATIVE APPROACH
BUILDING UNIQUE STORIES

Our idea is to create a visual narrative with the car by using continuous transitions throughout the site. This narrative will be achieved by a combination of parallax movements, masks inspired by camera movements and 3D renders of the car with subtle animations.

We want to fill the browser with big and bold images and color, accompanied by clean and minimalistic infographics and elegant type.

Based on the user's digital profile we will create unique data visualizations as a portrait of their social persona. This collection of data will determine the content of the site, creating a custom-made experience for each user.

In addition to these enhancements we also would like to propose a 360° interactive view of the car, giving the user not only the chance to click on hot spots of the feature highlights, but also the opportunity to further explore other areas of the car. To make this 360° as beautiful and engaging as the rest of the site, the car will rotate as if it was on a turn table with dynamic camera movements, highlighting the hero shots from every angle. To control the camera and rotation we can explore the option of using the scroll or a simple click and drag navigation.

Last but not least, we will build the interface and framework using responsive design guidelines to ensure the experience is supported across all platforms. We will use the best scripting practices not just to create a smooth navigation but also one that is stable and easy to maintain.

ANIMATION & DESIGN

Each section will use large bold imagery and subtle animations of both the car and the corresponding unique infographic. The supporting copy will be kept minimal and brief. As the user scrolls, each section and it's content will come into view using elegant parallax transitions.
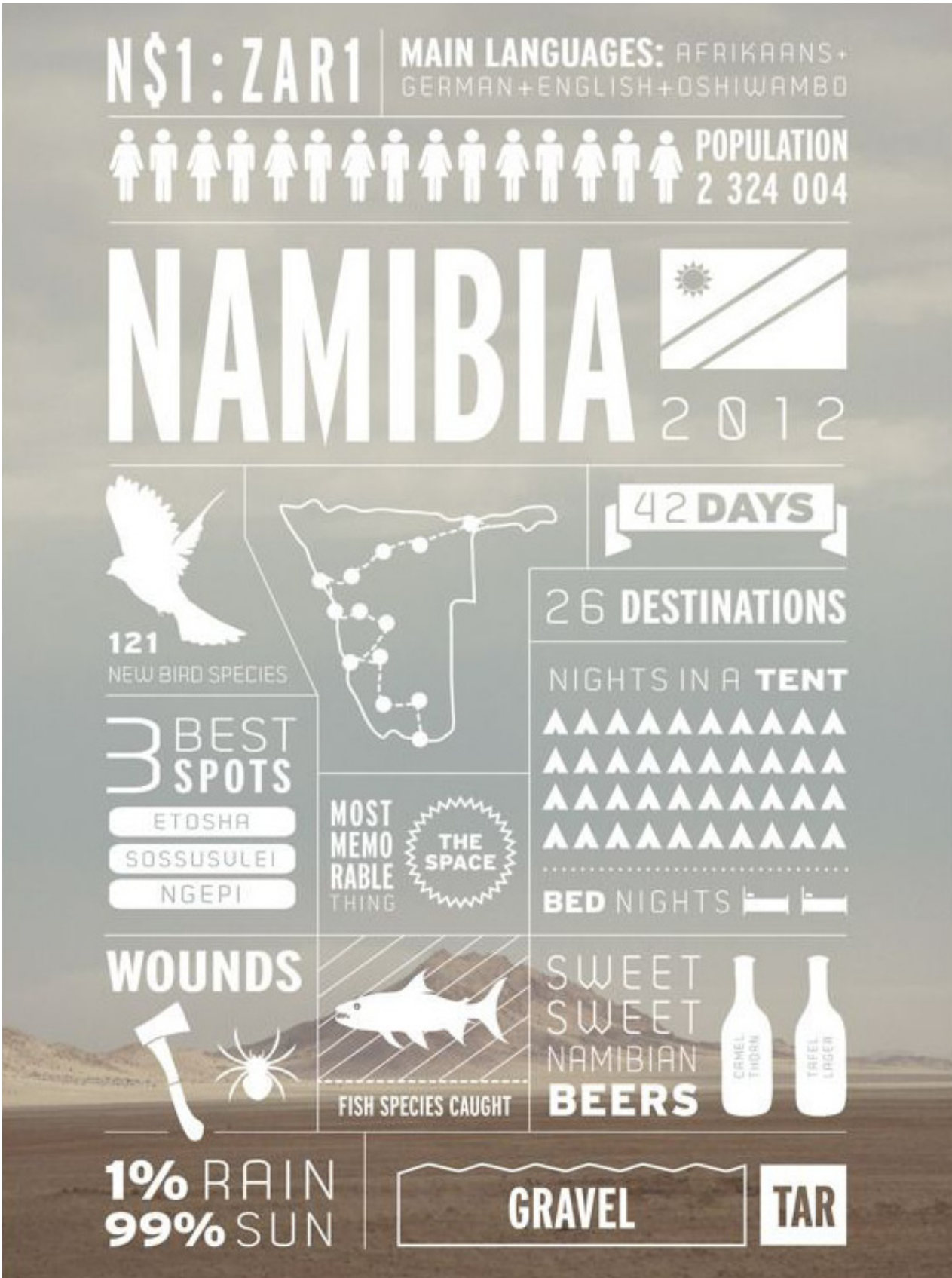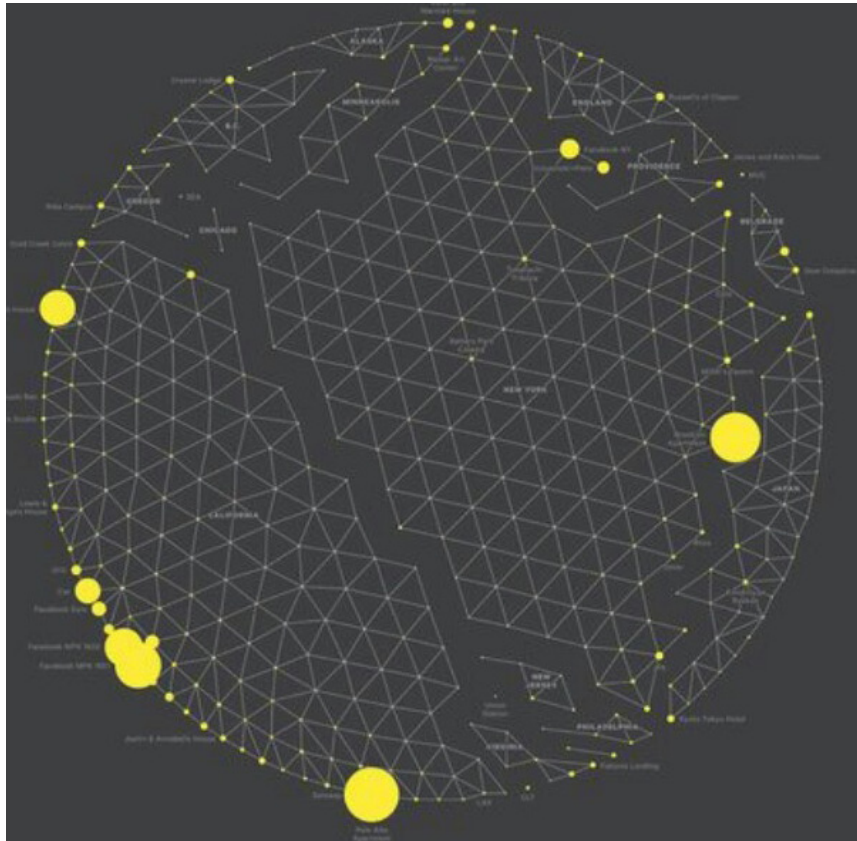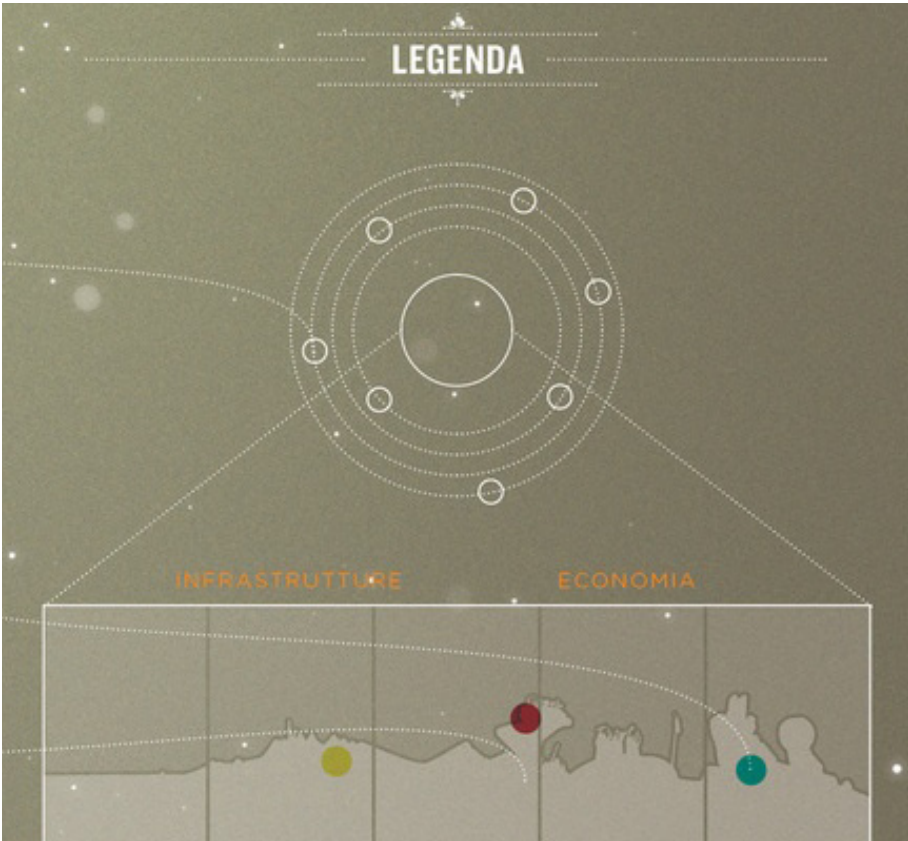
INFOGRAPHICS

OUR TECHNICAL APPROACH
OBTAINING A PROFILE THROUGH AVAILABLE SOCIAL DATA

Unlike other social analyzing sites, we propose creating a specialized algorithm based on Lincoln's key demographics. We will use larger macro indicators to gain a broad view of the prospective customer's profile. We will then drill down into more detailed queries within those indicators to obtain a detailed view of the customers needs and wants.

In order to do this we would use custom-built algorithms and also 3rd party processing tools such as Wolfram Alpha[1] to decipher the raw data. For example: by cross-referencing location, age-appropriate trends, and the prospective customers' likes, listens, and friendships, we can determine what profile the customer falls into, and customize the site experience appropriately.

For users who do not wish to use Facebook Connect, we would create a series of visually interesting questions to determine a customers profile. These would be tiered in a way as to minimize the amount of questions.

1. Wolfram Alpha References

http://www.wolframalpha.com/facebook/

http://products.wolframalpha.com/api/

http://www.wolframalpha.com/widgets/view.jsp?id=5b098a789ae16989374b1e2433f29f0e

BOSSA

THANK YOU!

We would like to thank you for this opportunity and we hope we can collaborate with you on making it happen.

BOSSA

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