# Company

## NASCAR Hall of Fame : Charlotte, NC (www.belongshere.org)

Interaction Design

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| Client: | Company |
| Date: | March 8, 2005 |
| Version: | 0.1 |
| Prepared by: | David Sansone |

Contents

# Document Overview

This document contains a site map and interaction flows.

It is intended as a reference guide for all stake holders in this project to use during the development of the NASCAR web site design.

If you have any questions regarding this document please contact

Audience:

Core audiences for the web site are the community of Charlotte, North Carolina and surrounding communities, and NASCAR fans in general. Other key audiences will be the NASCAR Hall of Fame decision committee and the press. The assumption is that buy addressing the first two constituencies (Charlotte and NASCAR fans) that we will more than adequately address the needs of the decision committee and the press.
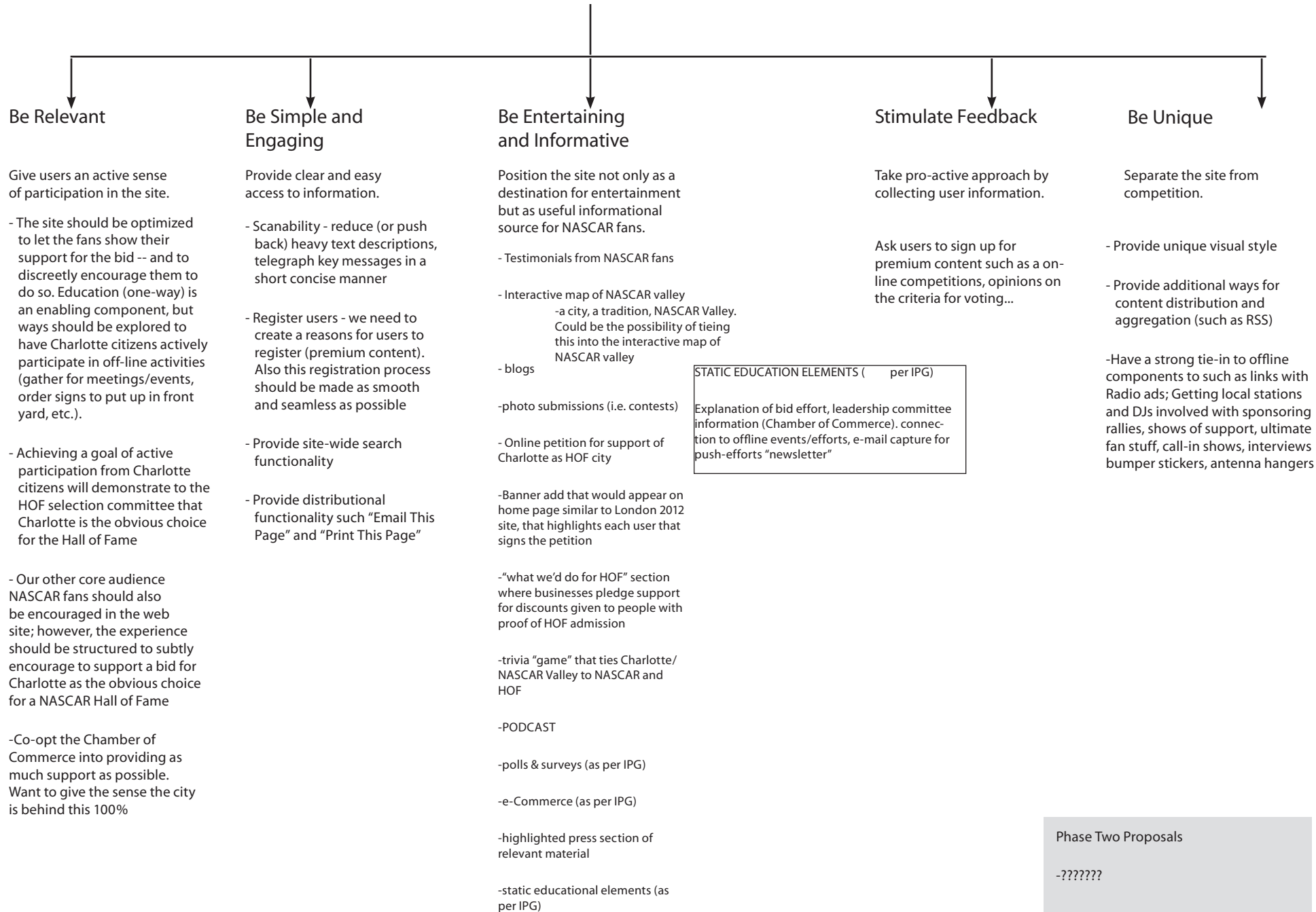
Launch:

April 15, 2005

Primary Objectives:

The design of the NASCAR Hall of Fame Charlotte Candidate City.

# Born here. Built here. Belongs here.

## How to Make Charlotte have a successful bid for the NASCAR Hall of Fame?

Strategy

### Be Relevant

Give users an active sense of participation in the site.

- The site should be optimized to let the fans show their support for the bid -- and to discreetly encourage them to do so. Education (one-way) is an enabling component, but ways should be explored to have Charlotte citizens actively participate in off-line activities (gather for meetings/events, order signs to put up in front yard, etc.).

- Achieving a goal of active participation from Charlotte citizens will demonstrate to the HOF selection committee that Charlotte is the obvious choice for the Hall of Fame

- Our other core audience NASCAR fans should also be encouraged in the web site; however, the experience should be structured to subtly encourage to support a bid for Charlotte as the obvious choice for a NASCAR Hall of Fame

-Co-opt the Chamber of Commerce into providing as much support as possible. Want to give the sense the city is behind this 100%

### Be Simple and Engaging

Provide clear and easy access to information.

- Scanability - reduce (or push back) heavy text descriptions, telegraph key messages in a short concise manner

- Register users - we need to create a reasons for users to register (premium content). Also this registration process should be made as smooth and seamless as possible

- Provide site-wide search functionality

- Provide distributional functionality such "Email This Page" and "Print This Page"

### Be Entertaining and Informative

Position the site not only as a destination for entertainment but as useful informational source for NASCAR fans.

- Testimonials from NASCAR fans

- Interactive map of NASCAR valley
     -a city, a tradition, NASCAR Valley. Could be the possibility of tieing this into the interactive map of NASCAR valley
- blogs

-photo submissions (i.e. contests)

- Online petition for support of Charlotte as HOF city

-Banner add that would appear on home page similar to London 2012 site, that highlights each user that signs the petition

-"what we'd do for HOF" section where businesses pledge support for discounts given to people with proof of HOF admission

-trivia "game" that ties Charlotte/ NASCAR Valley to NASCAR and HOF

-PODCAST

-polls & surveys (as per IPG)

-e-Commerce (as per IPG)

-highlighted press section of relevant material

-static educational elements (as per IPG)

> STATIC EDUCATION ELEMENTS (     per IPG)
>
> Explanation of bid effort, leadership committee information (Chamber of Commerce). connection to offline events/efforts, e-mail capture for push-efforts "newsletter"

### Stimulate Feedback

Take pro-active approach by collecting user information.

Ask users to sign up for premium content such as a on-line competitions, opinions on the criteria for voting...

### Be Unique

Separate the site from competition.

- Provide unique visual style

- Provide additional ways for content distribution and aggregation (such as RSS)

-Have a strong tie-in to offline components to such as links with Radio ads; Getting local stations and DJs involved with sponsoring rallies, shows of support, ultimate fan stuff, call-in shows, interviews bumper stickers, antenna hangers

Phase Two Proposals

-???????

# Audience Overview

## COMMUNITY of CHARLOTTE NC
## (& surrounding communities)

-Charlotte is to a vibrant and quickly growing community.
It has large concentration of Fortune 500 companies,
and is the second largest financial center after NYC.

Besides NASCAR the only other major sports franchise in
the area is the Charlotte Hornets (NBA).

-Settled approximately in 1730

-5th largest metropolitan area in the country

-2nd largest financial center in the country (over $1.3
trillion in financial assets)

-7th highest new & expanded business activity

-286 Fortune 500 firms represented

-Cost of living below the national average

## NASCAR FANS

-NASCAR fans appear to cut across most socio-
economic lines, so in that sense it is hard to come
up with a "typical" fan.

-Brief overview of NASCAR.com indicates a user
base that is technically savvy. Some of the con-
tent that is included on the current site includes
(chat, message boards, downloads (screensav-
ers, wallpaper), e-commerce, and Trackpass a
premium service).

## PRESS

-For obvious reasons press will be
an important core audience. The
more press that we can generate
from the site the better.

## NASCAR DECISION COMMITTEE

-There is a committee; however,
there is one central decision maker
Brian France (NASCAR is a private
company). His sister is also on the
committee as well as Mike Dyer and
George Pine.

## User Experience Flow

Global Links: Header
**Home, News, About Us**

Global Links: Footer
**Privacy Policy, RSS**

www.belongshere.org

Intro

HOME PAGE

Call to actions will be spoken to in the body copy and will be embedded in the content of the home page.

Primary Call to Action ──────── Build a Sticker (AKA Back the Bid) ────────►

Secondary Call to Action

Primary Call to Action

News

About Us

Browse/Explore ────►

Interaction Area for Idea
(form element)

-Choose Color One
-Choose Color Two
-Element
-Why Back the Bid
-Send to a Friend

Submit

◄──── Browse/Explore ────

Depending on what route the user takes one of two things will happen.

If they are browsing directly from the home page they will have the ability to browse all stickers. Call to Action should be to drive them to create a sticker.

If they are finishing the flow of creating their own sticker they will see theirs highlighted amongst all stickers. Afterward they can proceed to explore all stickers again.

Interactive component of browsing stickers. Ideally the user is going to be presented with a spatial experience which they will be able to freely navigate (i.e. www.loslogos.org).

Next steps will be what information can be viewed and if the user will be able to move the stickers in anyway. Please refer to these two sites for current ideas.

www.mathewmohan.com

www.intentionallies.co.jp/content_normal.html

## Intro Flow : Homepage



POV

-Passive: user sees car racing through city from screen left to screen right, the idea is to open the "Teaser" site with a cinematic experience.
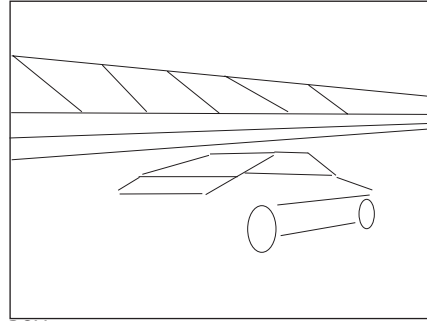


POV

-Passive to Active transition: user will see the car go by on a cut.
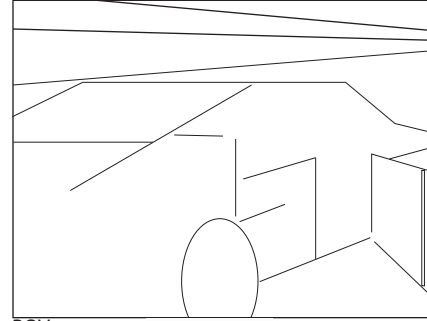


POV

-Active viewing : the car door opens and the camera shot takes the user into the interior of the car.
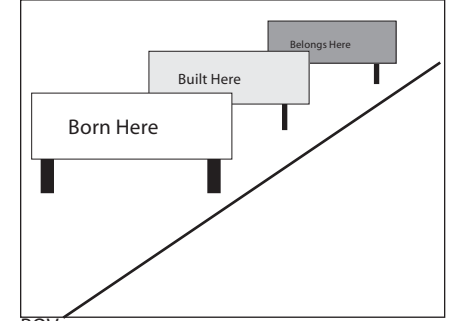


POV

-Active viewing: user is now in the interior of the car watching as the city scape goes by. Large billboards will appear with the "Born Here, Built Here, Belongs Here" theme.



Come Back April 15th 2005 to.....

FULLY INTERACTIVE

The car pulls up and stops in an empty lot, with bulldozers and dump trucks, anything to give the general appearance of construction.

Some verbiage should appear along the lines of "Come Back April 15, 2005 (real date TBD) to help build The NASCAR Hall of Fame...

In turn pop-up navigation

THINGS TO DO ...

NAVIGATION FOR THE Press Releases, Chamber of Congress, Countdown, RSS, and the "Support the Bid"

Raise questions about the physical space of the building how will it be represented. Will there be any pushback if the users are expecting this to be the actual building.

Work in the idea of the Interactive Map, fly up directly from the site (i.e. have the camera zoom up)
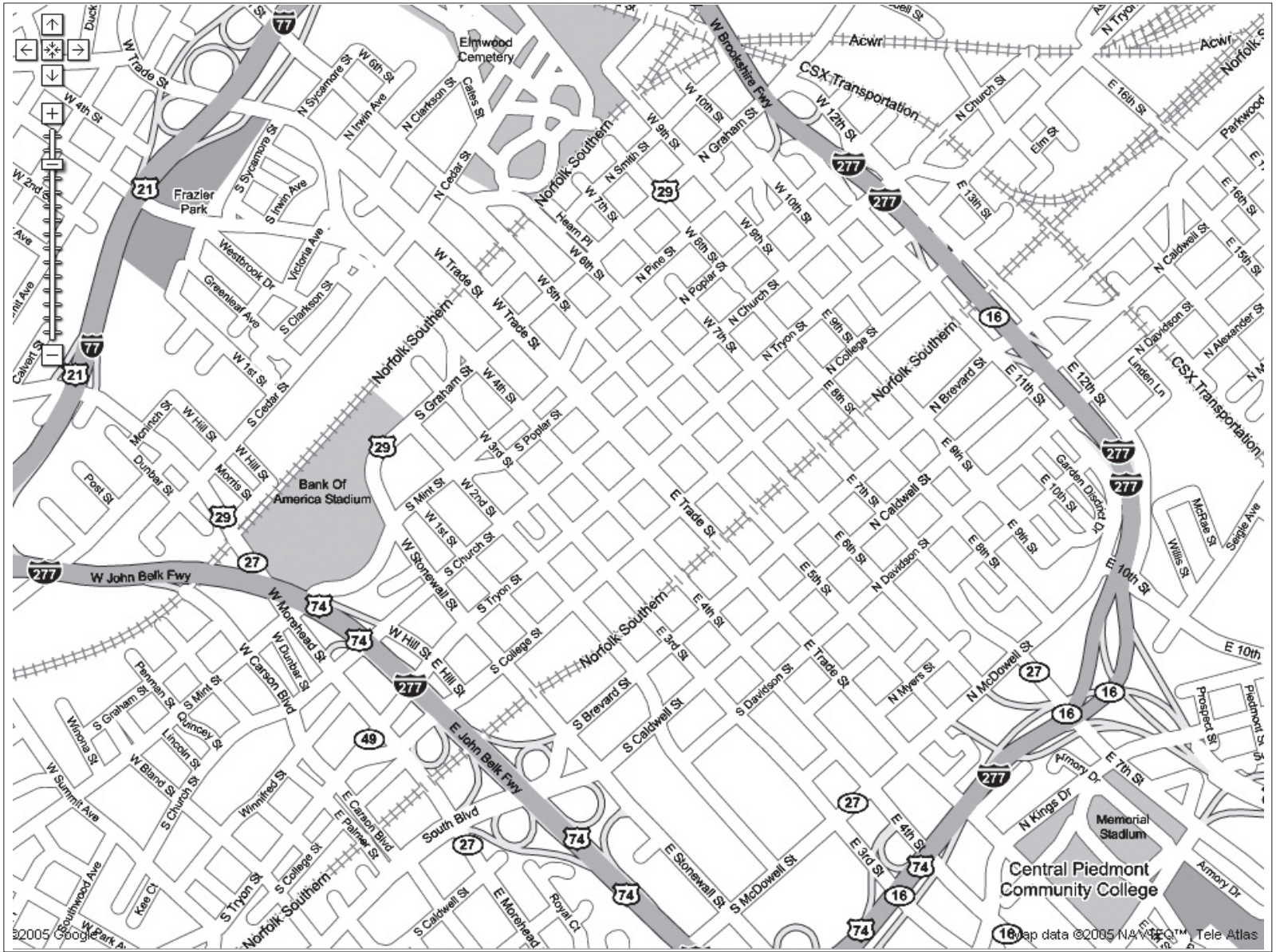
SUPPORT THE BID

PRESS RELEASES

ABOUT CHAMBER OF COMMERCE

DOWNLOADS (?)
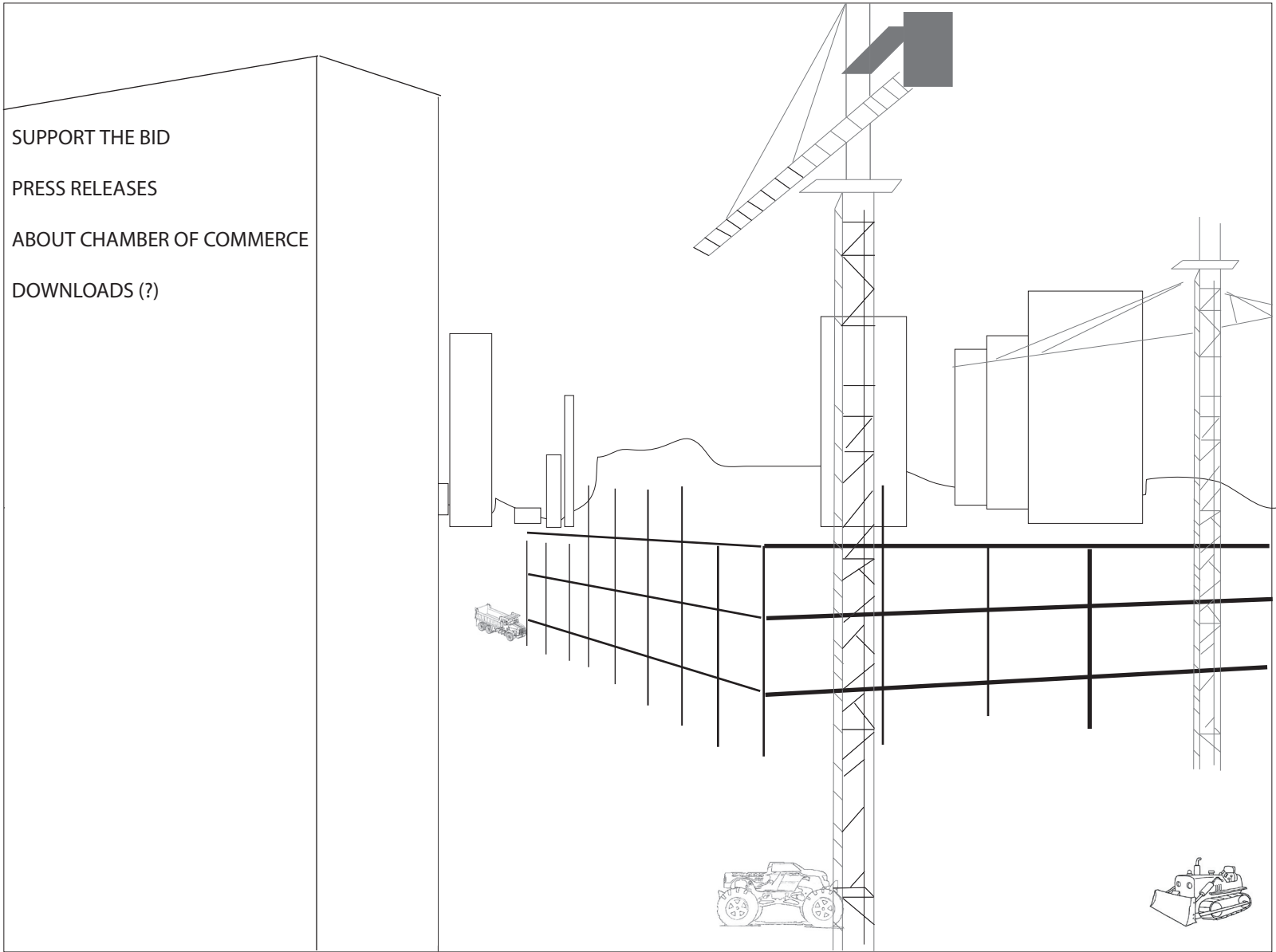
Privacy Statement - About Us - RSS

Map

Privacy Statement  -  About Us  -  RSS

Navigation Overview & Form Element

Global :
Back the Bid
News
About Us

Global Footer:
Privacy Notice
RSS

## BACK THE BID!

1. INPUT YOUR NAME, EMAIL AND MESSAGE
2. IF YOU WANT LET YOUR FRIENDS KNOW BY INPUTTING THEIR EMAIL ADDRESS
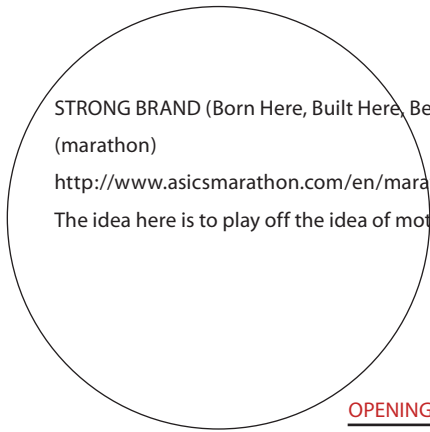2. THEN PRESS THE "SUBMIT" BUTTON
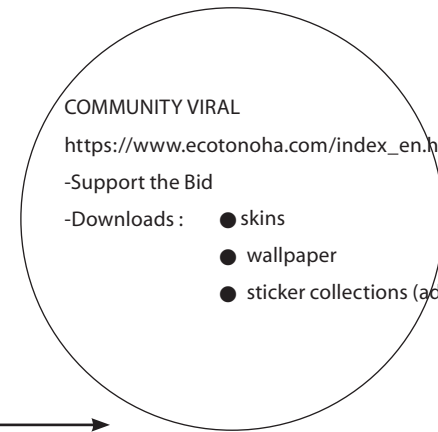
NAME

EMAIL ADDRESS

MESSAGE

LET YOUR FRIENDS NOW ABOUT (STICKER, RACE, ETC..)

RESET        SUBMIT

## Creative Directions

STRONG BRAND (Born Here, Built Here, Belongs Here)

(marathon)

http://www.asicsmarathon.com/en/marathon/index.html

The idea here is to play off the idea of motion.

DASHBOARD

http://www.matthewmahon.com/

Ideas to be leveraged more for the phase two release.

COMMUNITY VIRAL

https://www.ecotonoha.com/index_en.html

-Support the Bid

-Downloads :  ● skins

● wallpaper

● sticker collections (adbuster.org idea)

OPENING ANIMATION (interactive?) ⟶

OTHER MUST HAVE CONTENT FOR Teaser Release

● press releases

● chamber of commerce page

● countdown (? need to know decision date)

● RSS feed for easy syndication of this page for those users who would like to track page updates.

Idea is that the Teaser Release (aka Phase 1) will be a combination of Strong Brand & Community Viral ideas. The branding will be a combination of whatever logo the Charlotte HOF bids ends up using and the "Born Here, Built Here, Belongs Here" logo.

The major effort we need now is idea generation around the opening interactive animation that will build the sense anticipation for the Hall of Fame bid. The animation should lead the user directly into the Viral/Lead Generation aspect. The Lead Generation should be thought more along the lines of showing to the decision committee how much support and enthusiasm there is for the Charlotte HOF Bid.

IN SUM WE NEED CONCEPT GENERATION.