

Creative Brief

CLIENT *Nexgeneracers, Inc.*

DESIGNER Briana Metzger

Summary

Nexgeneracers, Inc. (NXG) is an Indianapolis-based organization focused on motor sports education for youth. Programs established within NXG promote interests in motor racing among minority youth, and build connections into the motor sports community.

The programs within NXG are the Lucas Oil Youth Motorsports Academy, NXG Grand Prix, and the NXG Experience.

This brief outlines the specifications for the redesigned website for NXG.

Mission/Vision

NXG works to introduce Indianapolis youth to critical transferable skills, math and science applications, and driver's safety through classroom and hands-on racing instruction.

The programs provided by NXG hope to reveal to youth the many opportunities in motor sports. Positive experiences gained from NXG will welcome a new demographic of racing fans that were otherwise non-existent.

Tone

NXG embodies the culture of motor racing, combined with an academic environment to further youth education and development.

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Audience

TARGET AUDIENCE:

Boys and girls 11-15 years of age.

INFLUENCERS:

Parents, parental guardians, family members.

Youth programs and clubs (including head directors and managers).

Educators teaching 5th to 10th grade students.

Goals/Objectives

The project consists of redesigning the NXG website with the following intents:

Develop a responsive website with accessibility on all operating systems and mobile devices.

Construct a website applying clarity and easy navigation for all audiences.

Establish accurate and comprehensible informational hierarchy among all webpages.

Design a tone that reflects the culture of motorsports, with the focus on youth education.

Accentuate NXG's mission/vision to differentiate the organization's website against competitors.

Hierarchy

SPONSORS

Lucas Oil Products, Inc. holds primary emphasis among the organization's promotional products.

Other sponsors of secondary emphasis include the Indianapolis Motor Speedway, the Indiana State Fair, Honda Performance Development, Inc., and Bridgestone Americas, Inc.

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Timeline

Provided is a tentative timeline for the website redesign:

May 18	Phase I Presentation of design strategy: initial research, design brief, and timeline. Analyze all content needed for the project: images, body text, forms, videos.
	Phase II Begin rough wireframes of website layouts.
May 19	Present rough wireframes; discuss successful and unsuccessful layouts. Make low-fidelity mockups of refined layout concept with potential type and hierarchy, and placements.
May 20	Continue creating low-fidelity mockups for each top-category page.
May 21	Present low-fidelity mockups, get feedback on design elements.
May 22	Phase III Begin working on WIX website applying refinements from mockup presentation; add color, typography, body text, images, and videos.
May 25	Continue working on WIX website.
May 26	Continue working on WIX website.
May 27	Phase V Present final design of the website, make refinements. Proceed to launch.