Sample IMS222 Student Presentation I

(the Elevator Pitch)

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By Sample Student



Goal

 Design a website that highlights the benefits and drawbacks of 5 electric cars available to consumers now



Audience

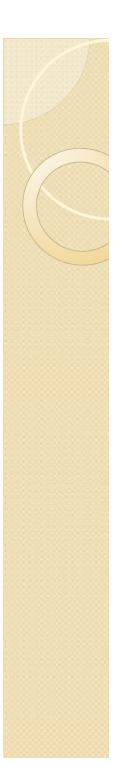
- Demographics (very wide):
 - Potential car consumers age 16-35
 - Males and females

• Psychographics (slightly narrower)

- Considers themselves Environmentally concise
- Practical, but unwilling or unable to go without a car
- Price conscious, but not solely price driven
- Seeking a non-biased opinion, but not interested in heavy statistics or car-jargon

• Technographics (wide)

- Diverse operating systems and browsers (Mac/Windows, Firefox, Safari)
- Comfortable with other technologies may view the site on a gaming console or web device (e.g. iPad)



Content

- 5 pages
- Homepage: Site intro and Overview of the technology
- I Page each for:
 - Nissan Leaf
 - Chevy Volt
 - Tesla Roadster
 - Zap



- Overview of manufacturer
- Picture(s) of car
- Basic information about car (miles on charge, warranty, etc)
- Quotes from reviews of the car
- 3 strengths, 3 weaknesses for each car
- Link to manufacturer's website



Reference Sites

I will draw my design inspiration from the following sites



Design Inspiration

- TeslaMotors.com
 - Bright and semi-technical look





Information Source

• Edmunds.com

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Information Source

Individual manufacturer websites



