



**Sample IMS222 Student
Presentation I**
(the Elevator Pitch)
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


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- **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

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- **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
- 1 Page each for:
 - Nissan Leaf
 - Chevy Volt
 - Tesla Roadster
 - Zap

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- Individual car pages will contain:
 - 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

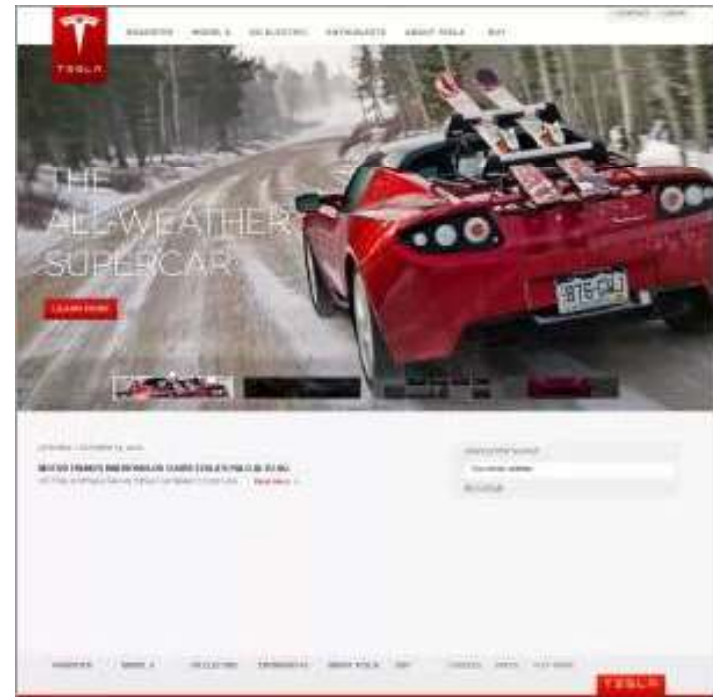


Reference Sites

- I will draw my design inspiration from the following sites

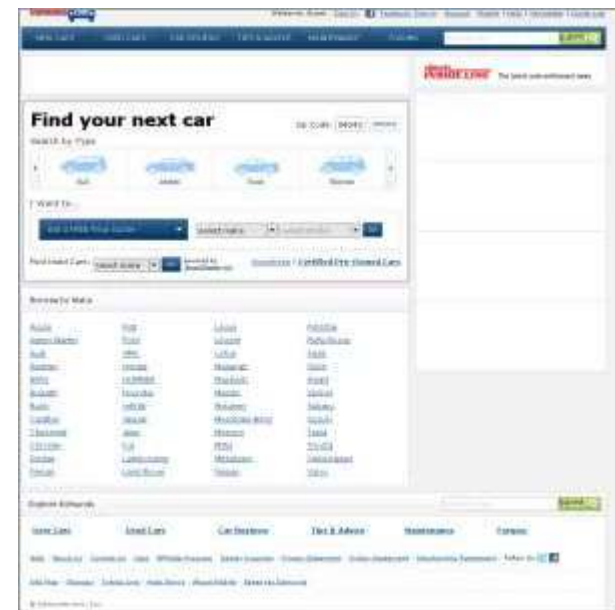
Design Inspiration

- TeslaMotors.com
 - Bright and semi-technical look



Information Source

- Edmunds.com



Information Source

- Individual manufacturer websites

