

Case Study 2020

By Angelica Weimer

Dayton Cars and Coffee



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What is Dayton Cars and Coffee?

Dayton Cars and Coffee, DCC, is an event held through May to August, every other Saturday. Car lovers from all over Ohio, and the surrounding states, come to the event to show off their rides, talk shop, and drink coffee.

The founder of DCC came to us with a problem. He was struggling to gain engagement during the off-season months, he had a high bounce rate, a non-innovative website design, and a inconsistent brand across platforms.

Client Overview

There is a vast audience, from CEOs to high schoolers.

His sponsors change every year.

The audience is very active on Facebook

His merch is sold on a separate site.

The brands needs to fit the demographic more.

He wanted to inspire a sense of community within the brand.

The brand personality has a bit of an edge to it.

He needs help retaining attention in the off-seasons.

He wants a clean, easy to navigate website design.

Key Takeaways

DCC Rebrand

This project was split between two courses: Branding and UI/UX. I worked on both sides of the project.

We started with client meetings to get to know the real DCC brand. We discussed wishes, needs, and brand voice.

Next we went through multiple internal logo rounds, landing on three to refine, and then picking two for the client.

Two teams were created to develop brand guidelines and assets to align with the logos chosen.

Revisions were made and presented, then a direction was chosen.

Project Process



Website Redesign, and Social Plan

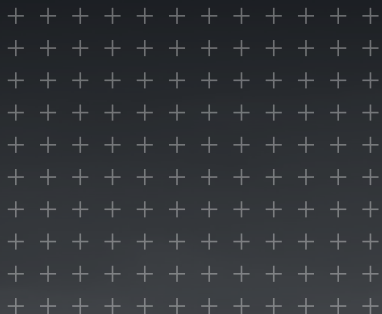
The UI/UX team worked in three phases: discover, design, and deliver. While the branding team worked on developing brand guidelines, we started the discover phase.

After the brand guidelines were completed, we were able to begin the design phase. We started with internal six comps, and chose three to present to the client.

A direction was chosen, and the Art Director role was assigned. The remaining pages were created. We user tested this design, and moved on to the deliver phase.

Project Process





DCC Rebrand

Jumping into the Process

This project was worked on between two classes, one of which I was not in. For this reason, I did not participate in the very beginning due to work and timing complications.

Once I was able to join the process, the team had already developed initial logo files and selected three main directions. After revising those directions, Teams were formed.

I was assigned to the team which focused on the classic and nostalgic side of the brand.



Logos

Dayton
CARS + COFFEE

Dayton
Cars & Coffee



DCC



Round
One

Refining Logos

Three directions were chosen for refinement and internal reviews.



DAYTON
CARS + COFFEE

Dayton
CARS + COFFEE

DAYTON
CARS +
COFFEE

Round
Two

Creating Brands

These two logos were chosen to be developed into two full brands. Two teams were created, and stylescapes were developed.



I was tasked with assisting this team.

This brand was focused on three words: **classic**, **connection**, and **community**.



This brand was focused on three words: **modern**, **passion**, and **connection**.

Round Three

Creating Our Style

Our team started working right away, and we all created stylescapes to match the logo idea. We came together to create one unified stylescape. We were then able to split up specific assets to create brand guidelines and merch examples.

I started working on color choices, iconography, and a social media animation. After completing a color palette, I passed off the iconography to another team member and focused solely on completing the animation.

The two teams presented what was completed so far to the client.

Developing A Brand

Dayton
CARS + COFFEE

HEADLINE

SUBHEADING

Dayton Cars + Coffee meets every other Saturday from May to October. Our meets are held at Austin Landing and last from 8am - 11am. Everyone is welcome at DCC. Our organization is all about community and connections and we fuel our passions with the best coffee in town!

<>

Button Style

Dayton
C.C.

#000000

#2E2E2E

#E8B40E

HEADINGS + TITLES

Roboto Condensed

Roboto Condensed Regular

Roboto Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

BODY COPY + CONTENT

COMMUNITY CONNECTION
CARS + COFFEE

#000000

#2E2E2E

#E8B40E

#B9B8B3

#F7F6EF

HEADINGS + TITLES

Roboto Condensed Bold

Roboto Condensed Regular

Roboto Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

BODY COPY + CONTENT

COMMUNITY CONNECTION
CARS + COFFEE

2020

Team One

Dayton
C + C

DCC MEET S

Dayton Cars + Coffee meets every other Saturday from May to October. Our meets are held at Austin Landing and last from 8am - 11am. Everyone is welcome at DCC. Our organization is all about community and connections and we fuel our passions with the best coffee in town!

Join us at our next meet!

Button Style

2019 RECAP

Dayton Cars + Coffee
Austin Landing
May - October

15



Telegraf regular 6dot

HEADLINE.

Telegraf regular 40pt

SUBHEADLINE.

Telegraf regular 12pt

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Color pallet / Textures Icons



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Team Two



DAYTON CARS + COFFEE

Unable to Choose

Our client felt he had not seen enough from either side to choose a direction yet, which was perfect since we had not shown him merch, animations, or any extended assets yet.

Our client made revision suggestions to both teams, and urged us to push further. He favored the “rorange” color over the yellow, and suggested we try using it on both brands. Our client also wanted to see a combination of the two brands.

We worked to complete these additional assets and create a presentation to show the entire developed brand.

Developing A Brand

Dayton
CARS + COFFEE

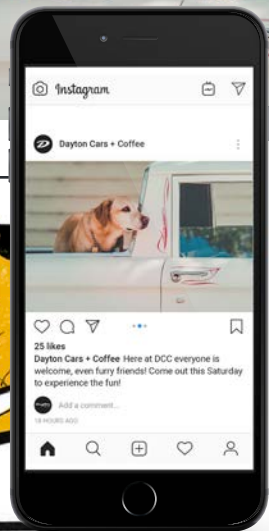
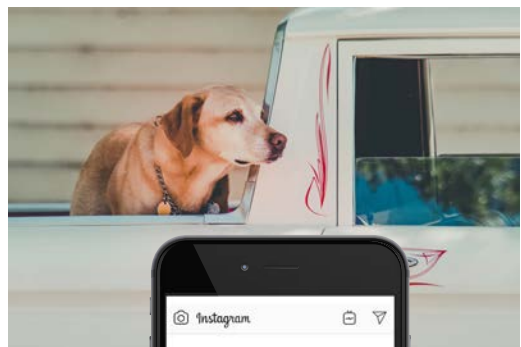
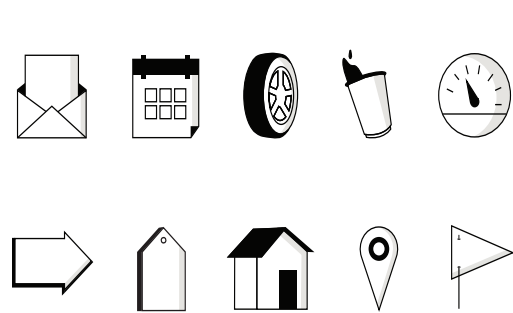


Dayton
CARS + COFFEE



Team
One







COMMUNITY
CONNECTION
CARS + COFFEE



#EF5939



#000000



#D9D6DB



#FFFFFF



#E8B40E

HEADINGS + TITLES

ROBOTO CONDENSED BOLD
ROBOTO CONDENSED REGULAR

SUBHEADINGS + SUBTITLES

BODY COPY + CONTENT

Roboto Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

COMMUNITY
CONNECTION
CARS + COFFEE



#FFFFFF



#E8B40E

**Team
One**

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ILAR

SUBHEADINGS + SUBTITLES



HEADINGS + TITLES

ROBOTO CONDENSED BOLD**ROBOTO CONDENSED REGULAR**

SUBHEADINGS + SUBTITLES

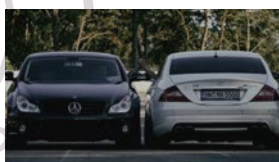
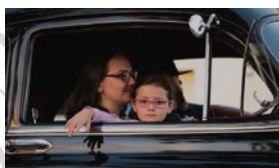
COPY + CONTENT

Roboto Condensed Regular
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OE

S



Dayton
 CARS + COFFEE

DCC MEETS

Dayton Cars + Coffee meets every other Saturday from May to October. Our meets are held at Austin Landing and last from 8am - 11am. Everyone is welcome at DCC. Our organization is all about community and connections and we fuel our passions with the best coffee in town!

Join us at our next meet!

Button Style

**WE ARE DCC**

Dayton Cars + Coffee
 Austin Landing
 May - October



Dayton
 CARS + COFFEE

DCC MEETS

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Button Style

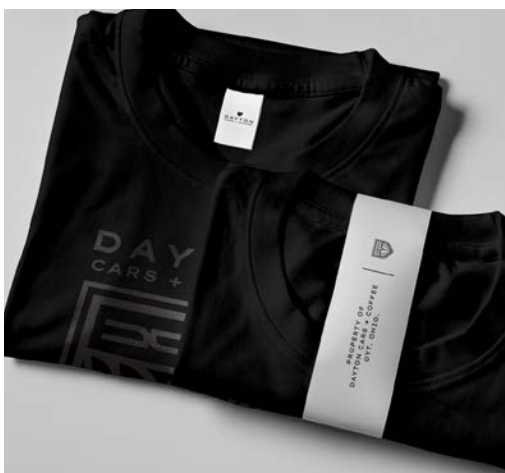
**WE ARE DCC**

Dayton Cars + Coffee
 Austin Landing
 May - October

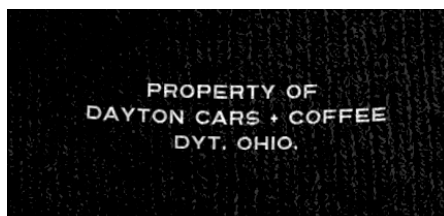


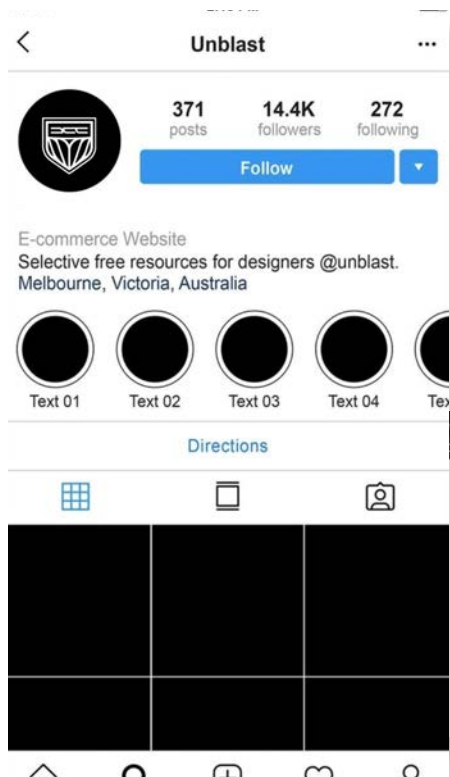
DAYTON CARS + COFFEE

DCC



Team Two







Telegraf regular 64pt

HEADLINE.

Telegraf regular 40pt

SUBHEADLINE.

Telegraf regular 17pt

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Telegraf regular 64pt

HEADLINE.

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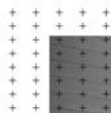
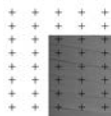
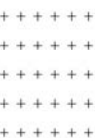
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Team Two



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Roboto Bold Condensed 64pt

H E A

Roboto Bold Condensed 40pt

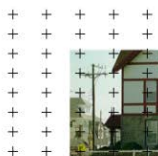
S U B H E

Helvetica regular 17pt

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LINE.

Color pallet / Textures/ Icons



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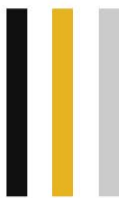
Combination Style

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E A D L I N E .

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modo consequat. Duis aute irure dolor in
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A mollit nostrud id est laborum.

Color pallet / Textures/ Icons



DAYTON
CARS +
COFFEE

Choosing a Side

Our client struggled to choose a direction for some time, but ultimately choose to go with the more modern approach to the brand, team two. The “rorange” color was picked.

He decide to continue with that brand style, but he was not sure of the logo. After being well into the website design, he was able to chose.

The original logo associated with the modern brand was chosen.

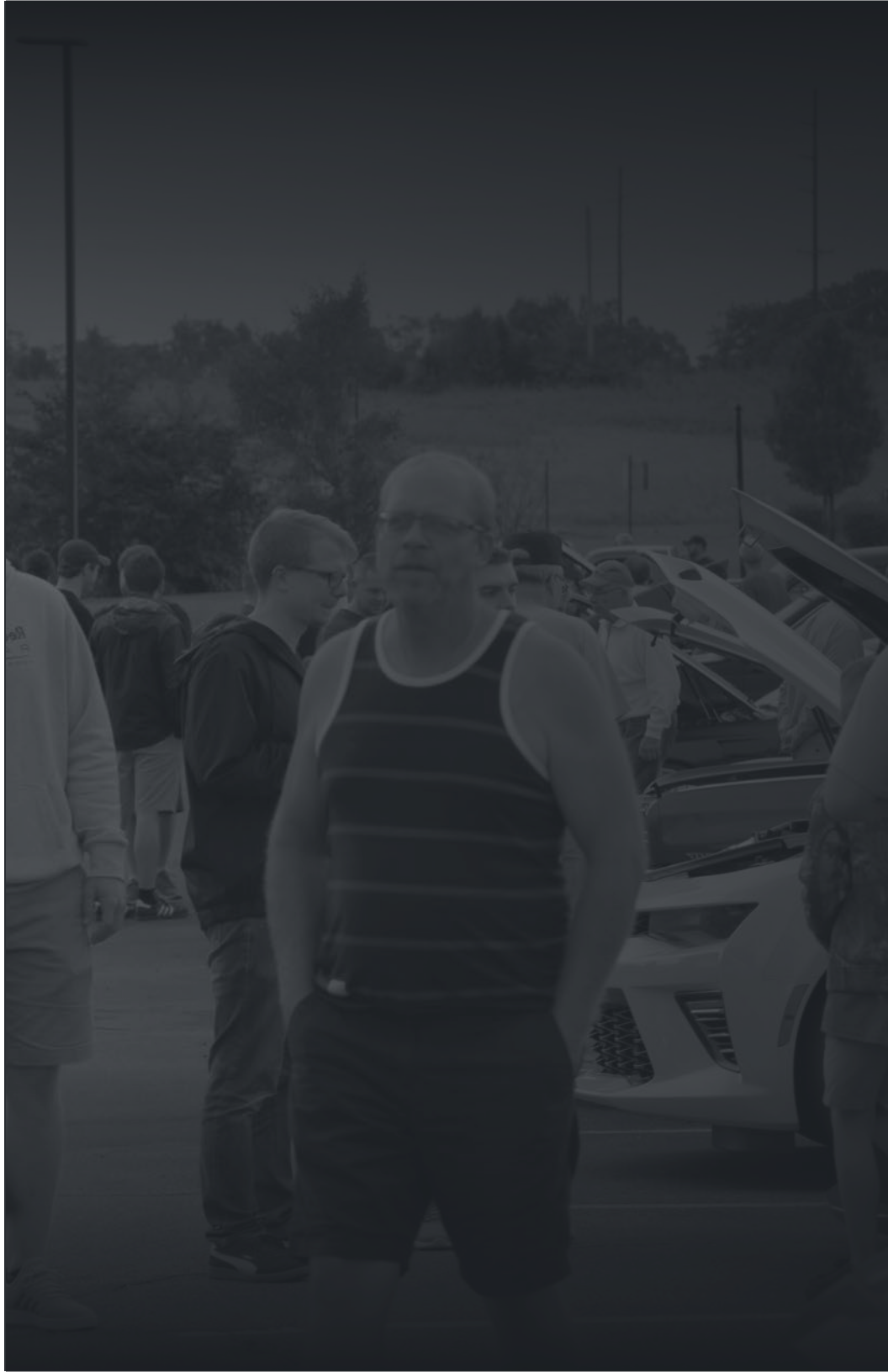
Finalizing the Brand

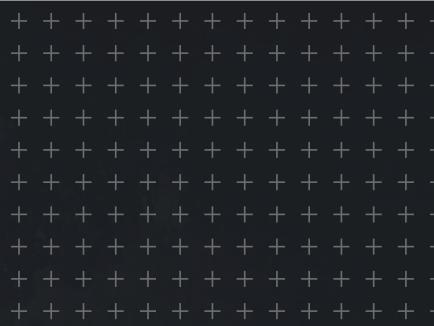
Dayton Cars and Coffee's Original Logo



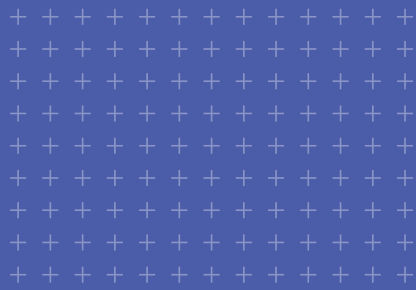
Dayton Cars and Coffee's New Logo





The background of the slide is a dark, grayscale photograph of a crowd of people at what appears to be a car show or exhibition. In the foreground, a person with a backpack is seen from behind, looking towards a car with its hood open. Other people are visible in the background, some looking at cars and others talking.

DCC Website Redesign + Social Plan



Angelica Weimer

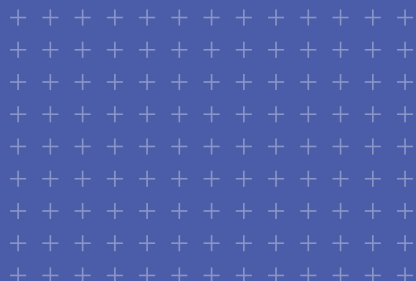
UX Researcher

In the Discover phase, I led the secondary research. I housed and assessed the data, created findings and recommendations, and presented this to the client.

During the Design phase, I worked as a designer alongside my other team members.

Once in the Deliver phase, I developed the prototype, and worked to develop the user test.

My Role





Shelby Miller

Social Specialist



Madison Hosier

Project Manager



Abby Carter

Lead Designer



Mario Giallombardo

Copywriter



Ally Graham

UX Designer

Our Team

Phase Deliverables

Research

Recommendations

Target Personas

Content

Sitemap



Discover Phase

What We Did

We completed six audits/analyses in order to gather data on the client's existing landscape:

Heuristic Audit

Competitive Analysis

Social Audit

Content Audit

Hosting Platform Analysis

SEO/Keyword Audit

I housed all information gathered in a Google Sheets document, and converted it into a findings and recommendations presentation.

Research

UX
Is the website credible? Are credible images of real people displayed?
Does registering provide value to users?
Is Pricing transparent? Are prices clear?
Are product and services presented clearly? Can images be enlarged or zoomed in for better view?
Is information filtered, sorted or paginated?
Are social platforms being used appropriately?
Site Design (Homepage and internal pages)
Is there a clear call to action? Do users understand the value proposition?
Are major changes to the site or product announced?
Are common best practices used (e.g. lists, menus etc)?
Is company location and/or contact information clear?
Is there a privacy policy in case the user provides personal information?
Are images and videos relevant and of high quality?
Are there high-quality services? Does audio or video refrains work?
Does the site URL work with or without www?
Is important content displayed first?
Is the site responsive to work with different devices?
Is related information grouped together?
Are there a minimum amount of pages?
Are page layouts consistent across the site?
Are pages easy to read (not-cluttered)?
Accessibility
Are alt attributes provided for non-text elements?
Are transcripts used for audio and video content?
Is more than color used to convey information?
Is content readable without a style sheet?
Can the site can be navigated with keyboard shortcuts maintained (not just mouse)?
Are links, buttons and checkboxes clearly labeled by clicking the text, not just the image?
Navigation
Are important links showcased in a clear way?
Are auto-rotating carousels and accordions used?
Is Alphabetical A-Z sorting avoided? Is grouping items into descriptions used?
Do users know where they are on the site? Is there a site map?
Is navigation consistent on every page?
Are links descriptive? Have they avoided generic text like "click here"?
Is there is a site description in the website's bookmark?
Is the site's URL memorable?
Links
Are important commands (such as "Sign Up") clearly visible?
Are links easily recognizable? Is underlined text avoided?
Are visited links a different color?
Are all of the sites links working?
Errors
Browser compatibility: does the site work on all major browsers? Shots tool or Browserstack.

What We Found

We developed three main recommendations for our client:

Talk Like Your User

Use relevant and engaging content that your target audience can relate to across channels.

Keep the Brand Consistent

Ensure that your voice, visual style, and structure is consistent and recognizable.

Present the Right Content

Provide useful and correct information and guide the user throughout the experience.

Recommen- dations

Talk Like Your User

#1

We recommended that our client should utilize keywords in navigation elements, adding meta titles to website assets, and putting relevant alt tags into the code for all images.

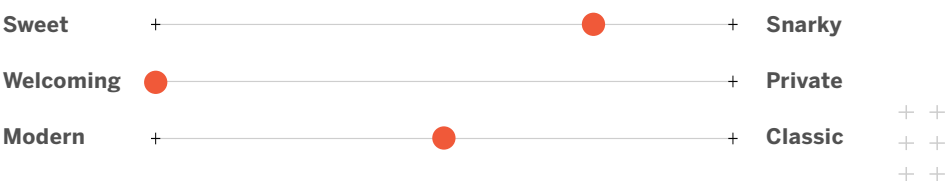
We pushed for social engagement by commenting on others' posts with a high following to intrigue a different audience, replying to comments, and posting at a consistent frequency with consistent visuals.

Lastly, we recommended highlighting or working with industry influencers to connect more with the target audience.



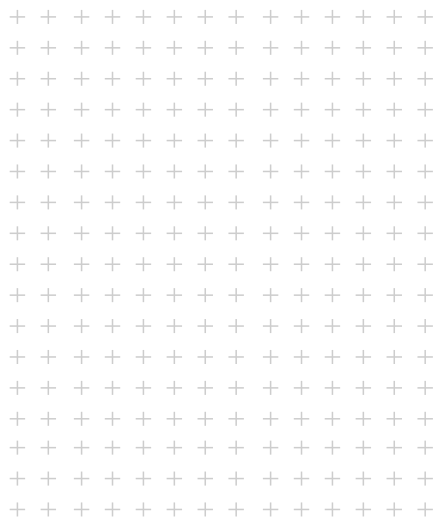
Keep the Brand Consistent

We wanted to establish a strong brand tone that maintained across all touchpoints. We use the following tone:



We recommended that our client use a consistent style across all channels, this includes color, CTAs, logo, assets, and typography. This redesign would follow all best practices to attract and guide the user.

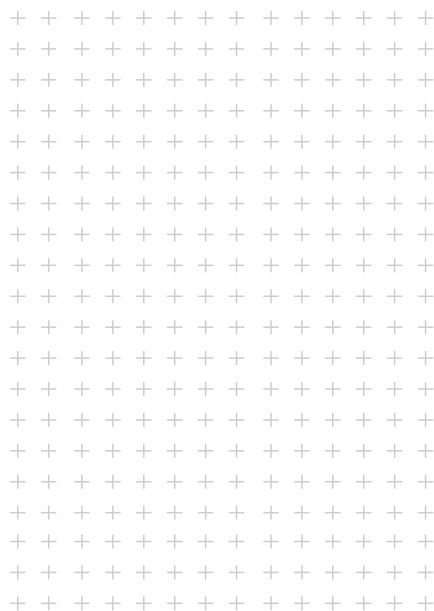
We pushed for the use of imagery with all types of cars, and the community.



Content #2

Our team suggested that the client utilize page-level and content-level structure on the new design. This includes type hierarchy, increased scannability, and linking to internal pages for a higher retention rate.

Lastly, we wanted to ensure the brand stays consistent on all social media platforms. We want to keep the community's engine running even during the off-season. We recommended presenting relevant local news, eye-catching visuals, including more video, and featuring industry leaders.



Present the Right Content

We urged our client to be more aware of the user-flow. Guiding with a clear and organized navigation, focusing on using helpful CTAs, and adding a well-balanced footer would help the users navigate the site better, and gain retention.

Our client's current website was unfinished with missing contact and legal information, as well as not informing the user if DCC is in season. We recommended adding this content.

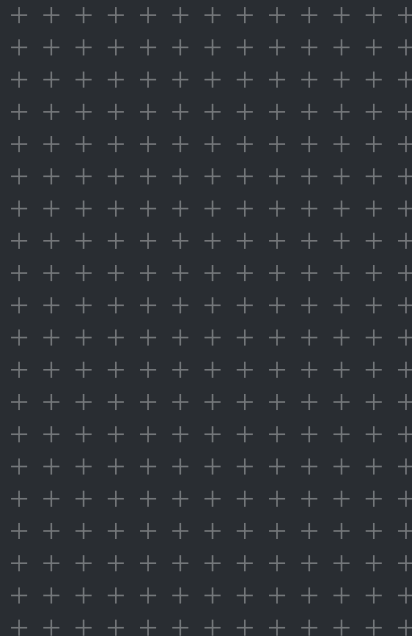


#3

The current blog page did not have a way for the user to sort or filter the content. We recommended adding tags to each blog post, a search bar, and strong meta data descriptions.

We pushed for a consistent layout structure for every blog, including image sizes, link styles, content layout, and URL optimization.

Lastly, we recommended presenting the merchandise brand, Fuel and Tires, as a separate site so the users know they are leaving DCC's site.



Platform Analysis

We researched eight different hosting platforms for our client. We analyzed each one, and broke it into a Google Sheets document. Here we were able to cross-analyze the platforms to decide which worked the best.

After completing this research, we presented two options to our client: **Webflow** and **WordPress**.

We pushed for Webflow, believing it would provide greater benefits to our client. However, it was not very cost-effective. For this reason, we also offered Wordpress as a most cost-effective option.

Ultimately, we were able to convince our client to continue with Webflow.



Webflow

Pros:

Customizable
No coding knowledge needed
Simple CMS capabilities
SSL comes with every site
Automatic updates
Webflow University

Cons:

Not as cost-effective
Learning curve

WordPress

Pros:

Customizable
Support Systems

Cons:

Need to know HTML and CSS
Must follow security regulations
Continual plug-in updates



Nick Bartel

Part-time Student

"I spend most days with my dog, Louie; he loves to go to work with me and on drives in my beamer."

Also likes: Snowboarding, skateboarding, spray painting, Dunkin', + music.



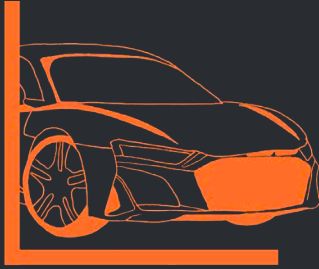
Traci Howe

Manufacturing Director

"There's nothing more I enjoy than spending time with family and having a couple of drinks."

Also likes: NASCAR, fishing, margaritas, Speedway coffee, + music.

User Personas



Jimmy Sharpe

High-level Professional

"My vehicle reflects my dedication to success. I keep it in the garage."

Also likes: Golf, sushi, Starbucks, + working out.



Mike Schnieder

Retired Navy

"I love cruising around town in my old bug. My wife and I do it every weekend"

Also likes: News, fast-food, cards, + homemade coffee.

We developed four user personas based on Google and Facebook Analytics.

HOME

EVENTS

FOOD

Footer: INSTAGRAM LOGO, FACEBOOK LOGO

AFFILIATES

VOLUNTEER/
INTERN

NEWSLETTER SIGN UP

Old
Sitemap

ABOUT/CONTACT

DCC BLOG

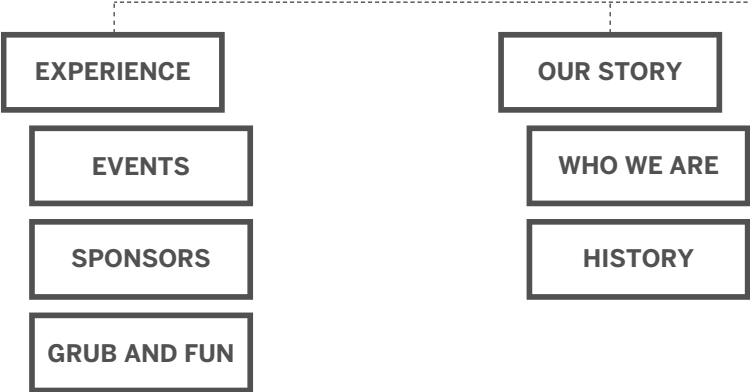
CONTACT

Developing A Structure

Our team went through many rounds of development to organize the site in a way that would enhance the user.

We wanted to give the user the same experience they get while at a DCC event. We gave the information to the users the same way they would receive it if attending the event.





Footer: DCC Updates, © 2020 Dayton Cars and Coffee, Terms and Conditions

EXPERIENCE

- Events
- Sponsors
- Grub and Fun

OUR STORY

- Who We Are
- History

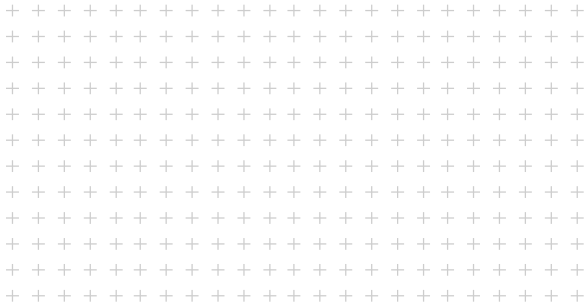
TUNE IN

- Blog Posts
- Podcasts
- Vlogs

DCC GEAR

AMAZON STORE

**VOL
IN**



New Sitemap

TUNE IN

DCC GEAR

BLOG POSTS

PODCASTS

VLOGS

Terms, Privacy Policy

FAQ

CONTACT

INSTAGRAM

UNTEER/
INTER

FACEBOOK

YOUTUBE

Dropdown Menus

We decided to utilize dropdown menus inside the navigation. This was an easy and effective way to house and represent a large amount of information without making an unnecessary amount of internal pages.



Phase Deliverables

Wireframe

Testing

Style Tiles

Moodboard

Design Comps

Design Extend



Design Phase

Splitting Up

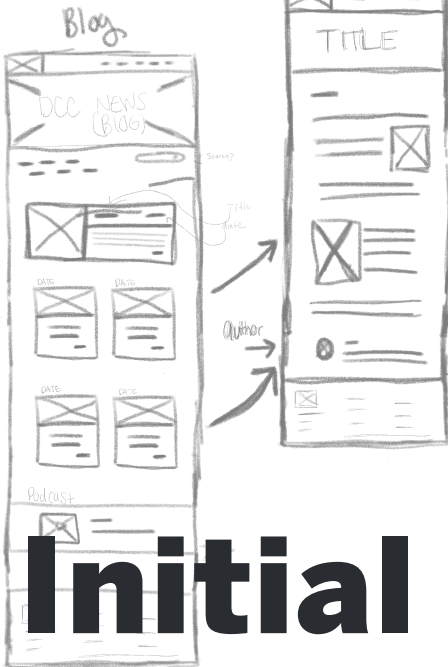
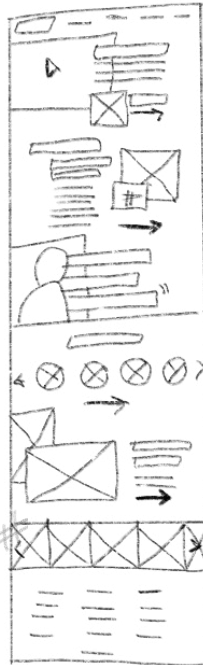
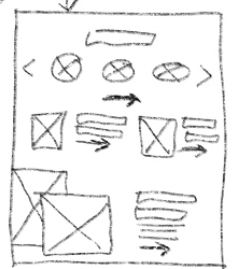
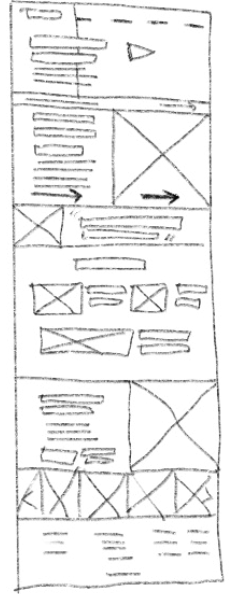
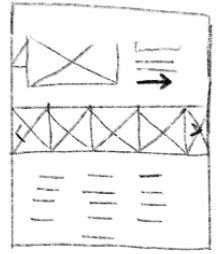
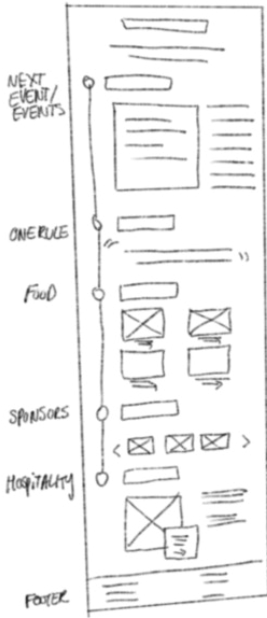
Creating a wireframe across six people proved to be a challenge, so we decided to all create our own sketches, and combine them into one sketch by process of elimination.

We put all six sketches, for each page, side-by-side and sketched the final desktop wireframe sketches. We were then each assigned a page to build into a digital wireframe. For mobile, we created three wireframes to represent how information would realign.

Lastly, we created a prototype on InVision. We presented this to the client for layout revisions.

Wireframe

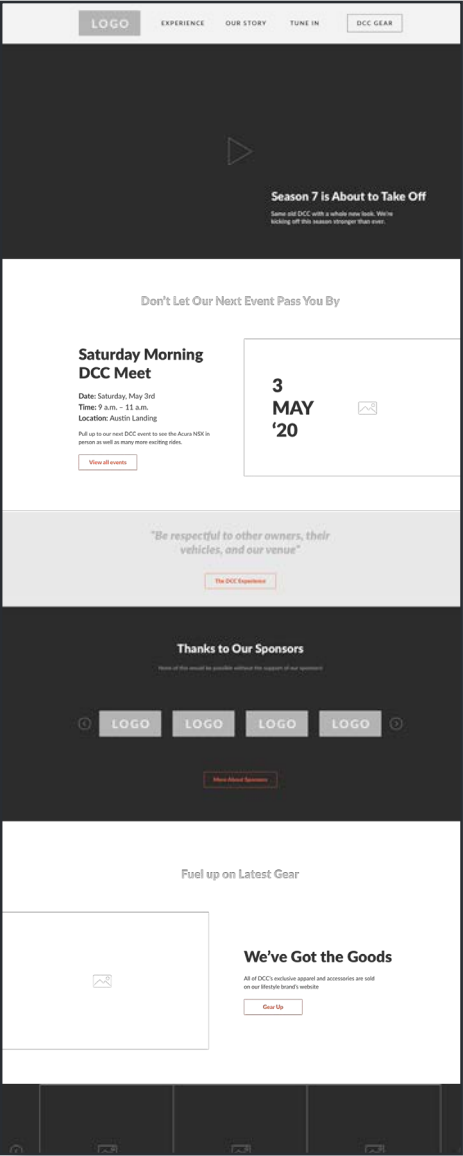
EXPERIENCE



Initial Sketches



My Sketches



Digital
Wireframe

LOGO

EXPERIENCE

OUR STORY

TUNE IN

DCC GEAR

Driving the Dayton automotive community

Dayton Cars and Coffee is where we share our passion for everything on wheels.

Just one rule: Be respectful to other owners, their vehicles, and our venue

Pull up

Join us on every other Saturday morning from 8 a.m. - 12 a.m.
April 12 - October 14 at Austin Landing. Start your weekend off right!

Event One	Date	Location	Event Two	Date	Location
Event Three	Date	Location	Event Four	Date	Location
Event Five	Date	Location	Event Six	Date	Location
Event Seven	Date	Location	Event Eight	Date	Location
Event Nine	Date	Location	Event Ten	Date	Location
Event Eleven	Date	Location	Event Twelve	Date	Location

Thanks to Our Sponsors

A huge shout out to the companies who fund DCC's events and the passion of the greater car community. Their commitment allows us to continue doing the fun. Get familiar with their businesses and be sure to introduce yourself to them at the meets.

Presenting Sponsors

LOGO

LOGO

Official Sponsors

LOGO

LOGO

Official Coffee Sponsor

LOGO

Partners

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LOGO

Supporting Sponsors

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LOGO

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LOGO

EXPERIENCE

OUR STORY

TUNE IN

Tune in to DCC

DCC bringing you the latest and greatest in everything automotive

Search

Q

All Types

Featured Blog Posts

Article 1

Article 2

Older News

Featured Podcasts

Podcasts 1

Podcast 2

Older Podcasts

Featured Vlogs

Vlog 1

Vlog 2

Older Vlogs

LOGO

EXPERIENCE

OUR STORY

TUNE IN

DCC GEAR

You've got questions, we've got answers.

Frequently asked questions

How do I become a member of DCC?

Where are the events located?

How have the events built?

How can I get involved?

How do I become a sponsor?

Will the event pop in the future and need us on site?

Helpful Links

Dayton Cars and Coffee Events

Contact us

Volunteer/Join with DCC

Ride and Relish

Event and Times/Maps

EXPERIENCE

OUR STORY

TUNE IN

DCC GEAR

CONTACT

Events

History

Blog/Photo

Amazon Store

FAQ

Austin Landing

LOGO

EXPERIENCE

OUR STORY

TUNE IN

DCC GEAR

Join the DCC Team

We are actively looking for design/video interns, as well as volunteers for on-site event management. There are great opportunities to be on the inside of the DCC site and upcoming special projects.

Interested? Fill out the form below.

First name *

Last name *

Email *

Are at least 18 years of age (sorry, insurance req.)

Open to location (check all that apply)

What to portfolio (if applicable)

Message

Design/Video Intern

Currently, we are looking for designers, who know cars and car culture first and foremost, and who can contribute some fresh ideas/designs and graphics.

If you are interested... DO NOT HESITATE. Send emails, set portfolios. Grab your best stuff and send us a link to view your designs. Anyway means well.

How other skills may fit the role too!

Both of these opportunities could springboard your career and allow you to meet some amazing people.

Tackling the Design

After completing the final digital wireframe prototype, we all began working independently toward a design style. We each created style tiles, sketches or desktop iterations before moving forward with the actual design.

We developed six different style ideas, six different homepage designs, and then chose three designs to finalize and present to the client. Mine design comp was one of the three chosen.

We began working in teams of two to further develop the designs.

Style



DAYTON CARS + COFFEE

Season 7

Same old DCC with a whole new look. We're kicking off this season stronger than ever.

Latest Blog →

Don't Let Our Next Event Pass You By

03

A Ford GT, A Snowy Track, And The Luckiest 14 Year Old

Read Post →

How far is the closest gas before getting stuck? I'm glad you asked

Read Post →

Summer night's collection of radical cars

Read Post →

BE RESPECTFUL OF OTHER OWNERS & OUR VENUE

DCC Rules →

SEASON 7

Same old Dayton Cars and Coffee with a whole new look. We're kicking off this season stronger than ever.

UPCOMING EVENTS

03

MAY 2020

AUSTIN LANDING

9 a.m - 11 a.m

VIEW ALL EVENTS

Dayton Cars and Coffee

Season 7 is About to Take Off

Same old DCC with a whole new look. We're kicking off this season stronger than ever.

Our Season

APRIL - AUGUST

VIEW ALL EVENTS

Next Event

SATURDAY MORNING DCC MEETUP

VIEW ALL EVENTS

Latest Blog Post

A FORD GT, A SNOWY TRACK, AND...

VIEW ALL EVENTS

Time and Date

GET THE LATEST DCC MEETUP

VIEW ALL EVENTS

Saturday Morning DCC Meetup

Where: 3 May 9 a.m. - 11 a.m.

Where: Austin Landing

More: Pull up to our next DCC event to see the Acura NXZ live and in person as well as many more exciting rides.

View All Season Events

Style Tiles

Dayton Cars and Coffee

Season 7 is About to Take Off

Same old DCC with a whole new look. We're kicking off this season stronger than ever.

Our Season

APRIL - AUGUST

VIEW ALL EVENTS

Next Event

SATURDAY MORNING DCC MEETUP

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View All Season Events →



In Season (April - October)

DAYTON CARS AND COFFEE SEASON 7 IS ABOUT TO TAKE OFF.

Same old DCC with a whole new look. We're kicking off this season stronger than ever.

BLOG TITLE HERE
Read Latest Blog

DON'T LET OUR NEXT EVENT PASS YOU BY



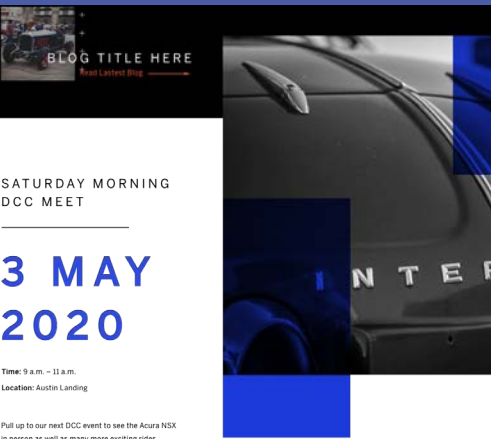
DAYTON CARS AND COFFEE SEASON 7 IS ABOUT TO TAKE OFF.

Same old DCC with a whole new look. We're kicking off this season stronger than ever.

Next Event:

3 MAY 2020

BLOG TITLE HERE
Read Latest Blog



BLOG TITLE HERE
Read Latest Blog

SATURDAY MORNING DCC MEET

3 MAY 2020

Time: 9 a.m. - 11 a.m.
Location: Austin Landing

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides.



3 MAY 2020

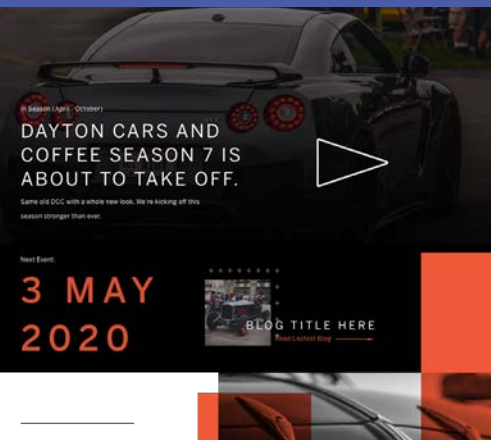
SATURDAY MORNING DCC MEET

Time: 9 a.m. - 11 a.m.
Location: Austin Landing

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides.

[VIEW ALL EVENTS](#)

"THIS IS A QUOTE FROM A DAYTON CARS AND COFFEE FAN, DESCRIBING THE EXPERIENCE"



In Season (April - October)

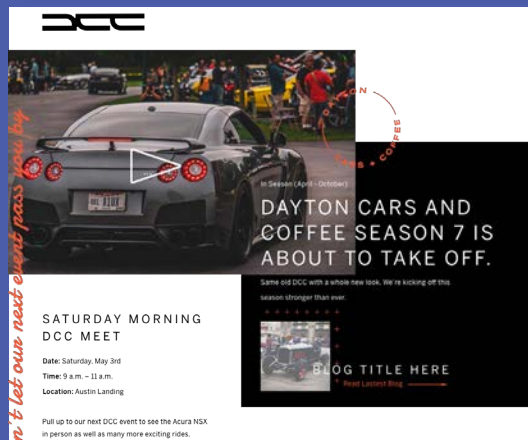
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Same old DCC with a whole new look. We're kicking off this season stronger than ever.

Next Event:

3 MAY 2020

BLOG TITLE HERE
Read Latest Blog



DAYTON CARS AND COFFEE SEASON 7 IS ABOUT TO TAKE OFF.

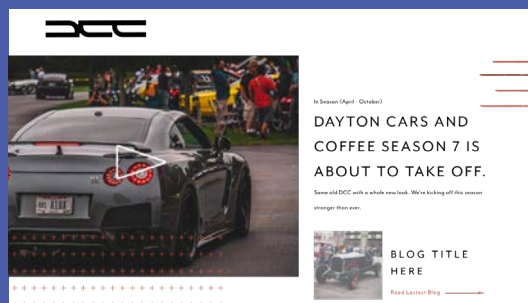
Same old DCC with a whole new look. We're kicking off this season stronger than ever.

SATURDAY MORNING DCC MEET

Date: Saturday, May 3rd
Time: 9 a.m. - 11 a.m.
Location: Austin Landing

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides.

Mine



DAYTON CARS AND COFFEE SEASON 7 IS ABOUT TO TAKE OFF.

Same old DCC with a whole new look. We're kicking off this season stronger than ever.

BLOG TITLE HERE
Read Latest Blog

10 Season: April 12th - 13th

DAYTON CARS AND COFFEE SEASON 7 IS ABOUT TO TAKE OFF.

Same old DCC with a whole new look. We're taking off this season stronger than ever.

BLOG TITLE HERE

Read something new

DON'T LET OUR

DATE: Saturday, May 3rd
Time: 9 a.m. – 11 a.m.
Location: Austin Landing

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides.

VIEW ALL EVENTS

"THIS IS A QUOTE FROM A DAYTON CARS AND COFFEE FAN, DESCRIBING THE EXPERIENCE."

THE DCC EXPERIENCE

SATURDAY MORNING DCC MEET

Date: Saturday, May 3rd
Time: 9 a.m. – 11 a.m.
Location: Austin Landing

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides.

VIEW ALL EVENTS

3 MAY 2020

THIS IS AN EVENT TITLE

This is a location

3 MAY 2020

THIS IS AN EVENT TITLE

This is a location

3 MAY 2020

THIS IS AN EVENT

This is a location

THANKS TO OUR SPONSORS

About Sponsors

PRESENTING

ACURA

These staff are passionate about the brand and are as fast as their rides, including the NSX (left) and frequently attends the NASA (see field of Mid Ohio Sports Car Course. They live what they sell.

FORGELINE Motorsports

A Custom leader for high-performance and racing vehicles, Forgeline Motorsports is located right here in Dayton, OH.

HAGERTY

Boston Street COFFEE CO.

FUEL UP ON THE LATEST GEAR

WE'VE GOT THE GOODS

All of DCC's exclusive apparel and accessories are sold on our lifestyle brand's website.

VIEW US

DCC DOG COLLAR SM

\$16.00

Add to Cart

DCC DAYTON CARS AND COFFEE

EXPERIENCE OUR STORY TUNE IN

Events Who Are We Blog Posts

Sponsors History Products

Grids and Fun Vlogs

SUBSCRIBE FOR DCC UPDATES

Get News Get Tunes

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SEMA

SATURDAY MORNING DCC MEET

Date: Saturday, May 3rd
Time: 9 a.m. – 11 a.m.
Location: Austin Landing

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides.

VIEW ALL EVENTS

DON'T LET OUR NEXT EVENT PASS

SATURDAY MORNING DCC MEET

3 MAY 2020

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Location: Austin Landing

Pull up to our next DCC event to see the Acura NSX in person as well as many more exciting rides.

VIEW ALL EVENTS



Desktop Designs

[Experience](#)
[Our Story](#)
[Subscribe](#)
[Get Gear](#)

Dayton Cars + Coffee

Season 7 is taking off! Same old DCC with a whole new look. We're kicking off this season better than ever.

▶ Watch the Season 7 Preview

Saturday Morning DCC Meetup

3 May, 8 - 11 a.m.
Austin, Landing

Put up to your ears with DCC gear in our Fall Season 2019 Meetup and in person with many more exciting rides.

Read All About Season 7

Our Mission

CONNECT
Vehicle Enthusiasts

PRESERVE
Dayton History

[Join the Meetup](#)

Most Recent Blog Posts

Pike's Peak NSX at DCC
May 2019 [Read This Post](#)

2019 Camaro SS world debut at Dayton Cars and Coffee
April 2019 [Read This Post](#)

THEY MAKE IT HAPPEN

Thanks to Our Sponsors

[Meet Sponsors](#)

Join The DCC Crew to Get in on the Action Next Season

[Contact Us About Sponsorship](#)

FUEL AND TIDES

The Automotive Lifestyle Brand

Don't Let Our Next Event Pass You By

03 MAY

Time: 8 a.m. - 11 a.m.
Location: Austin Landing

Put up to your ears with DCC gear in our Fall Season 2019 Meetup and in person with many more exciting rides.

[Read All About](#)

Thanks to Our Sponsors

None of this would be possible without their support

[Meet Sponsors](#)

FUEL UP ON GEAR

We've Got The Goods

All of DCC's exclusive apparel and accessories are sold on our lifestyle brand's website.

[Shop It](#)

Rule 01

Respect

Be respectful to other owners, vehicles, and our venue

[Read Guidelines](#)

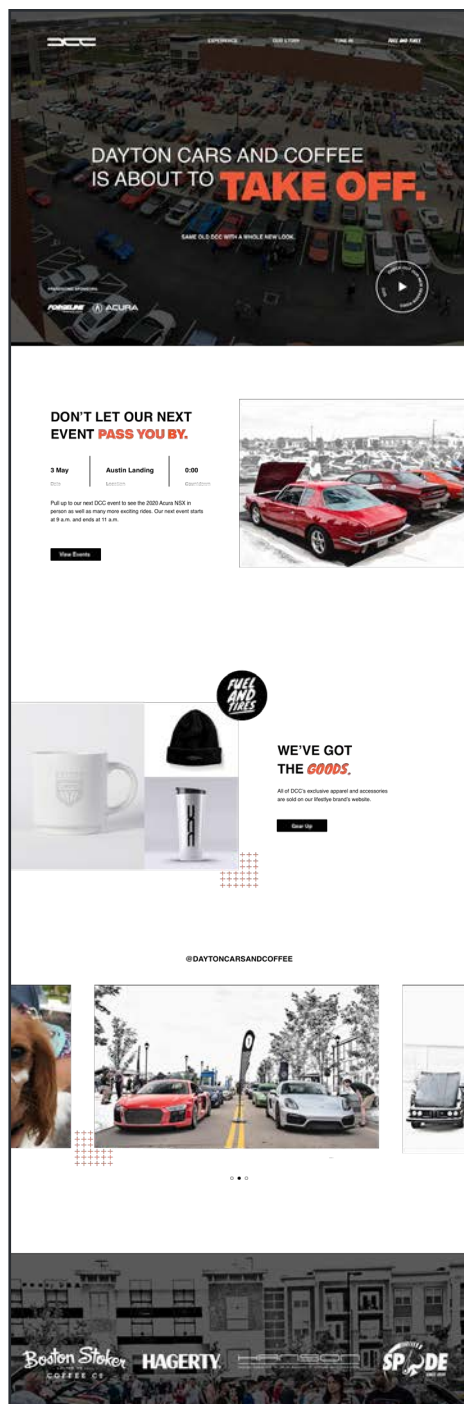
Revise, Revise, Revise

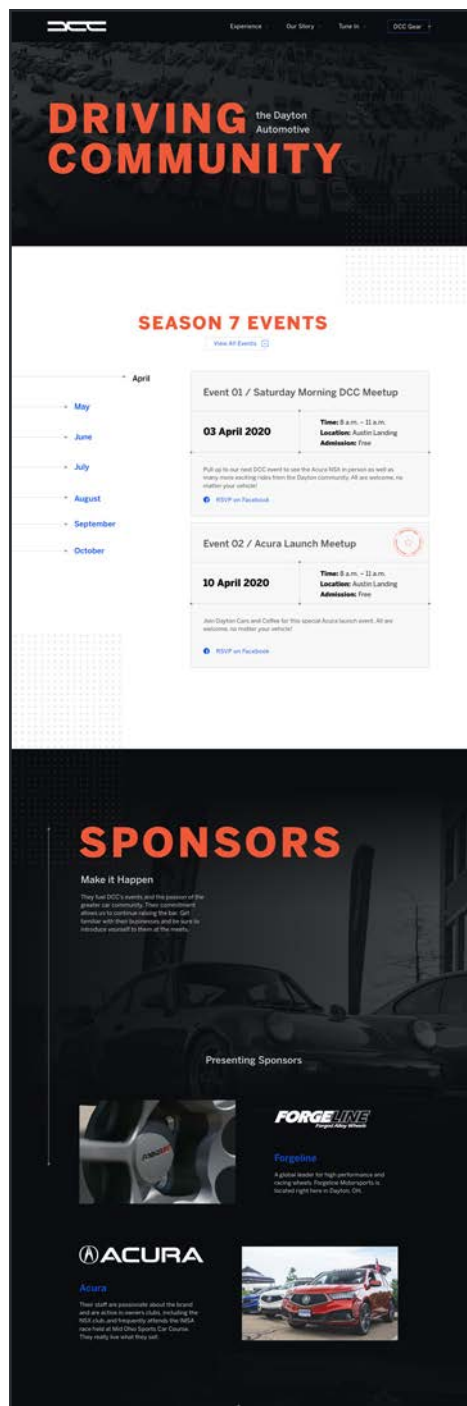
After many rounds of internal revisions, we were ready to present to the client. He was eager to see our designs. We presented the top three designs, and he felt we had pushed the envelope too far. He wanted us to reel it in a bit.

We went back to our teams of two and worked to align our designs closer to the image our client was seeing for himself. We also began developing one internal page to represent how we would utilize the design further.

After presenting one final time, he was able to make his decision.

Top 3





Shelby + Madison



Abby + Myself

A Path is Chosen

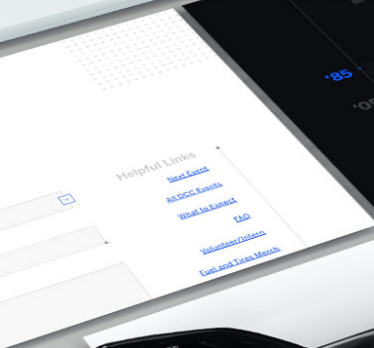
Shelby and Madison's comp was chosen, and they became our art directors for the remainder of the project. They assigned pages to extend the design.

It was around this time that all of our work became remote, due to COVID-19. Our team began meeting virtually through Google Hangouts, and working through constant connectivity. We struggled to reach our client for a few weeks during this time, so we did our best to continue forward with our work.

Final Design

Final Design





Phase Deliverables

Site Production

Tech Specs

Development

Testing

Q/A

Launch

Deliver Phase

Does Our Design Work?

After all the pages were completed, I prototype them within InVision. After this, I began working to create a user test on UserTesting.com.

This test assessed how well users could navigate the site. We directed them to interact with specific areas that we knew might cause trouble due to the complex information. Overall, we received good feedback that backed-up our design choices.

I created a highlight reel with some of the feedback to provide context for our client.

User Testing

1 Launch URL

You have been taken to a new page. Please click on the button to go to the next step.

2 Task

Without clicking on the navigation menu, find the link to the "About Us" page.

3 Task

**Do not select anything yet. Find the link to the "About Us" page to find "event information".

4 Task

For these following steps, you will be asked to find the link to the "About Us" page.

5 Task

Without leaving the homepage, find the link to the "About Us" website? Explain your answer.

6 Task

Without leaving the homepage, find the link to the "About Us" website. Do not select anything yet. If you cannot find the link, please explain why.

7 Task

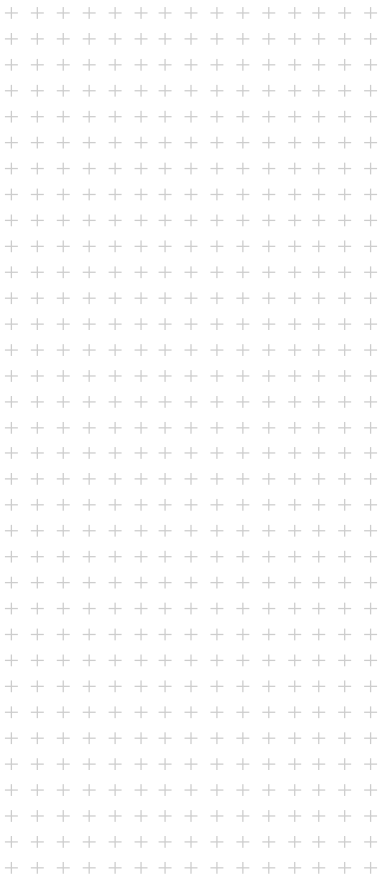
Website Design Completed

We took time to ensure all documents were finalized and organized. Example hovers and activations were created for the developers, logo finals were cleaned up, and we went through thousands of photos from our client.

To create an easy access point for our client, we created a Google Drive to add all completed assets such as final pages, final versions of the logo mark, and chosen photography.

We handed off this project to the developer to complete the rest of the deliver phase.

Final
Steps

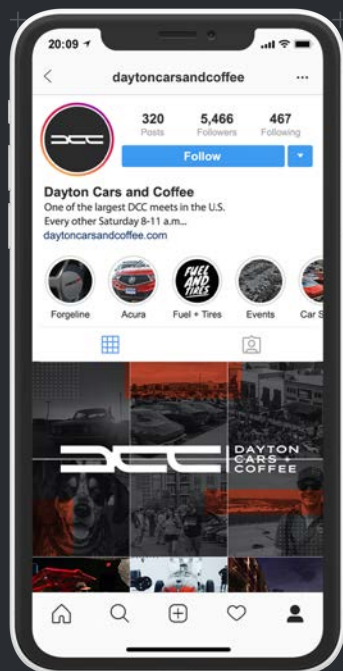


Social Media Plan

While all files were being completed, a social media team was formed. Shelby, Abby and Mario took on this task to complete a brand launch on Facebook and Instagram, in-season and out-of-season plans, as well as a COVID-19 plan.

The team created assets to represent how the brand launch would showcase on each platform. They also created calendars for each plan they created.

Within these calendars, there are two tiers. We know our client does not stay up-to-date as often as we recommended, so we created optional and mandatory posts. This should help regulate the post frequency.



Dayton Cars + Coffee In Season Plan

Su	M	T	W	Th	F	S
7 AM/4 PM	6 AM/10 PM	9 AM	7 AM/11 PM	9 AM/7 PM	5 AM/3 PM	11 AM/8 PM
 Car Story Question Visual: Question Graphic or other car image Copy: What's your ____ car story? Share with #myGCC	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption	 Event Hype Up/! Initiation Visual: Misc. Copy: Who's ready for next Saturday's meet?
 Car Story Question Visual: Question Graphic or other car image Copy: What's your ____ car story? Share with #myGCC	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption "Story or in feed depending on how good it looks!"	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption "Story or in feed depending on how good it looks!"	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption "Story or in feed depending on how good it looks!"	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption "Story or in feed depending on how good it looks!"	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption "Story or in feed depending on how good it looks!"	 Event Hype Up/! Initiation Visual: Misc. Copy: Who's ready for next Saturday's meet?
 Car Story Question Visual: Question Graphic or other car image Copy: What's your ____ car story? Share with #myGCC	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption	 March Giveaway Visual: March Imagery Copy: RSVP to the Facebook Event and share this to enter!	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption	 LIVE from BCC Meet Visual: Live Video Copy: Ask attendees about their car and where they live about DCC
 Car Story Question Visual: Question Graphic or other car image Copy: What's your ____ car story? Share with #myGCC	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption "Story or in feed depending on how good it looks!"	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption "Story or in feed depending on how good it looks!"	 March Giveaway Visual: March Imagery Copy: RSVP to the Facebook Event and share this to enter!	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption "Story or in feed depending on how good it looks!"	 Share Posts from #myGCC Visual: Posted Image Copy: Posted Caption "Story or in feed depending on how good it looks!"	 Join on Facebook Live Visual: Live Graphic Copy: Remember to join the Facebook Live for the meet!

Dayton Cars + Coffee Out of Season Plan

Su	M	T	W	Th	F	S
7 AM/4 PM	6 AM/10 PM	9 AM	7 AM/11 PM	9AM/7PM	5AM/3PM	11AM/8 PM
Car Story Questions Visual: Question Graphic or other image Copy: What's your car story? Share with anyGDC	#wondercommunity Visual: Modified Vehicle or other image Copy: What's your car story? Share with anyGDC	Share Industry News Visual: Post Image Copy: Post Copy	Share Industry News Visual: Post Image Copy: Post Copy	#wondercommunity Visual: Season throwback or community Post Image Copy: Posted caption/about season throwback	Share Industry News Visual: Post Image Copy: Post Copy	Season Memory Visual: Image from previous GDC Copy: Memory from last season
Car Story Questions Visual: Question Graphic or other image Copy: What's your car story? Share with anyGDC	#wondercommunity Visual: Modified Vehicle or other image Copy: What's your car story? Share with anyGDC	Share Posts from #myGDC Visual: Post Image Copy: Posted Caption on "Share or in feed depending on how good it looks"	Share Posts from #myGDC Visual: Post Image Copy: Posted Caption on "Share or in feed depending on how good it looks"	#wondercommunity Visual: Season throwback or community Post Image Copy: Posted caption/about season throwback	Share Posts from #myGDC Visual: Post Image Copy: Posted Caption on "Share or in feed depending on how good it looks"	Season Memory Visual: Image from previous GDC Copy: Memory from last season

Dayton Cars + Coffee Brand Relaunch

Su	M	T	W	Th	F	S
7 AM/4 PM	6 AM/10 PM	9 AM	7 AM/11 PM	9 AM/7 PM	5 AM/3 PM	11 AM/8 PM
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Key ■ High Priority ■ Optional ■ COVID-19

Project Conclusion

We submitted all assets to the Google Drive, and provided all presentation elements. The next steps are relying on the developer and the client to work together to produce the final website.

In all, we completely rebranded this organization and provided a website design that will help the users navigate more efficiently. We provided a calendar for social media posting in boost our clients online brand and presence.

It was a pleasure working with this client, and learning more about Dayton Cars and Coffee.



Believe in hero

**Thank
you.**