

Website Modification Design Brief

September 18, 2014
Version 1.2



HONDA MOTORCYCLES



**“ IF YOU CAN’T RUN WITH THE BIG DOGS,
STAY ON THE PORCH. ”**

– Anonymous



Website Modification Design Brief

PERSONA	1	WIREFRAMES	9	Conclusion	17
		Concept sketches for website	9		
DESIGN BRIEF: The Overview	2	Concept sketches for video	9	Prototype Screenshots	18
Vision	2			STREET page	18
Design Problem	3	WIREFRAMES	11	Individual Bike Type page	19
Project Summary	3	Street Bike/Landing Page	11	Safety page	20
		Bike/Landing Page	12	Riders Club page	21
DESIGN BRIEF: The Challenge	4				
Business Objectives	4	DESIGN BRIEF: Interactivity	13		
Research	4	Primary Principles	13		
Constraints	5	Secondary Principles	13		
Design Themes	5	Design Tasks	13		
Client Interaction	5				
DESIGN BRIEF: The Plan	6	DESIGN BRIEF: Prototype Website	14		
Site Map Description	6				
Wireframes	6	COMPETITIVE REVIEW	15		
Draft Reviews	6	Objectives	15		
Usability Testing	6	Criteria	15		
Addressing Design Themes	6	Competitor Profiles	15		
Timeline	7	User Comparison	15		
Budget	7	Competitor Comparison	16		
SITE MAP	8				



PERSONA

Jeremy Davis • “Wanna Be Biker”

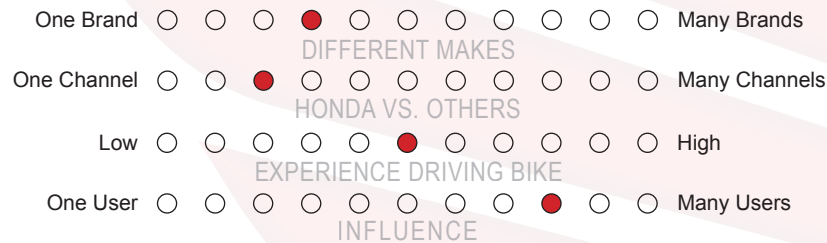
Seeking Information About Honda Street Motorcycles



Age: 40
Career: Physical Therapist
Institution: Kaiser Permanente
Annual Income: \$80,500
Marital Status: Divorced
Family Status: 3 children (1 girl (15), 2 boys (12 & 10))
Location: Colorado Springs, Colorado

“I’ll never forget the freedom I felt when I drove Hector’s Honda! I can finally fulfill my dream to own my own bike. I can’t wait to hit the road!”

Behaviors



Objectives

- I want to find what kind of street bikes Honda has available now. I need some details about each type to help me understand which one is the best for my needs.
- I would like to find information about the safety of the bikes and how to drive defensively.
- I want to have the support of a motorcycle riders club.

Scenarios

Jeremy has wanted to have his own motorcycle since he was a teenager. He enjoyed driving his best friend’s bike when they were in high school. Jeremy got married and had his first child while he was in college. Due to the obligations of his new family, he was unable to buy a motorcycle. He now can provide for his family with some discretionary income left over. Jeremy is divorced and his wife has primary custody of his children. With his extra income and additional time, he is able to afford a motorcycle and has the time to go for rides. But for his kids’ sake, Jeremy wants to make sure that he stays safe. His friend’s bike was a Honda, so he has a good opinion of Honda motorcycles. He wants do research online before going to a dealership.

Process, Frustrations and Pain Points

- Starting with the STREET bikes page for the Honda Powersports website (<http://powersports.honda.com/street.aspx>), I was not sure which types of street bikes were available.
- I would like to see a quick video that would get me pumped up for my buying experience, and give me a taste of what is available.
- It takes too long to find the information about the different types of bikes, and then there are not enough details.
- I need help selecting the right bike. The site seems to be set up for someone who already know what they want.
- The riders training information is not easy to find.
- I could not find any information about a Honda Riders club.

Website Modification Design Brief

URL: <http://powersports.honda.com/street.aspx>

Vision

Honda street bikes are among the most reliable, well-designed, fun and beautiful motorcycles on the market today. We will send a strong message to motorcycle enthusiasts that Honda is the way to go!

The target audience now includes a range of types of riders and owners, from the seasoned veteran to the first-timer. Loyal customers and potential clients—like Jeremy—will find the **Honda Street Bike** website very engaging and educational.

Honda has built a reputation of quality, value, innovation and performance. Honda's mission emphasizes safety, technology and the environment. The website updates will support these goals.

With our assistance, users will find exactly what they need—the right bike, maintenance and driving education, and riders club opportunities. Then they will become loyal Honda customers!





DESIGN BRIEF: The Overview

Website Modification Design Brief

URL: <http://powersports.honda.com/street.aspx>



Design Problem

Changes in the motorcycle market have created a need for manufacturers to assist potential customers in many ways. The Honda Street bike product line is continually growing and improving. And there is also an increasing number of inexperienced motorcycle owners. In testing users of the website we found that they face challenges when they seek information about the types of street bikes that are available. They require easily-accessible and thorough information to assist them in making an informed purchase decision. They also need safety information and community support. Users also desire an exciting and motivating search experience.

Project Summary

We will redesign portions of the current website to improve accessibility and interactivity, and to add information.

Key features:

- Add engaging graphics that emphasize the excitement of driving a Honda motorcycle, while highlighting the available information.
- Add interactive links to desired bike type information.
- Improve bike type pages.
- Add information to individual bike pages.
- Add safety information, with easy and obvious links.
- Add easy access to rider community information.

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Expected Result

The changes will result in an exciting and easily navigable site. The user who is looking for information about bike types, safety and rider community will quickly find the information they are looking for, via interactive and interesting links. The navigation options will lead to thorough and well-organized data, to the reduce the level of user frustration. The best of the current site will remain intact, and the character and culture of the site will continue to reflect the safety, quality and freedom of Honda street motorcycles.



Business Objectives

Based on our research, the goals for this redesign—which are aligned with the company goals—are attainable. It will increase awareness of the Honda street bike line, present Honda as a source for rider assistance, and significantly increase the number of US-based purchases by first time buyers—by the end of 2016. The extraordinary user-assistance available on the website will help to differentiate and elevate Honda from its competitors.

Research

Primary and secondary research was collected to determine the demographics and psychographics of the **target market**:

- Gender: Male and Female
- Adult Age Range: 30-50
- Household income: \$55,000-\$250,000
- Location: US cities with population over 500,000
- Lifestyle: Enjoy exciting activities, driving fast and/or long distances, care about the environment, politically moderate, technically savvy, family/community-oriented.

A **Persona** was created based on a user looking for information about the type/style of motorcycle to fit his needs and taste. This archetype is based on user surveys and live observation of users seeking similar information on the website. See the *Persona* section of this document for details.



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Constraints

- **Schedule:** The website must be completed by October 31, 2014. High-level schedule*:

Week 1: Meet with client for preliminary presentation and delivery of initial documents.

Week 2: Develop design principles, Site Map

Week 4: Create motion graphic video

Week 5: Wire frames

Week 6: Landing page draft

Week 8: Other web page drafts

Week 10: Complete website modifications

* See the *Requirements* section for a detailed schedule.



- **Resources:** Photos are being provided by third-party. Final photos will not all be available before initial draft. Content for information pages about bike types is being provided by Honda staff in multiple departments and locations. Current models can change, as well their detailed information.
- **Communication:** Design process requires timely communication between the design staff, Honda staff and third party individuals. Design reviews are required.
- **Measurement:** Results will not be available for several months (and/or years) after the completion of the project.
- **Reuse:** Schedule is effected by the amount of existing content and code that can be reused.

Design Themes

- **Interactivity:** Current trends call for the use of interactive patterns and videos to capture the attention of users. Obvious and interest-generating “buttons” must be used to highlight links to desired information.
- **Additional Information:** Information must be intuitively grouped into the categories of: bike types, safe driving and rider community. Information pages added where necessary.

See the individual *Design Theme* sections for details.

Client Interaction

Prior to commencement of the project, the client is to sign-off on the initial *Design Brief, Persona, budget and proposed schedule*. The client provides any new content required, such as written copy, articles, images and videos. The client is expected to provide timely feedback to deliverables, as to maintain progress toward the design goals. If changes are requested after a deliverable has been reviewed and approved, the client must complete a Change Order request form. The schedule and budget is subject to change.



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Site Map

A site map diagram—showing the site topics and relationships—will be provided for review within the first *two weeks* of the commencement of the project.

Wireframes

Wireframe diagrams—showing a high-level view of each web page—will be provided for review within the first *four weeks* of the commencement of the project.

Draft Reviews

A first draft of the motion graphic will be delivered on *week four*. A first draft of the **Street bike landing** page—showing the primary features of the new site—will be provided for review on *week five* of the commencement of the project. Subsequent pages created and provided for review as a group, following the sign-off of the landing page.

Usability Testing

During the process of page creation, and after the site is complete, usability tests will be conducted. Any necessary changes are made if testing proves a need.

Addressing Design Themes

Although some of the work for each of the two main design themes will overlap, the majority of the tasks will take place in the following order:

- Interactive Graphics
- Organization and Additional Information

See the individual *Design Theme* sections for details.



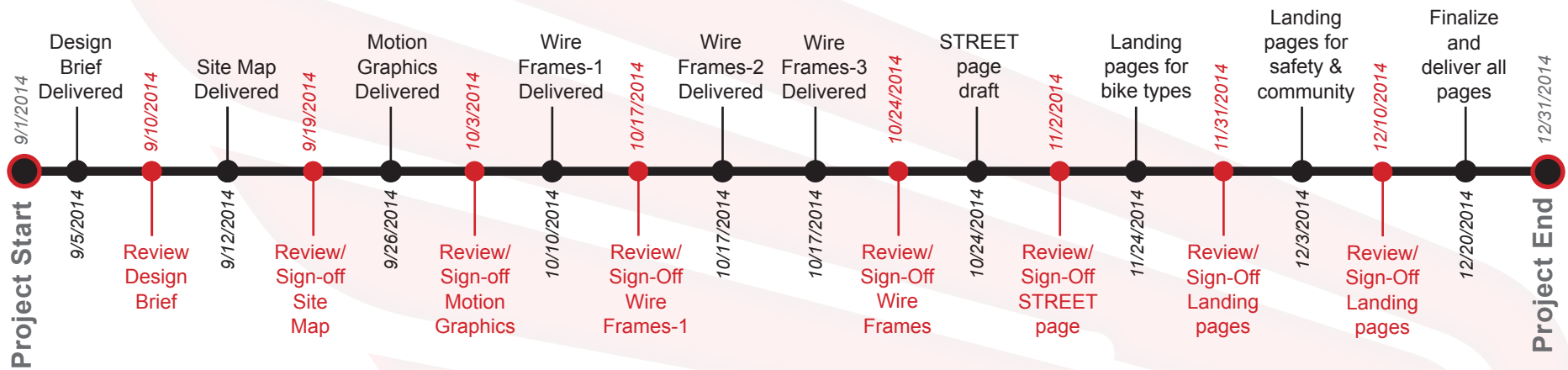


DESIGN BRIEF: The Plan

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Timeline

- Designer
- Client

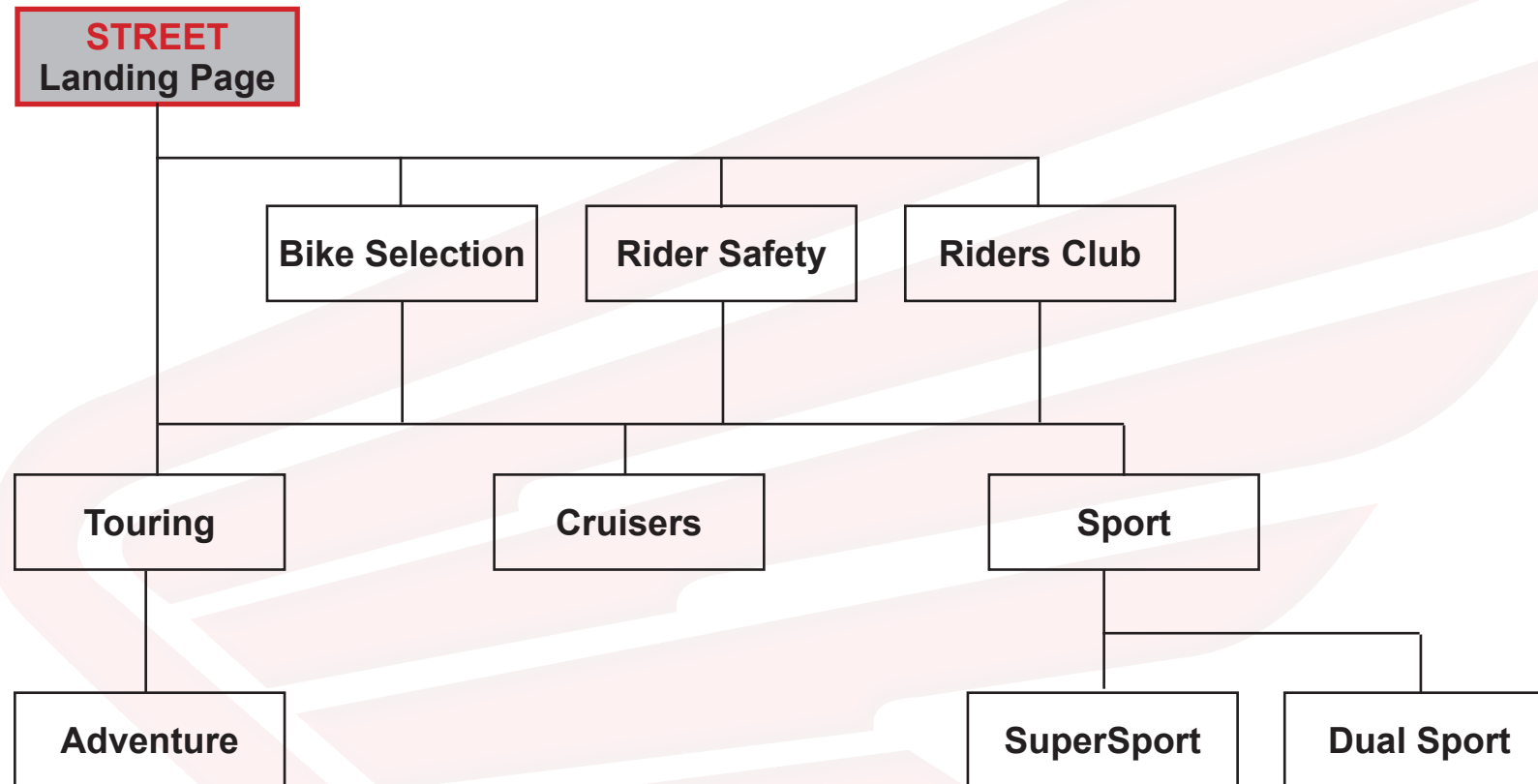


Budget

For services rendered, as described in this design brief and the legal contract—including a warranty for all work—the agreed upon compensation of **\$50,000** is due in two payments: **\$5,000** due at start of project, and the remaining balance is due upon completion.

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Current Site Modifications and Additions

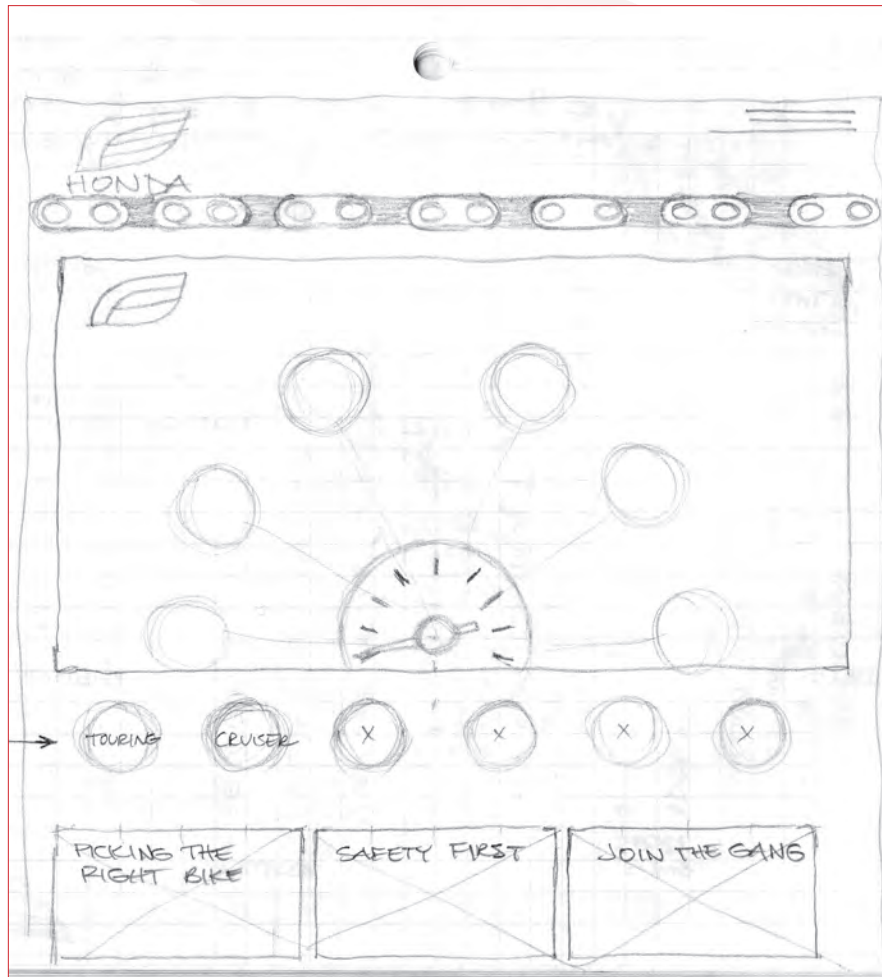




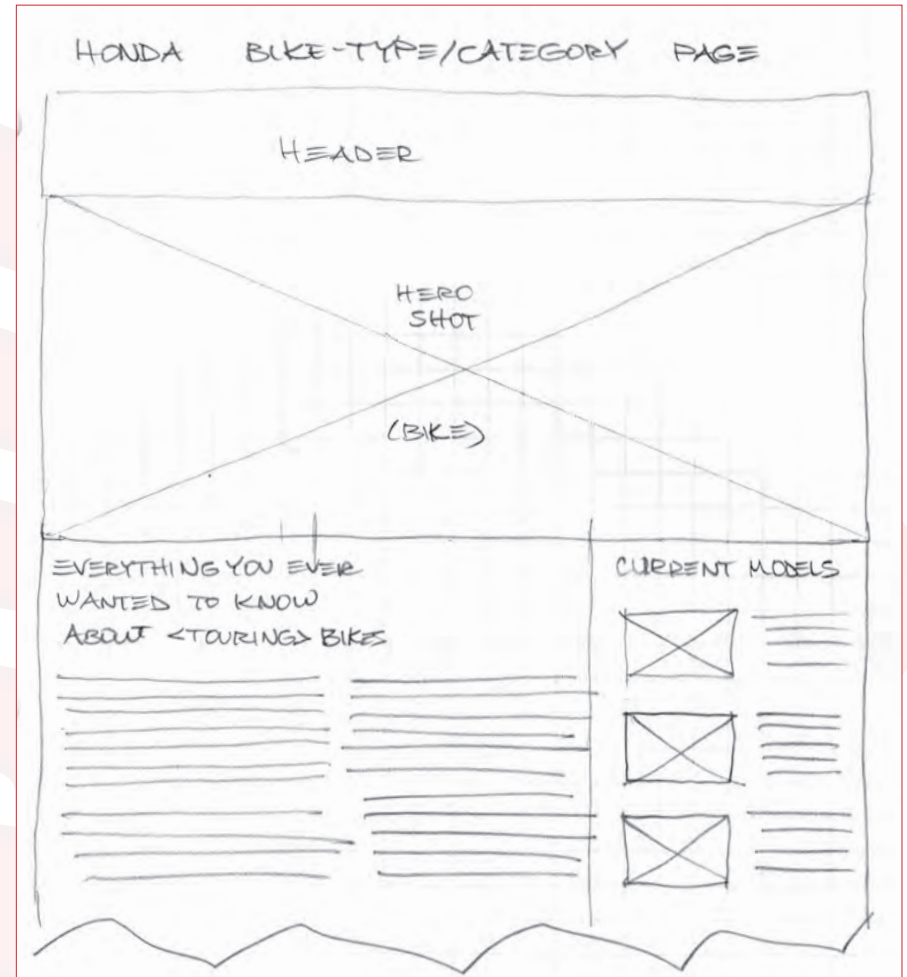
CONCEPTS: Landing Pages

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Concept Sketches for Website



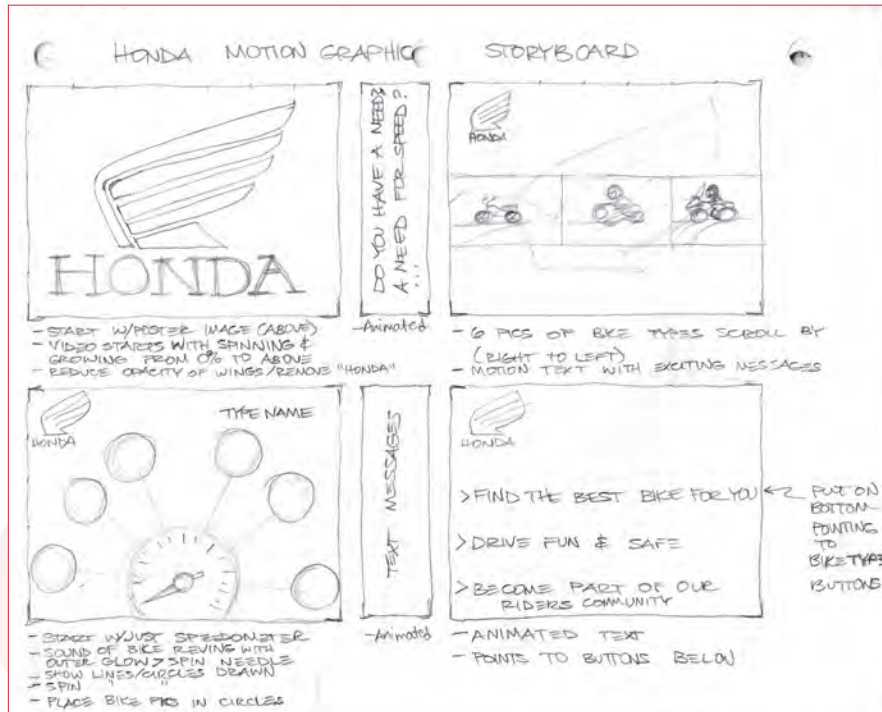
STREET BIKES - Landing Page



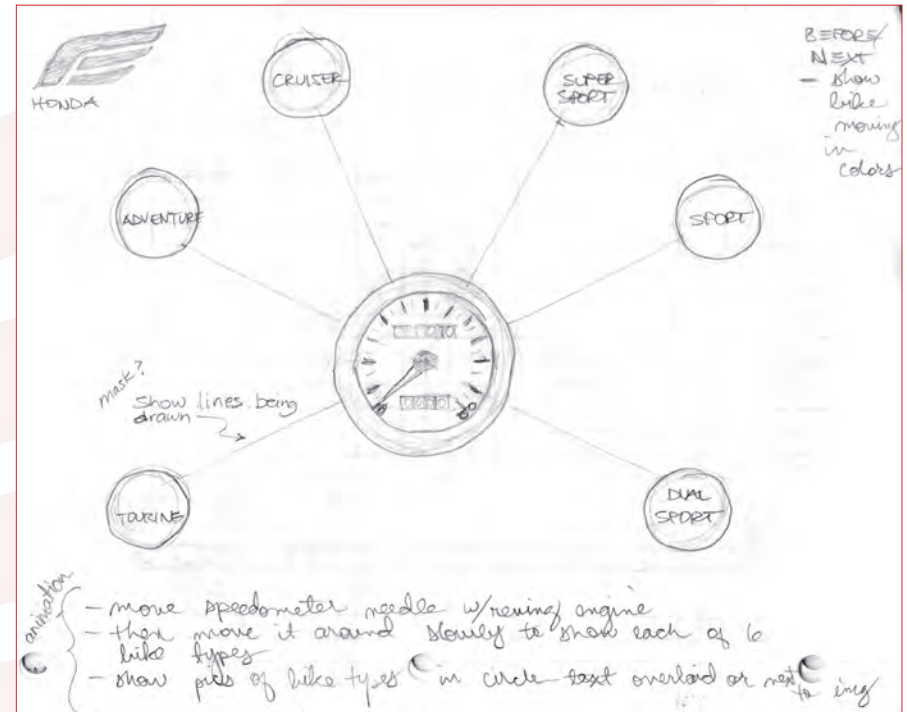
STREET BIKES - Individual Bike Type Page

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Concept Sketches for Motion Graphic Video



Primary Scenes with Notes

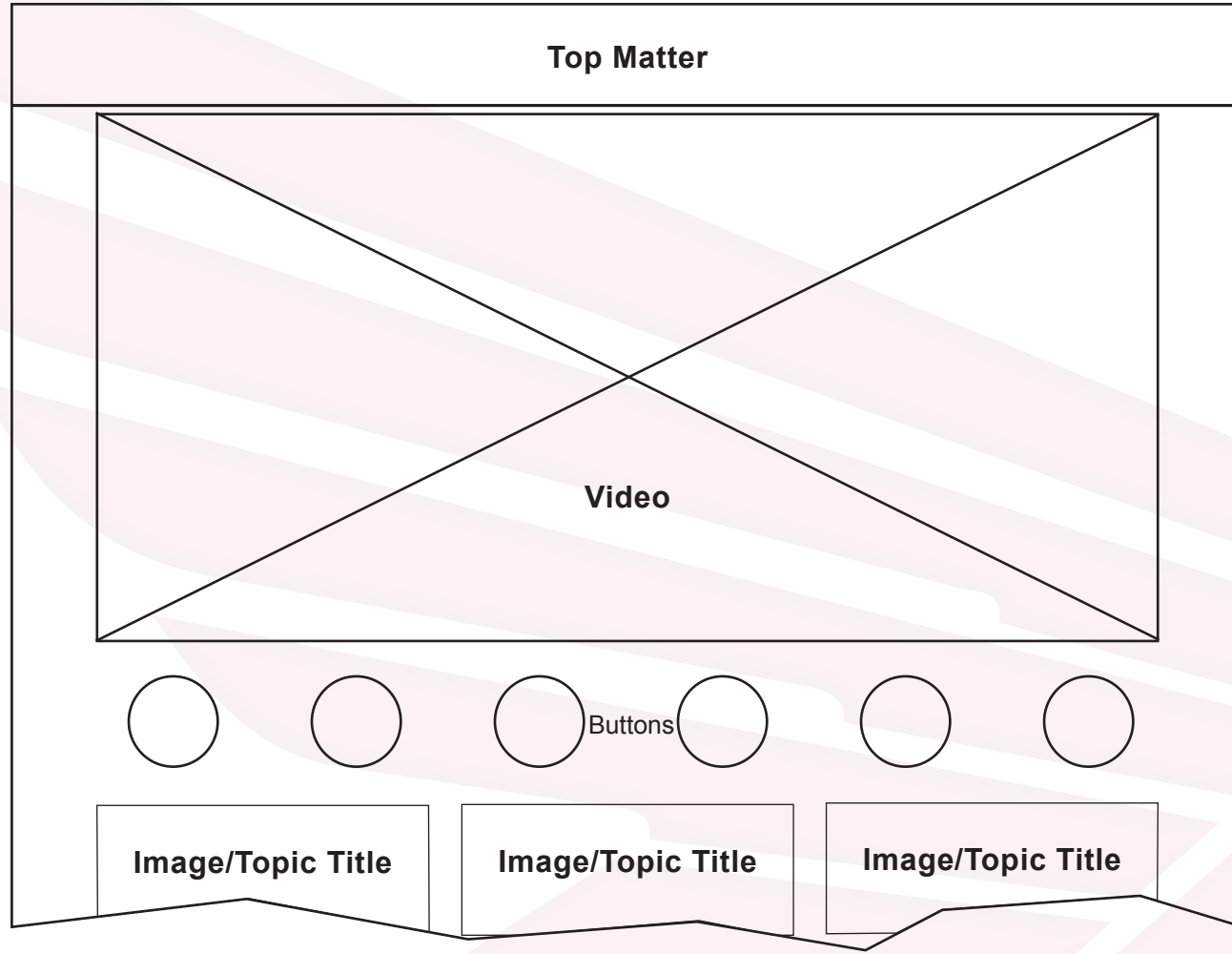


Speedometer Animation Description

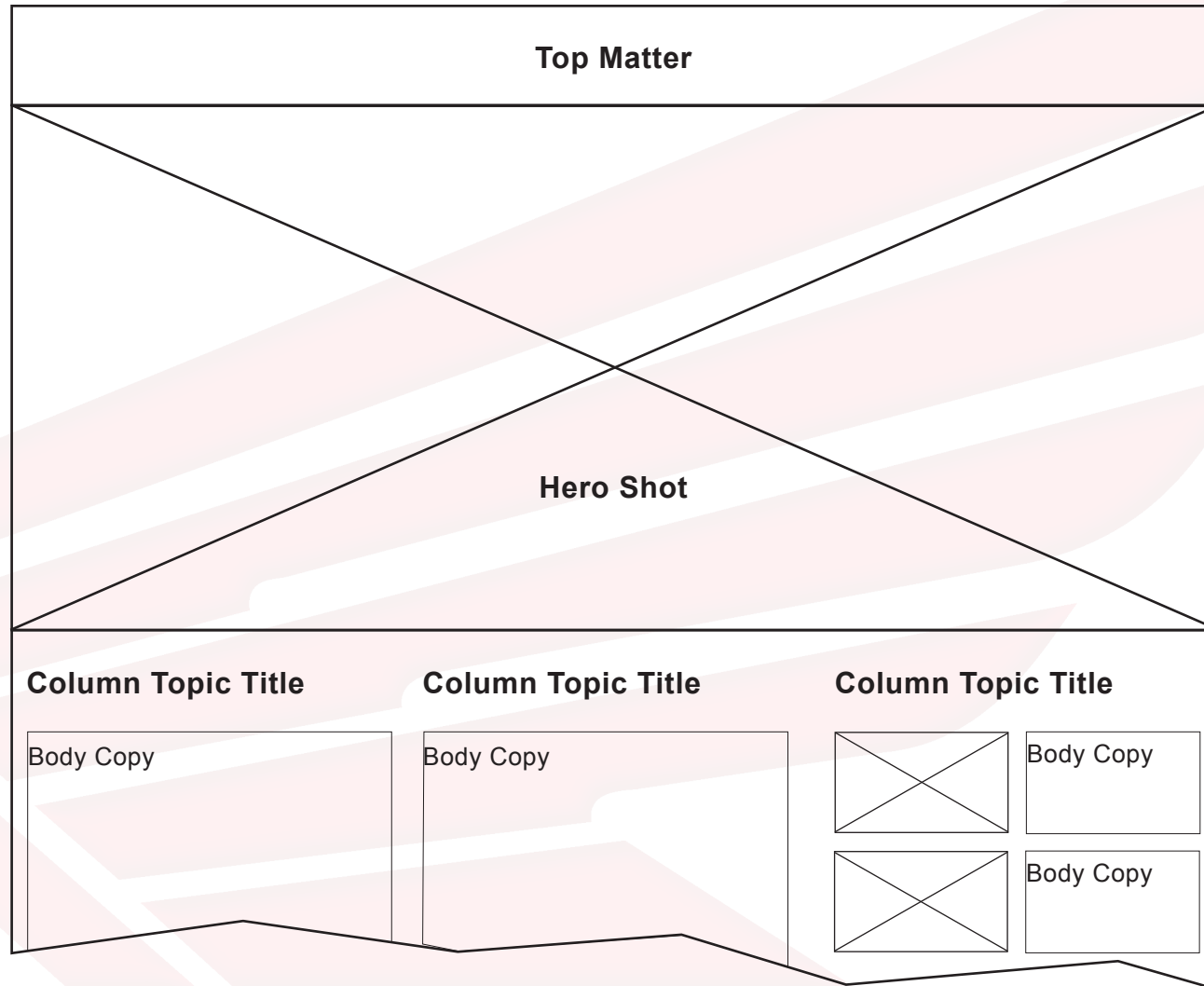


WIREFRAME: STREET BIKE Landing Page

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Website Modification Design Brief



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Primary Principles

- Add a motion graphic video with exciting images, animation and sound.
- Add interesting interactive buttons/links to different bike category pages. (Fig.1).

Secondary Principles

- Integrate message in video with buttons for different bike types. Video will point to area of screen where buttons are located.
- Links will point to newly modified page per bike type with more details than current site.
- Section will be added to new Street Bike landing page that gives tips about how to select the right motorcycle.

Design Tasks

- Design and implement AfterEffects (converted to QuickTime video file) interactive motion graphic video.
- Design new/different primary buttons/links (below video image) using consistent images of different bike types.
- Make layout design changes to facilitate additional information.
- Create site map to demonstrate full site navigation.

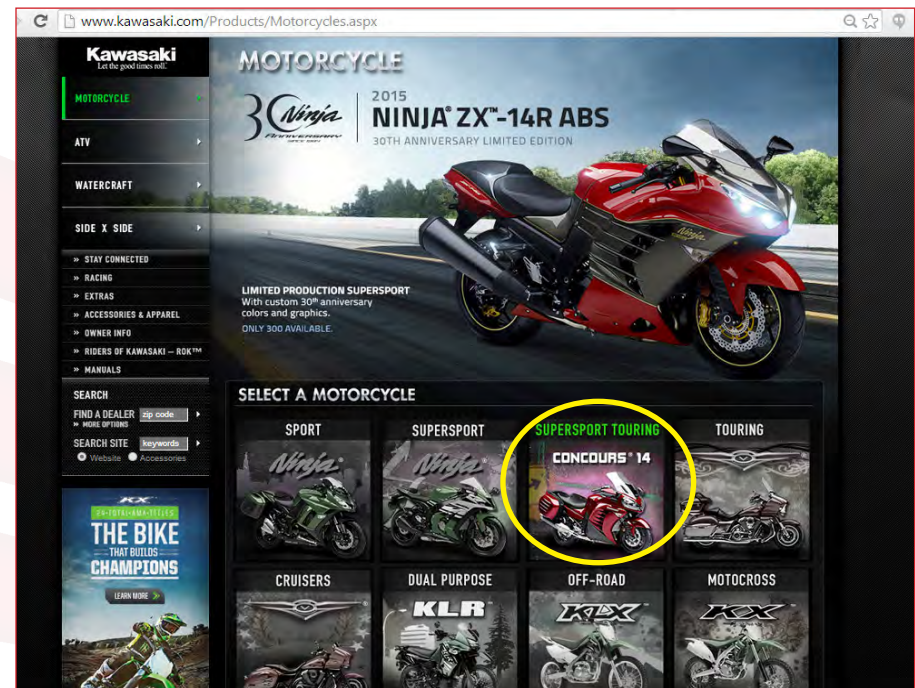
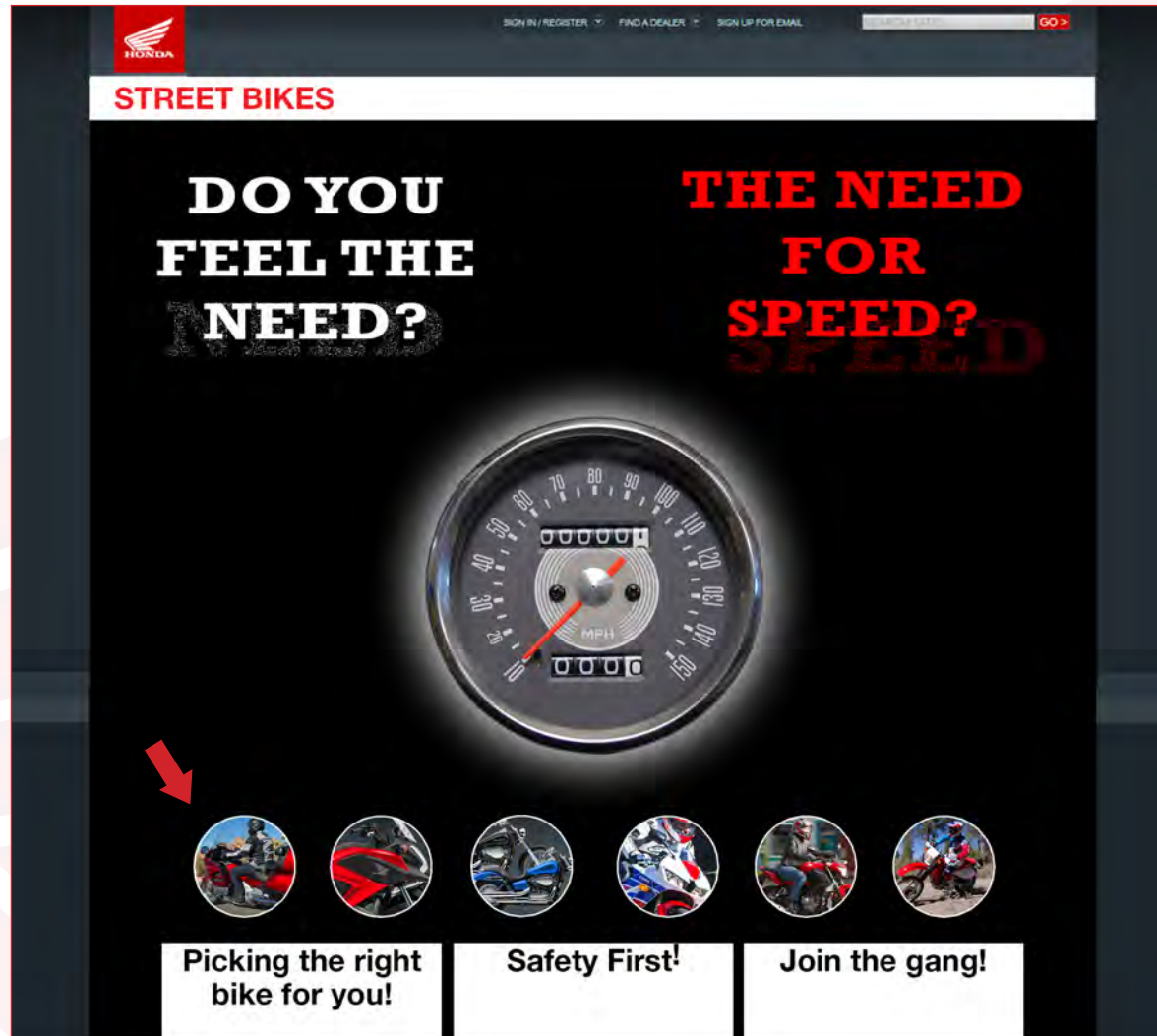


Fig. 1. Example of good interactive buttons/links.

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OBJECTIVES

- Determine how competitors solved similar problems
- Evaluate current plan for features compared to competitors

CRITERIA

1. Analyze competitor websites and view their solutions
 - How is an initial search for bike type information from the Street Bike page accomplished?
 - What is the location and categorization of bike type information?
 - Can bike categories be easily found for all currently available models?
2. Analyze competitor usage of proposed features
 - How do they keep website navigation consistent across all pages?
 - How do they organize their bike type information?
 - Do they keep the style consistent across the entire website?
 - Do they have pages dedicated to selection of a bike, riding safety and/or riding communities?

See the *CRITERIA REVIEW* section for answers to the above questions.

COMPETITOR PROFILES

Harley-Davidson: http://www.harley-davidson.com/en_US/Motorcycles/motorcycles.html

- Official website for Harley Motorcycles
- Well-organized, consistent and user-friendly
- Contains easily accessible information about learning to ride and joining a riders community
- Attractive main landing page, but no motion graphic video

Suzuki Motorcycles: <http://www.suzukicycles.com/>

- Official website for Suzuki Motorcycles
- Well-organized, but poor aesthetic
- Contains no detailed information about bike types, safety or riders clubs.

Kawasaki Motorcycles: <http://www.kawasaki.com/Products/Motorcycles.aspx>

- Official website for Kawasaki Motorcycles
- Well-organized, consistent and user-friendly
- Attractive main landing page, but no motion graphic video
- Useful and interesting links to different bike types

USER COMPARISON





These competitors were chosen for review because they have a very similar user-base as Honda Motorcycles. They each address the issue of providing bike and rider information.

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COMPETITOR COMPARISON

This chart gives a high-level indicator for each competitor for 6 issues related to this study.

Ratings: 1 star (*) = very *low* user efficiency, 5 stars (*) = very *high* user efficiency.

	Kawasaki 	Suzuki 	Harley-Davidson 	Honda 
Main landing page aesthetics	★★★★	★★★	★★★★★	★★★★
Level of interactive patterns/videos	★★★	★★	★★★	★★
Navigation to bike category details	★★★	★★	★★★	★★★
Level of detail about bike categories	★★	★★	★★	★★★
Rider safety information	★★★★	★	★★★★	★★
Riders club information	★★★★	★	★★★★	★★

Website Modification Design Brief

CONCLUSION

The three company websites that were chosen for this review are close enough in nature and target market for a useful study. They address many of the same needs as the Honda Motorcycle website, and they have the same overall goals. Therefore, the results of the comparisons yielded viable redesign recommendations.

Lessons Learned:

1. Analysis of competitor website solutions

- The Harley-Davidson site does an excellent job of providing easily accessible information about rider safety and rider community.
- The Suzuki site compares poorly to the competitor sites, primarily because the aesthetic and navigation choices are not intuitive and spread across multiple pages.
 - ◆ **Redesign recommendation:** A combination of the look and feel of the Harley and Kawasaki sites, with additional and accessible information, along with added motion graphics.

2. Analysis of competitor usage of proposed features (interactive patterns, video and detailed information)

- The Kawasaki site has the most user-friendly landing page menu, with organized information and interesting graphic links.

- The Harley and Suzuki sites put all their bike type information on a single, overwhelming page.

- ◆ **Redesign recommendation:** A similar organization and interactive graphics as the Kawasaki site with added graphics.

3. Analysis of competitor information provided

- The Harley site has the most easily accessible information, but the Kawasaki site has the most well-written and organized information.

- ◆ **Redesign recommendation:** Use the accessibility approach similar to Harley, but add links directly to the bike type pages. And provide thorough, user-friendly content, as the Kawasaki site, with added graphics.

