Project 2 Case Study

Ketric Petersen | DSGN 372

Speed Racer (1967) Character Bios

Ideation

When going over the website examples in class I found the
8 Design Masterpieces from Everyday Life web page to be
the most appealing to me. I knew that I wanted to create
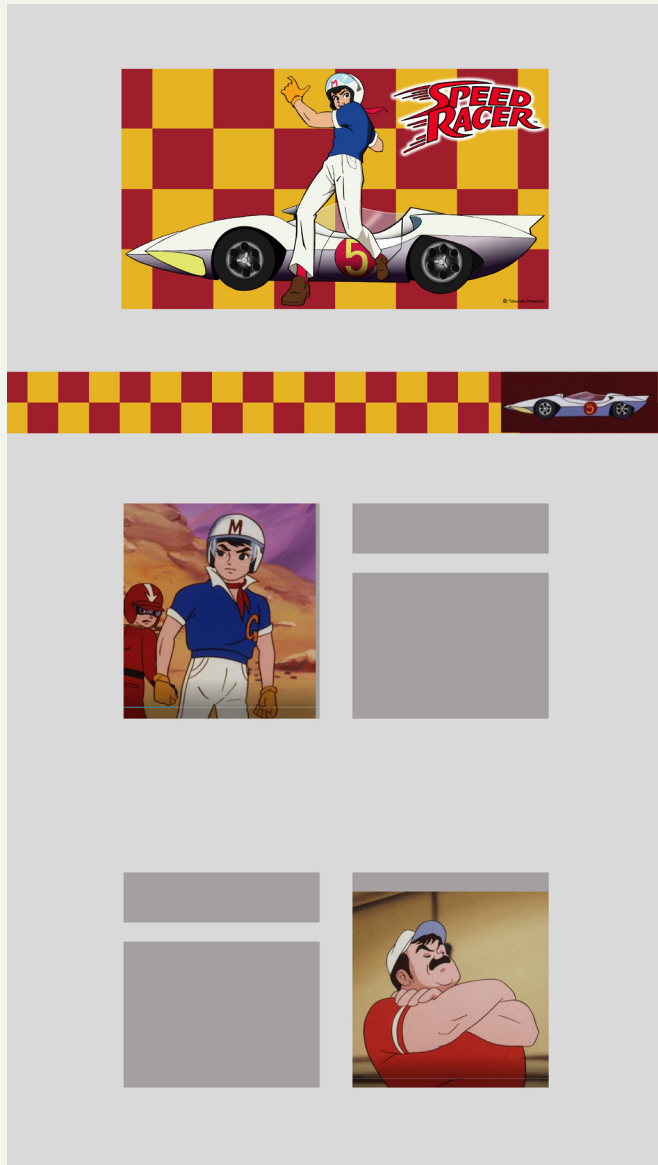something that followed a similar structure.

I decided on creating Character Bios because I thought they
would fit the same formula as the 8 Design Masterpieces from
Everyday Life web page pretty well.

Target Demographic

I imagine the people visiting this site are fans of Speed Racer or people who are into retro cartoons and cool character design. They're probably between 16 and 35 and are used to browsing the Internet on their phones or computers. Some might find the site through social media or because they're already fans of the show. I wanted to make something that would be fun to scroll through and give visitors a little more background on the characters in a clean and visually interesting way.
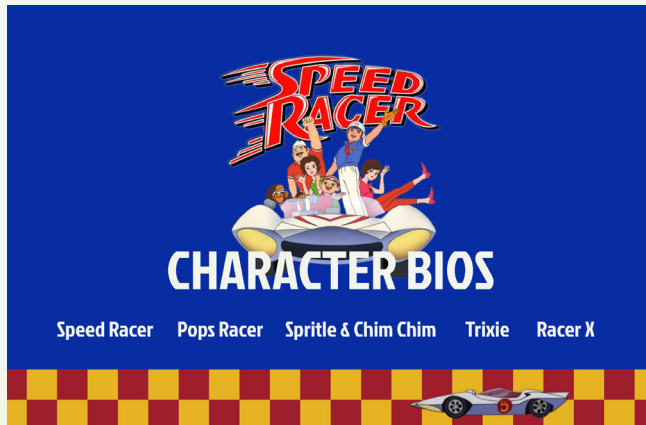
Wireframe

When I started thinking about the design, I knew I wanted something that felt bold and clean. I liked the idea of using big visuals with short, punchy text next to them because it felt direct and easy to scroll through. I leaned into a simple color palette and used checkered patterns from the show to give it that racing vibe without over complicating the layout. The design came from wanting everything to feel fast, clear, and kind of nostalgic.

Figma Prototype

SPEED RACER

CHARACTER BIOS

Speed Racer   Pops Racer   Spritle & Chim Chim   Trixie   Racer X
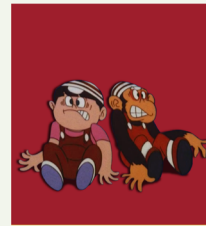
Speed Racer

Speed is a determined young driver who's constantly pushing himself to be the best on the track. He drives the Mach 5, a high-performance car designed by his father, and races not just to win, but to prove himself and do what's right. Speed is courageous, quick-thinking, and always ready to stand up for what he believes in even when the stakes are high.

Pops Racer

Pops is Speed's father and the genius behind the Mach 5. He's a former racing industry engineer who left to build cars on his own terms. Though he's tough and sometimes short-tempered, Pops is deeply devoted to his family and works tirelessly to support Speed's dreams while keeping him grounded.

Spritle & Chim Chim

Spritle and Chim Chim are the comic relief of the Racer family—but they're more than just troublemakers. Spritle, Speed's younger brother, and his chimpanzee sidekick Chim Chim often sneak into the Mach 5 or get caught up in the action. Despite their mischief, they're genuinely clever and sometimes end up helping in surprising ways.

Trixie

Trixie is Speed's girlfriend and a skilled pilot who plays an essential role in his racing adventures. Whether she's flying overhead in her helicopter or helping solve problems on the ground, she's smart, brave, and incredibly dependable. Trixie brings energy and insight to the team and she's never afraid to speak her mind.

Racer X

Racer X is a mysterious, masked driver with a hidden past, he's actually Rex Racer, Speed's older brother, who left home years ago. Now working undercover, he uses his racing skills to take down corruption and protect Speed from afar. His character adds a deeper emotional layer to the story, as he silently supports his brother while hiding his true identity.

Coded Site

CHARACTER BIOS

SPEED RACER

SPEED IS A DETERMINED YOUNG DRIVER WHO'S CONSTANTLY PUSHING HIMSELF TO BE THE BEST ON THE TRACK. HE DRIVES THE MACH 5, A HIGH-PERFORMANCE CAR DESIGNED BY HIS FATHER, AND RACES NOT JUST TO WIN, BUT TO PROVE HIMSELF AND DO WHAT'S RIGHT. SPEED IS COURAGEOUS, QUICK-THINKING, AND ALWAYS READY TO STAND UP FOR WHAT HE BELIEVES IN EVEN WHEN THE STAKES ARE HIGH.

POPS RACER

POPS IS SPEED'S FATHER AND THE GENIUS BEHIND THE MACH 5. HE'S A FORMER RACING INDUSTRY ENGINEER WHO LEFT TO BUILD CARS ON HIS OWN TERMS. THOUGH HE'S TOUGH AND SOMETIMES SHORT-TEMPERED, POPS IS DEEPLY DEVOTED TO HIS FAMILY AND WORKS TIRELESSLY TO SUPPORT SPEED'S DREAMS WHILE KEEPING HIM GROUNDED.

SPRITLE & CHIM CHIM

SPRITLE AND CHIM CHIM ARE THE COMIC RELIEF OF THE RACER FAMILY—BUT THEY'RE MORE THAN JUST TROUBLEMAKERS. SPRITLE, SPEED'S YOUNGER BROTHER, AND HIS CHIMPANZEE SIDEKICK CHIM CHIM OFTEN SNEAK INTO THE MACH 5 OR GET CAUGHT UP IN THE ACTION. DESPITE THEIR MISCHIEF, THEY'RE GENUINELY CLEVER AND SOMETIMES END UP HELPING IN SURPRISING WAYS.

TRIXIE

TRIXIE IS SPEED'S GIRLFRIEND AND A SKILLED PILOT WHO PLAYS AN ESSENTIAL ROLE IN HIS RACING ADVENTURES. WHETHER SHE'S FLYING OVERHEAD IN HER HELICOPTER OR HELPING SOLVE PROBLEMS ON THE GROUND, SHE'S SMART, BRAVE, AND INCREDIBLY DEPENDABLE. TRIXIE BRINGS ENERGY AND INSIGHT TO THE TEAM AND SHE'S NEVER AFRAID TO SPEAK HER MIND.

RACER X

RACER X IS A MYSTERIOUS, MASKED DRIVER WITH A HIDDEN PAST. HE'S ACTUALLY REX RACER, SPEED'S OLDER BROTHER, WHO LEFT HOME YEARS AGO. NOW WORKING UNDERCOVER, HE USES HIS RACING SKILLS TO TAKE DOWN CORRUPTION AND PROTECT SPEED FROM AFAR. HIS CHARACTER ADDS A DEEPER EMOTIONAL LAYER TO THE STORY, AS HE SILENTLY SUPPORTS HIS BROTHER WHILE HIDING HIS TRUE IDENTITY.

Future Goals

If I were to continue with this project in the future I would continue to refine the coded site to include more of the features I had in the Figma prototype. I would add the fast scroll feature where you can jump to any bio from the home page by clicking on their name. I would also implement the staggered color scheme and alternating the image and text between each bio to add more personality to the web page.