



Sprint NASCAR ID Pack Design and Flow

February 8th, 2011

1. NASCAR Sprint Cup Mobile Widget (non-Race Day)

Top portion of widget retains current content (redesigned)

The widget displays the following information:

- Header:** NASCAR SPRINT CUP MOBILE with the NASCAR Sprint logo.
- Driver:** JIMMIE JOHNSON 48, accompanied by a photo of him in a Lowe's racing suit.
- Stats Table:**

Position	Points	Behind	Wins
14 th	1234	1234	02
- Next Race:** DAYTONA INTERNATIONAL SPEEDWAY, Sunday - 1:00 PM ET, February 20th, 2011, broadcast on FOX SPORTS.

NOTE:
Tapping the NASCAR logo on the top right is a fast way to launch the NASCAR Sprint Cup Mobile application.

 LAUNCH APP

REFRESH WIDGET

Bottom portion of widget is for Race Information.

NOTE:
Clicking anywhere on the widget that is not a button initiates the above pop-up box

All widget content changes to reflect the day's race

1. NASCAR Sprint Cup Mobile Widget (Race Day - Race In Progress)



NOTE:

On Race Day this widget has several modes:
1) Today's Race (changes at midnight)
2) Race In Progress 3) Race Delayed 4) Race Rescheduled 5) Next Race 6) Race Results

The "Listen Live" button gives the user access to the live audio broadcast

2. NASCAR on Speed Video Widget

(When Live Show is Available)

Top portion of widget contains scrollable menu of live & future shows

User clicks on arrow button to scroll

NOTE:
Arrow is gray when at the beginning of scrollable list



User clicks on thumbnail or text to play

Bottom portion of widget contains scrollable menu of Video on Demand videos

When a live video is unavailable, the video widget displays the next available show.

2. NASCAR on Speed Video Widget

(When Live Show is Not Available)



3. Countdown to the Race / Weather

(When Race Forecast is selected)

Countdown to
next race

4 day
weather
forecast



Switch to Local Weather Forecast (Close icon)

1. Use current location:

-- or --

2. Enter your zip code:

NOTE:
Clicking anywhere
on the widget
initiates the settings
pop-up box

3. Countdown to the Race / Weather

(When Local Forecast is selected)

Countdown to
next race

4 day
weather
forecast



NOTE:
Clicking anywhere
on the widget
initiates the settings
pop-up box

4. Miss Sprint Cup

Miss Sprint Cup
Photo & Latest
tweet

*Tap the thumbnail or
'tweet' to view latest 5 tweets*



*When the tweet contains a
Twitpic, that image is shown here*

*The "Twitter" button attempts to open
a Twitter app such that the user can post
a "tweet." If no such app is installed,
a pop-up message informs the user to
install one to allow this function*

5. NSCS Series News

Features the latest
5 NSCS news
headlines
(Scrollable)

Tapping the headline or thumbnail
takes the user to the News Main page
and full article.



Tapping the "Get Alerts" button allows user
to choose to receive alerts

Access provided
for more news



Tapping the "No Thanks"
button removes the
"Get Alerts" button
from the widget



6. Sprint Cup Mobile Videos

A vertically
scrollable menu
of shows



Scroll buttons



NASCAR Sprint

NASCAR Sprint Cup App



Wallpapers

NASCAR Sprint Cup Wallpapers



Ringers

NASCAR Sprint Cup Ringers



Sprint Navigation

Sprint Navigation



Weather

Weather