

Sprint NASCAR ID Pack

Design and Flow

February 8th, 2011





Top portion of widget retains current content (redesigned)

1. NASCAR Sprint Cup Moble Widget

(non-Race Day)



Bottom portion of widget is for Race Information.



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

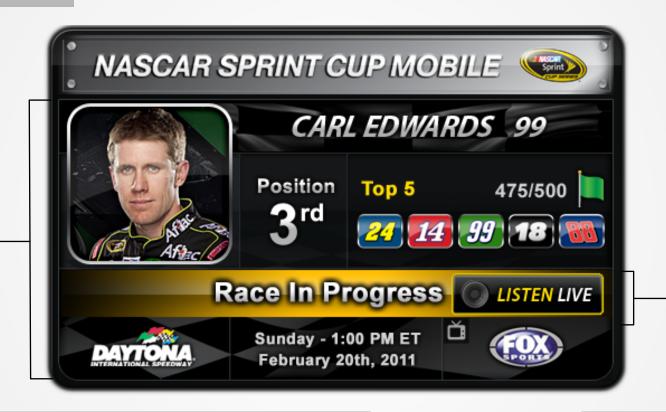




All widget content changes to reflect the day's race

1. NASCAR Sprint Cup Moble 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





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

2. NASCAR on Speed Video Widget

(When Live Show is Available)

User clicks on arrow button to scroll



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





NOTE: ing anywh

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

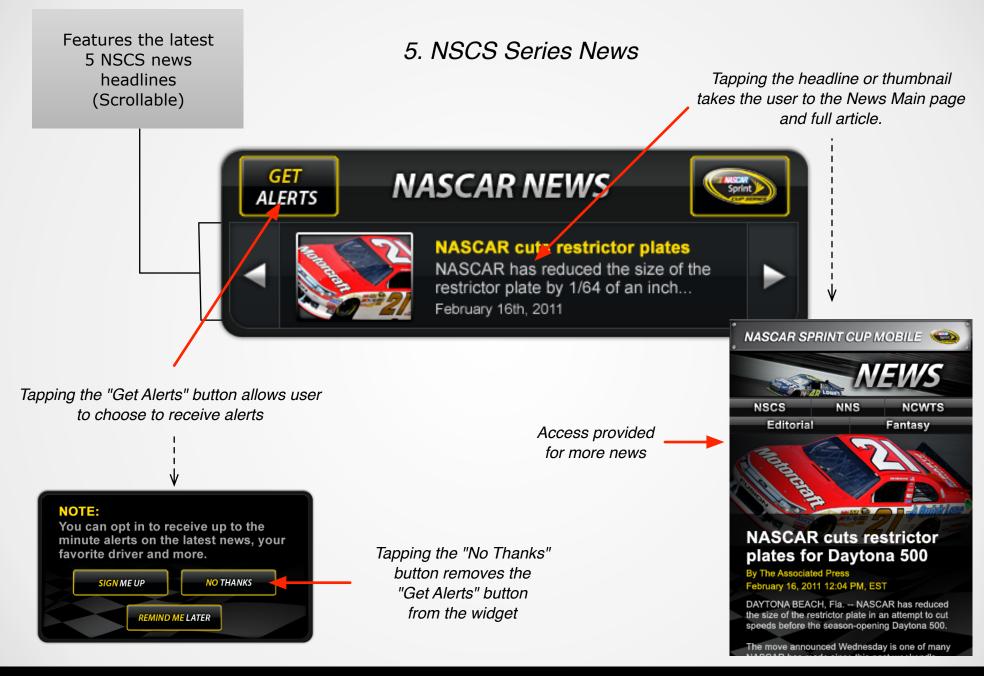
Tap the thumbnail or 'tweet" to view latest 5 tweets



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



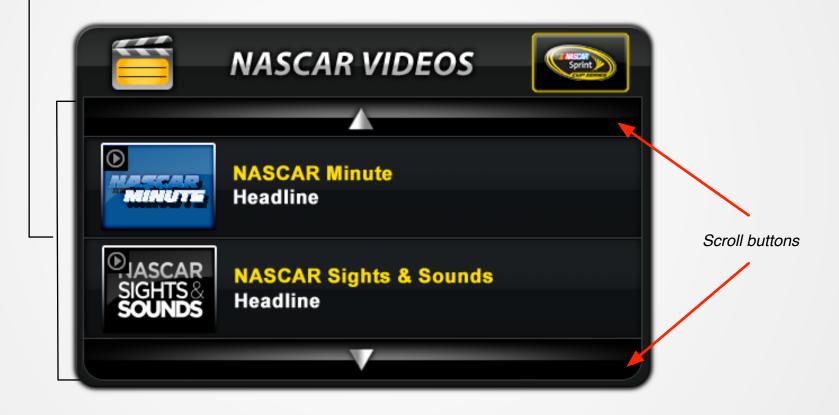






A vertically scrollable menu of shows

6. Sprint Cup Mobile Videos







NASCAR Spri

NASCAR Sprint Cup App



Wallpapers

NASCAR Sprint Cup Wallpapers



Ringers

NASCAR Sprint Cup Ringers



Sprint Navigation



Weather

