Design Brief for Vicious Cycles

**Deadline**

December 11th, 2019

**Project Background**

Vicious Cycles is a motorcycle shop in Raleigh, NC that utilizes the best of technology to design motor bikes that meet the needs of both the average owner and motor bike enthusiasts as well. They are leading the industry with modular and electric motorcycles that offer easy customization options, high performance, and utilize the best in smart technology to bring the customer the best in motor bikes. They are just now taking off, gaining popularity fast, and are scaling quickly.

**Objectives**

* Increase traffic flow by having a beautifully designed website that feels modern and responsive while still successfully guiding a user down the sales funnel
* Increase accessory sales and bring attention to new products like the AR-enhanced motorcycle helmet or solar portable charging device
* Get customers to associate the brand Vicious Cycles with premium and high tech motorcycles
* Make the custom motorcycle form feel more interactive

**Target Audience**

Motorcycle enthusiasts who are looking for the absolute best in motorcycle technology that they can get. This is primarily males in the 30 to 50 years of age range. They look for options that offer them a lot of utility.

**Competition**

Harley-Davidson, Super SOCO, Fly Free, Arc Vector, Tarform, Zero, CSC Motors

**Website Inspirations**

Apple, Material.io, Tesla

**Plan of Action**

Have a home page that highlights the best product from multiple sections of the website while also highlighting why that product is innovative and amazing. Within each section, there will be verbose detailed pages on each product, outlining the specifications of each product. Additionally, with most of the motorcycle products, there will be multiple parts where we will need to show the customer what customization options are available in a “good” “better” “best” kind of table. Everything will be very responsive, interactive, and all within a single page. This project will most likely use a front end framework like Vue so everything can be updated quickly without having to constantly refresh the page.