PACE
TRACK APP FOR WILLOW SPRINGS INT'L RACEWAY

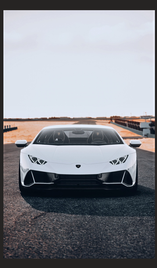
01

ROLE
UX RESEARCH AND ANALYSIS / USER INTERVIEWS AND TESTING / SKETCHING / WIREFRAMING / PROTOTYPING

CLIENT
WILLOW SPRINGS INTERNATIONAL RACEWAY / STUDENT-INITIATED PROJECT

JULY 2022 - SEPT 2022

OVERVIEW
Motorsport athletes want to go fast, so why is getting on track so slow? Pace is a track booking app that takes Willow Springs Int'l Raceway's customer process and reimagines how it could be smoothed out and speed up to give drivers an enjoyable and lightning fast experience.



02

CHALLENGE
Through interviews with drivers who have used the current registration process at Willow Springs, I gained valuable insights into who I was designing for, what they were struggling with, and what they needed.

KEY PAIN POINTS

DRIVERS ARE INTIMIDATED BY THE WEBSITE
Unclear options and prerequisites that are not always relevant to the user make the website a stressful experience

THEY FIND THE REGISTRATION TO BE TIME-CONSUMING
Drivers want to spend their time and energy on the track, not the sign-up

THEY WOULD RATHER COMPLETE THE PROCESS ONLINE OR ON AN APP
Rather than through calls, emails, and in-person, as the current process requires

SOLUTION
A streamlined up booking and registration process and interface for Willow Springs would give users clear options when choosing tracks and time slots, let them register themselves and their cars ahead of time, and keeps reservation details and passes in a digital wallet for easy check-ins.

03

PROCESS

I started with a question:

"How might we make the booking process faster and more efficient so drivers can enjoy their time on track from start to finish?"

Referencing my user interviews, I knew that users wanted to save best energy for the track. I also knew that users would have several mobile apps that they use in conjunction with their racing practice, such as lap timers and maps.

Pace
Welcome to Pace
Willow Springs Raceway
SIGN IN
CREATE ACCOUNT
Sign in
Email
Password
Forgot password?
SIGN IN
Create account
Email
Confirm email
Password
Confirm password
CREATE ACCOUNT
Home
Upcoming
Reservations
Passes
Profile
Reservation
Pass
Pass
Pass