BRIDGESTONE

Bridgestone Connect

Idea and Users

Idea: Utilizing Bridgestone tires core branding and style elements: **A lightweight microsite, allowing users to explore Bridgestone tire options, see product details, and submit personal information, to enter to win a set of tires.** (ideally:) Utilizes Nodemailer, to auto send HTML email after user signs up, to confirm their entrance into competition.
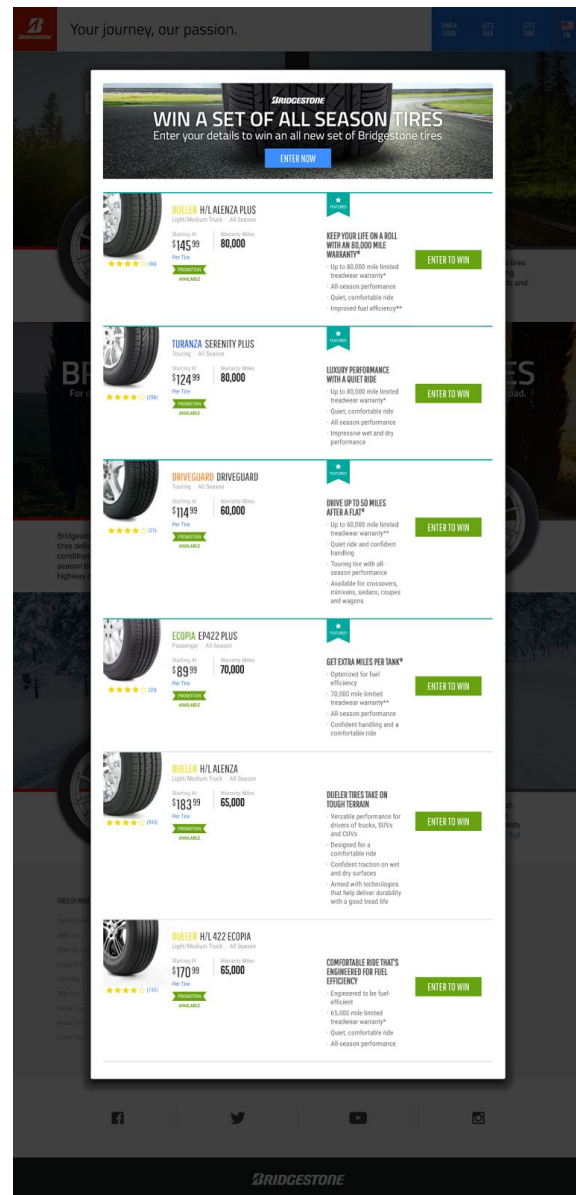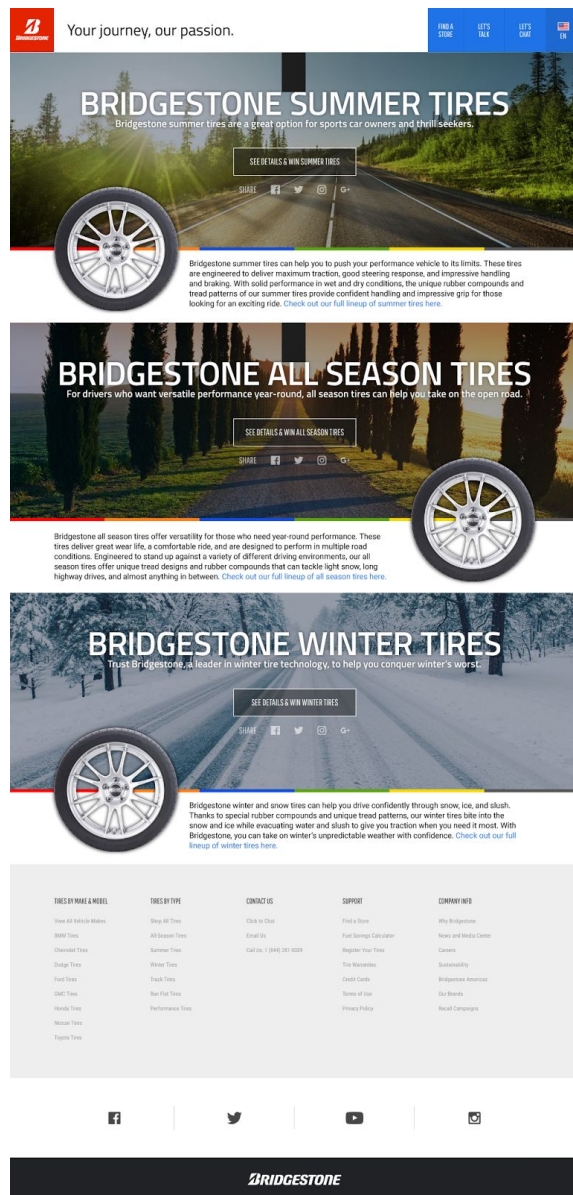
Users: Direct marketing recipients. Traffic would be driven to the site, from appropriate distribution channels; campaigns/social media/interstitials [concept only, not part of project scope].

Features

1. Three views: *Home/Landing* | *Product Catalog* | *Enter Competition / Sign-up*

2. View 1: **Home/Landing**: User is shown parallax single page, combining landscape/road/destination photography, and product overview for each type of tire - summer/all-conditions/winter - images are relevant to each type: photo for summer | photo for all-conditions | photo for winter.

3. View 2: **Product catalog**: Lightbox for each category of tire (summer/all season/winter) of tire, containing product catalog. This is also where the competition CTA is shown: "*ENTER TO WIN A SET OF TIRES*" + button to [enter].

4. View 3:**Enter-competition/Sign-up**: Light-box, containing form, to submit personal info: Name, email address, mailing address, etc. [Enter to win]

5. View 4: **HTML email:** Confirmation of entry into competition.

Views

- What views do you need to create to meet each feature in your app?
- How will the user get to each view?
- Revisit this regularly. Simplify each time. Focus on the user.
- Make a connection to the controller behind the view.
- **Draw each view and map out how the user will get to each of them.**

Controllers

- Create a controller for each wireframe you made.
- Make a connection to each endpoint it needs to use to get it's data.

Endpoints

- **Product catalog view:**
- Get: Tire data, to be displayed on product catalog view
- **User entry/sign-up view:**
- Post: User sign-up/entry data
- Put: Which season of tires user was viewing when they signed-up/entered

- Post - to send the emails.
- **HTML email:**
- Get: Retrieve data

Schema

User table:

ID	first_name	last_name	email_address	address	state	zip

Product table:

https://goo.gl/uc3itx

Specifications

- Utilize parallax techniques on landing page
- Utilize angular animations/greensock animations
- Utilize sign-up and store user information on SQL database
- Site will pair user info with product type, depending on where their click-through origin.
- Site will dispatch HTML email once user has submitted info, confirming their entry into competition

Technologies

- AngularJS (front-end: https://angularjs.org/)
- Sass (styling: http://sass-lang.com/)
- ngView (animations: https://scotch.io/tutorials/animating-angularjs-apps-ngview)
- Greensock JS (animations: https://greensock.com/gsap)
- NodeJS (server: https://nodejs.org/en/)
- Angular Materialize (https://krescruz.github.io/angular-materialize/)
- SQL (database: https://www.postgresql.org/)
- (?) Auth0 (signup: https://auth0.com/)
- Nodemailer (auto email confirmation: https://nodemailer.com/about/)

Reference

- DevMountain: Project score rubric: https://goo.gl/g1kJca
- Bridgestone font on Google fonts: https://fonts.google.com/specimen/Titillium+Web
- Rough site styles: http://stylifyme.com/?stylify=www.bridgestonetire.com%2F
- Product catalog example: http://www.bridgestonetire.com/catalog

View Copy/Content

Slogans reference:

Bridgestone. Your journey, our passion.

We'll be there for you.

Bridgestone. Passion for excellence.

A grip on the future.

Bridgestone. Ultimate performance.

Landing/Home page:

(Header:)

BRIDGESTONE | Your journey, our passion

(Hero: Summer:)

[BG photo: hero-tire-types-summer.jpg]

[Parallax wheel photo: summer-wheel.png]

(Section copy:)

BRIDGESTONE SUMMER TIRES

Bridgestone summer tires are a great option for sports car owners and thrill seekers.

Bridgestone summer tires can help you to push your performance vehicle to its limits. These tires are engineered to deliver maximum traction, good steering response, and impressive handling and braking. With solid performance in wet and dry conditions, the unique rubber compounds and tread patterns of our summer tires provide confident handling and impressive grip for those looking for an exciting ride. [*See Summer tires*]

(Hero: All Season:)

[BG photo: hero-tire-types-all-season.jpg]

[Parallax wheel photo: all-season-wheel.png (rolls in)]

(Section copy:)

BRIDGESTONE ALL SEASON TIRES

For drivers who want versatile performance year-round, all season tires can help you take on the open road.

Bridgestone all season tires offer versatility for those who need year-round performance. These tires deliver great wear life, a comfortable ride, and are designed to perform in multiple road conditions. Engineered to stand up against a variety of different driving environments, our all season tires offer unique tread designs and rubber compounds that can tackle light snow, long highway drives, and almost anything in between. If you are looking for tires that offer balanced performance under many different road conditions, these tires are a great choice. [See *All Season Tires*]

(Hero: Winter:)

[BG photo: hero-tire-types-winter.jpg]

[Parallax wheel photo: winter-wheel.png (rolls in)]

(Section copy:)

BRIDGESTONE WINTER TIRES

Trust Bridgestone, a leader in winter tire technology, to help you conquer winter's worst.

Bridgestone winter and snow tires can help you drive confidently through snow, ice, and slush. Thanks to special rubber compounds and unique tread patterns, our winter tires bite into the snow and ice while evacuating water and slush to give you traction when you need it most. With Bridgestone, you can take on winter's unpredictable weather with confidence.
[See *Winter Tires*]

Product catalog view:

(Lightbox shown after click-through from hero:)

Enter to win an all new set of Bridgestone 'X' Tires

(^ 'X' replaced with; summer/all season/winter, depending on view ^)

[*Enter Now*]

(Followed by product catalog, e.g.:)

Entry/Signup view:

(Lightbox view changes, after click-through, from product catalog:)

Enter to win an all new set of Bridgestone 'X' Tires

(^ 'X' replaced with; summer/all season/winter, depending on view ^)
(Form to capture user credentials follows:)

[first name]

[last name]

[e-mail address]

[mailing address 1]

[mailing address 2]

[city]

[state]

[zip/postal code]

[*Enter Now*]

HTML confirmation e-mail view:

(Sent to user, after entry/sign-up:)