Client: Kyle Busch’s Racing

Project: Website Design

Designer: Jes Mayhew

Document: Project Analysis

Site Intent

The website design objective of Kyle Busch Racing is to design a banner, brand colors, elements’ design (such as gift certificates link buttons plus an icon), a voucher form for $50, a logo, header font of Racing Sans, icons, slideshow, and images. Functions will include scheduling, payment, Facebook following link, and Twitter following link. Pages will be as follows: a home page with banner, a track page introduction, an about Kyle Busch page describing the opportunity to drive his exact car, a pricing page with a table for number of laps and costs, a contacts us page listing info and directions, and a testimonial page. The consumer will race a replica of Kyle Busch’s racecar a certain amount of times around the track in Los Angeles built by Kyle Busch. The customer has the choice to do a ride-a-long. The goals for an end user is to join Kyle Busch’s Racing on Facebook or Twitter, fill out the form for a $50 voucher, write a testimonial, and schedule laps.

Competitive Analysis

Dream Racing is located in Las Vegas. It has a bounce rate of only 36.2%. It is mostly females who went to some college or no college among the visitors. They browsed from work. Keywords that link to this site are dream racing las vegas. Sites that link to Dream Racing are reddit.com secureserver.net, foxnews.com, forbes.com, and usatoday.com.

Exotic Racing also located in Las Vegas has a bounce rate of 41.1%. And, mostly males who went to graduate school are browsing from work. Keywords that most highly link to this site is a mclaren and las vegas motor speedway.

World Class Driving located in Las Vegas has a bounce rate of 32.7%. It is generally males who have attended graduate school visiting the site. They browse from a work location. They offer a 50-mile tour from Las Vegas to Colorado in Bentleys and other exotic cars. Keywords searched world class driving.

Target Audience

Kyle Busch’s Racing has a target audience of females who went to college. Consumers of the service would be from all over the world.

User Personas

Adelyn Alba from Madrid, Spain graduated from St. Louis University and travels to the United States often for business. She works as a court translator for non-English speaking detainees. Ms. Alba is not married yet. She owns a 2003 Honda Civic. Adelyn is only 23 years old with a Bachelors degree and resides in an apartment in Madrid. She has no children and makes $50,000 per year.

Kevin Glassman is 28 years old and resides in Los Angeles. He earned a degree in Sports Marketing and earns $60,000 per year. He drives a Ford Mustang 2011 and is married but has no children.