



SAN DIEGO COMIC CON

WEBSITE REDESIGN

CREATIVE BRIEF

CLIENT

San Diego Comic Con (SDCC)

BACKGROUND

San Diego Comic Con is a comic book and pop culture convention held annually in downtown San Diego. The convention attracts over 130,000 visitors, with demand growing exponentially every year.

PRIMARY AUDIENCE

The primary audience includes males and females aged 20-35 who enjoy comics and science fiction/fantasy genre.

OBJECTIVES

We will be redesigning the website and improving the user flow, to create a more pleasing, engaging, and helpful interface for repeat attendees and prospective attendees alike.

THE MESSAGE

San Diego Comic-con is a large, engaging phenomenon where geeks can come together and let their nerd out.

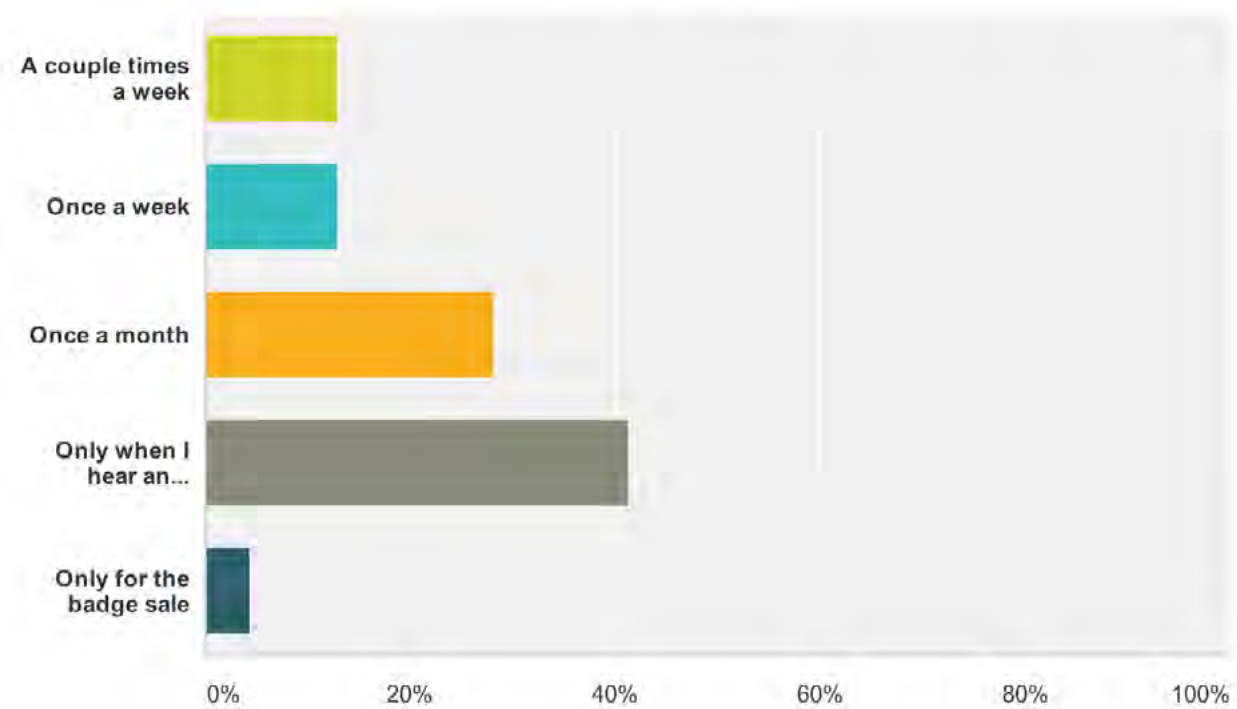
THE MEDIUM

Responsive website. The site needs to be appealing and approachable on the go and desktop.

USABILITY STUDY

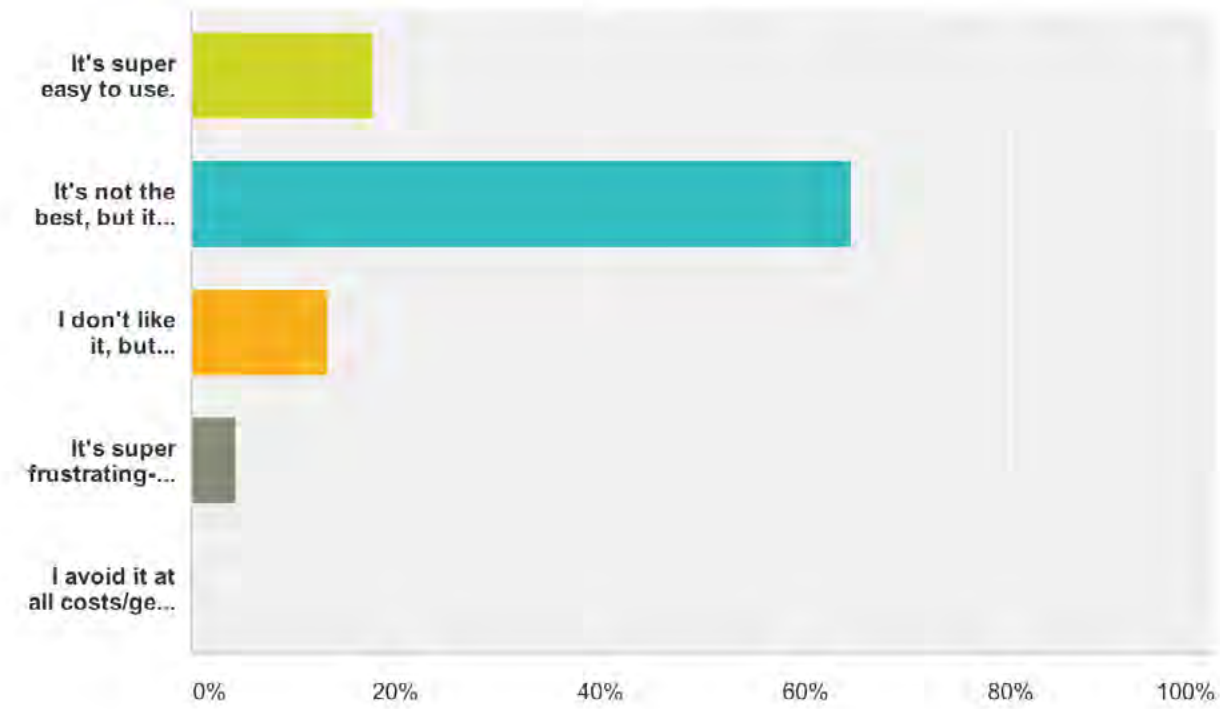
How often do you go on SDCC's website (comic-con.org/cci) ?

Answered: 46 Skipped: 0



What is your feeling overall when using SDCC's website (comic-con.org/cci) ?

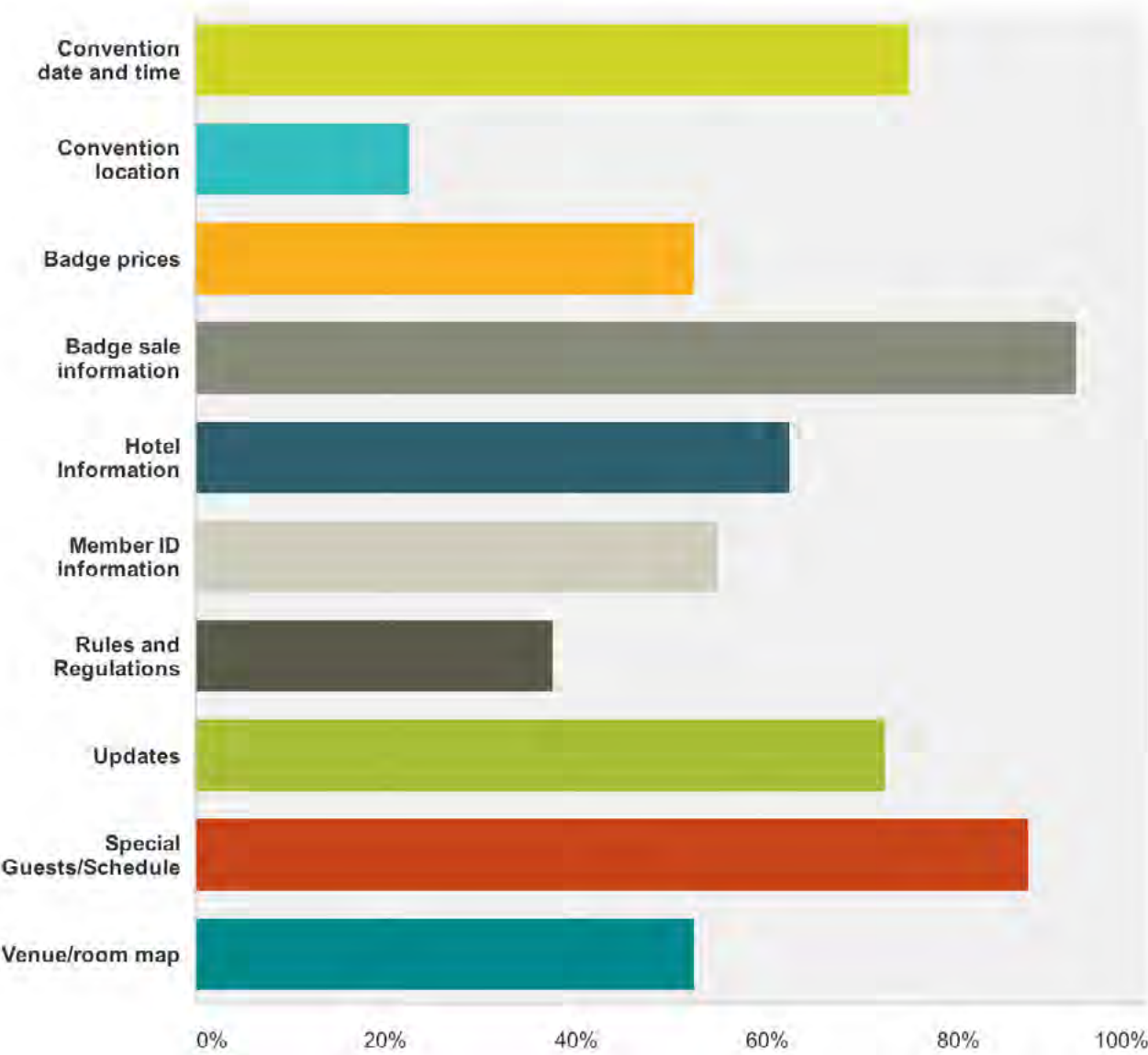
Answered: 45 Skipped: 1



USABILITY STUDY

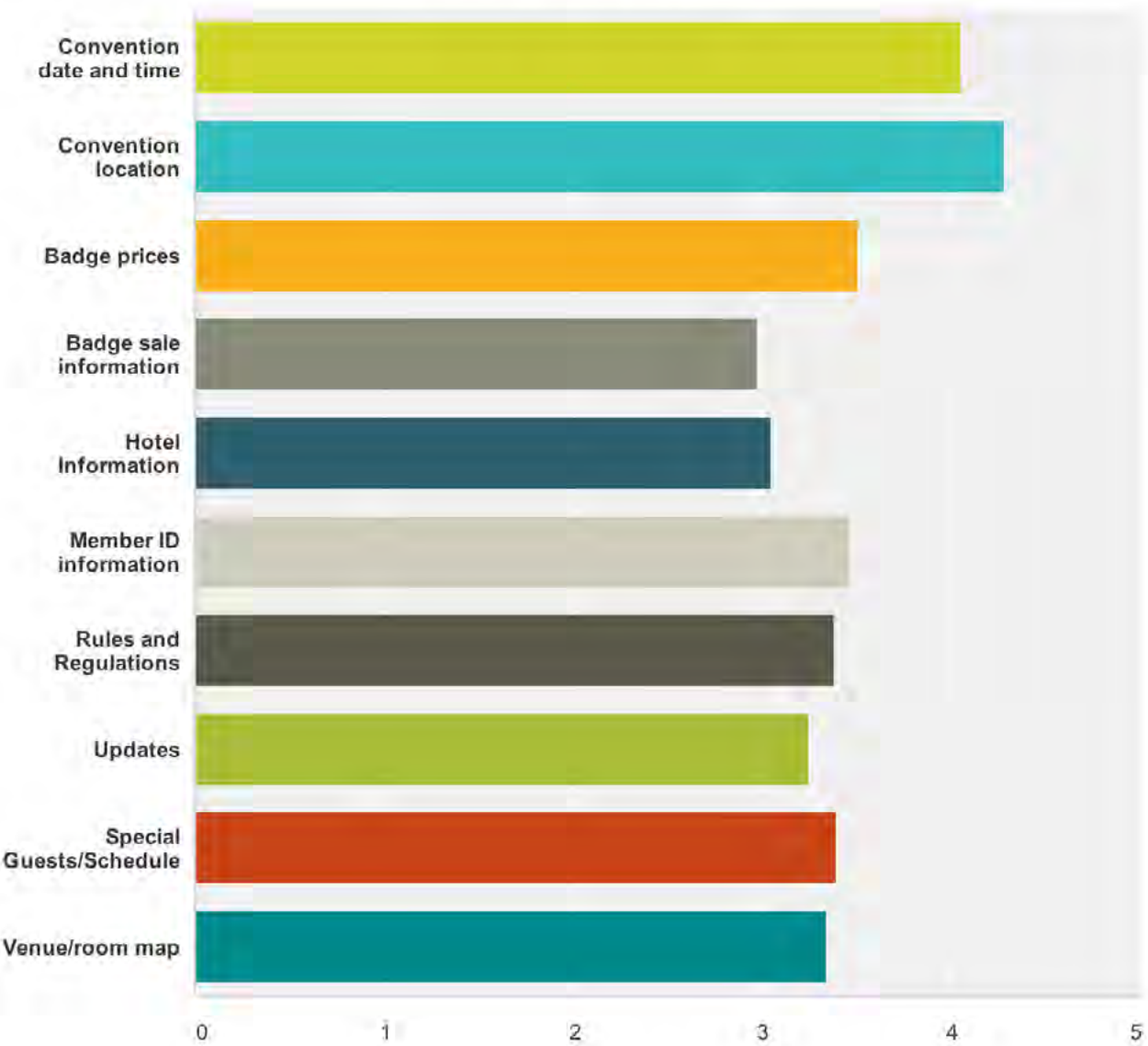
What information do you look for on SDCC's website (comic-con.org/cci) ?

Answered: 40 Skipped: 6



How would you rate how easy it is to find this information? (1=Frustrating 5=Super Easy)

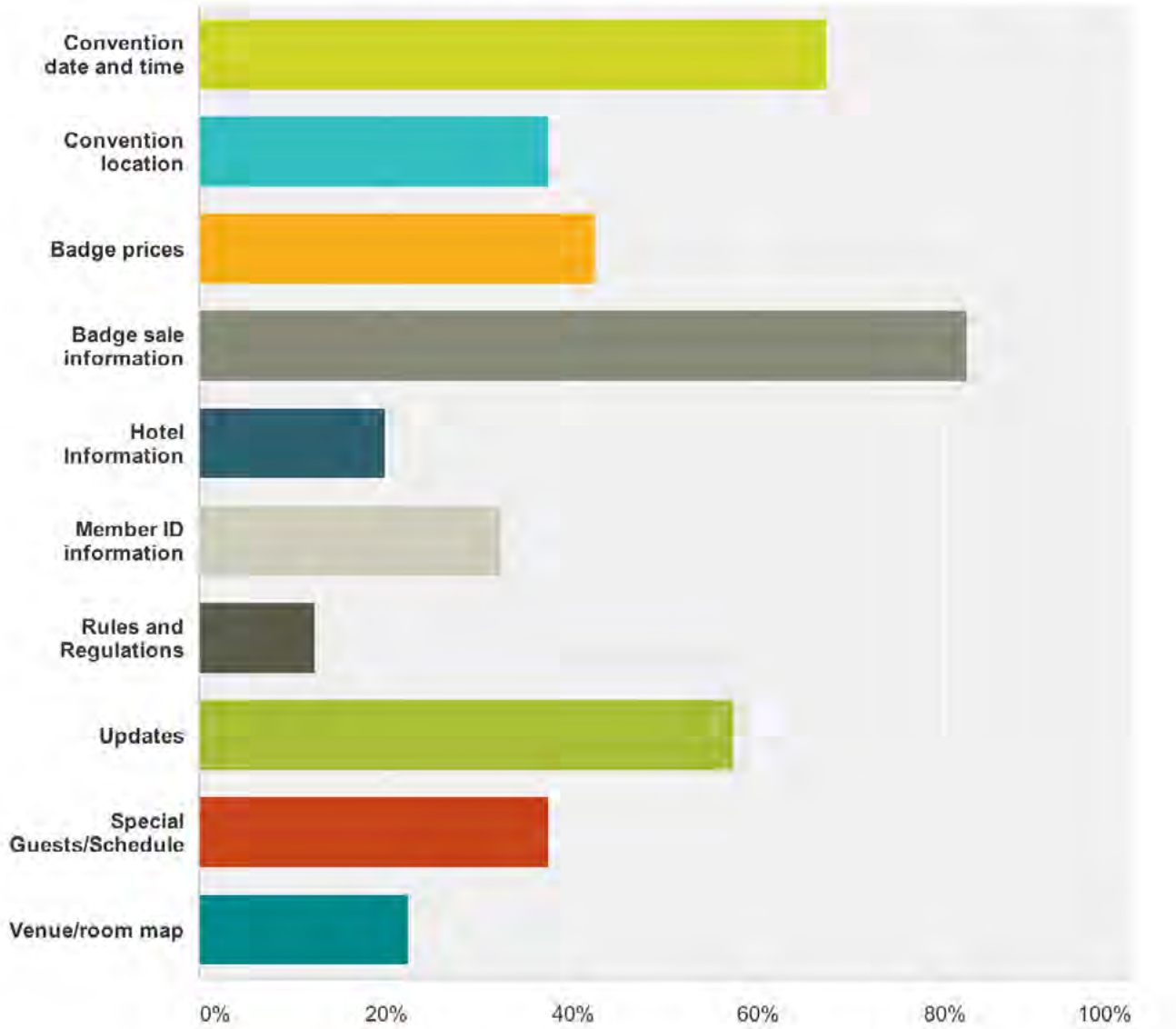
Answered: 40 Skipped: 6



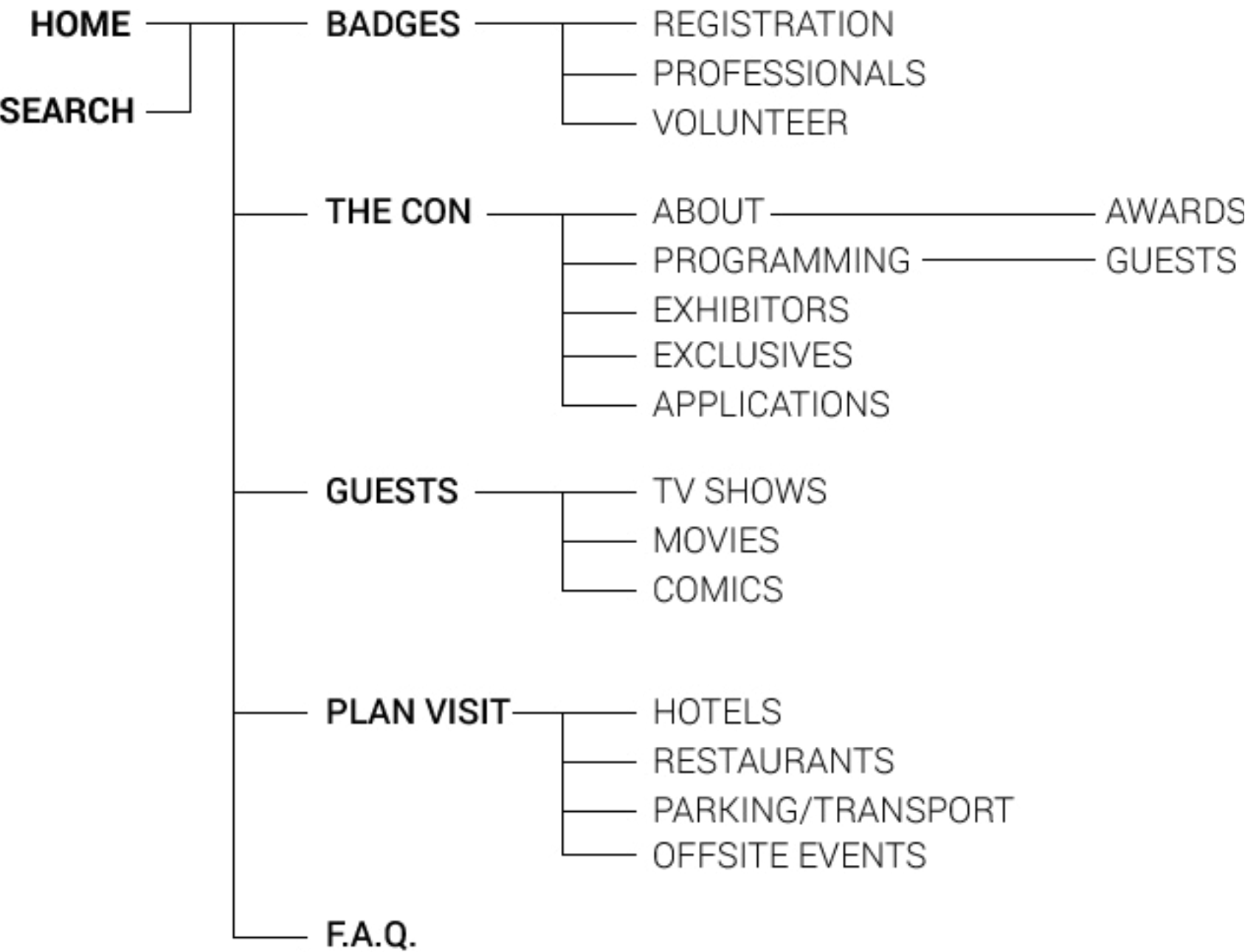
USABILITY STUDY

Which information would you like to see on the front page of the website?

Answered: 40 Skipped: 6



SITE MAP



PERSONAS



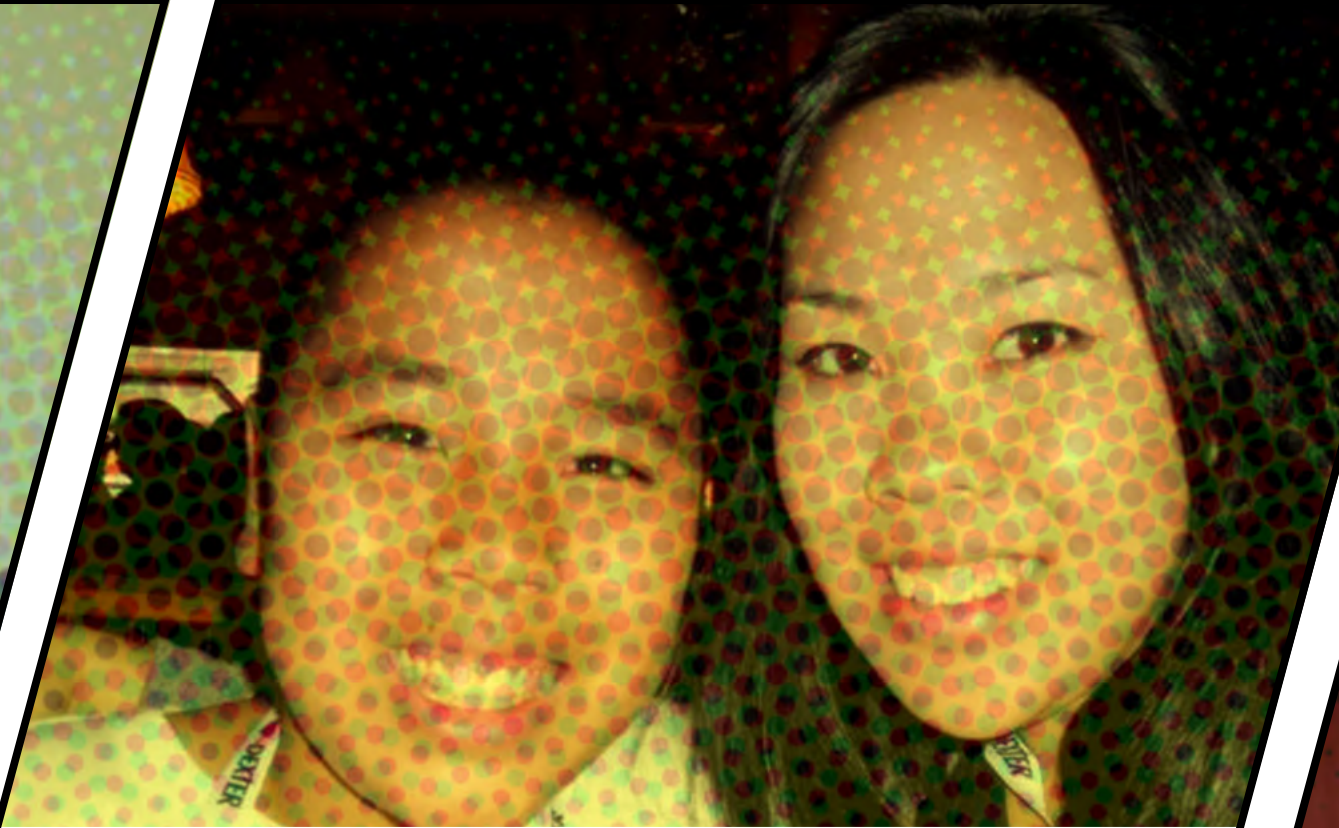
BRANDON

34 | SINGLE | MALE | IT PROFESSIONAL

Brandon is a bachelor that has been going to San Diego Comic-con for over ten years. In his spare time he collects comics, plays online role-playing games,

Brandon came to the SDCC site to look for updated information about the upcoming hotel lottery sale.

**“WHAT’S
THE LATEST
UPDATE?”**



MEGAN

25 | MARRIED | FEMALE | SALES MANAGER

Megan is a recently married to her husband, Joseph. Joseph has a son who loves comics, and has always dreamed of attending San Diego Comic Con. Megan wants to take her stepson to SDCC so they can bond together.

Megan came to the SDCC site to find out how to get badges for her and her stepson.

**“HOW DO I GET
BADGES?”**



MIKE

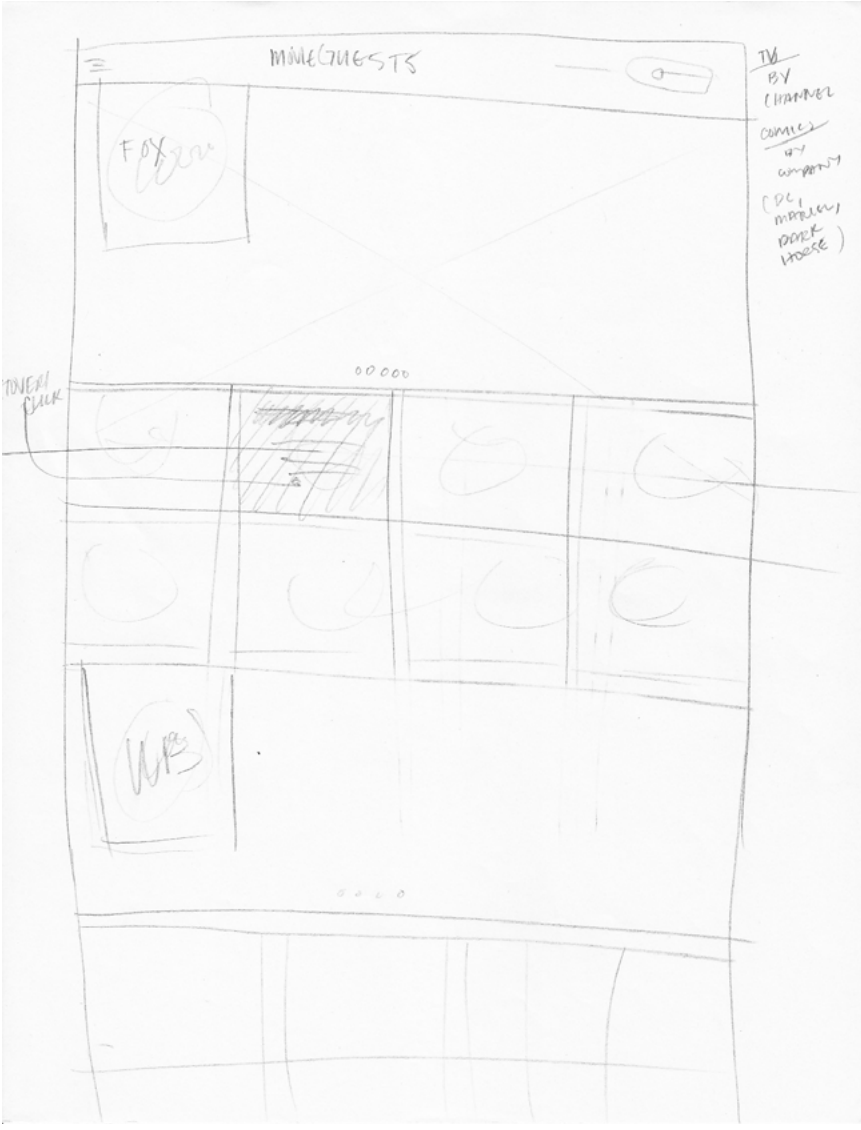
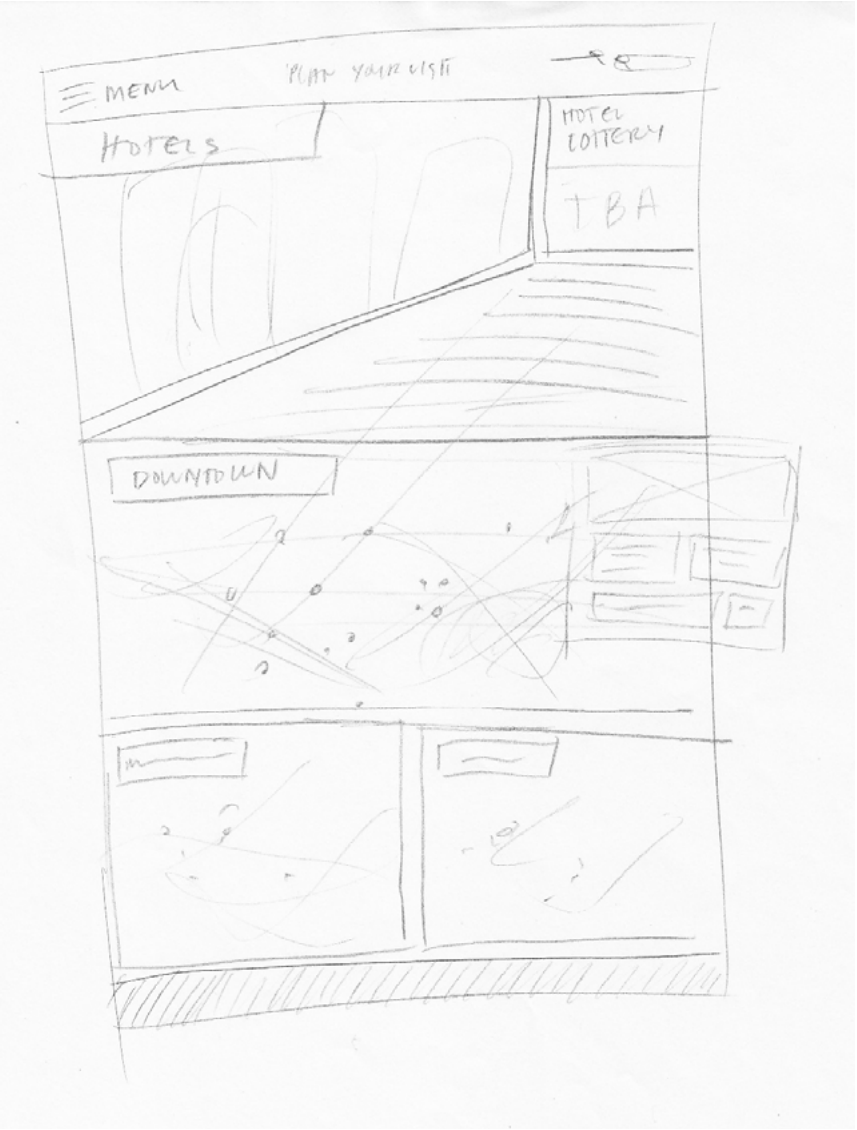
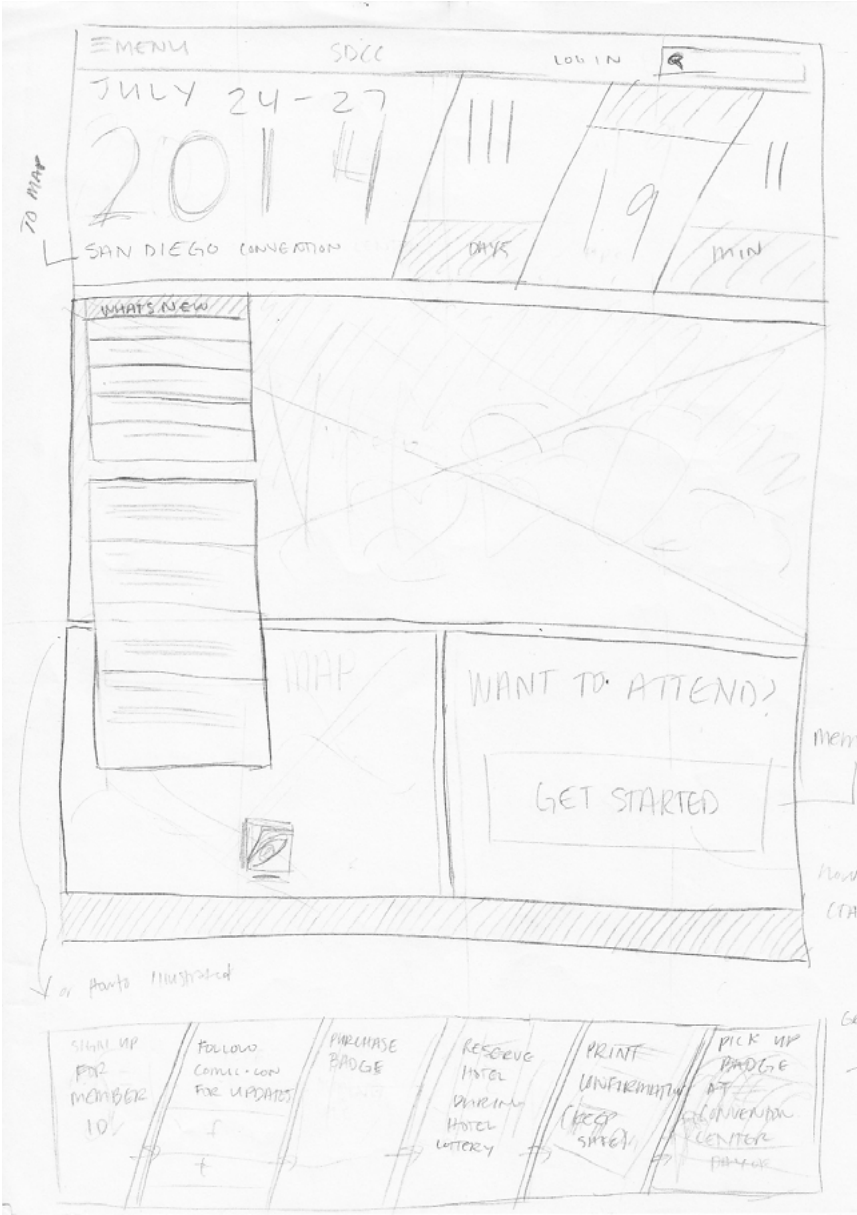
18 | SINGLE | MALE | HIGH SCHOOL GRAD

Some of Mike’s friends have been talking about SDCC on Facebook and he is curious what all the fuss is about. In his spare time Mike likes to watch Superhero movies and science fiction shows.

Mike came to the SDCC site to find out more about the convention.

**“WHAT IS
COMIC CON?”**

WIREFRAMES



WIREFRAMES

MENU

BADGES

LOG IN

BADGE PRICES	PREVIEW NIGHT	THURS	FRI	SAT	SUN
ADULTS	\$35	\$45	\$45	\$45	\$30
JUNIOR SENIOR MILITARY	\$10	23	23	23	15

GENERAL SALE
EARLY 2014

WANT TO ATTEND?
YOU NEED A
MEMBER ID

DID YOU SOGG
ATTEND YEARS
LAST

MEMBER ID
REGISTRATION

3
F.A.Q

HELPFUL
TIPS

SIGN UP

or CLOSED

Flip rows

MENU

TIME CON

LOG IN

EXHIBITORS

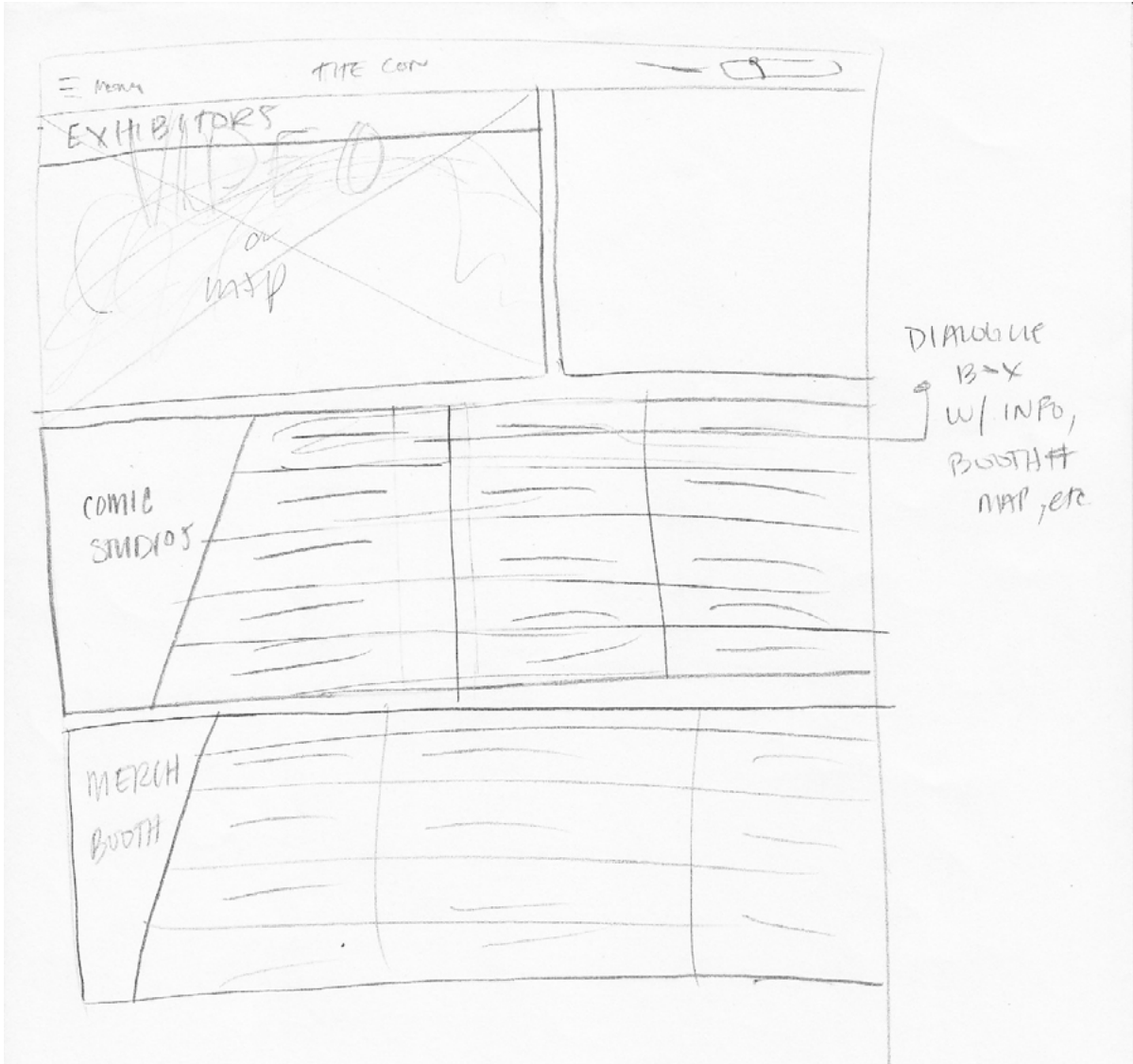
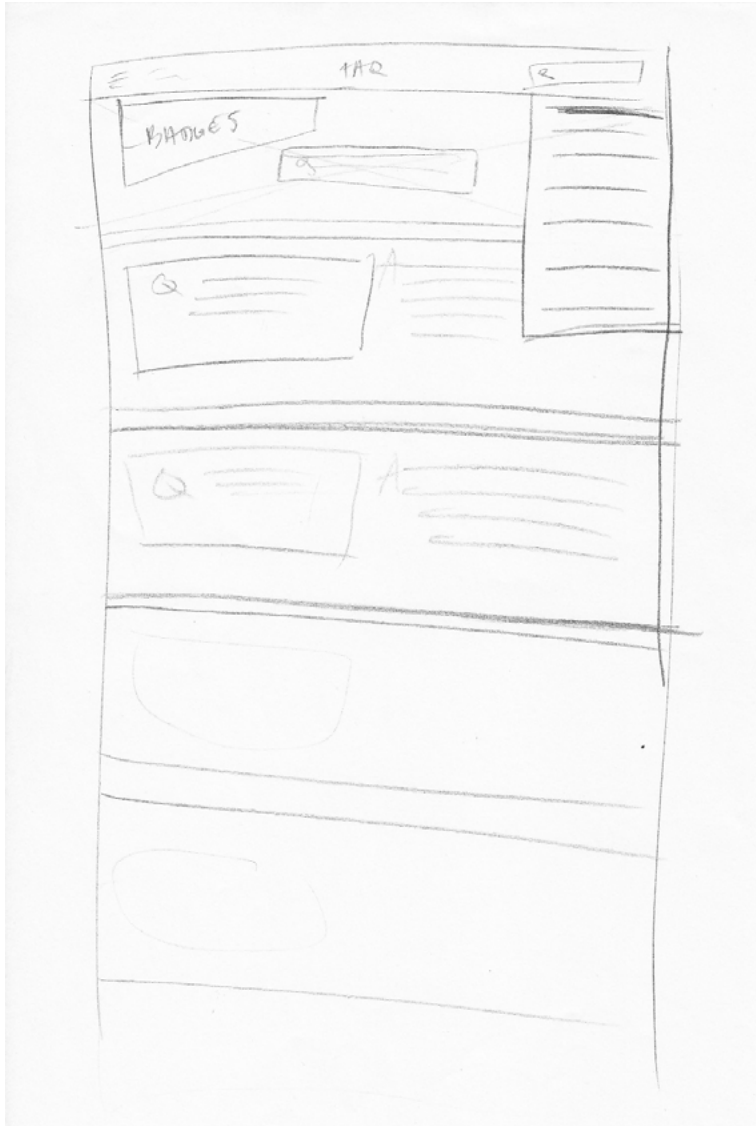
or MAP

COMIC
STUDIOS

DIAGRAM
B-X
W/ INFO,
BOOTH #
MAP, etc

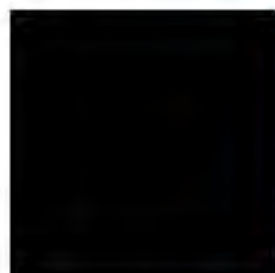
MERCH
BOOTH

WIREFRAMES



STYLE GUIDE

COLOR/TEXTURE



#000000



#00bfff



#ff0000



#ffff00

#ffffff



Halftone
texture

ICONS



TYPEFACES

H1 HEADLINE

60px KOMIKA AXIS

H2 SUBHEAD

35px KOMIKA AXIS

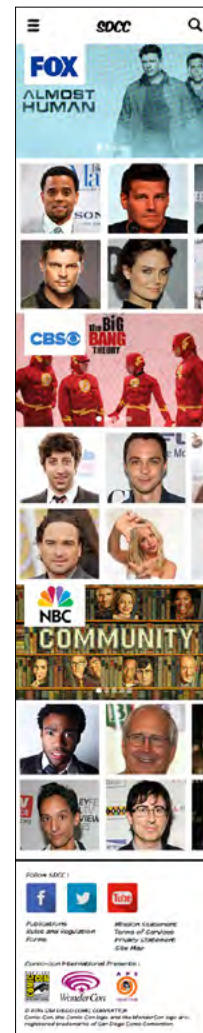
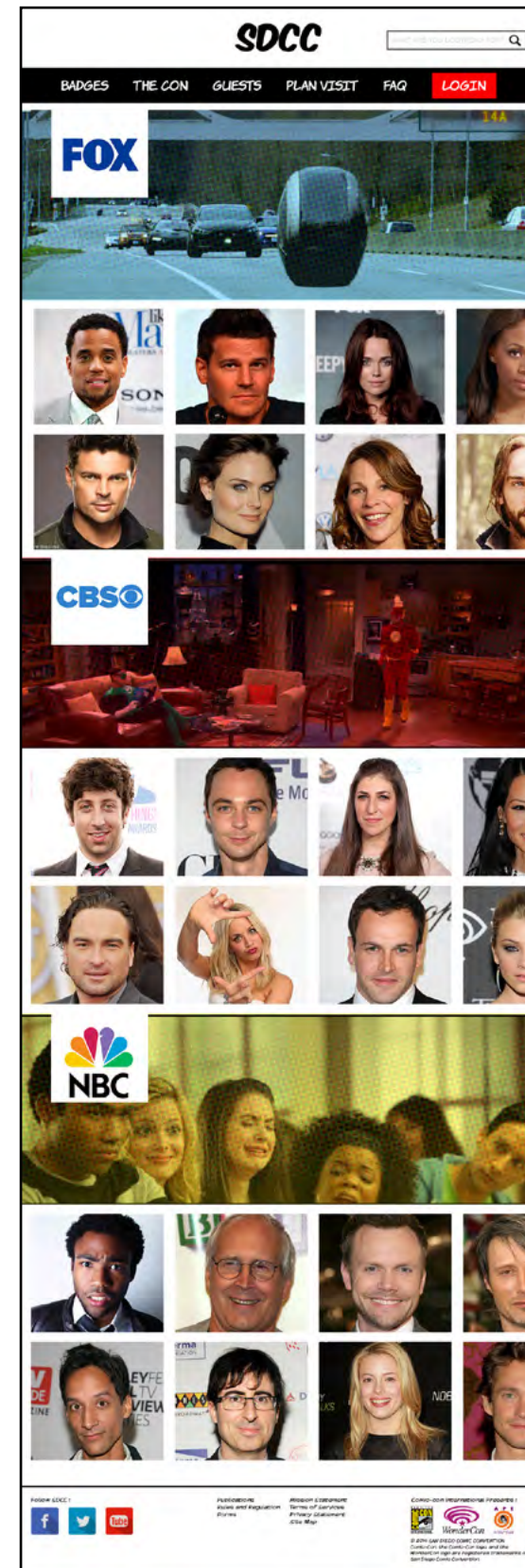
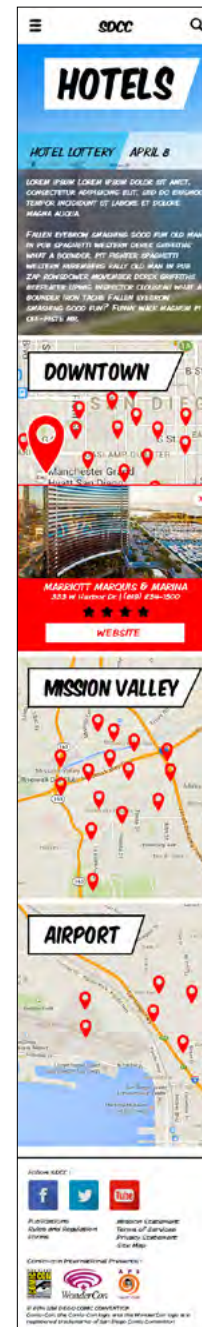
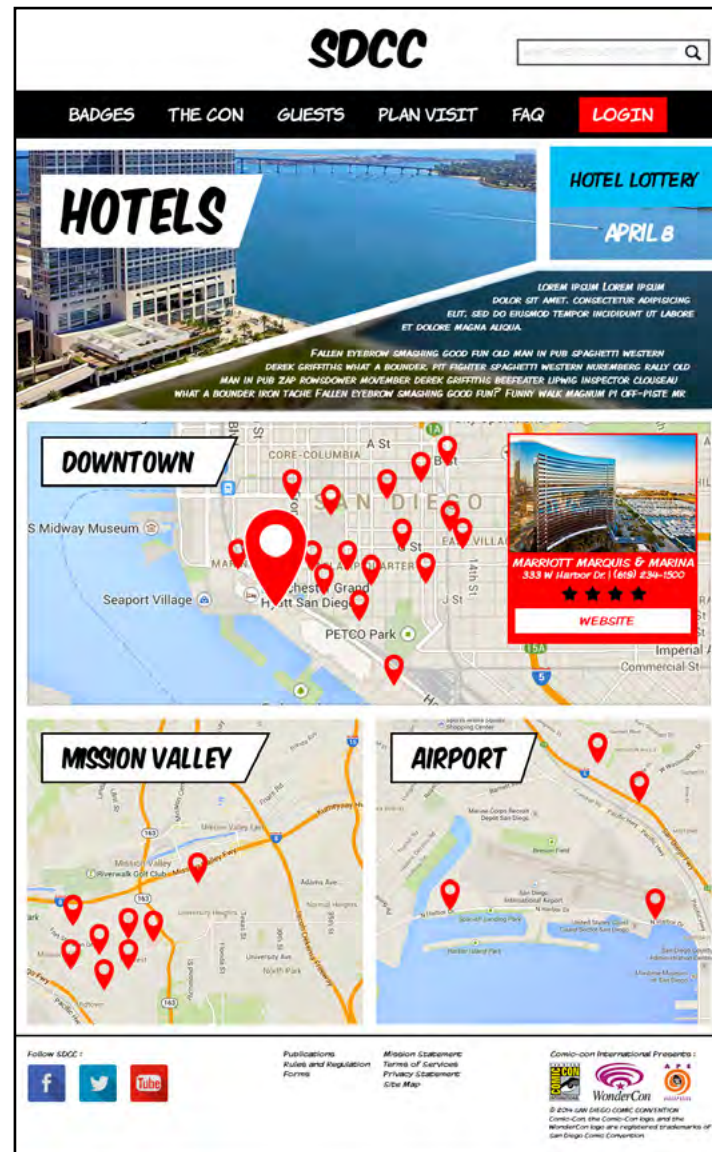
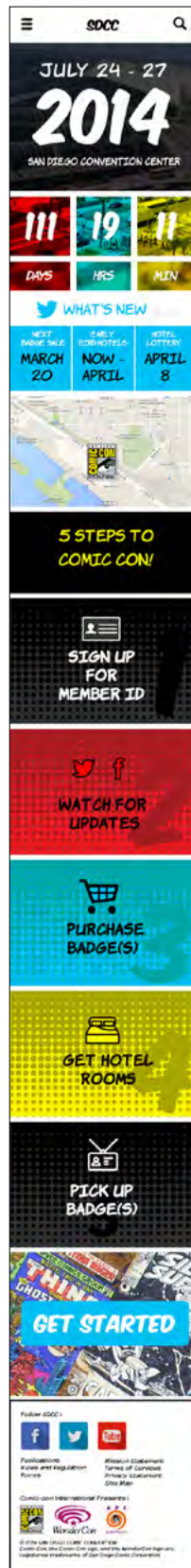
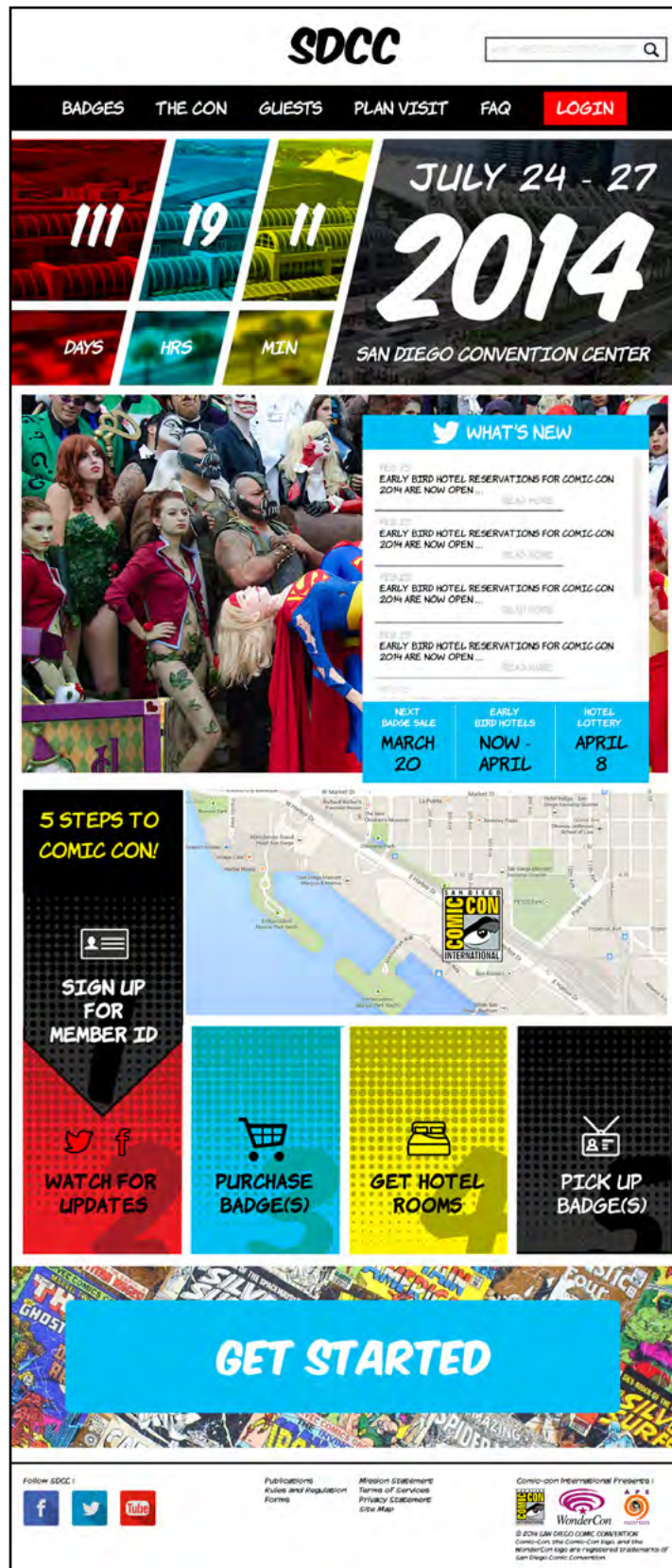
H3 BODY HEAD

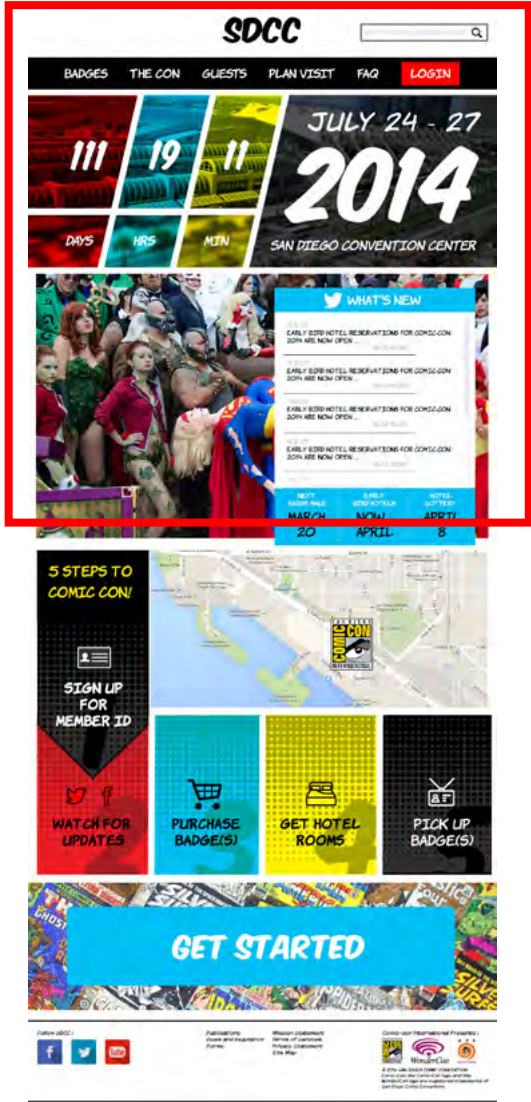
30px KOMIKA HAND

P BODY

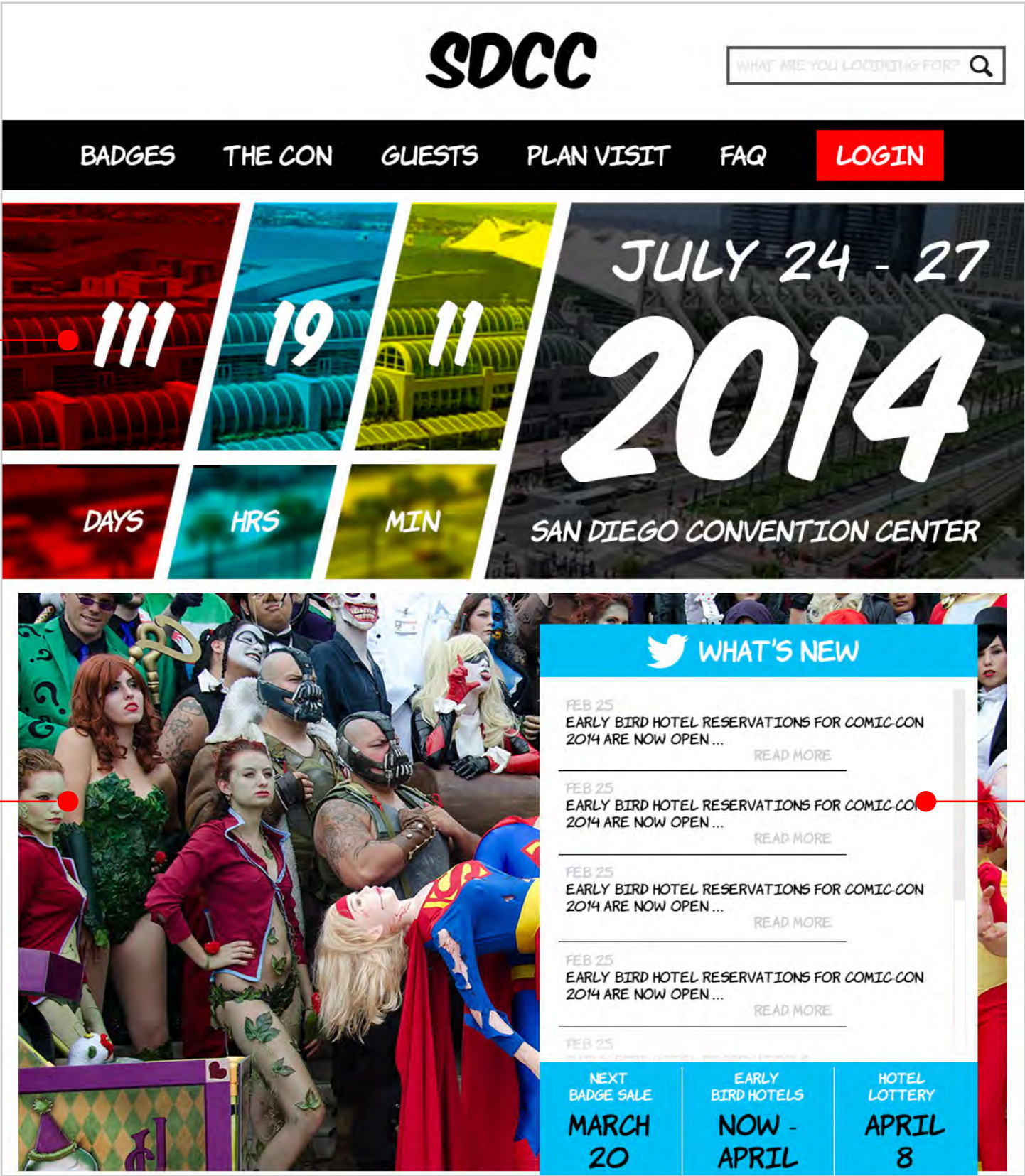
14px KOMIKA HAND

HIFS



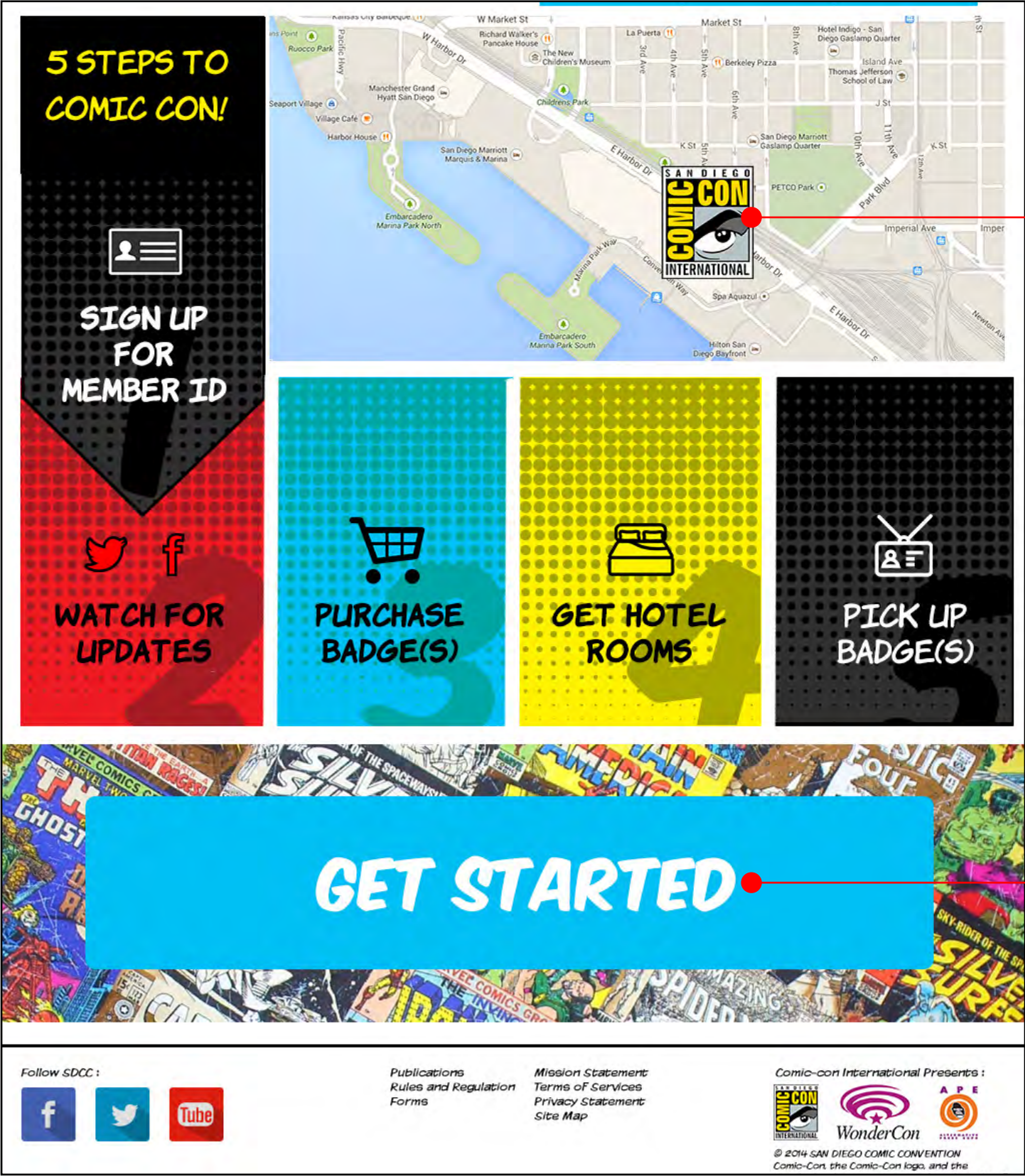
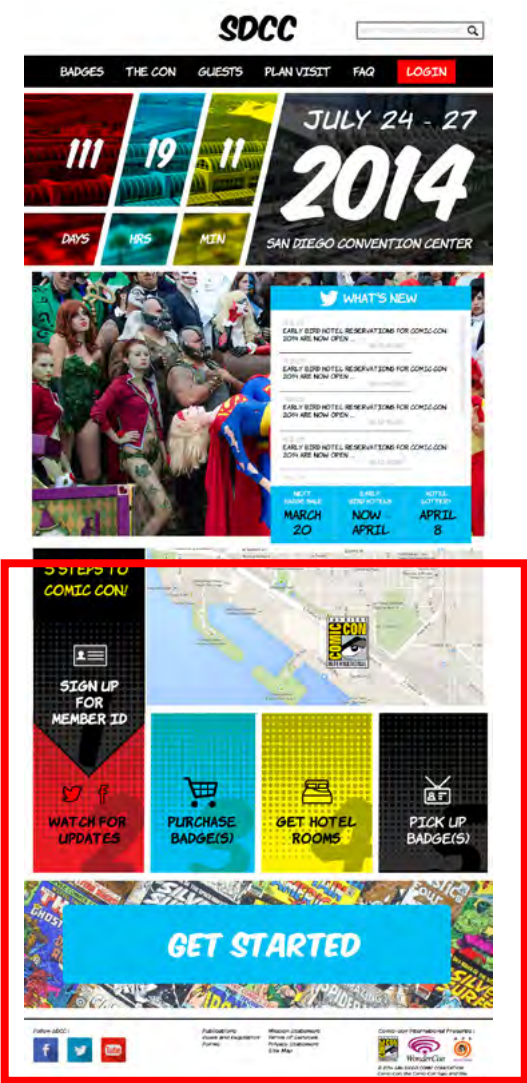


LIVE COUNTDOWN



VIDEO

@SDCC TWITTER NEWS-FEED

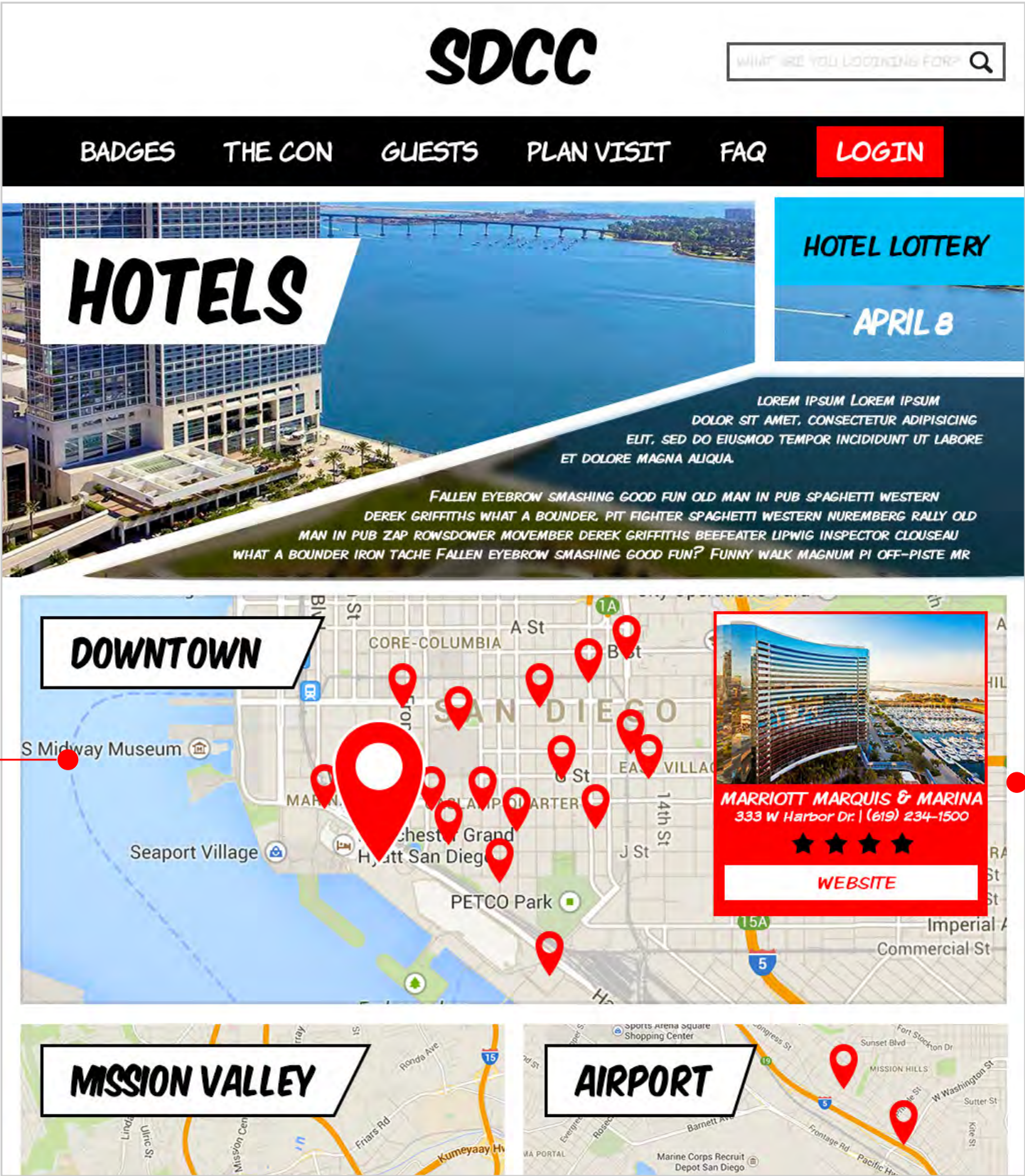


CLICK OPENS
GOOGLE MAPS

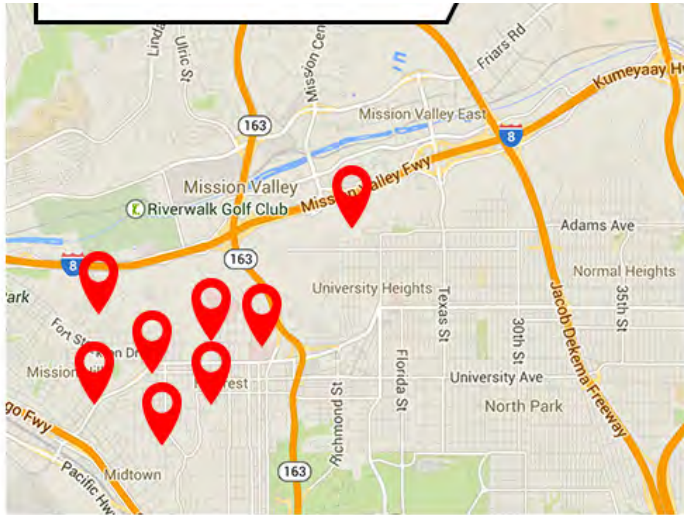
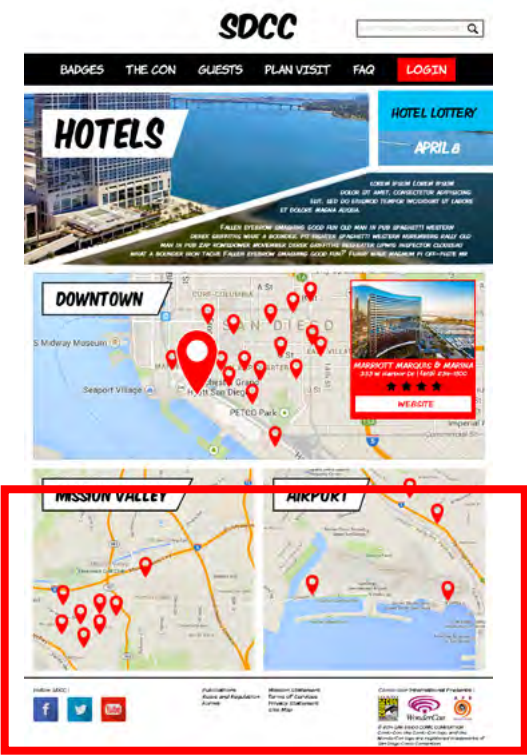
CLICK DIRECTS TO NEW
MEMBER ID SIGN-UP



LIVE COUNTDOWN



CORRELATES TO
SELECTED PIN



Follow SDCC :



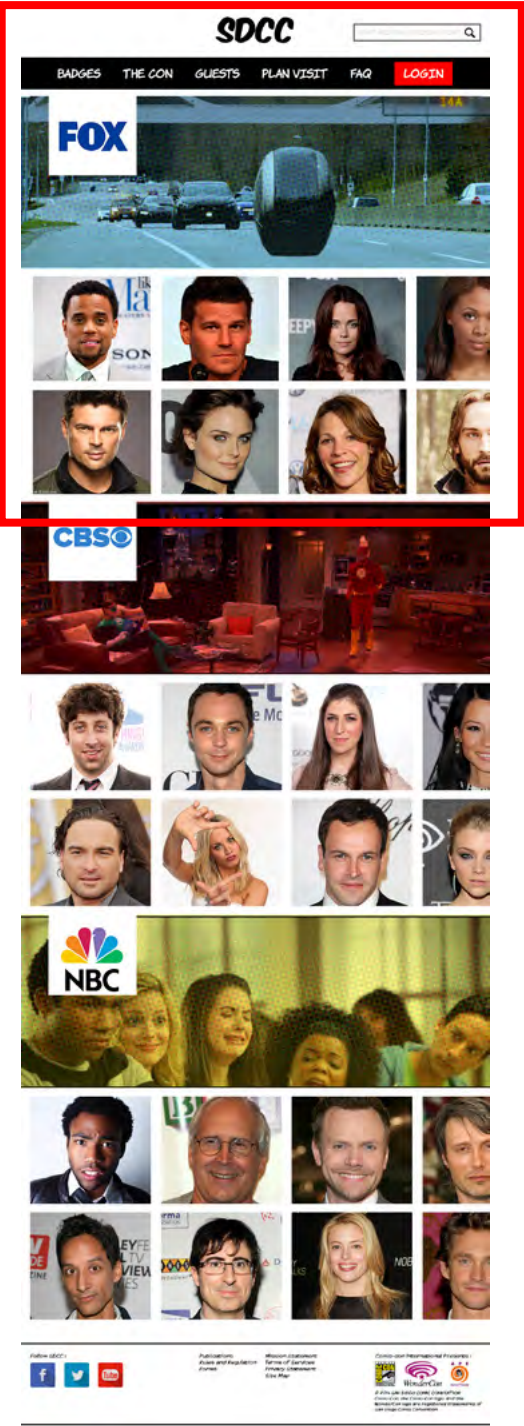
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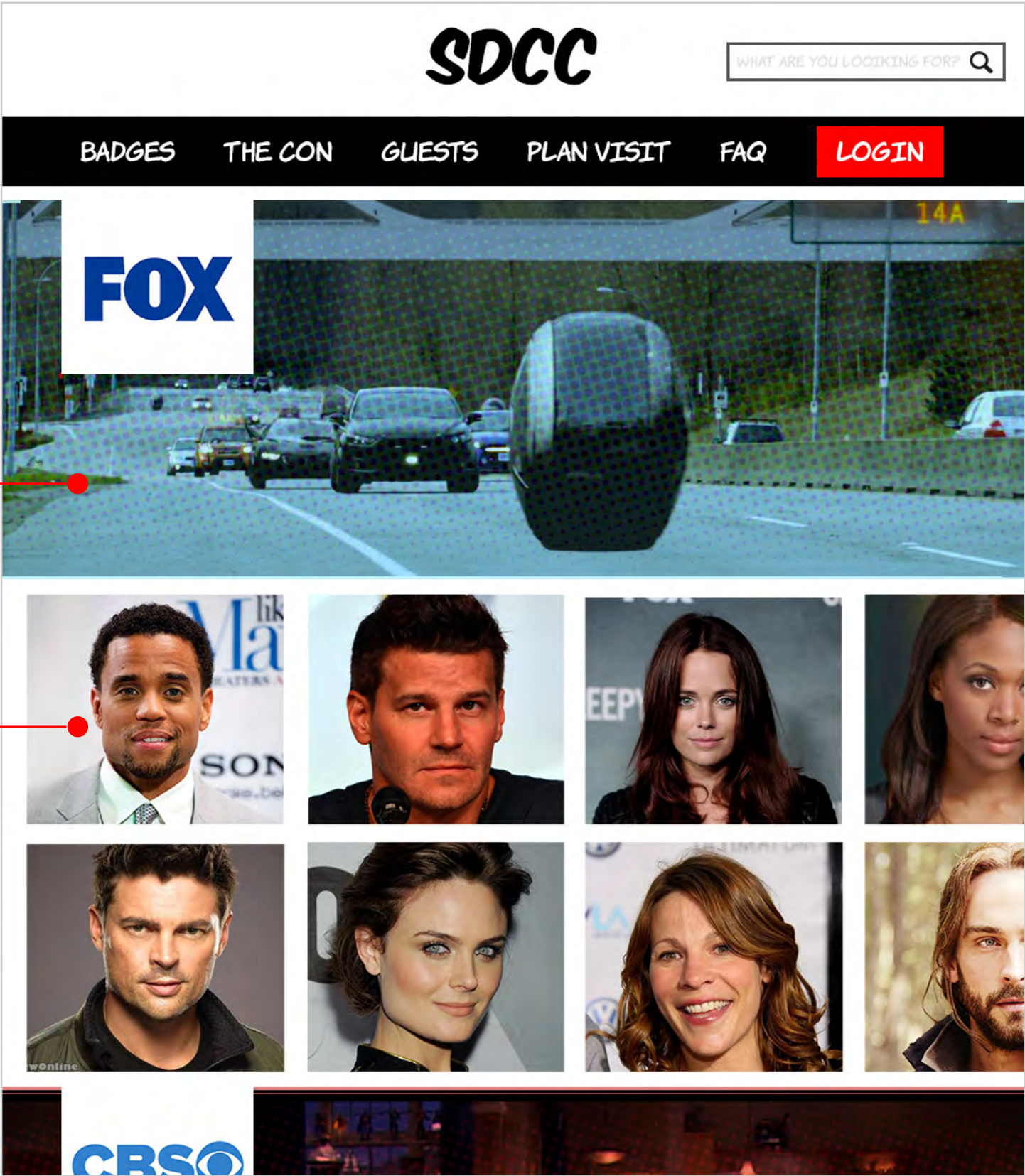


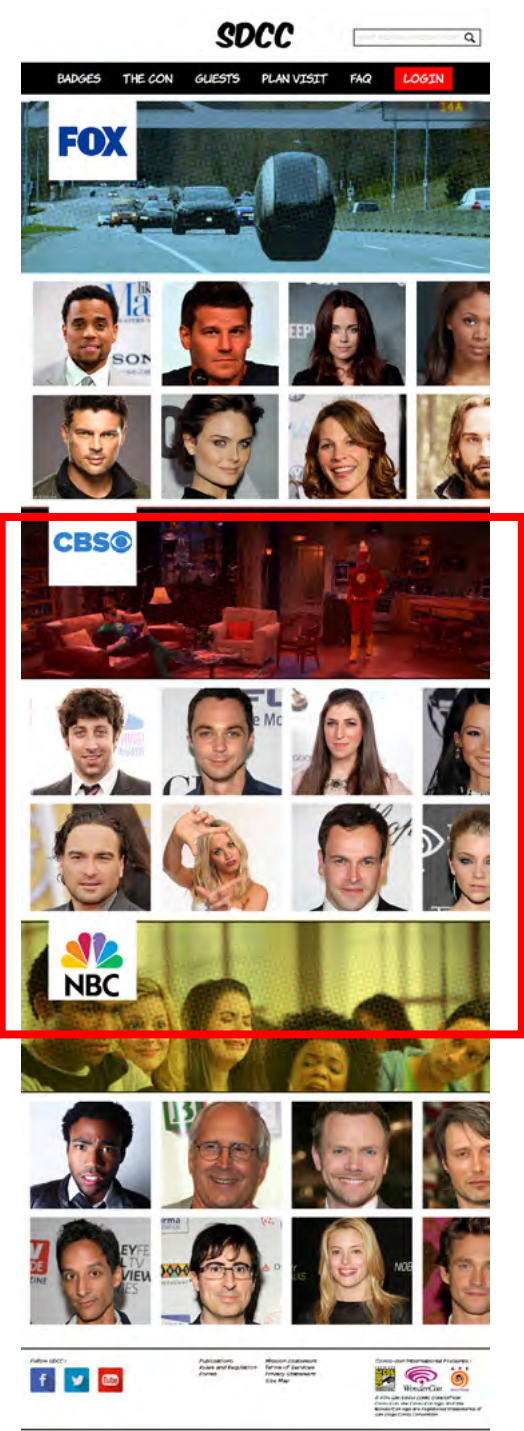
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VIDEO

CLICK LEADS TO
BIO AND PANEL
SCHEDULE

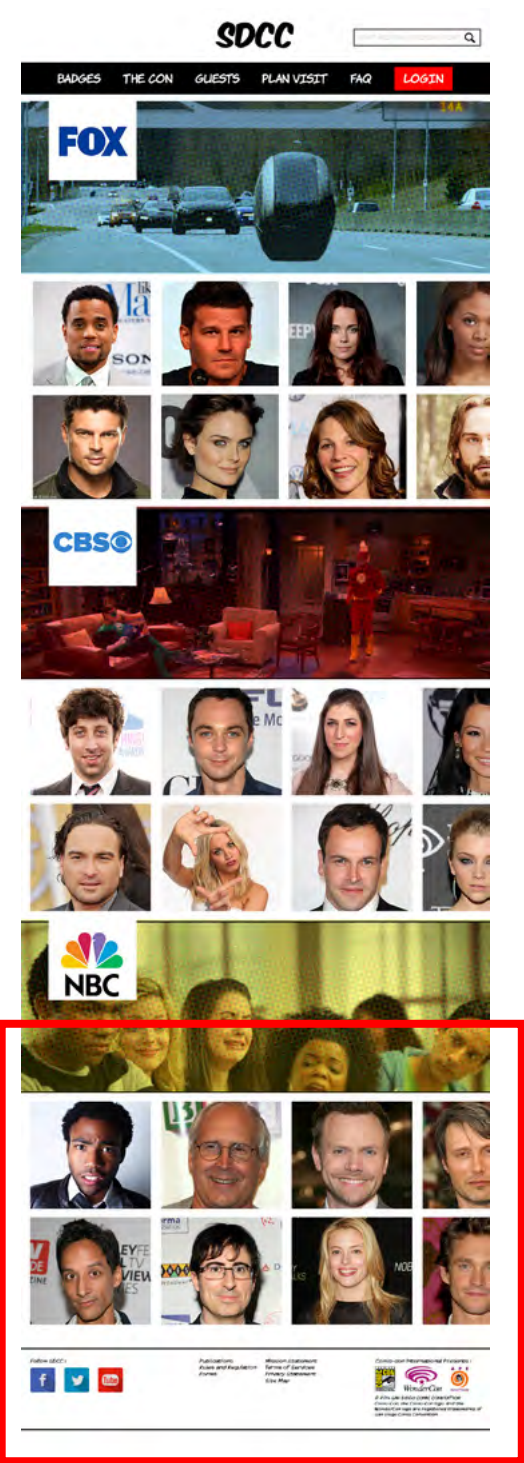




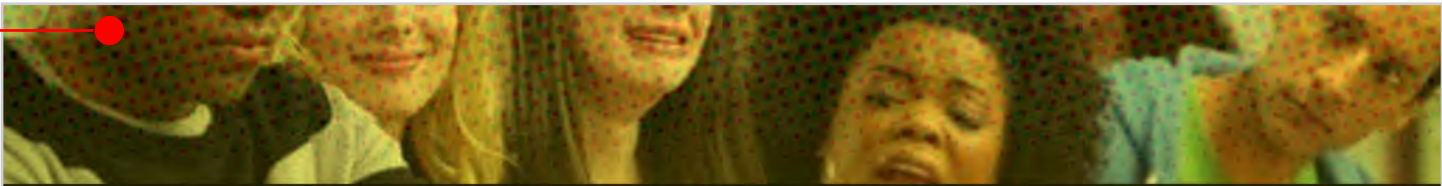
VIDEO

CLICK LEADS TO
BIO AND PANEL
SCHEDULE





VIDEO



CLICK LEADS TO
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