



ENDURO WORLD SERIES

2018 INTERACTIVE

THE PITCH

The Enduro World Series (EWS) is the ultimate mountain bike racing event. Enduro mountain biking is a relatively new cycling discipline that has gained tremendous popularity since the first EWS in 2014. Enduro demands riders to climb up in a certain time and then compete on the decent, combining the fitness of cross country and the excitement of downhill. Adding to the energy, the EWS is comprised of eight rounds located at some of the most impressive landscapes on the planet.

In this multimedia experience, users will get to relive the 2018 EWS season which came to an end on September 30. One can travel to all eight venues to get a look at the stats of the race map and a glimpse of the natural beauty each location holds. Along the way, users will get to know the racers and follow them as they battle for the title of Enduro World Champion.

THE SOURCES

- <http://www.enduroworldseries.com>
- <http://hub.chainreactioncycles.com/latest-news/mtb/bike-check-sam-hills-2018-nukeproof-mega/>
- <https://www.pinkbike.com/>



SLIDER

EWS Round 1 – Lo Barnechea, Chile

An introductory hook for the EWS round without revealing details or spoiling the results. More text more text more text more text more text more text more text more text more text more text more text.



Some interactive way to skip ahead and view results.

[Mens elite results](#)

[Womens elite results](#)



The slider will be the main narrative for EWS results round by round. The story will be told with text and video recaps that have been produced by PinkBike.com. Links to jump to full mens and womens results will be made available on each slide.



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INTERACTIVE MAP



An interactive map of all eight rounds will focus on the venues and round maps rather than results. Clicking or hovering over the location of a round will display course stats, venue images, venue facts, and a Google Map.

This portion of the experience will not carry the narrative, but it will provide key context and provide the feeling of immersion into the story as we follow the racers to each round.

RS
Rob Mulaski



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INTERACTIVE IMAGE

**ROCKSHOX LYRIK RCT3 27.5"
BOOST 2018**



An image of the bike of Sam Hill (2017 EWS Champion) will be another interactive feature for users. The image will zoom and/or have mapped sections where clicking provides additional information on particular components that Sam Hill is running on his 2018 setup.

Photos and bike check information provided by ChainReactionCycles.com.

Rob ulaski