For my microsite I will be using the Volkswagen Beetle page.

1. Overview

I will make the site just as informative as it is here, but use more colors and images to reflect the personality of the vehicle. I will also focus more on how people used the Bug, rather than how it was made.

2. Resources

Copy is available on Wikipedia, but I have extensive research on the car from my AMCS capstone project that I will also use. There are extensive images on Google for the images I want to include.

3. Audience

I want the site to be accessible for all people, but be also most suited to people in the automotive world/fans. I would like to think of the page as something Volkswagen would post at an anniversary on similar occasion.

4. Message

I want people to see why the Bug is so iconic, and also to understand its rich history.

5. Tone

I think there should be acknowledgment of the car's Nazi heritage, but not get sullied on that point.

6. Visual style

I will follow VW's usual clean style and use their font, but also include lots of colors. I think colors for different eras would work well.

7. Summary

I will structure the site to focus more on images than the original, so that the changes to the model are more noticeable. I will keep the summary as the first section, but move the others into a bar at the top to click to, as well as having them below the summary. I will segment the history section similar to how it is now, but make the sections collapsible and interactive. As it stands now there is too much text. The design section will have much more images to focus on how the vehicle actually works and looks, and what makes it unique. For the evolution section, I will again find better images to show the changes to the model. The production section will work similarly. I want to make the motorsport section more fun and lively because most people don't think of the Bug as a performance object. Again, more images will help with this.

8. Interaction ideas

Each colored item in my mockup is a link to a page. "The People's Car" is a page about the history of the bug, for instance, as is "Wartime Relic" which will focus on Nazi history of the car. Hopefully I can make a way for those links to be collapsibles. On Desktop, I want the large image to move aside as the new content emerges. Each page will be similarly minimalistic (the minimalism, image, and font choice are all to echo VW's iconic advertising), but with much more images and more concise copy than the wiki page. I want there to be clear and consistent visual hierarchy, and for the text to be unobtrusive but follow VW's minimalism. For mobile, they will be more like normal collapsibles and be even more linear in design.