



Dayton Cars and Coffee

The Modern Bachelor's Program Branding
and Website Design Case Study

Shelby Miller | April 2020

Table of Contents

Project Overview 1

My Roles

Process Breakdown

Phase 1: Discover 4

Client Overview

UX Research Findings

Phase 2: Define 8

Brand Direction

Brand Personas

UX Recommendations

Sitemap

Wireframes

Phase 3: Design 22

Initial Home Page Designs

Selected Design

User Testing

Social Plan

Phase 4: Deliver 34

Project Overview

Dayton Cars and Coffee is an organization that hosts car meet-ups for car lovers of all kinds to come together and connect through their passions for anything on wheels. In this project, a branding team and user experience team worked together to develop an effective brand, website, and social media strategy that the client is able to single handedly maintain. This project took place over the course of one semester and was split into four overlapping phases: discover, define, design, and deliver.

Problem

Dayton Cars and Coffee had inconsistent branding and communications. The organization was growing too fast to continue with an unprofessional presence. Also, the coronavirus outbreak affected the brand relaunch approach.

Objective

The objective of this project was to design a relevant brand, engaging custom website design, and practical social plan that represents Dayton Cars and Coffee to its target audience and positions the organization for growth.

My Roles

UX Team Social Media Specialist

Participated in discovery meetings and branding brainstorming

Part of UX research team that completed the content and social audits

Contributed to:

- Development of site recommendations
- Organization of sitemap options
- Wireframing and content prioritization/flow

Designed multiple single-page sample compositions

Art directed the application of selected style to the internal pages

Used our research on the client's Facebook and Instagram profiles, and relied on personal experience to develop a practical social plan

Co-Art Director

Co-designed the selected two-page initial composition

Led team members in applying styles consistently across all internal pages

Managed assets and design changes while working remotely

Reworked deadlines and responsibilities in the midst of COVID-19

Process Breakdown

Phase 1: Discover

In this phase, our team did secondary research and met with the client to learn more about his vision for branding and his website design needs. From here, we began brainstorming possible brand directions and auditing the DCC website.

Phase 2: Define

Using insights from our initial meeting, we narrowed down to two brand options which we presented to the client. After several rounds of revisions, the client selected a brand direction. In the meantime, the UX team began designing new site structure and page layouts.

Phase 3: Design

Following approval on brand direction and website wireframes, the branding and UX teams began extending the new Dayton Cars and Coffee brand across print, web, and social media.

Phase 4: Deliver

With designs solidified, the team finalized and presented each piece of the project, working with the client and the website developer to bring our designs to life.



Phase 1: Discover

Client Overview

Dayton Cars and Coffee (DCC) is Ohio's premier Cars and Coffee event, bringing hundreds of gearheads, car enthusiasts, and families to Austin Landing every other Saturday for a diverse gathering of Dayton and Midwest local people and vehicles. DCC's founder, Kenny Brightman, was raised to appreciate Dayton's special place in the automotive world, and sees this organization as a continuation of this rich history. The very first Dayton Cars and Coffee event brought over 200 attendees and the success of the organization has continued to inspire and drive Kenny's passion for the local car-loving community.

Kickoff Meeting Insights

Dayton Cars and Coffee is about the past, present, and future of the Dayton automotive community.

DCC is committed to connecting anyone that shares a passion for anything on wheels—the DCC crowd is unique in that it attracts and includes such a diverse set of automotive enthusiasts.

“A highschooler in a tricked out Civic might pull up next to a CEO with a Lambo, and that’s the beauty of it.”

At DCC, cars aren't segregated. The event atmosphere speaks “come as you are” to car lovers in the area, whether they are Dayton natives or just visiting for the weekend. This unique approach to car show culture means the brand and website must speak to the history, present community, and future of the automotive industry. It has to balance appreciation for the classics and passion for the cutting edge.

Dayton Cars and Coffee is known for its casual community, but also for its professionalism.

Our client was clear that their goal was not only to cultivate relationships, but to compete with nationally recognized, highly professional car shows. This means the brand must speak for itself and be extendable to whatever the events may require to take the next step toward the national-level shows. The brand voice must speak to the target audience and communicate information effectively.

Client words *authenticity, passion, and connection* ultimately shaped the brand direction.

UX Research Findings: Competitive Review

Cars and Coffee is a globally recognized title.

Our client is not the only Cars and Coffee organization. Around the world, unique brands have their own spin on this concept. Because of our client's vision for DCC to be one of the top Cars and Coffee events in the nation, we audited the most relevant Cars and Coffee sites from across the United States (despite the client being convinced he has no competitors) in order to ensure our designs would stand out from the crowd.

Dayton Cars and Coffee

Solid organic search traffic

Quality event imagery

Shares news the DCC community cares about

Large social following

Relevant mission = loyal audience

Palm Beach Cars and Coffee

Has a separate sponsor page

Functioning footer with helpful links

High-quality but slow to load images

Social media is featured on the site

Indianapolis Cars and Coffee

Consistent page layout

Simple and clear navigation

Consistent color usage

Consistent links and buttons

Relevant and resourceful footer

Portland Cars and Coffee

Consistent page layout

Simple and clear navigation

Consistent color usage

High-quality images

UX Research Findings: Client Audits

Our team dug into the client's existing content to identify the good, the bad, and the ugly.

Our initial research on Dayton Cars and Coffee's digital presence was holistic and a bit of a messy process. By dividing the research into categories, delegating across the team, and internally presenting our findings, we collectively assessed every bit of existing digital DCC content. The insights gained from each audit are listed below.

SEO Audit

The most relevant and converting keywords are variations of:

- Name "cars and coffee"
- Location "Dayton" or "Austin Landing"
- Goal "car meet"

Heuristic Audit

Unclear navigation

Templated yet inconsistent page layouts

Inconsistent use of color

Missing legal information

Irregular social presence

Lack of community-focused photography

Scattered use of brand voice

Inconsistent link/CTA styles

Content Audit

Content flow is confusing and unorganized

Existing descriptive content can be utilized

Missing contact, event, and legal info

Last blog update was in March 2019

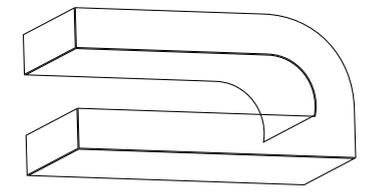
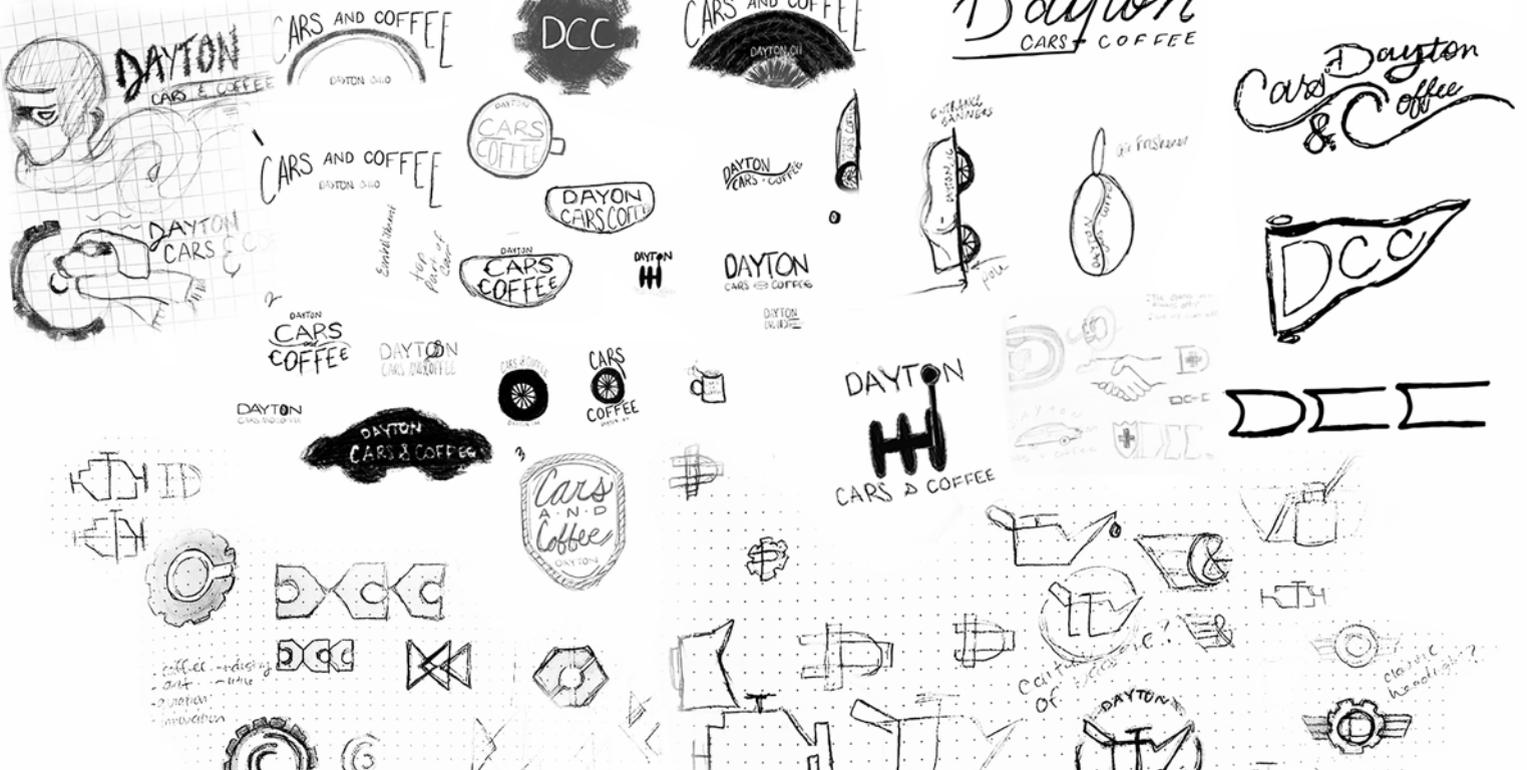
Social Media Audit

In-Season: Relevant local news, season preview video, eye-catching cars, cars from meets (owners tagged) performed best

Out-of-Season: Shared industry/related posts or community updates on those within the DCC family (ex: watching a race together) performed best

Events: Interactions after the event

Others: Collaborations caught extra attention



Phase 2: Define

Brand and Website Direction

The client had a hard time choosing between the two directions developed by the branding team. He loved the elements of the first option that spoke to the rich history of Dayton. He also loved the cutting-edge feel of the second logo. After seeing these two options, a third concept-mash, and many discussions, the client landed on option two. This brand direction still values the history of Dayton and the importance of community, but has a more modern feel, which we believe will help propel the organization into bigger and better things. While the brand was being established, the UX team turned research findings into practical recommendations for the client that would be the basis for our designs and began developing the user flow of the website.

My Role in Branding DCC

For this portion of the project, the UX team worked closely with the branding team. I supported the team that developed the selected direction by providing UX insight on logo, icon, and color design choices.

Dayton
CARS + COFFEE

DAYTON
CARS +
COFFEE

SPONSORS

Color palette: #003366, #000000, #D9D6DB, #FFFFFF, #E8B40E

Headings + Titles: **ROBOTO CONDENSED BOLD**, ROBOTO CONDENSED REGULAR, SUBHEADINGS + SUBTITLES

Copy + Content: Roboto Condensed Regular, ABCDEFGHIJKLMNOPQRSTUVWXYZ, abcdefghijklmnopqrstuvwxyz, 12345678910

Icons: envelope, calendar, tire, coffee cup, clock



Text layout examples: HEADLINE, SUBHEADLINE, and body text with various font weights and sizes.

Color palette: #000000, #D9D6DB, #E8B40E

Icons: social media icons (Facebook, Twitter, Instagram, YouTube), settings, and close buttons.



Presented Brand Concept 1

The first brand option was hand lettered for a classic car badge feel. This concept balanced old and new with a nostalgic logo type and modern merch, signage, and brand styling. This brand direction was based primarily on client words “community” and “connection.”



Presented Brand Concept 2 (selected)

The second brand option takes a cutting-edge approach for the logo. This concept balanced old and new with the modern mark and classic-looking photo treatments. This brand direction was based primarily on client words “authenticity,” “passion,” and “connection.”



HUNGRY?



- ANOTHER BROKEN EGG →
- BAR 145 ↗
- BJ'S BREWHOUSE →
- CHUY'S MEXICAN →
- ELÉ BISTRO ←
- FRUTTA BOWLS →
- MIKE'S NASHVILLE HOT ↗

Brand Personas



Nick Bartel (Part-Time Student)

“I spend most days with my dog, Louie; he loves to go to work with me and on drives in my Bimmer.”

Also likes: snowboarding, skateboarding, spray painting, Dunkin’, and all music



Traci Howe (Manufacturing Director)

“There’s nothing more I enjoy than spending time with family and having a couple of drinks.”

Also likes: NASCAR, fishing, margaritas, Speedway coffee, and country music



Jimmy Sharpe (High-Level Professional)

“My vehicle reflects my dedication to success. I keep it in the garage.”

Also likes: golf, sushi, Starbucks, and working out



David Johnson (Retired)

“I am passionate about Dayton’s automotive history because I lived it.”

Also likes: golf, collecting, Folgers Coffee, euchre, and smoking cigars

UX Recommendations

Our team turned research insights into actionable recommendations.

In order to ensure that our final deliverables met the needs of the client and solved the right problems, we took the insights established in the discovery phase and turned them into three big-picture recommendations for the client. These recommendations enabled us to speak the clients language and begin to turn research into reality.

Website Platform Recommendations

1. Webflow (selected)

Fully customizable and no code knowledge needed, Webflow is a rising star in the website design and hosting world. Webflow boasts an intense amount of helpful, free online training materials that are sure to help the client in their journey. However, Webflow’s designer interface can require a severe learning curve and is more expensive than some other platform options.

2. Wordpress

Wordpress is fairly customizable and has a trusted network of support systems in place due to its prominence in the industry. It is also more cost-effective. However, Wordpress requires some HTML knowledge, tricky security compliance, and continual, manual plug-in updates which would be inconvenient for the client.



Digital Presence Recommendations

1. Talk Like Your User

Use relevant and engaging content that your target audience can relate to across channels.

Continued on Page 15

2. Keep Brand Consistency

Ensure that your voice, visual style, and structure is consistent and recognizable.

Continued on Page 16

3. Present the Right Content

Provide useful and correct information and guide the user throughout the experience.

Continued on Page 17

Recommendation 1: Talk Like Your User

This first recommendation was rooted in the findings of our SEO, content, and social media audits. We found that despite the client's deeply internalized understanding of his audience, he was struggling to connect the dots across channels. The goal of this recommendation was to convince the client that even the details of language and engagement matter when communicating with real people through digital mediums.

Keywords

Stay true to events: name, time, location, and features

Concise, descriptive meta titles/descriptions: "Austin Landing Food Deals - Dayton Cars and Coffee" instead of "EXCLUSIVE Austin Landing Food DEALS – Dayton Cars and Coffee..."

Relevant keywords within image alt tags: "Austin Landing Restaurants" instead of "Cars & Coffee - Map - Restaurants.jpg"

Keywords in navigational elements: Footer, links, CTAs, blog tags

Social Engagement

Comment on posts with a high following or engagement. This will attract an audience that wouldn't normally stumble across your page.

Post content consistently with time and visuals. This will keep your audience up to date and on your page more frequently.

Sponsors and Influencers

Collaborate with influencers in the car industry.

Reorganize the way sponsors are represented on the website.

Provide content your users can relate to by featuring influencers and sponsors on social media.

Making it Work with Social

Our team was not given access to the client's social media analytics, so the social media audit was completed manually. This meant our social recommendations were based on what we could see in our research, best practices, and our team's experience.

Recommendation 2: Keep Brand Consistency

The second recommendation is based on findings from our heuristic, content, and social media audits. We discovered that the visuals, language, and user flows were creating inconsistent emotional responses for users, muddying the brand. The goal of this recommendation was to establish the various channels the client can and should consider the brand experience a priority.

Voice

Establish strong brand tone through written content

Sweet  **Snarky**

Warm  **Private**

Modern  **Classic**

Maintain brand tone across all touchpoints

Emphasize what makes DCC stand out from the crowd

Style

Use logo, colors, and typography consistently across all platforms

Follow best practice color use for CTAs

Utilize contrast of type and visuals to draw attention of the user

Choose photos featuring cars and the DCC family

Structure

Page-level structure:

Utilize type hierarchy

Present consistent layouts that could easily be expanded or reused in the future

Content-level structure:

Prioritize content for scannability sponsors on social media

Link to internal pages

Social Media

Keep the community's engine running during off-season months

Present relevant local and industry news

Emphasize eye-catching visuals

Include more videos

Feature collaborations

Recommendation 3: Present the Right Content

The third recommendation came from the findings of our heuristic and content audits. We found that the client's website was missing important information, had unnecessary information, and didn't flow well for the user. The goal of this recommendation was to inform the client of these oversights and prioritize the wants and needs of the user in design choices.

User Flow

Navigation and footer

Remind users of their location on the site

Use descriptive words to guide the user

Include contact and location

Use a single phrase style

Focus on CTAs and links

Consider user expectations

Organize content based on user needs

Blog

Implement content filters based on keywords, tags/categories, etc.

Establish and maintain structure that creates consistent blog length, image sizes, link styles, and URL optimization

Accurate Information

Educate users with accessible and valuable information pertaining to:

Contact information

Legal information

Event information

Keep pages informative, always

If it is off-season, let the user know

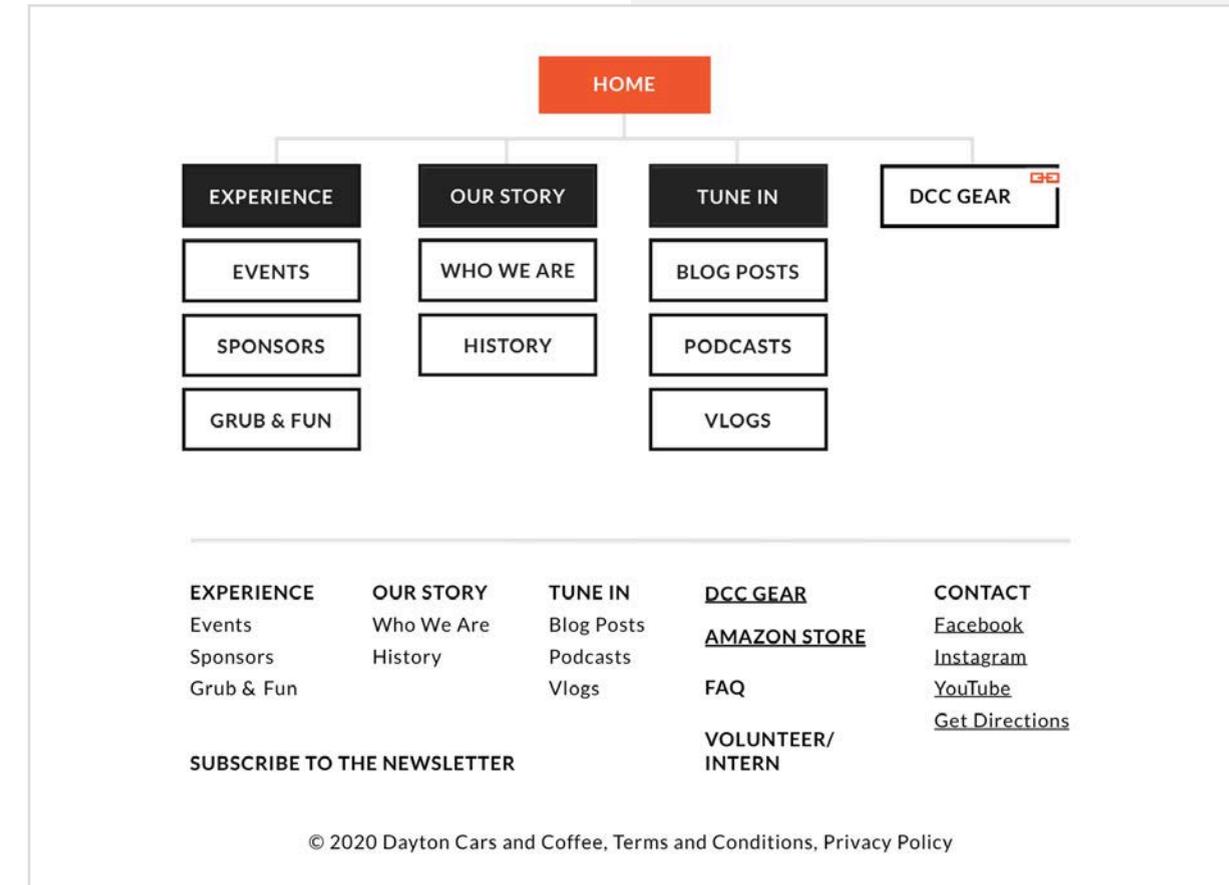
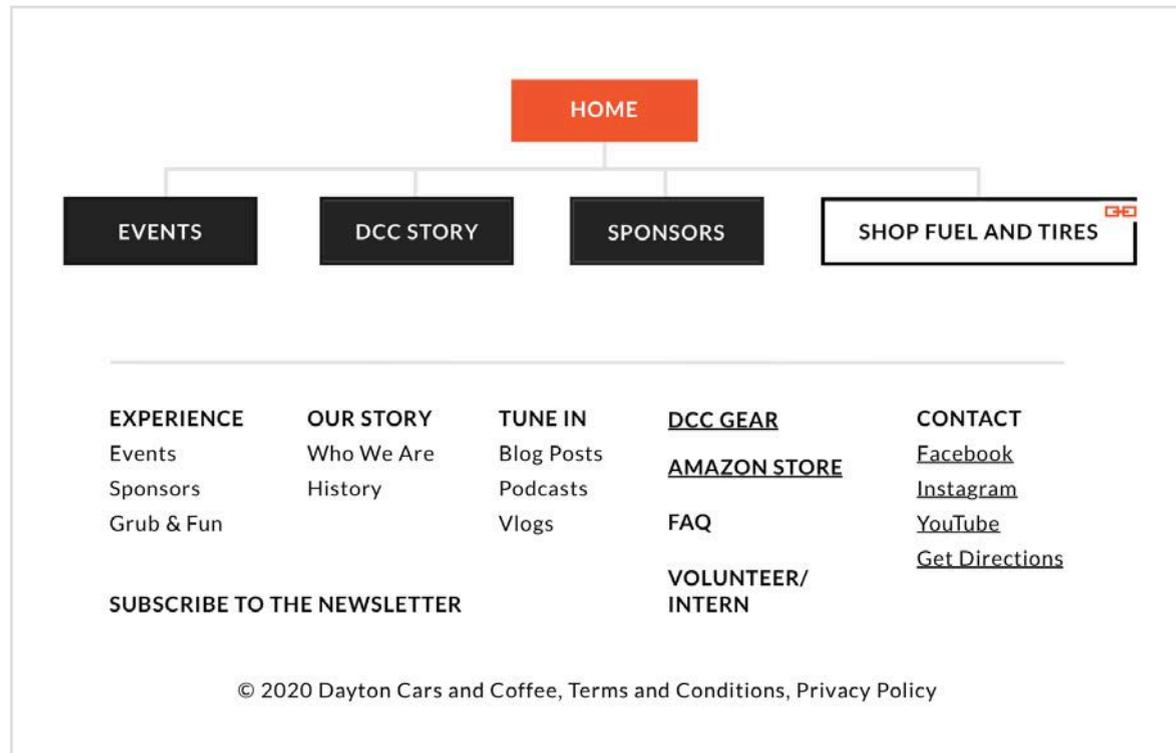
Merch

Transition seamlessly from Dayton Cars and Coffee site to the Fuel and Tires site

Update available products regularly

Sitemap

"DCC Gear" links out to the client's external merch store



Straight-Forward Approach

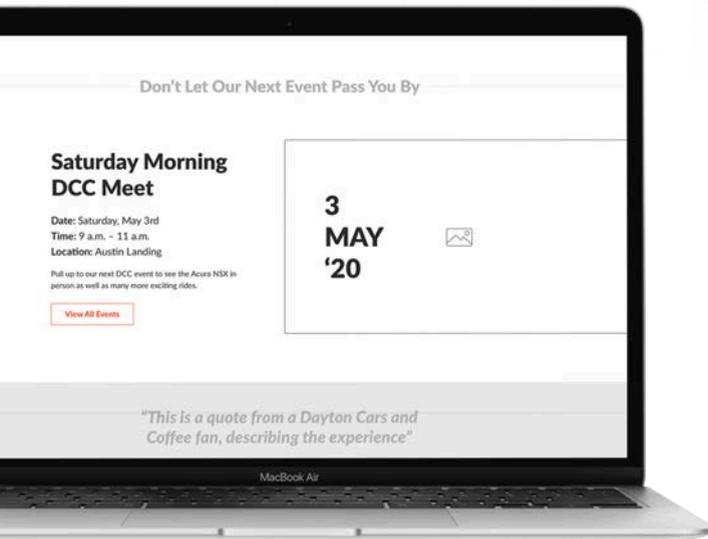
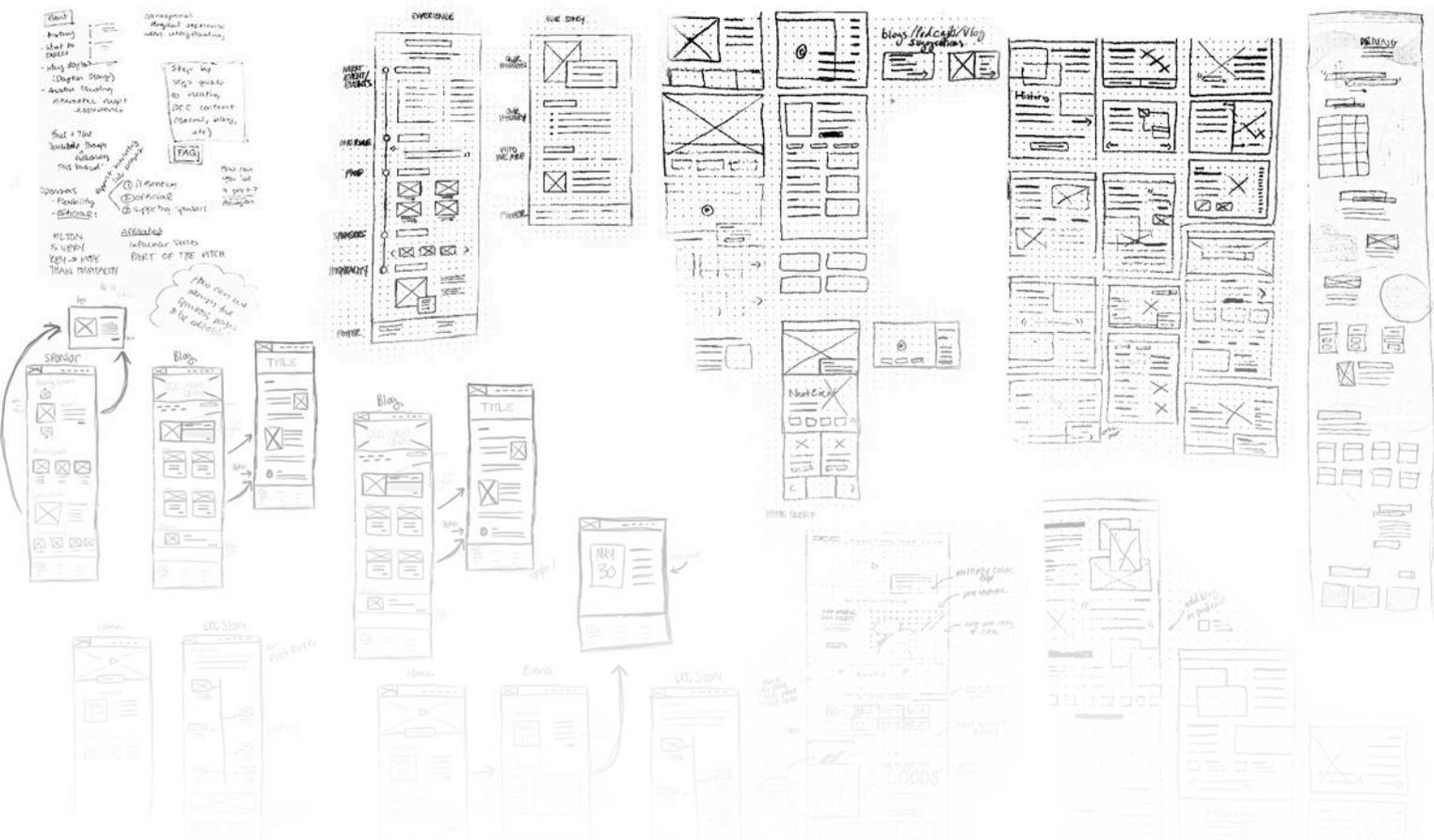
With the first site direction, we took a more straight-forward approach that keeps the organization's older demographic in mind. This more closely resembles the existing DCC site structure.

Storytelling Approach (selected)

With the second site direction, we took more of a storytelling approach, creatively combining the typically uninteresting information to try to encapsulate the true feeling of the DCC brand and their events.

The Original Navigation

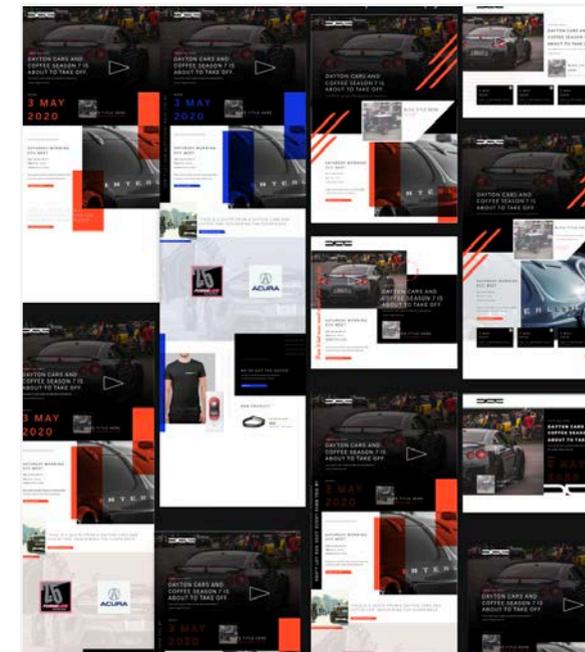
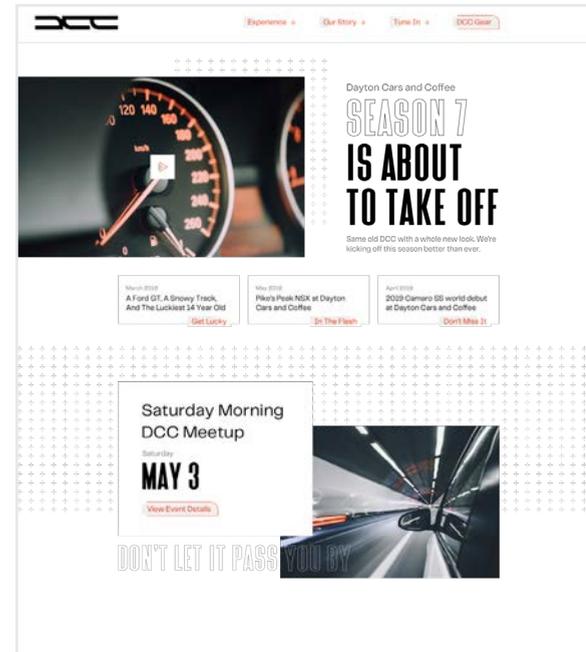
The client's previous navigation featured links to Home, Events, Food, About/Contact, DCC Blog, and Contact. This navigation was messy and confusing for users and lacked personality.



Wireframes

After developing and then presenting our initial wireframes to the client, we made the requested revisions to the sponsors section in order to clarify the hierarchy of sponsorship.

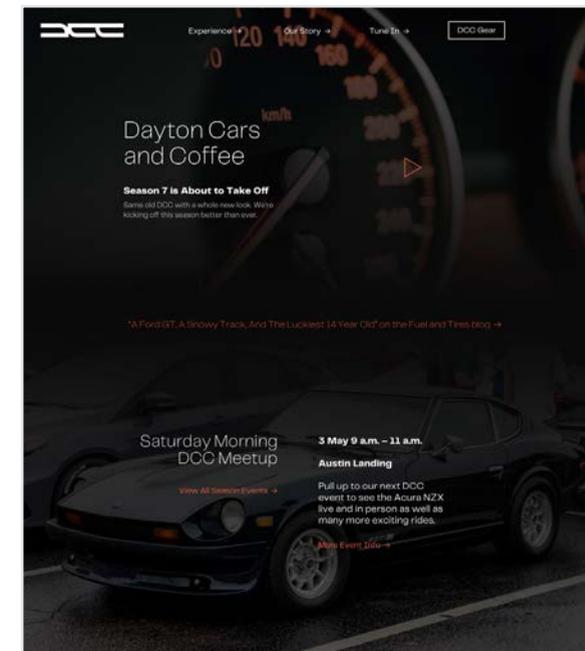
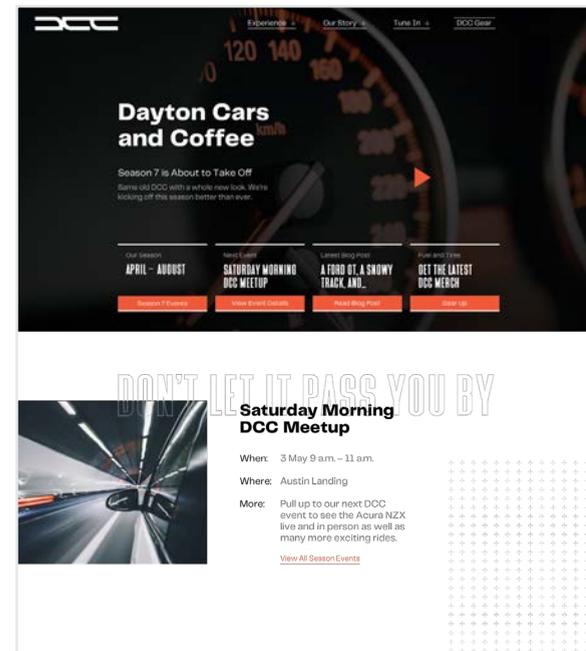




Phase 3: Design

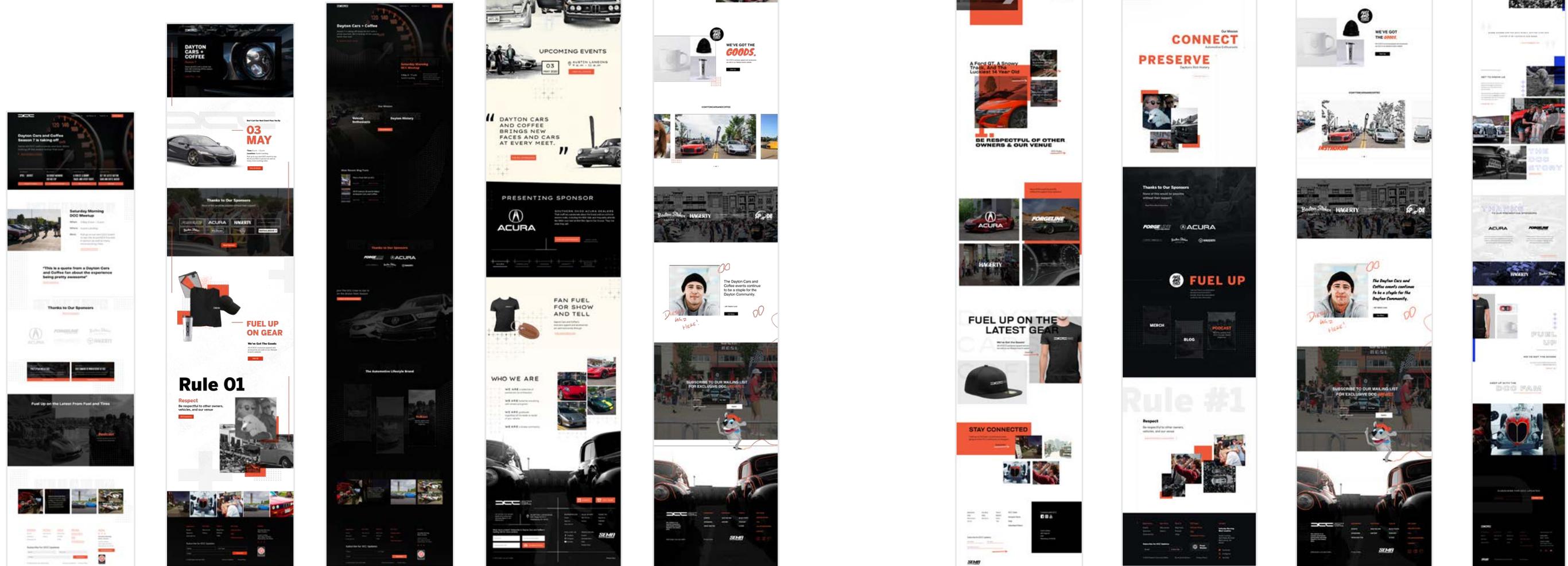
Style Expansion and Execution

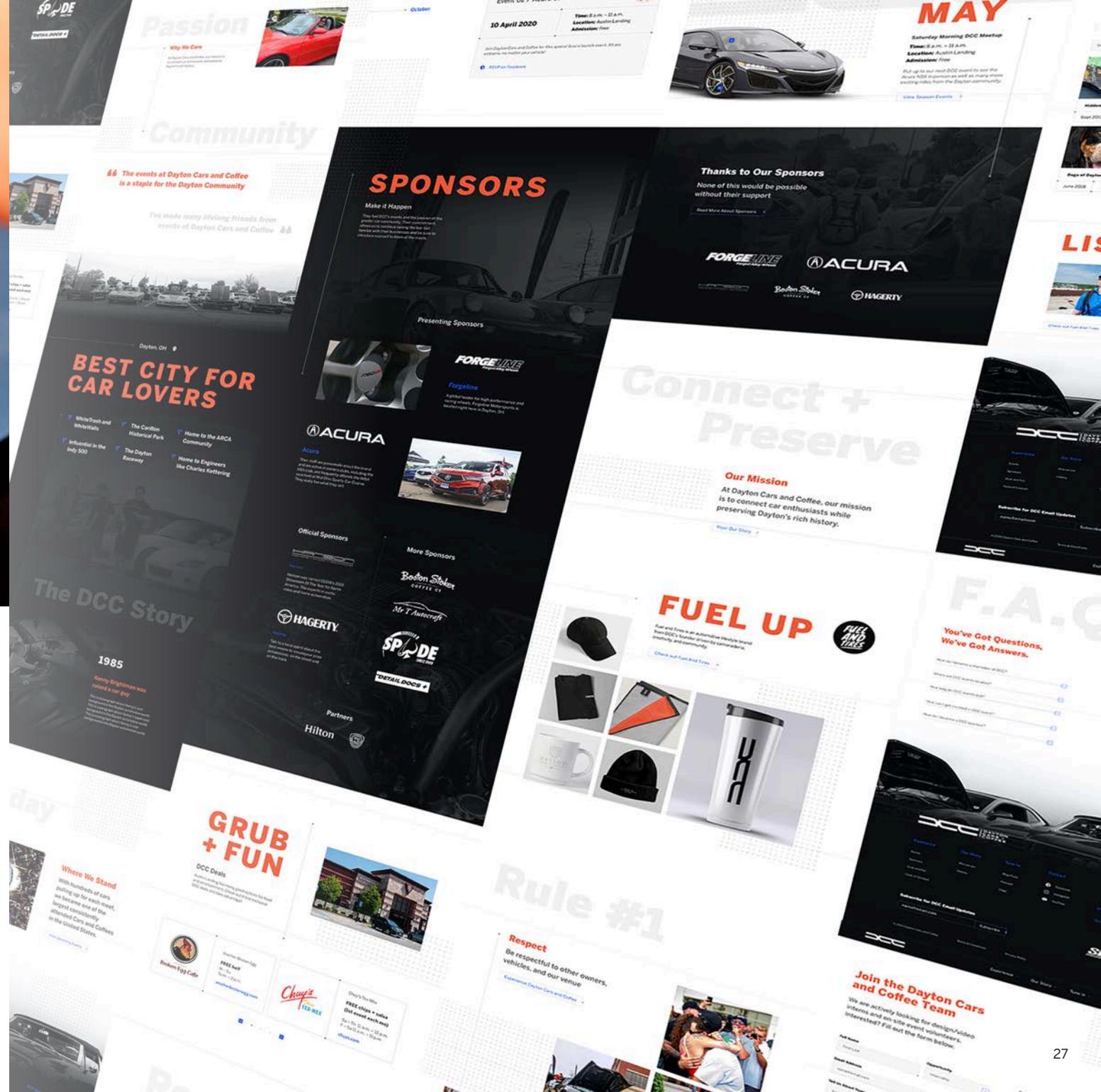
Knowing that the selected brand would evolve when it was time to apply it to digital mediums, the UX team explored how the still loosely defined brand might apply to the Dayton Cars and Coffee website. From here, each team member designed a version of the home page. Three home page options were then presented to the client. Additionally, a practical social media plan was developed to help the client drive community engagement in and out of season and effectively launch the new Dayton Cars and Coffee brand.



Initial Home Page Design Options

Each team member contributed at least one initial home page design. Following internal presentations, the team was split into three groups of two to merge concepts. The far right three options were presented to the client.

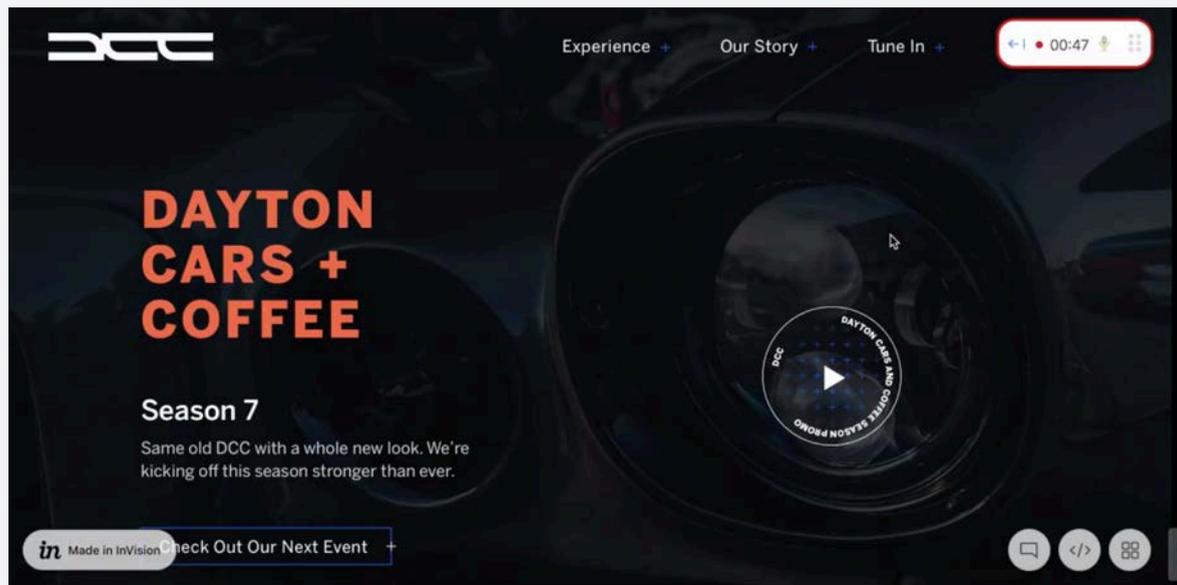




Selected and Extended Website Design

A User-Centric Design

In order to make sure we applied the UX recommendations presented to the client, we kept our users in mind throughout the design process. Our team rewrote all website copy for a cohesive, branded tone, used imagery that is true to the DCC event experience, and chose a mix of bold and subtle design elements that would help the user understand the brand personality and flow through the site easily.



Website Design User Testing

Testing ensured a human-centered approach from start to finish.

In order to prove the effectiveness of our website design, we tested the prototyped website composition using Invision and UserTesting. Testing enabled us to see if some of our more unique ideas would work well with real users. Additionally, our client was unsure about the functionality of the events section, so we were able to provide the client with real user feedback for the section he was concerned about.

Goal

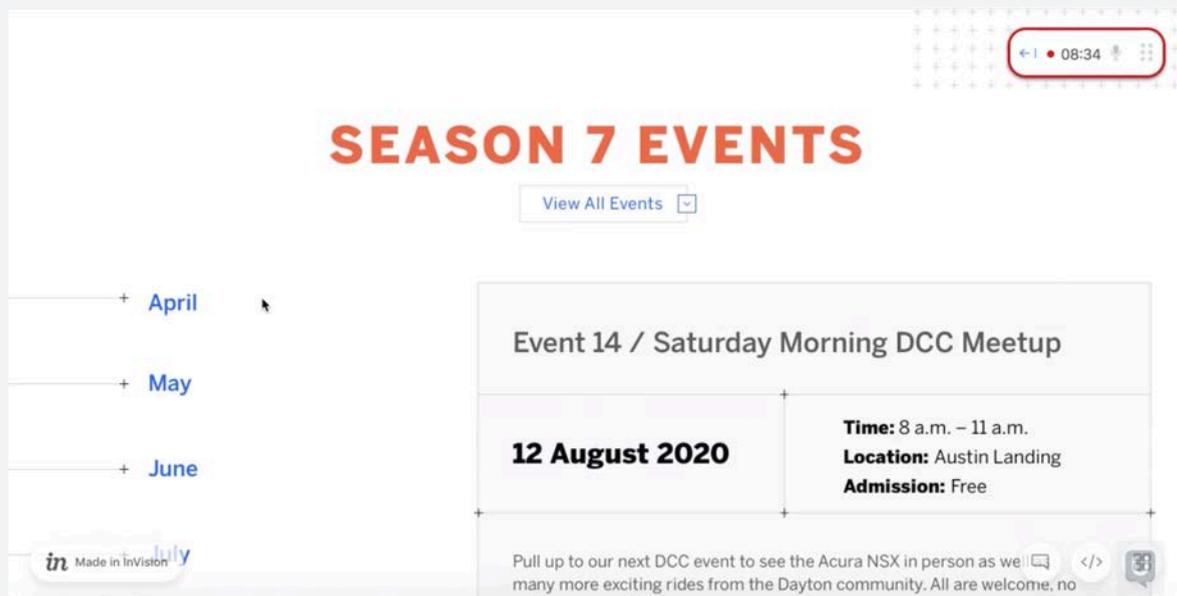
The main goal of the user test was to understand how users would navigate the site to complete important tasks without instructions. We tested a high-fidelity InVision prototype with clickable links. We focused our tasks around the most important functions (such as finding upcoming events) and asking the user to find something they were wondering about the organization.

Results

Overall, the users navigated the site easily and as we expected them to. The trouble spots identified in this test were that users were confused by the play button on the home page, they did not see the original “View All Events” button on the Experience page, and they wanted the sponsors to be lower on the Experience page. Further, they did understand the functionality in the events section that the client was concerned about.

Response

In response to these findings, we decided not to change the play button because the client liked it and we felt adding the spinning animation in development would help the user understand what it was for. Also, we moved the “View All Events” button to be in line with the month selectors and moved the sponsors section down in the page hierarchy. We also exported a highlight reel to show the client about the events section functionality.



Social Plan

General Strategy

We took our DCC social audit findings, the perceived needs of the client, and the team’s social media experience into account as we strategized an engaging, practical, and on-brand social media plan. This strategy covers the brand relaunch in the midst of COVID-19 as well as the differences of audience engagement in and out of meet-up season. The goals were to provide the client with a baseline schedule that would help increase online community engagement throughout the week, make posting on social media a little easier, and lead the way for brand alignment.



Additional Recommendations

When there isn’t time to post, log in and just engage. Use DCC accounts to comment on other posts and share things that you feel are relevant to your audience.

The Car Meets App could be a cool addition to DCC’s digital and social presence as it would give community members another touch point to engage with the brand and potentially draw in new visitors to DCC events.

Utilize Facebook and Instagram’s engagement tools.

Elicit a response from the audience through polls, quizzes, asking questions, casual live video chats, and more.

Utilize Facebook’s automated message responses and Messenger FAQs to take care of the basics as well as inform people of DCC’s adjusted COVID-19 season plan.

Developing a mobile-optimized “/links” page of the Dayton Cars and Coffee website to use as the “link in bio” on Instagram. This page is branded, free, and easy to update regularly.

Don’t avoid COVID-19. Talk about it authentically. Be a real, supportive community voice.

Position the rebrand as something DCC has been working hard on and as a source of fun and hope for the future. Don’t relate the relaunch specifically to coronavirus, but also don’t try too hard to separate them (it won’t work, the audience is already all thinking about it).

Dayton Cars + Coffee Brand Relaunch

Su 7 AM/4 PM	M 6 AM/10 PM	T 9AM	W 7 AM/11 PM	Th 9AM/7PM	F 5AM/3PM	S 11 AM/8 PM
	<ul style="list-style-type: none"> Blog: Car Guy Quarantine Shopping List Visual: Fuel and Tires Merch Copy: Check out our newest blog post on our site! [link] New Blog Post Visual: Blog post image Copy: Check out our newest blog post on our site! Link in bio. 		<ul style="list-style-type: none"> What would you like to hear on the new Fuel and Tires Podcast? Visual: Poll Copy: Poll content What would you like to hear on the new Fuel and Tires Podcast? Visual: Instagram Story Copy: Poll content 		<ul style="list-style-type: none"> What are you up to in quarantine? Visual: What DCC is up to Copy: What are you up to in quarantine? Share a pic in the comments below! What are you up to in quarantine? Visual: What DCC is up to Copy: What are you up to in quarantine? Share and tag us in your insta story! 	<ul style="list-style-type: none"> COVID Video Visual: Video Copy: Adjusted event plan, mention that we have some cool things coming COVID Video Visual: Video Copy: Adjusted event plan, mention that we have some cool things coming
	<ul style="list-style-type: none"> Blog: Quarantine things for Car Guys Visual: Car Care Image Copy: Check out our newest blog post on our site! [link] New Blog Post Visual: Blog post image Copy: Check out our newest blog post on our site! Link in bio. 		<ul style="list-style-type: none"> DCC's Got Something Coming Poll Visual: Poll Copy: Poll content DCC's Got Something Coming Poll Visual: Instagram Story Copy: Poll content 		<ul style="list-style-type: none"> Who We Are Visual: Mission graphic Copy: Facebook note using website story page copy Who We Are Visual: Mission graphic Copy: Intro to story, link to facebook in bio 	<ul style="list-style-type: none"> Old DCC Logo Visual: Old Logo Copy: We're feeling nostalgic... share your favorite DCC memory in the comments!
<ul style="list-style-type: none"> Collage piece 1 Visual: Logo collage Copy: Thanks for sticking with us. We have something special coming! Stay tuned. Collage piece 1 Visual: Logo collage Copy: Thanks for sticking with us. We have something special coming! Stay tuned. 	<ul style="list-style-type: none"> Collage piece 2 Visual: Logo collage Copy: The first meet of the season is on track for May 9th at 8 am. Stay tuned! Collage piece 2 Visual: Logo collage Copy: The first meet of the season is on track for May 9th at 8 am. Stay tuned! 	<ul style="list-style-type: none"> Collage piece 3 Visual: Logo collage Copy: At DCC we love our dogs. Post a pic of your pup! Collage piece 3 Visual: Logo collage Copy: At DCC we love our dogs. Post a pic of your pup! 	<ul style="list-style-type: none"> Collage piece 4 Visual: Part of the logo Copy: Thanks to the local businesses that support the #DCCfam! Hit them up Collage piece 4 Visual: Part of the logo Copy: Thanks to the local businesses that support the #DCCfam! Hit them up 	<ul style="list-style-type: none"> Collage piece 5 Visual: Logo collage Copy: Post a pic of the ride you plan to pull up to our first meet in! Collage piece 5 Visual: Logo collage Copy: Post a pic of the ride you plan to pull up to our first meet in! 	<ul style="list-style-type: none"> Collage piece 6 (FINAL) Visual: Last logo reveal Copy: Same old DCC with a whole new look! Collage piece 6 (FINAL) Visual: Last logo reveal Copy: Same old DCC with a whole new look! 	<ul style="list-style-type: none"> Season Promo video Visual: Video ending with full logo reveal Copy: DCC Season 7 is taking off! Season Promo video Visual: Video ending with full logo reveal Copy: DCC Season 7 is taking off!
	<ul style="list-style-type: none"> Merch Promo Visual: Merch Copy: Check out our sweet new merch Merch Promo Visual: Merch Copy: Check out our sweet new merch 		<ul style="list-style-type: none"> Merch Promo Visual: Merch Copy: Check out our sweet new merch Merch Promo Visual: Merch Copy: Check out our sweet new merch 		<ul style="list-style-type: none"> Hype Up for first event Visual: Something exciting Copy: See ya' in the mornin'! Hype Up for first event Visual: Something exciting Copy: See ya' in the mornin'! 	<ul style="list-style-type: none"> DCC LIVE Visual: Facebook LIVE Copy: Happy Saturday, we're live, woo-hoo! Join on Facebook Live Visual: LIVE icon + car Copy: Join us on FB for the livestream

Key: High Priority (Red), Optional (Blue), COVID-19 (Green)

Brand Relaunch Plan

The approach with this social media brand relaunch plan was to build a little anticipation within the community for the brand reveal and make the positioning of the brand around COVID-19 very clear for community members. It was important that the client did not come across as if he were capitalizing on a global pandemic to rebrand and make money on new merch. Instead, the goal was to position the rebrand as something for the DCC community to look forward to and see as a source of hope for the future in uncertain times.

Dayton Cars + Coffee In-Season Plan

Su 7 AM/4 PM	M 6 AM/10 PM	T 9 AM	W 7 AM/11 PM	Th 9 AM/7 PM	F 5 AM/3 PM	S 11 AM/8 PM
<ul style="list-style-type: none"> Car Story Question Visual: Question Graphic or other car image Copy: What's your ____ car story? Share with #myDCC Car Story Question Visual: Question Graphic or other car image Copy: What's your ____ car story? Share with #myDCC Car Story Question Visual: Question Graphic or other car image Copy: What's your ____ car story? Share with #myDCC 	<ul style="list-style-type: none"> Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* 	<ul style="list-style-type: none"> Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* 	<ul style="list-style-type: none"> Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* Merch Giveaway Visual: Merch Imagery Copy: RSVP Yes to the Facebook Event and share this to enter? Merch Giveaway Visual: Merch Imagery Copy: RSVP Yes to the Facebook Event and share this to enter? 	<ul style="list-style-type: none"> Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* 	<ul style="list-style-type: none"> Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* 	<ul style="list-style-type: none"> Event Hype Up/ Invitation Visual: Misc Copy: Who's ready for next Saturday's meet? LIVE From DCC Meet Visual: Live Video Copy: Ask attendees about their ride or what they love about DCC Join on Facebook Live Visual: Live Graphic Copy: Reminder to join the Facebook Live for the meet



In-Season Plan

The in-season Dayton Cars and Coffee social media plan combines driving community engagement around upcoming events with the efficiency of leveraging community content. It was key that this client was given a simple structure that supported easy social media posting, tracking, and advertising DCC event experiences. This plan uses merch giveaways to generate social sharing and Facebook event RSVPs the week of normal DCC meets. It also implements live videos on meetup days so the most engaging content is centered around the events and viewers get a taste of the DCC offer online.

Dayton Cars + Coffee Out-of-Season Plan

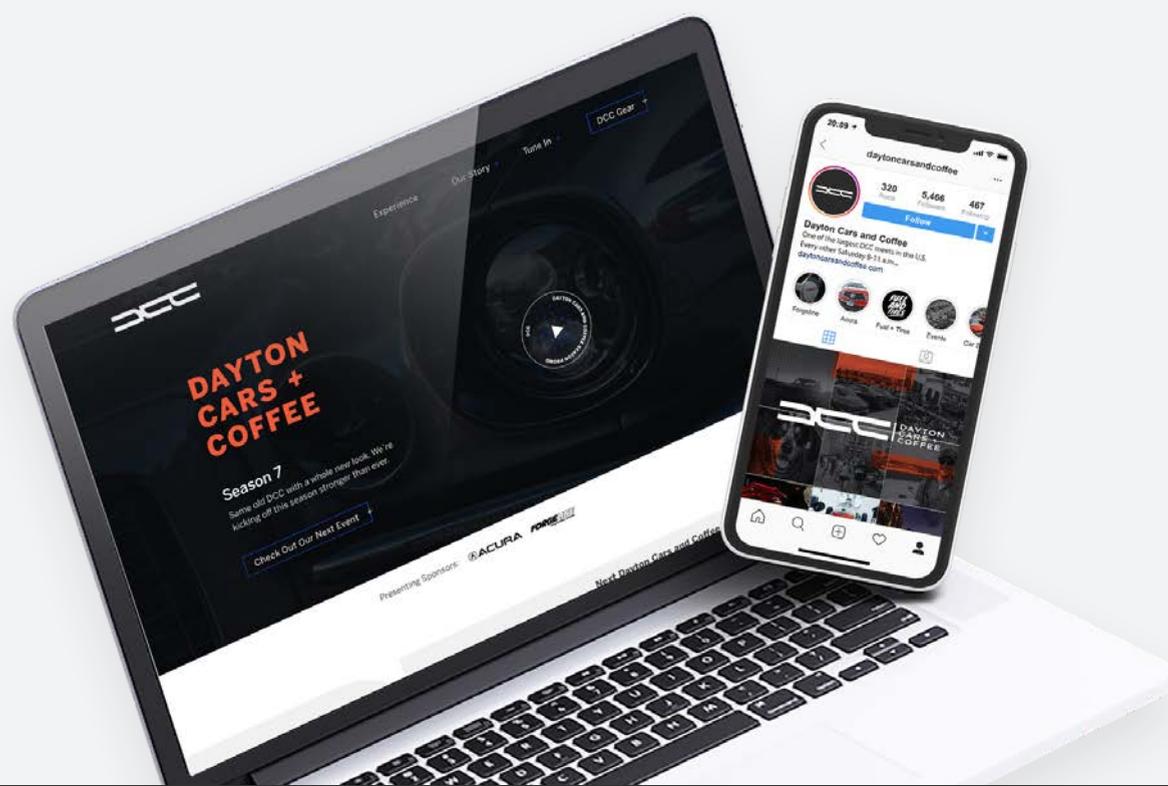
Su 7 AM/4 PM	M 6 AM/10 PM	T 9 AM	W 7 AM/11 PM	Th 9 AM/7 PM	F 5 AM/3 PM	S 11 AM/8 PM
<ul style="list-style-type: none"> Car Story Question Visual: Question Graphic or other car image Copy: What's your ____ car story? Share with #myDCC Car Story Question Visual: Question Graphic or other car image Copy: What's your ____ car story? Share with #myDCC 	<ul style="list-style-type: none"> #modcrushmonday Visual: Modified vehicle Copy: Either a featured mod or ask for modcrushes #modcrushmonday Visual: Modified vehicle Copy: Either a featured mod or ask for modcrushes 	<ul style="list-style-type: none"> Share Industry News Visual: Post Imagery Copy: Post Copy Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* 	<ul style="list-style-type: none"> Share Industry News Visual: Post Imagery Copy: Post Copy Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* 	<ul style="list-style-type: none"> #throwbackthursday Visual: Season throwback or community image Copy: Posted caption/about season throwback #throwbackthursday Visual: Season throwback or community image Copy: Posted caption/about season throwback 	<ul style="list-style-type: none"> Share Industry News Visual: Post Imagery Copy: Post Copy Share Posts from #myDCC Visual: Posted Image Copy: Posted Caption *Story or in feed depending on how good it looks* 	<ul style="list-style-type: none"> Season Memory Visual: Image from previous season Copy: Memory from last season Season Memory Visual: Image from previous season Copy: Memory from last season

Key: High Priority (Red square), Optional (Blue square), COVID-19 (Green square)



Out-of-Season Plan

It was key to distinguish between in- and out-of-season social media strategies because focusing on driving social media engagement around Dayton Cars and Coffee events in the off-season would be confusing and uninteresting for community members. The goal of the out-of-season social plan is to be flexible and efficient for the client by leveraging community content and industry news. This plan is on a single-week rotating schedule because it is simple and does not have to build up to event weekends.



Phase 4: Deliver

Production, Additional Recommendations, and Learnings

The final stage of this project included presenting the final designs to the client and preparing files for development. Leading into this phase were several rounds of revisions and user testing to satisfy the wants and needs of the client and ensure our design would truly help Dayton Cars and Coffee reach their community effectively across digital channels. The coronavirus outbreak also posed us with several communications issues as we worked to close out this project.

Additional Recommendations

The client faced difficult circumstances during this project as it is an event-based organization in the midst of a global pandemic. Our team considered a few ways for the client to continue running his organization and engage with his online community despite trying times and presented the following additional suggestion:

If the essential travel restrictions due to coronavirus were to loosen before social distancing was no longer required, our team suggested Dayton Cars and Coffee could do a “Drive By DCC” model, where attendees could drive by the event location for a cup of coffee, and the client could live stream his interactions with attendees about their cars. DCC could collect donations to support coronavirus relief efforts and continue to make money for the organization by selling merchandise. To appease sponsors, he could do segments with their representatives on the live stream.

Project Learnings

This project was my first experience working with a group to design for a real client. There are two key takeaways from the whole process. Firstly, it isn't enough to delegate and manage people as an Art Director. Leaders must figure out how to inspire their teams and instill a shared vision for a project. Otherwise, the responsibility falls back on the leader to clean up the mess and make deadlines. Secondly, adaptability and resilience are two learned traits that are necessary in the design field. Things shift constantly with creative projects, and design leaders must be able to take these challenges head on and find joy in frequent changes. Overall, this project was a valuable experience that came with plenty of ups and downs, rescheduled meetings, all-nighters, and teachable moments.



shelby miller
graphic designer