**Summary Statement**

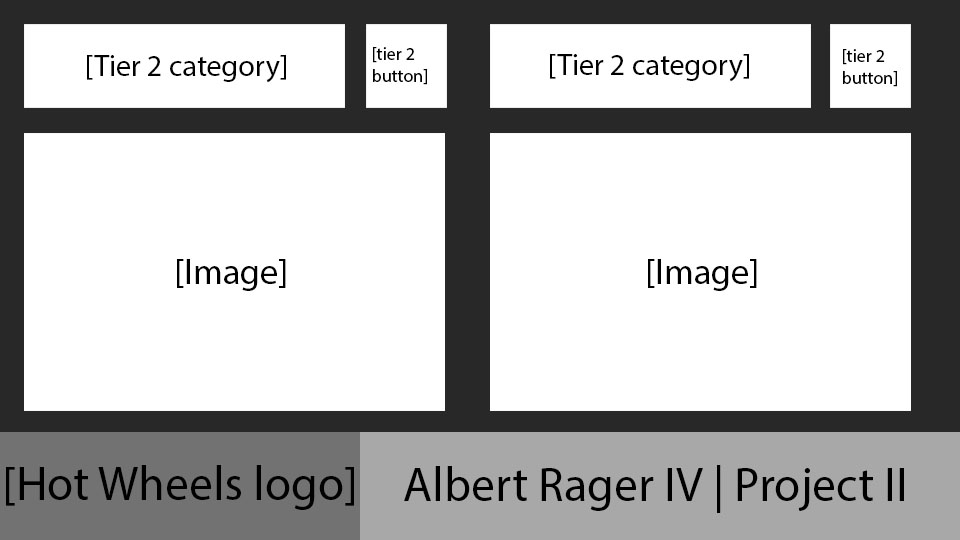
I collect Hot Wheels cars. I have started collecting since birth and it is something I will simply never grow out of. Many grow out of these 1:64 scale gems because they fail to realize their expression outside of being a "child's toy". Hot Wheels cars are important because they bring inspiration to kids, collectors and customizers alike.

**User Personas**

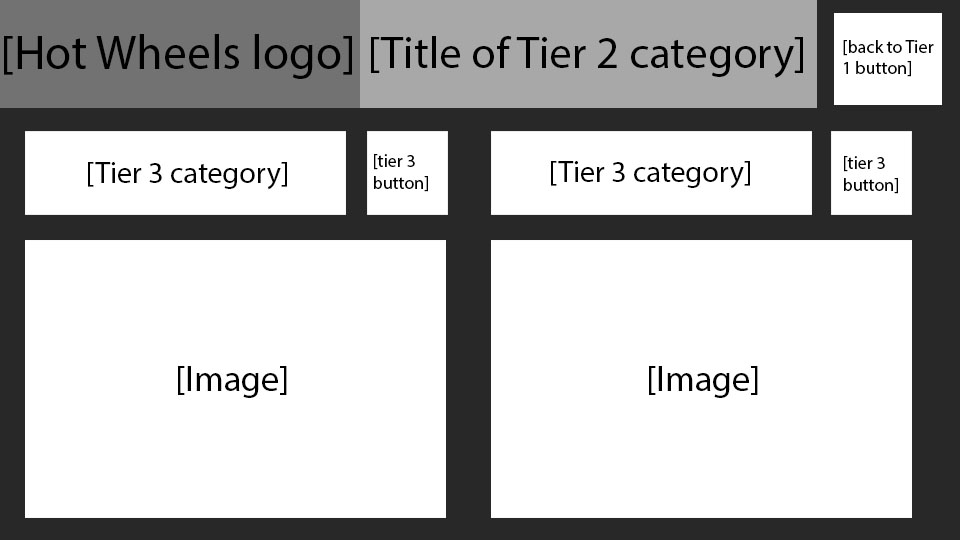
* Child consumers
  + Consumers of Hot Wheels who are young (roughly 12 and under) are usually interested in both tracks and cars. Generally, this audience can grow bored easily. The design must be easy to read and fun to learn about. Children will have an impact on my design because they will most enjoy slides that include fantasy cars and latest track pieces.
* Collectors
  + Collectors of Hot Wheels are interested less in tracks and more in cars. Extreme collectors may not even open diecast cars from their original packaging. Collectors will have an impact on my design because they will most enjoy slides that include vintage cars and large collections.
* Customizers
  + Customizers, like collectors, are interested less in tracks and more in cars. These types of consumers however, not only take diecast cars out of the packaging, but take them apart and customize them. Customizers will have an impact on my design because they will most enjoy slides that include customization methods and one-of-a-kind cars.

**Screen Wireframes**

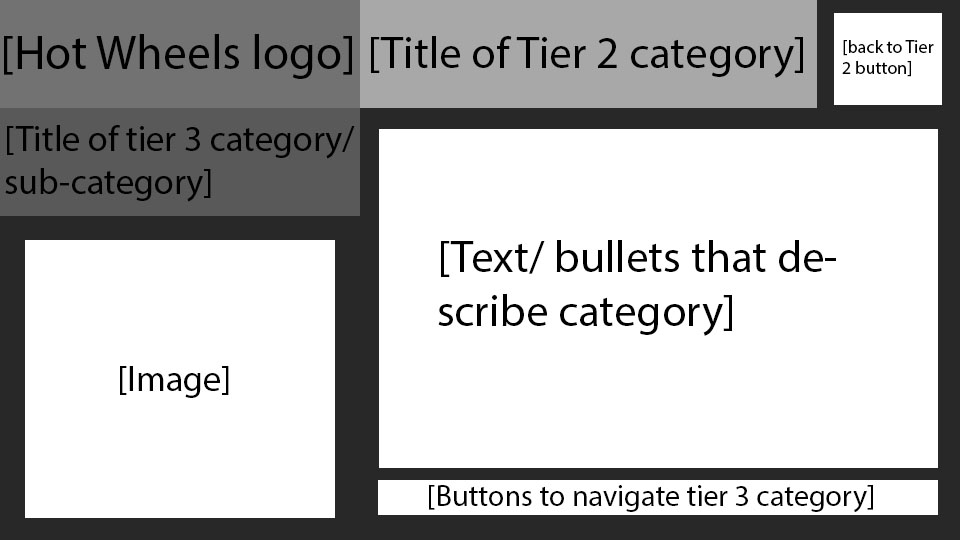
Tier I**:**



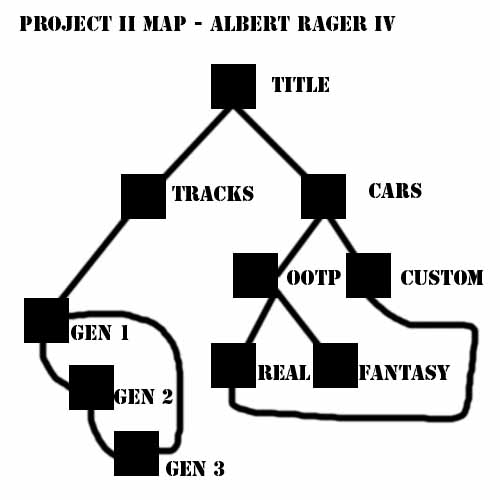
Tier II:



Tier III and beyond:

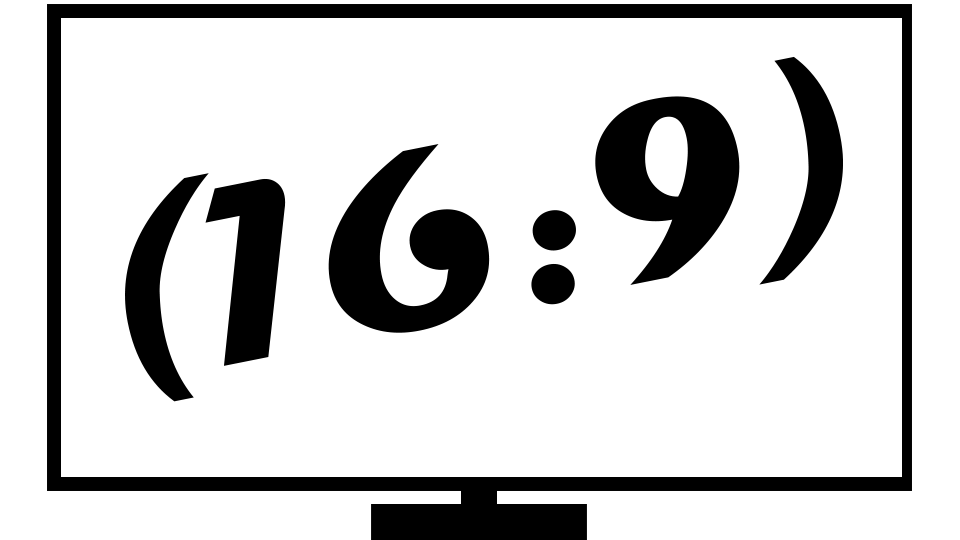


**Screen Flows**

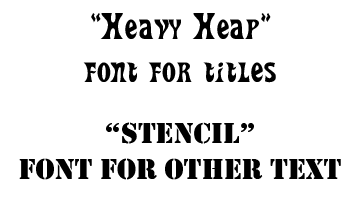


**Design Bible**

* Delivery Medium
  + Designed to be viewed on a 16:9 size ratio Samsung Smart TV



* Typeface Choices
  + The font “Heavy Heap” will be used for titles describing categories for all tears. This is not a default font.
  + The font “Stencil” will be used for all other text besides titles, such as descriptions and bullet points.



* Color Scheme
  + The color scheme for the project will remain the same for all slides. These colors will include Black, white, gray, orange, blue, red and yellow (red and yellow will not be anywhere outside of the Hot Wheels logo, however). Orange and blue will stay on the very top and/or bottom of each slide, being the background of each title. White and gray will be used for the middle of each slide. Black will be used for standard text.

C:\Users\Albert Rager IV\AppData\Local\Microsoft\Windows\INetCache\Content.Word\color scheme.jpg

* Navigation Labels
  + All navigation labels will be in a box on the left of each button. Buttons that navigate directly to a category rather than cycle though will be labeled with that title.
* Button Sizes
  + Title-based buttons will be in the shape of a star, and will be directly proportionate to its title on the left. Buttons that simply cycle though each category will be in the shape of arrows, and will be very small and proportionate to each other in the bottom right corner of the slides.
* Placement of project elements
  + Titles will stay at the very top or very bottom, while images and other text will stay in the middle. Besides the title slide, the Hot Wheels logo will remain in the top left corner of each slide.
* How they come together
  + All elements of the project will come together to keep a new-generation Hot Wheels theme while putting a twist on each category.

“Heavy Heap” font created by Typodermic Fonts Inc.

* + - * <http://typodermicfonts.com/heavy-heap/>

Color scheme based on the colors used within the Hot Wheels store website.

* + - * <http://hotwheels.mattel.com/shop>