

# Digitizing Ford

Building Community for Women in Racing Through Digital Channels



## Project Description

As the world grows more digital, Ford aims to become "digital-first" in a way that is authentic to the company's reputation to better engage with communities. Our team chose to focus on women in motorsports, with an emphasis on connecting with and building a future community among aspiring women in racing through digital channels.

## Problem Statement Evolution

How might Ford authentically and credibly engage its customers through digital channels, current and future?



How might Ford connect with and build or facilitate an accessible community among women in racing through digital channels?



How might Ford connect with and build a future community among aspiring women in racing through digital channels?



## Key Insights

- Maintaining authenticity determines if disruptiveness is dynamic or destructive.
- Providing visibility is key to creating opportunities for women in racing.
- Women don't want to be "different" or "other." They just want to be included.
- Making scattered communities of women in racing more cross-functional is integral.

## User Experience Goals

Based on our findings, the following video game UX features are our recommendations to Ford:

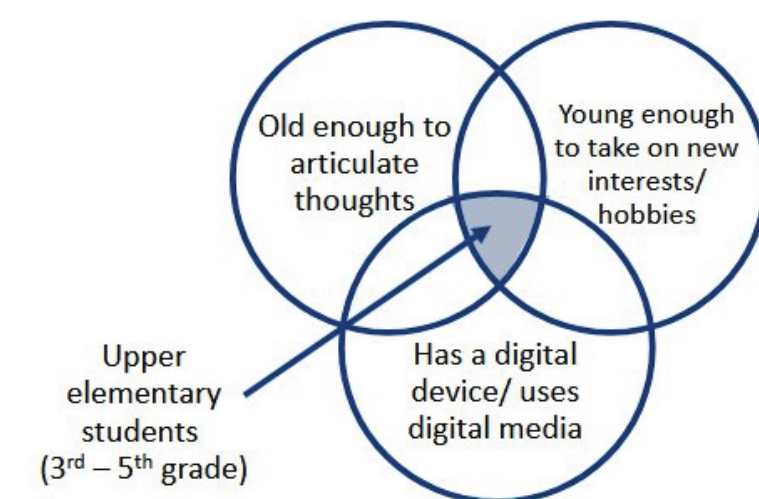
- Encourage teamwork by building interdisciplinary teams
- Develop a support system of similar age group
- Share real racing stories to portray an authentic experience
- Create a thread of continuity beyond the video game

## Proposed Concept & Outcomes

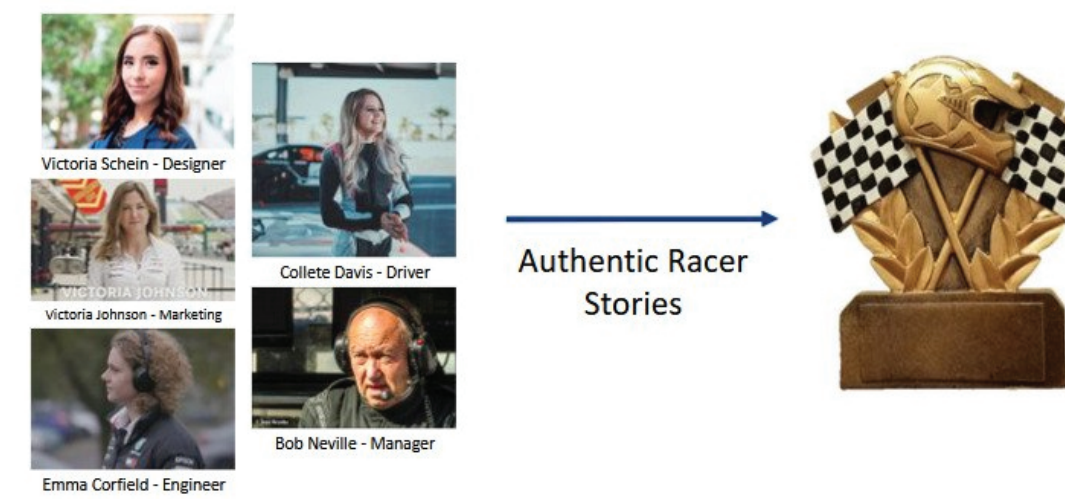
### Digital Experience for Upper Elementary Students

A multiplayer video game where kids can experience the world of racing and adjacent fields with an emphasis on women in these sectors.

#### Why Upper Elementary?



#### Storyboard of Gaming Experience



#### Key Features

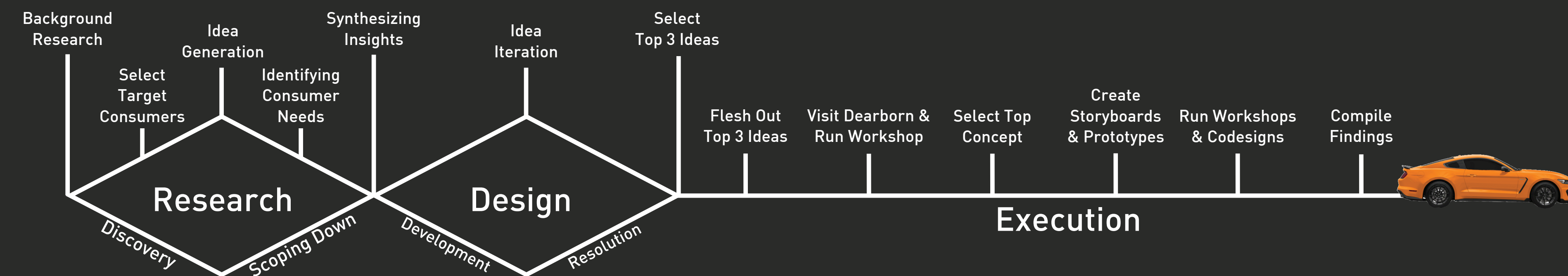
- Access to knowledge and resources
- Community socialization and team-building
- Continuity in real-world beyond gaming experience

#### Intended Outcomes

- Designing for with children builds on the authentic image of Ford as a family-first company.
- Women racers have more visibility by being included in various aspects of the game.
- Women are not "othered," as seeing women in the racing scene will be normalized.
- We emphasize cross-functionality through the different types of racing, as well as different roles within a racing team and the teamwork involved.

## Project Timeline

Over the course of this year we underwent the following design process to come to our final deliverables:



Team



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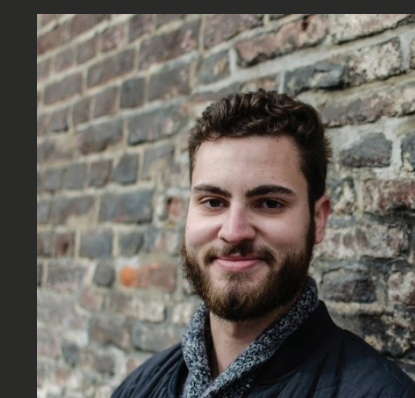


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