NMIX CAPSTONE



twilight

PROJECT PLAN

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Overview

Twilight is the Athens Orthopedic Clinic's annual Criterium. It blends professional and amateur cycling with community races, a 5K run, kids' events, live music, local food and drink, and a lively downtown street-festival atmosphere. The highlight (and namesake) of the weekend is the criterium, where cyclists race in circles around downtown Athens in during the evening.

This year, Twilight is partnering with the UGA International Street Festival, another annual Athens event full of community, activities, and culture.

Our goals for this project include updating and improving the current live website, as well as creating material to incorporate Twilight and the UGA International Street Festival.





Deliverables

1 WEBSITE UPDATES

We will be working on updating the live website for Twilight 2026. This website was created by previous capstone students, and is activated during Twilight to present users with a simpler view of information they need to know at that time. This website was built on Wordpress using Elementor, and we have been provided logins to edit it.

2 PARTNERSHIP MATERIALS

This year Twilight is partnering with the UGA International Street Festival. We will create materials that reflect this partnership throughout our project as needed.

Goals

REACH

- Create a unified brand experience by streamlining the year-round and race-weekend websites

MAIN

- Increase awareness of Twilight's charitable mission and community impact
- Improve clarity, accessibility, and user experience for participants, spectators, and visitors

SAFETY

- Highlight Twilight as both a world-class cycling event and a community-driven festival
- Showcase Twilight's alignment with the International Athens Street Festival to emphasize its global appeal

Roadblocks

1 EXTERNAL TEAMS

Because Twilight works on promotion, publicity, and strategy with both in house teams, the Red & Black, and other teams like ours, it is important that we are proactive about research and communication to ensure that our efforts are best for the client and our own goals.

2 TIMELINE UNTIL RACE DAY

With race day quickly approaching, we may encounter challenges or redirection when attempting to implement new ideas into the events of race day. By being adaptable and creative, we are confident that we will develop unique solutions along the way.

Timeline

CHECKPOINT 1

02/03

Alpha, Exploratory Research, Project Plan, Press Release & FAQ, Presentation

CHECKPOINT 2

02/26

Beta, User Research, UX Map

CHECKPOINT 3

03/24

V 1.0, Visual Design Guide & Poster, Project Website Beta, SLAM Promo Materials

DEMO DAY

04/16

CHECKPOINT 4

04/21

V 1.1, Launch, Handoff, & Social Deliverables

SLAM

05/01