NMIX CAPSTONE



twilight

USER RESEARCH

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Research Strategies

The Athens Twilight Criterium



Research Strategies

The Athens Twilight Criterium

Research Objective: To assess and document University of Georgia's students' knowledge of Athens Twilight, and if they have ever attended the event.

Research Methods:

- Research was conducted through a Google Form survey
- Sent out to several extra curricular groups/clubs that consist solely of UGA students
- Distributed to these student groups from the dates February 17 to February 22.

Target Audience: Our target audience is UGA students, as we aim to boost student attendance while continuing to engage the Athens locals who already support the event each year. By attracting more students, we can bring fresh energy and excitement, especially with the International Street Festival taking place the same weekend.

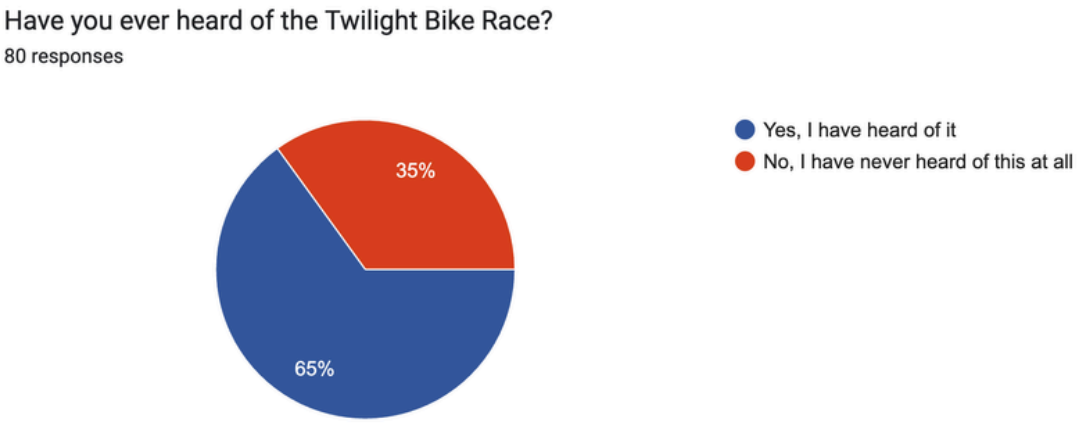
Research

SURVEY

- Distributed an anonymous survey to UGA students
- Assessed **Twilight awareness, past attendance, and attendance motivators**
- Collected demographic data (major, year, and Athens location)
- **Gathered 81 student responses** from diverse backgrounds
- Used insights to inform and shape Twilight deliverables

Key Findings

KEY RESULTS

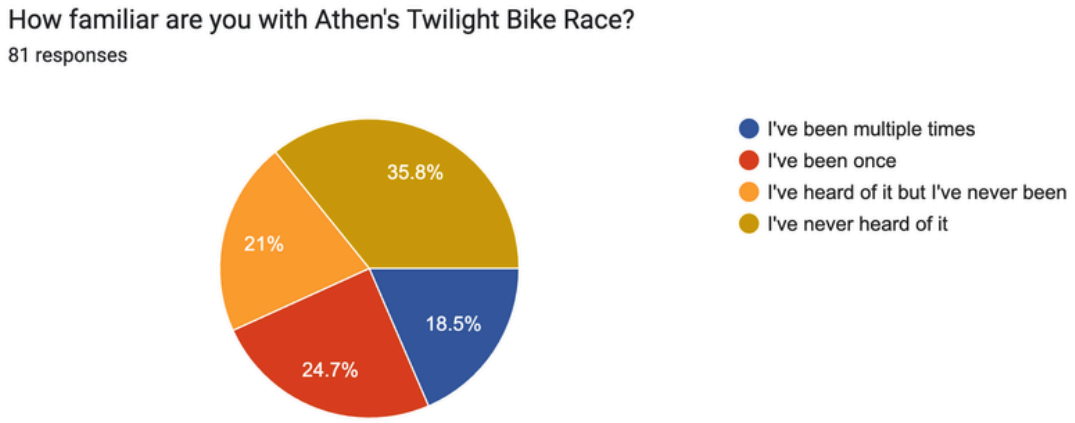


Takeaway:

While many students recognize the event, this **awareness does not necessarily translate into attendance**. As a result of this finding, we feel that we need to make **incentives for students** to feel enticed to attend.

Key Findings

KEY RESULTS

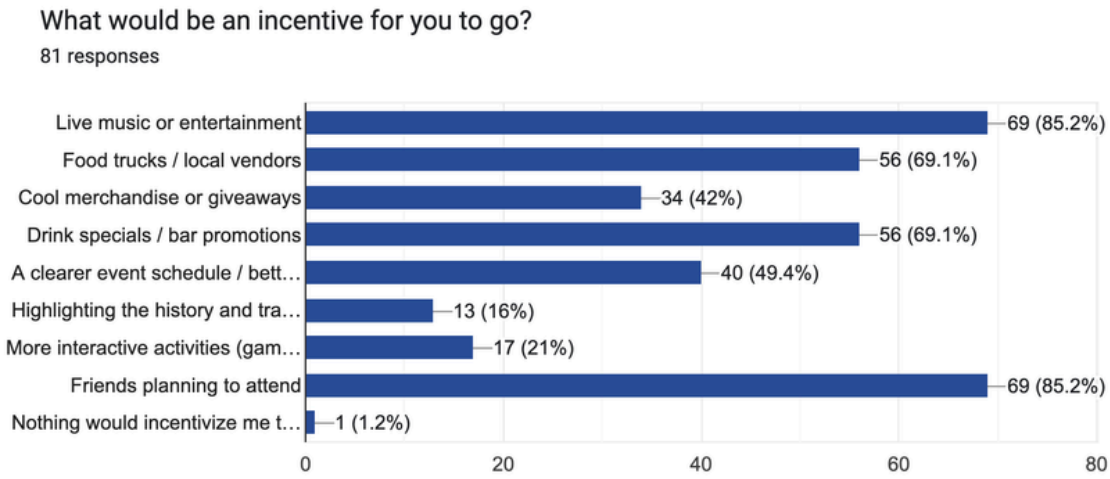


Takeaway:

One of our main goals is to get students not only excited about the event this year, but also be excited about it for years to come.

Key Findings

KEY RESULTS



Takeaway:

Live music/entertainment, and friends planning to attend were the top incentives, informing us that these elements would be the most beneficial to promote in order to gain attendance. Vendors and promotions are also substantial which we will reflect in our efforts.

Key Findings

KEY RESULTS

We left room for students who have attended Twilight in the past to write in **what they loved most about the event** and share their answers with us. Some of the top responses were:

- The atmosphere and the fun environment the race brings
- Seeing the bikers, and specifically the ending of the race when they go around the corner near Georgia Theatre
- Seeing all of Athens come together as a community for the event

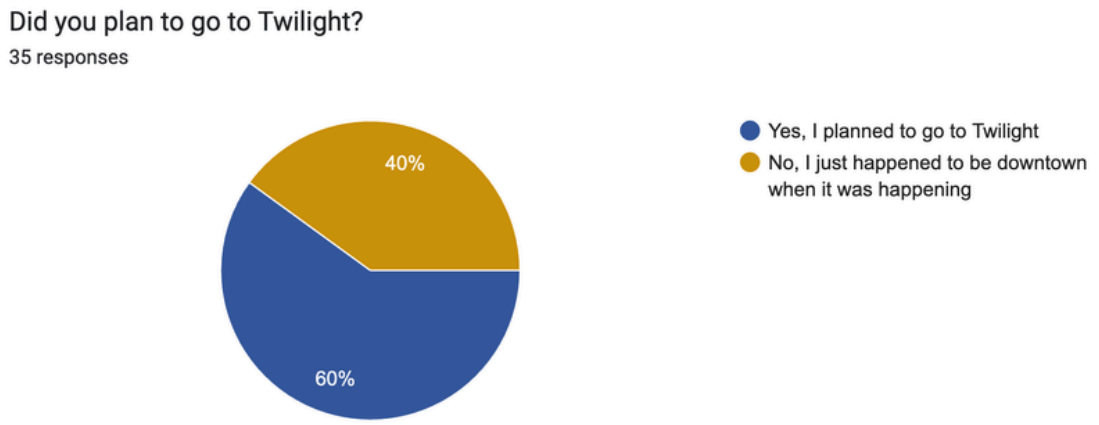
Takeaway:

An emphasis on the **fun environment** and all that the event has to offer, aside from the race itself, is vital to attract more UGA students.

Key Findings

KEY RESULTS

**This question was designed to differentiate between students who purposely attended the race, and those who just happened to be downtown at that time.



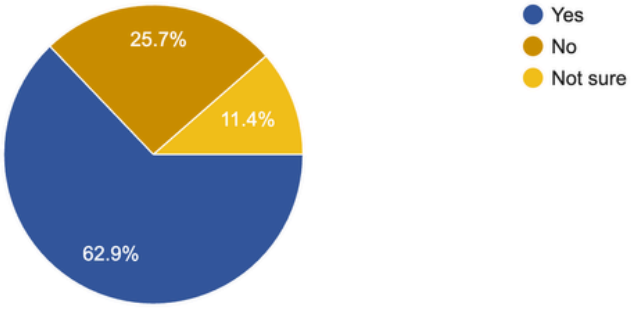
Takeaway:

We want to increase attendence of students who know the event is coming and **plan on attending** as opposed to those who just "stumble upon" the event

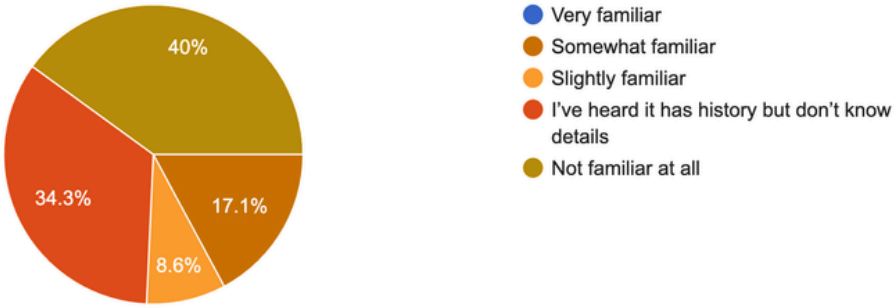
Key Findings

KEY RESULTS

Before today, were you aware that the Athens Twilight Race has a long-standing history in Athens?
35 responses



How familiar are you with the history of Athens Twilight?
35 responses



Takeaway:

A collection of archival media that is presented to the audience would be beneficial to their knowledge of Twilight's deep history in Athens.

Key Findings

We are hoping to keep this data in mind when:

- Creating a historical timeline on the website
- Gathering info for a Twilight history book
- Making website edits
- Collaborating with vendors, and making merchandise