

IRL/Indy DownForce Case Study



Enhanced front-end and back-end functionality result in better user experience and increased member satisfaction.

Overview

As the premier open-wheel racing league in the world, the Indy Racing League (IRL) brings together drivers from around the globe in two elite series: the IndyCar Series and the Indy Pro Series. The world-renowned Indianapolis 500 is the most prestigious event on the series' calendar, with a purse of more than \$10 million. The IRL wanted to revamp its online fan club, called INDY DownForce. The club is a rewards program based on fan loyalty, it enables members to attend special events, receive discounted race day tickets, receive invitations to attend pre- and post-race events, meet and greet the drivers, and participate in various sweepstakes.

Challenge

There were five main objectives of the INDY DownForce initiative:

- Bring new fans into the IndyCar Series and IndyPro Series.
- Generate revenue through paid memberships.
- Retain the current fan base.
- Increase awareness of the IndyCar Series and Indy Pro Series brands.
- Overhaul and update the facade of the INDY DownForce web site.

Solution

Quest completed and enhanced the club web site by implementing a data-driven, dynamically capable web site with refined navigation, a structured user interface, cutting edge design and customized functionality. The new site supports personal INDY DownForce member email accounts, message boards, e-commerce and a fantasy-racing component. In addition, the new web site complements the IndyCar Series and Indy Pro Series brands.

Results

With an enhanced front-end and back-end, the enhanced web site resulted in a better user experience, increased member satisfaction and more consistent branding.