SITE MAP OF THE EXPERIENCE
MOBILE

HOME

NFS
Pre-order

NFS UNBOUND

CHANGE YOUR LANE

9 Drops over 9 weeks of exclusive content Revisit the Lane Changers Club for the latest in cars, music, fashion, arts, gaming.

START EXPORING

FEED

NFS
Pre-order

NEW | DROP 1 | DROP 2 | DROP 3 | DROP 4

DROP 2
MANIFEST ART

NEW UPDATE

GAMEPLAY VIDEO

NEW UPDATE

STYLE TAKE OVER | SCRIBBLE VISUAL

EXPLORE DROP 2

DROP 1
REVEAL

TRAILER GIF 1

JOHNNY SCREENSHOT | SCRIBBLE VISUAL

EXPLORE DROP 1

DROP 3
MANIFEST ART
COMING SOON

TAP TO PREVIEW

STORY ACTIVE

DROP 2

MA
AR
AN
RT

EXPLORE DROP 2

All stories (without coming soon) when user closes them th user still will be on the feed page becouse it's the only place it can be triggered

STORY COMING

DROP 3

RISK & REWARD

COMING SOON

VISUAL ELEMENTS COMMUNICATING TIME/ PRESSURE SCREENSHOT 1

Close the story, depending where it was open user while closing should be in the same place, meaning:

1. opened it from the stories on the top of the sreen --> user is the stories loop --> close --> user is on the feed page

2. opened this story from the one at the end of the feed --> close --> user is on the feed where user left off

3. Opened it from drop page --> close --> users is on the drop page

DROP PAGE 2

NFS
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ALL DROPS

DROP 2 | NEW UPDATE

NEW SIGNATURE STYLE FOR NFS

STYLE TAKEOVER GIF

body copy: how the new art direction plays into the story of nfs
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

SIGNATURE STYLE → Leading to EA web

LANE CHANGERS CLUB

BODY COPY: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

GIF
@CREATORHANDLE

GIF
@CREATORHANDLE

GIF
@CREATORHANDLE

GIF
@CREATORHANDLE

#LANECHANGERS

NFS social to follow all things? Preoder? Lets discuss communication here.

PRE-ORDER → Leading to EA web

Creators amp? Needs clarification of what assets are needed to support this or can we combine comms into creator content

DROP 1 | DROP 3

COMING SOON

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going from feed to drop page when going back goes back feed

opens up this story and stories loop

opens up story and stories loop

only opens up this specific story