



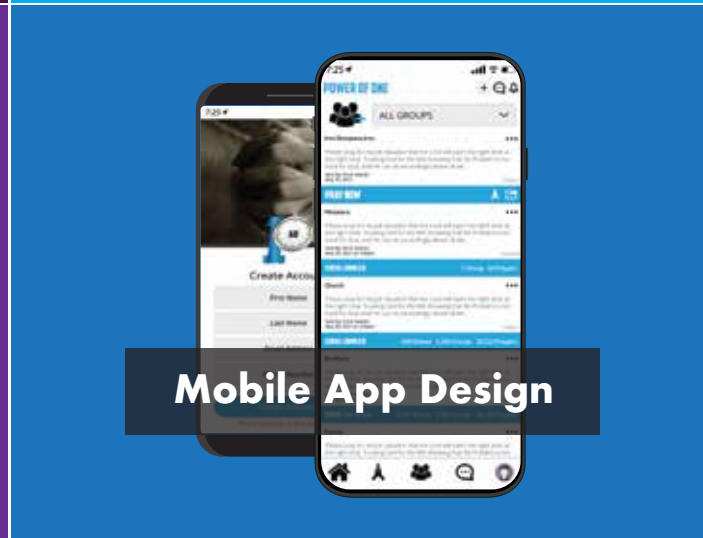
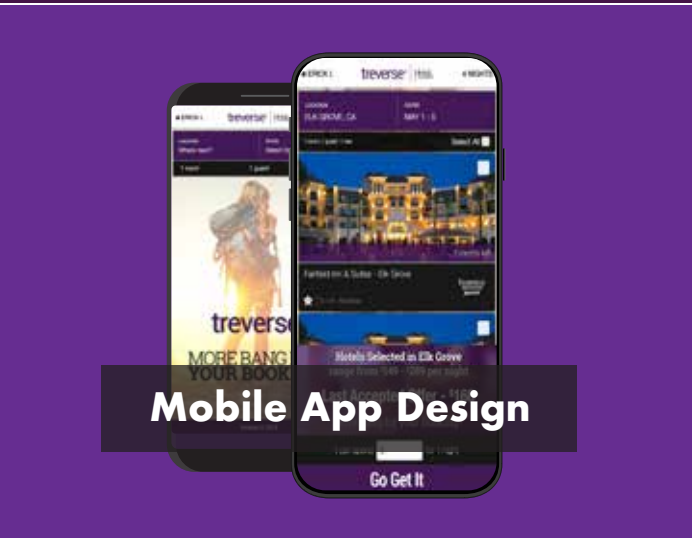
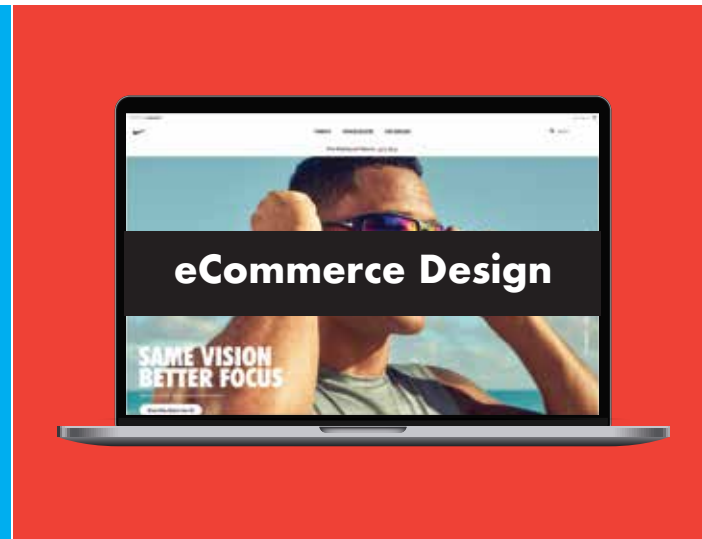
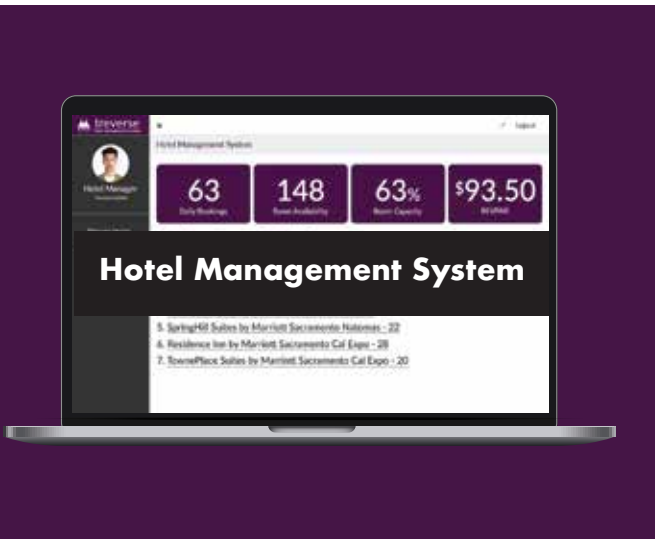
# Erick Iwaishi

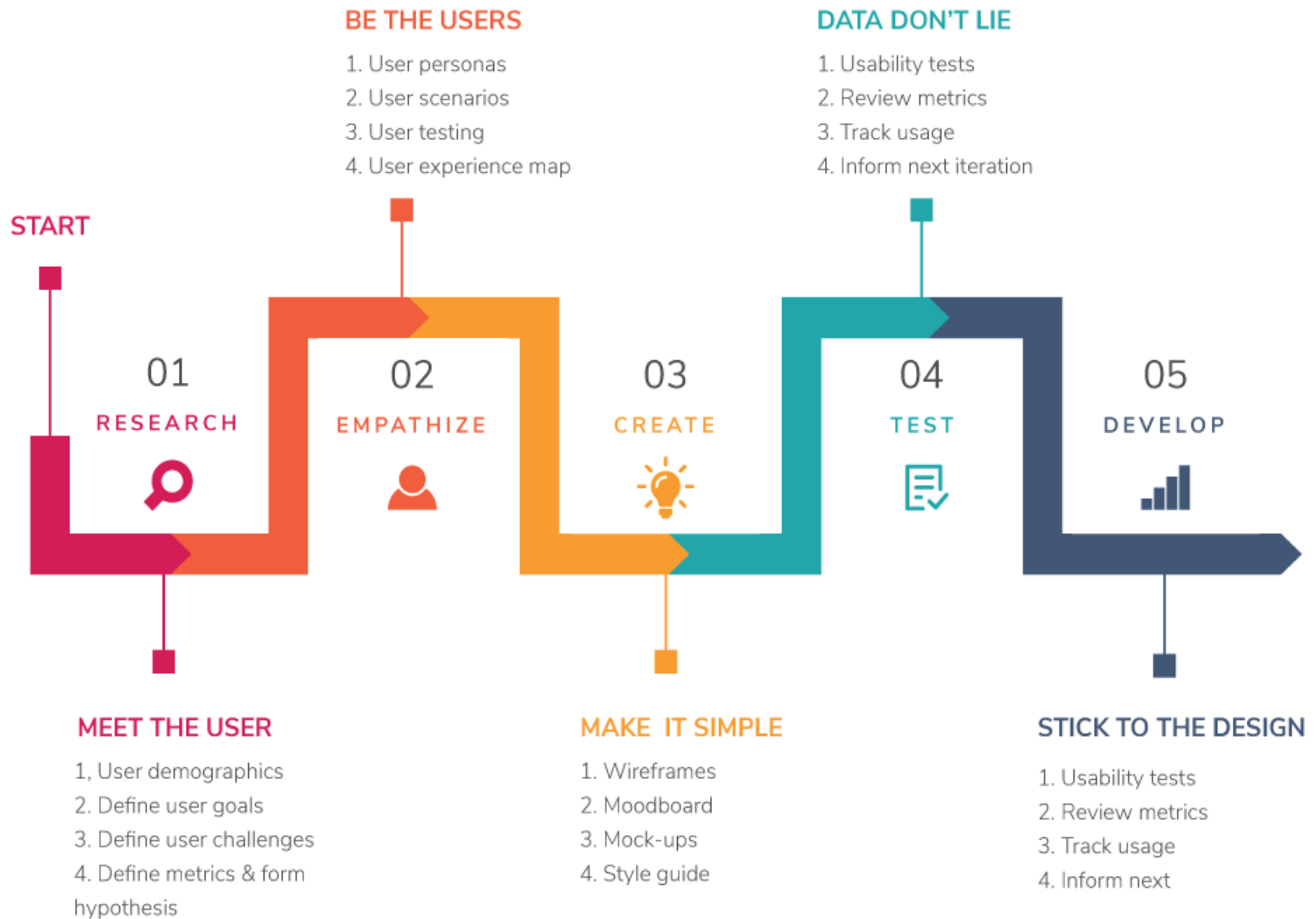
## UX DESIGN PORTFOLIO

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# INDEX

## 6 Product Design Cases





# USER EXPERIENCE DESIGN PROCESS



Hotel Manager  
Treverse Admin

Hotel Management System



Manage Hotels

Manage Bookings

Add

Add room

Hotels on Treverse Booking System

1. Courtyard by Marriott Sacramento Cal Expo - 24
2. Residence Inn by Marriott Sacramento Cal Expo - 28
3. TownePlace Suites by Marriott Sacramento Airport - 18
4. Courtyard by Marriott Sacramento Midtown - 15
5. SpringHill Suites by Marriott Sacramento Natomas - 22
6. Residence Inn by Marriott Sacramento Cal Expo - 28
7. TownePlace Suites by Marriott Sacramento Cal Expo - 20

# Product Management System

# Context

Treverse Product Management System was designed to house a global market of hotels for the ability of providing consumers a place to book a hotel at a price that is affordable and comparable to other OTAs online.

The Treverse Hotel Management System powers the Treverse Booking App to deliver a better booking experience for consumers worldwide.

My role is to design a complete management system with the capability to store multiple entity products with individual support for hotel owners.

# Challenges

**Direction:** vision was crystal clear, but each stakeholder had a different concept of what the product would look like. With so many ideas and little structure. There had to be a foundation of what the product would offer from an MVP. Then, we could add feature and function as necessary to accommodate the consumer.

**Goals:** although there was a target to reach, we had to focus on what would make the product more valuable to the consumer so we could differentiate ourselves from other OTAs in the market.

# MY ROLE AS A UX ARCHITECT IN EACH PHASE

RESEARCH	EMPATHIZE	CREATE	TEST
<b>Understand User &amp; Brand</b> Help to define customer segment and value prop	<b>Analyze Research</b> Becoming the User Create Personas Weaknesses & Strengths	<b>Simplicity</b> Create Wireframes Information Architecture Create Style Guide	<b>Usability Testing</b> Facilitate Test Testing Instructions Gather Notes Goals and Results
<b>Goals and Strategy</b> Meet with Stakeholders to understand the Needs over the Wants	<b>Empathy Maps</b> Remove bias and align team on a single, shared understanding of the User	<b>Aesthetics</b> Content Flow Messaging Imagery, Icons and Colors	<b>Consult with QA / DEV</b> Ensure design quality and support team
<b>Gather Information</b> 1:1 Interviews Focus Groups Surveys	<b>Scenarios</b> Define Use Cases & User Stories Identify Various Characteristics	<b>Design Experience</b> Define Behavioral Patterns Create Mock-ups Create Prototypes	
<b>Competitive Analysis</b> Similar cases, solutions and successful approaches	<b>Storyboard</b> List requirements, feature, & functions with details		

# Results

Treverse's Hotel Management System was launched on a robust AWS server with load-balancing capabilities. The Product Management System met the expectations of the stakeholders and allowed for a potential partnership with a global hotel company.

The System was able to onboard new hotels, with payment subscription in place to facilitate payment to both Treverse and Third Party each time a transaction took place.

The system had the infrastructure to grow as needed and could scale as well.

The Hotel Management System project met budget and launched on time.

# UX Assets

# Treverse Wireframes v1.0



Sign In

Home - Search Results

Search - Animation

Product List Page - Make Selections

Product Detail Page - See Details



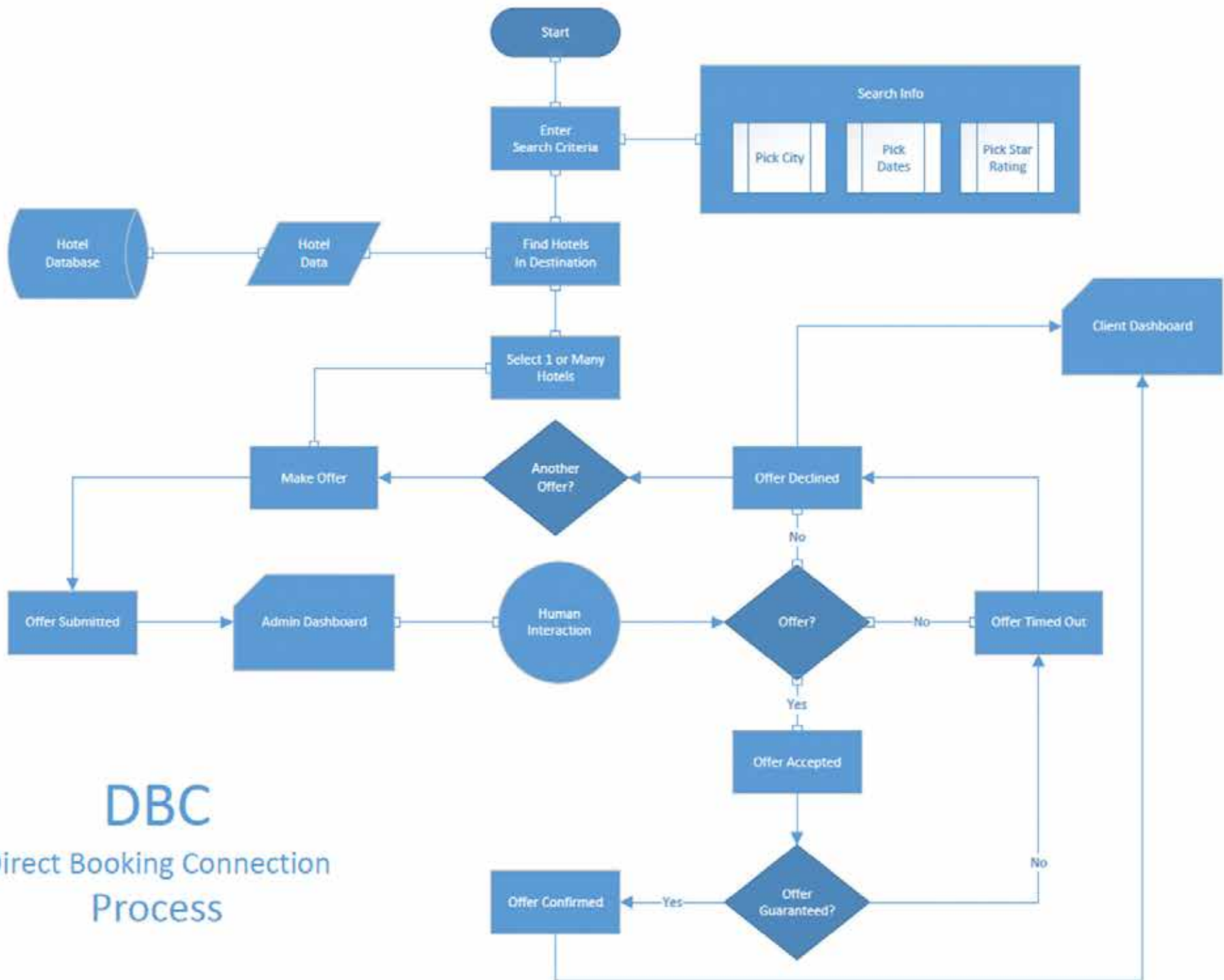
Make Offer - Hotel To Offer

Make Offer - Submit Offer

Make Offer - Animation

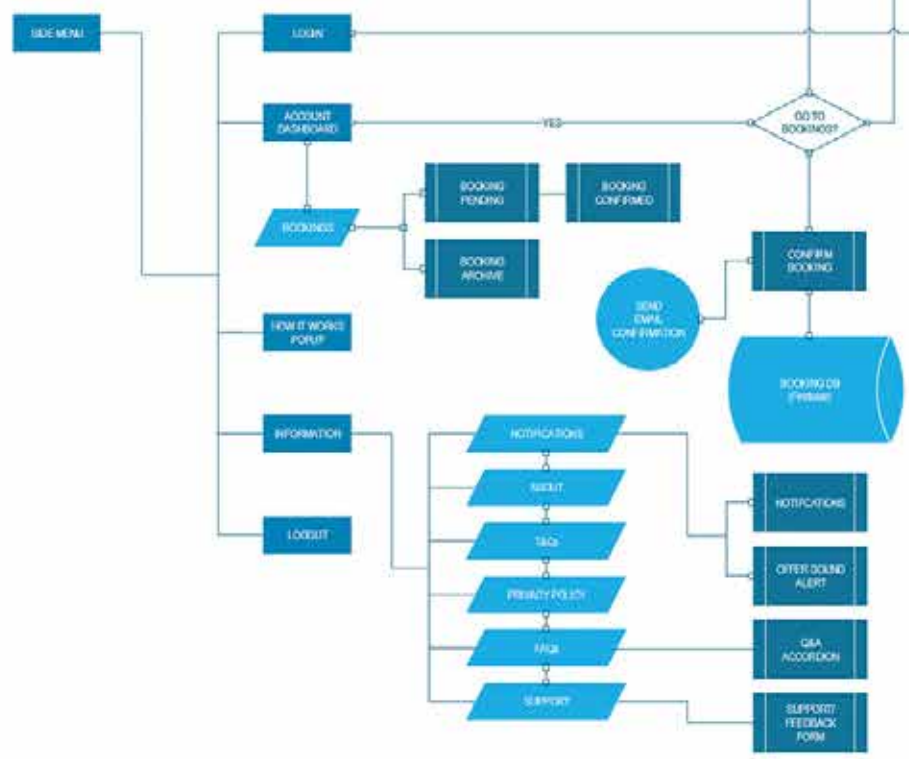
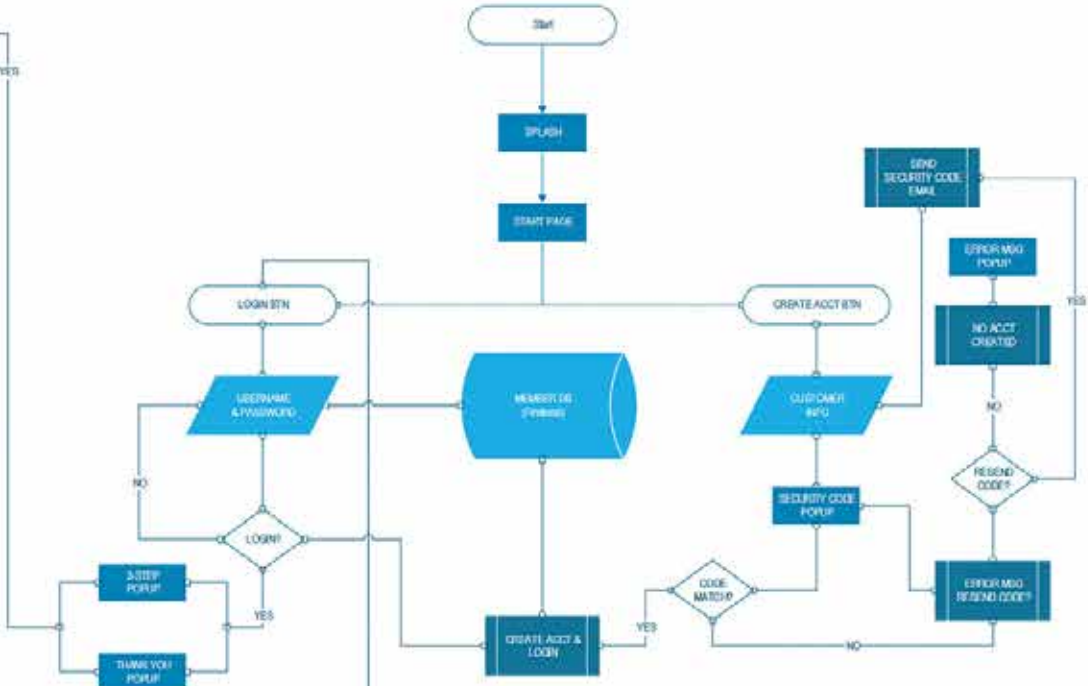
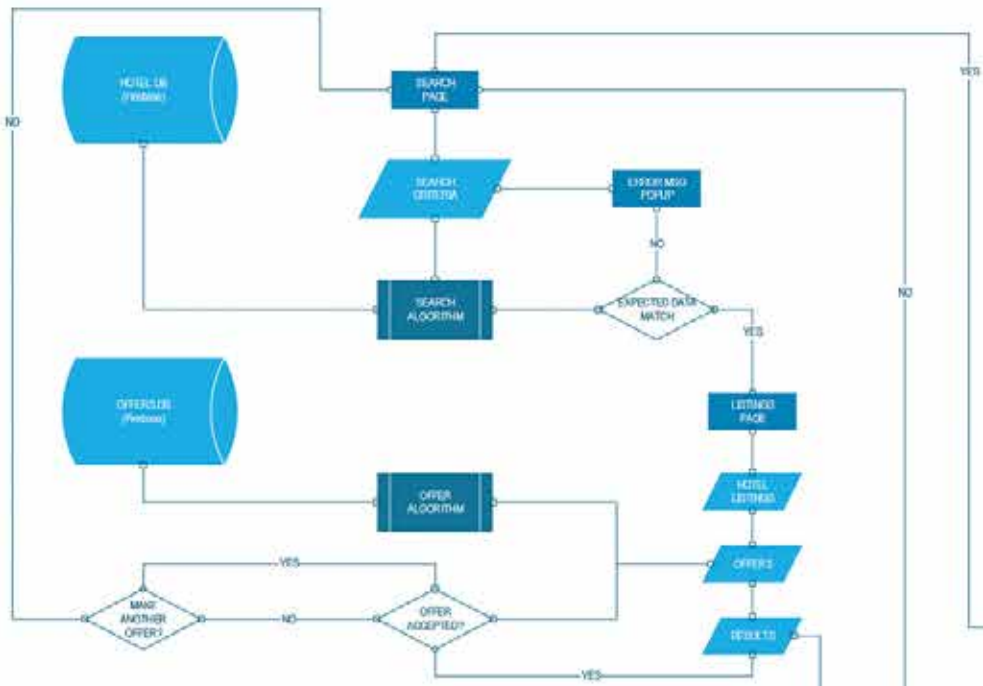
Make Offer - Offer Accepted

Make Offer - Offer Declined

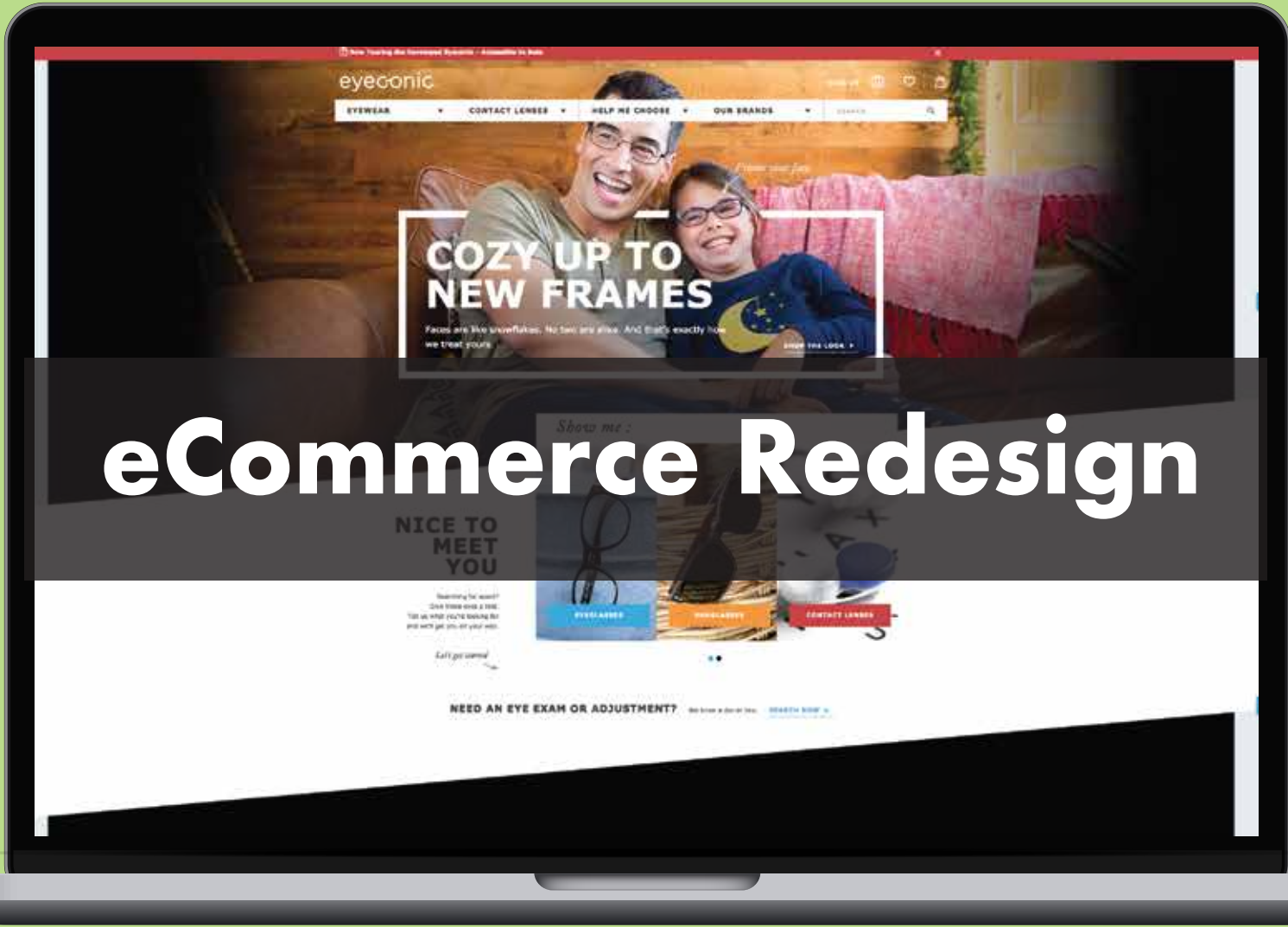


# DBC

Direct Booking Connection  
Process



# TREVERSE APP WORKFLOW DIAGRAM



# eCommerce Redesign



# Context

Demandware / Salesforce Commerce Cloud platform redesign from Magento eCommerce platform.

VSP rebranded / redesign of eCommerce site to sell proprietary eyewear products using Vision Insurance.

My role is to design patterns and components that are reusable across the organization. In this case, for releasing a new webstore on a new commerce platform with a completely new brand and design.

# Challenges

**Lack of Autonomy:** multiple stakeholders / negotiations were bureaucratic

**Lots of moving parts:** we had several departments within the vision insurance company along with several business entities involved to ensure that every merchant's solutions were implemented correctly.

**Product evolution:** moving from a smaller ecommerce engine to a more robust one had its challenges, but allowed for more features and function to meet the goals of the new brand.

# MY ROLE AS A UX ARCHITECT IN EACH PHASE

RESEARCH	EMPATHIZE	CREATE	TEST
<b>Understand User &amp; Brand</b> Help to define customer segment and value prop	<b>Analyze Research</b> Becoming the User Create Personas Weaknesses & Strengths	<b>Simplicity</b> Create Wireframes Information Architecture	<b>Usability Testing</b> Facilitate Test Testing Instructions Gather Notes Goals and Results
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<b>Competitive Analysis</b> Similar cases, solutions and successful approaches	<b>Storyboard</b> List requirements, feature, & functions with details		

# Results

Eyeconic's new eCommerce web store launched on time. I was brought into the project as a contractor to facilitate and implement the UX Strategy on all of the project from components, ads, shopping cart and checkout process.

I was successfully brought on in a permanent role to continue working on Eyeconic within 3 months of contract work.

I was able to implement a UX Strategy within a responsive design that met the expectations of the company hitting KPIs week over week for first year after initial launch having separate KPIs for Mobile, Tablet and Desktop.

I helped with building a Sales Funnel that helped improve KPIs for add to cart, checkout and retargeting.

I helped implement Analytic Tools that helped reach our KPIs within sales goals and consumer engagement for both insurance and non-insurance consumers.

# UX Assets

## MAJOR GRIDS

### FULL WIDTH GRID (DESKTOP)

The Full Width Grid layout consists of a series of horizontal modules of content stacked vertically.

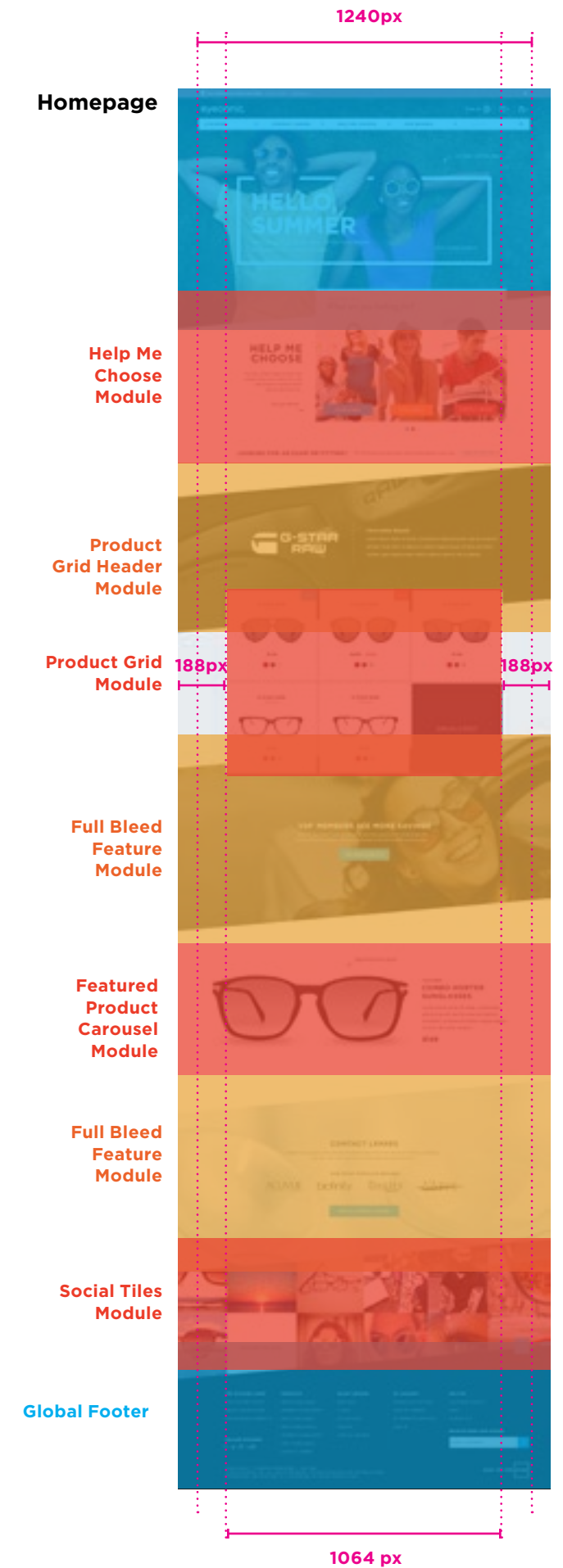
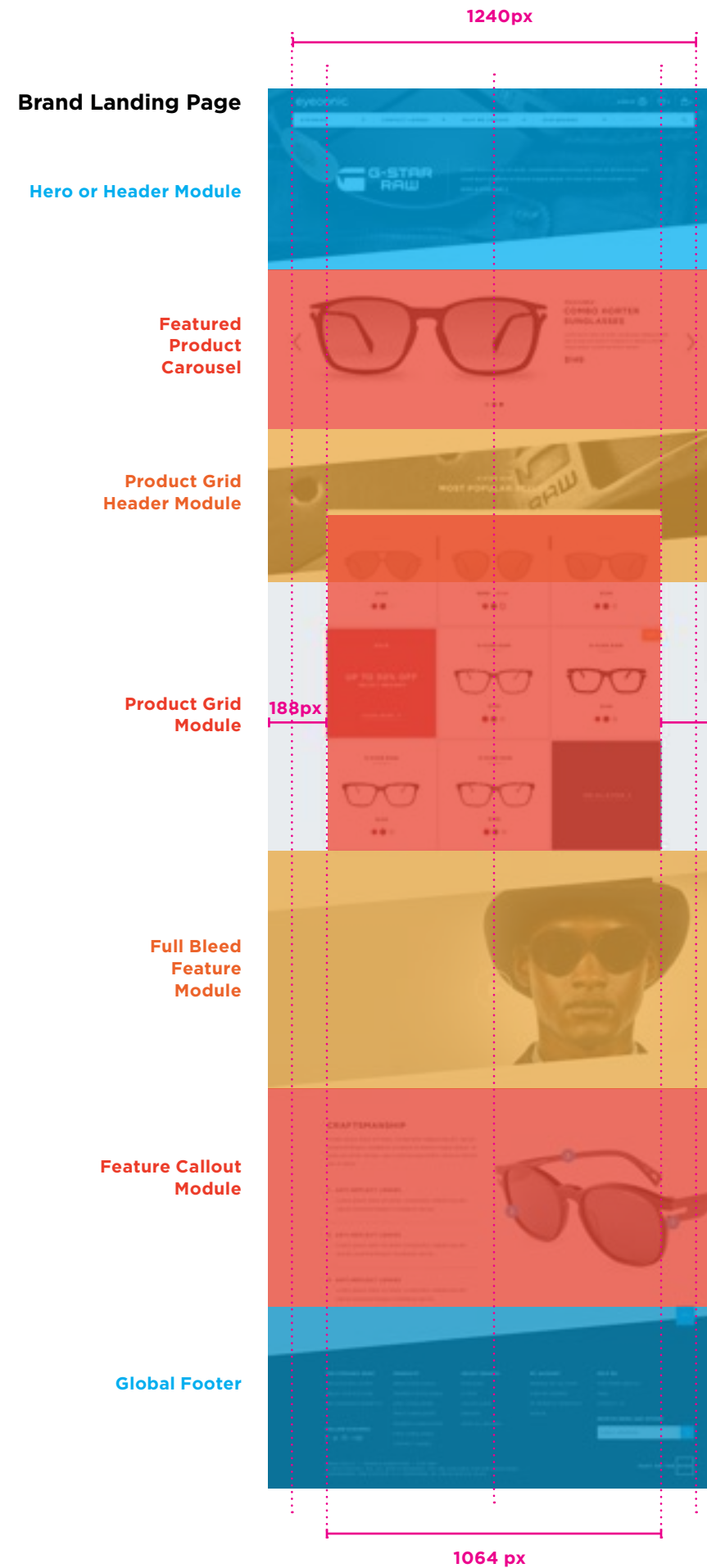
Pages always begin with with a hero or header module, followed by horizontal content modules (of varying height), and finally the global footer module. This grid has a 1240px centered live area, bordered by 100px left and right margins.

Product grid modules contained within this layout are 1065px wide and have 188px left and right margins.

The Brand Landing Page and Homepage shown on the right are just examples. Modules between the hero and footer can be inserted and removed as needed.

#### This grid applies to:

- Homepage
- Brand Landing Page
- Product Detail Page
- Lookbook
- Eyeconic Edge
- Technology Story



## MAJOR GRIDS

### FULL WIDTH GRID (TABLET)

The Full Width Grid layout consists of a series of horizontal modules of content stacked vertically.

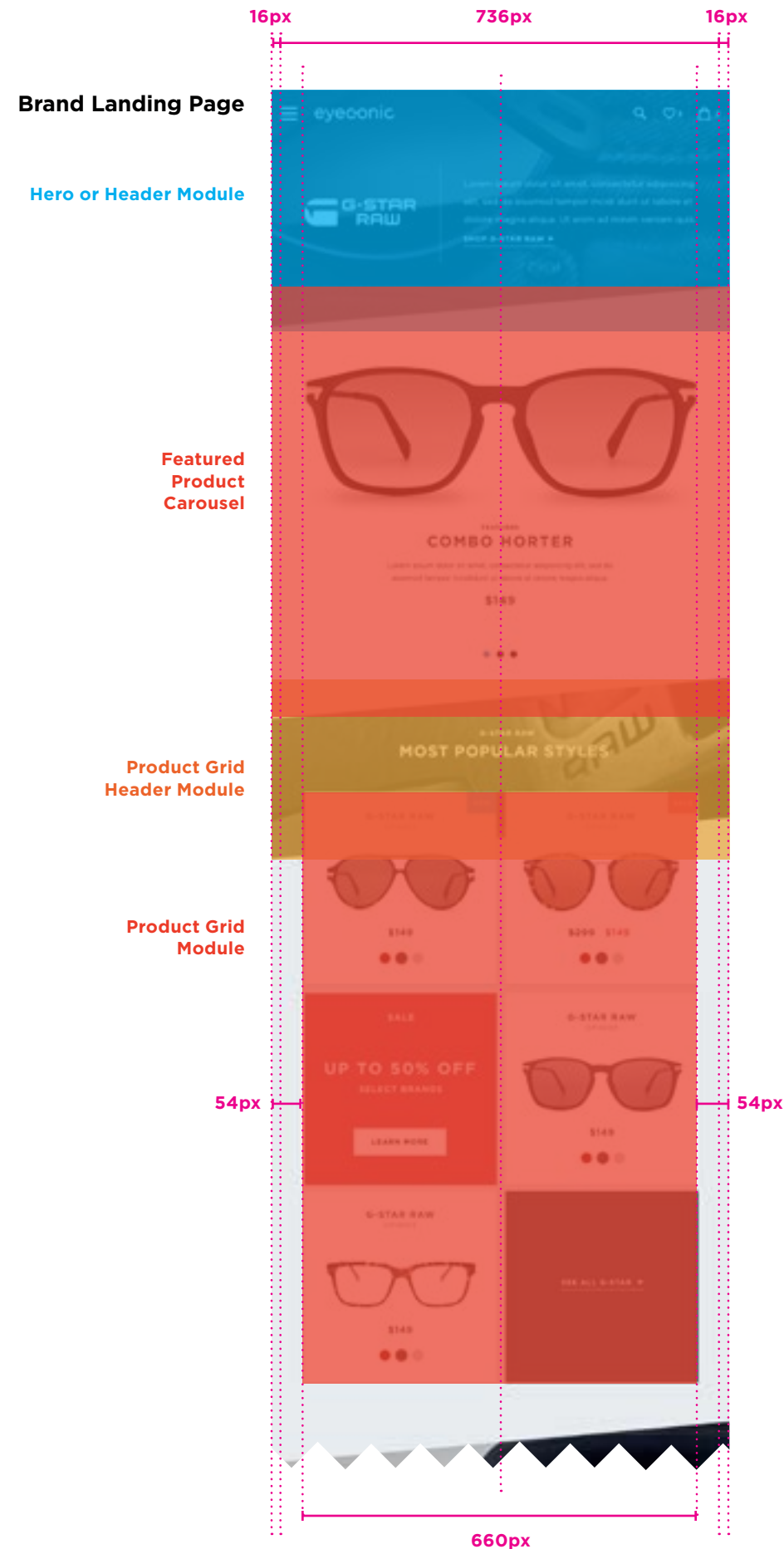
Pages always begin with with a hero or header module, followed by horizontal content modules (of varying height), and finally the global footer module. This grid has a 736px centered live area, bordered by 16px left and right margins.

Product grid modules contained within this layout are 660px wide and have 54px left and right margins.

The Brand Landing Page and Homepage shown on the right are just examples. Modules between the hero and footer can be inserted and removed as needed.

#### This grid applies to:

- Homepage
- Brand Landing Page
- Product Detail Page
- Lookbook
- Eyeconic Edge
- Technology Story



## MAJOR GRIDS

### FILTERED GRID (DESKTOP)

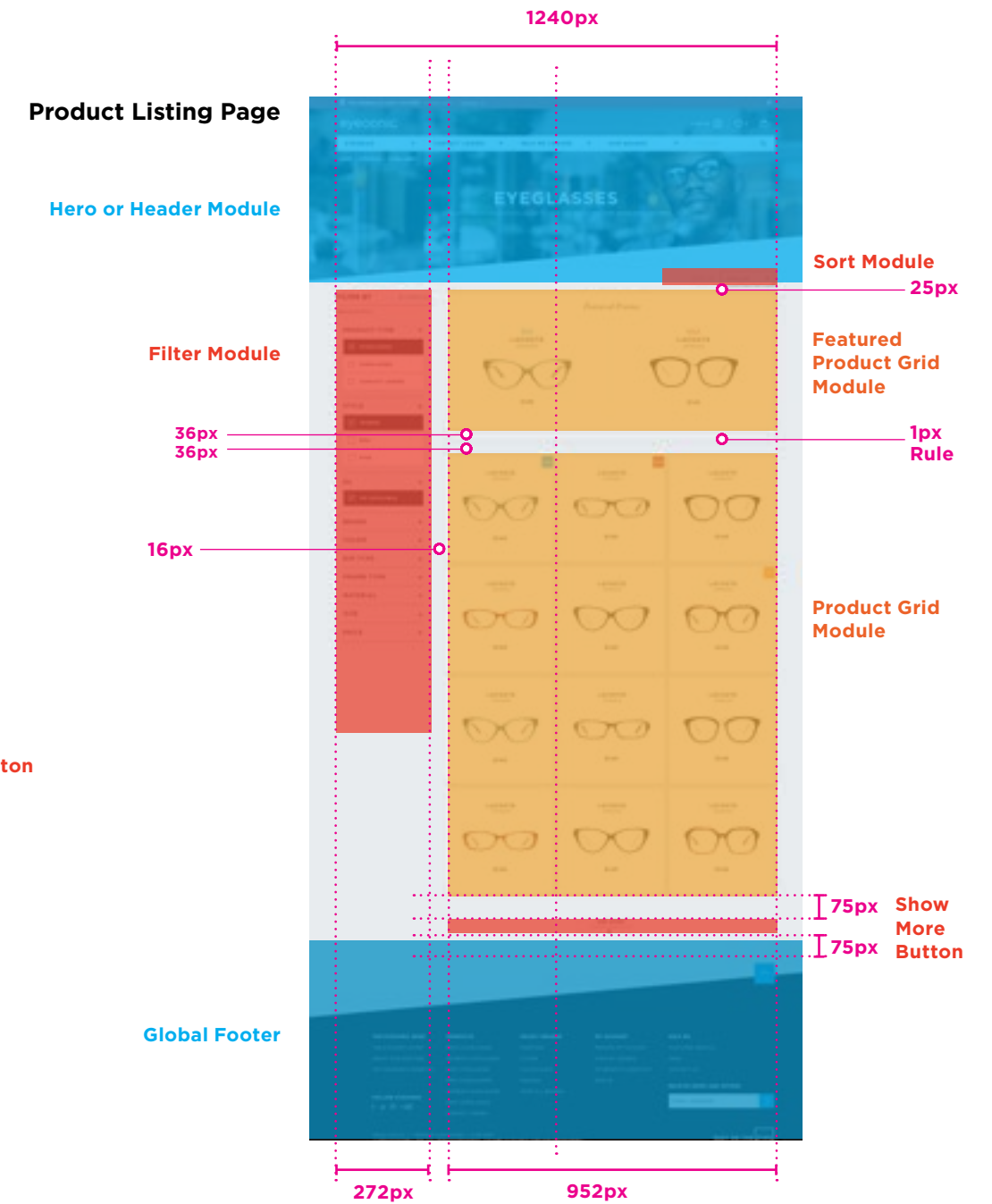
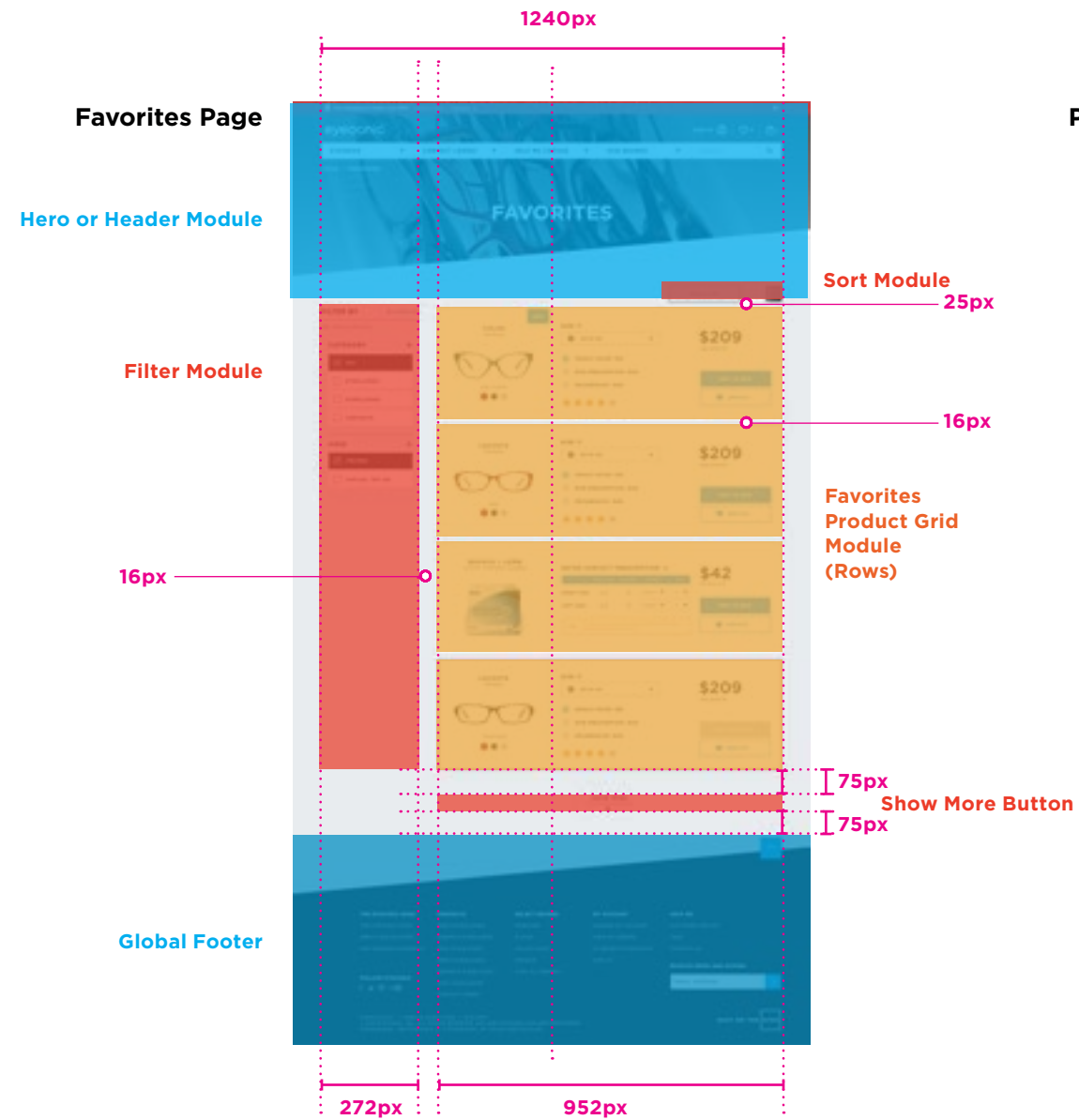
The Filtered Grid layout consists of a Filter Module on the left, and Product Grid on the right.

Pages always begin with with a hero or header module, followed by horizontal content modules (of varying height), and finally the global footer module. This grid has a 1240px centered live area, bordered by 100px left and right margins.

#### This grid applies to:

Favorites Page

Product Listing Page



## MAJOR GRIDS

### FILTERED GRID (TABLET)

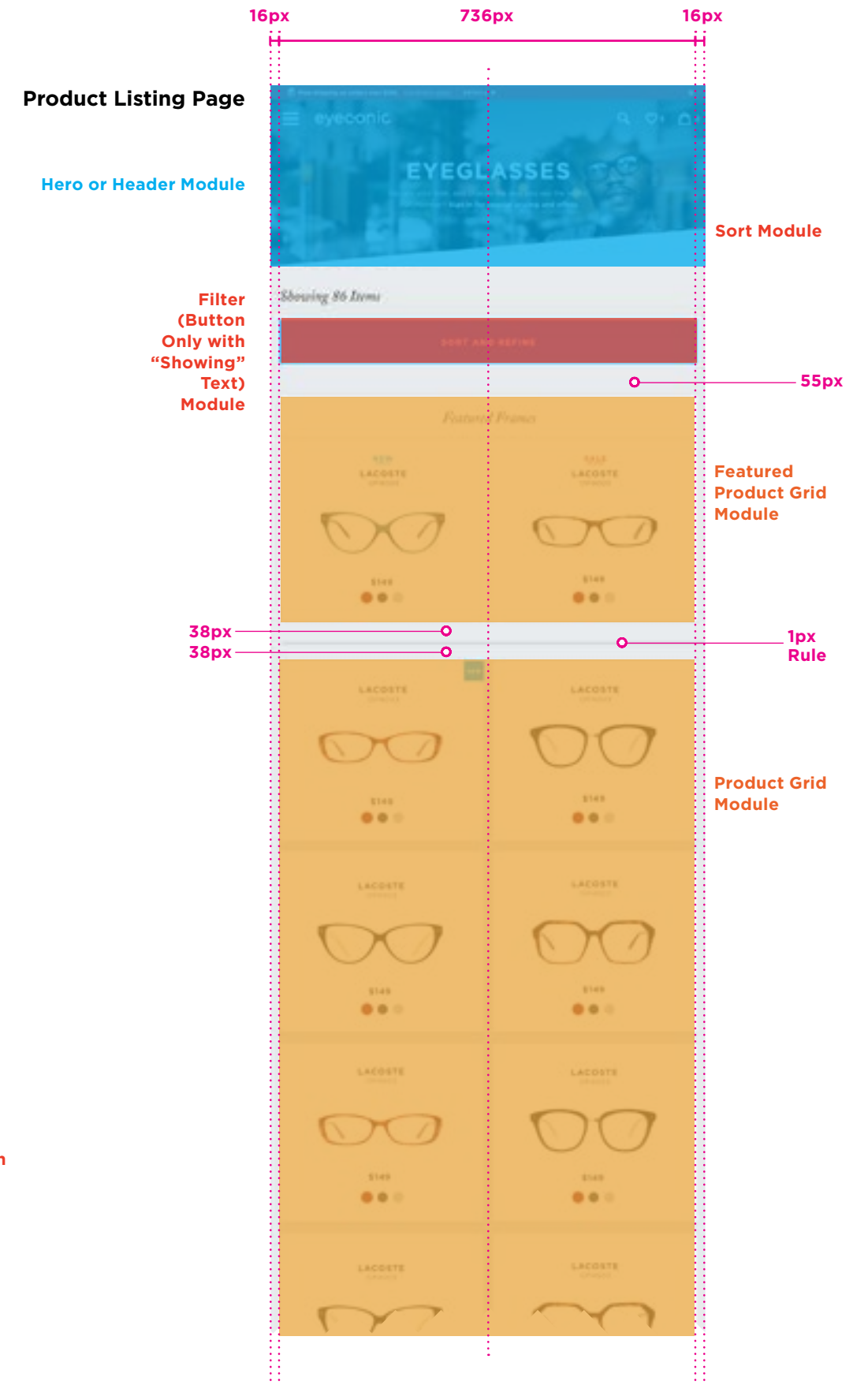
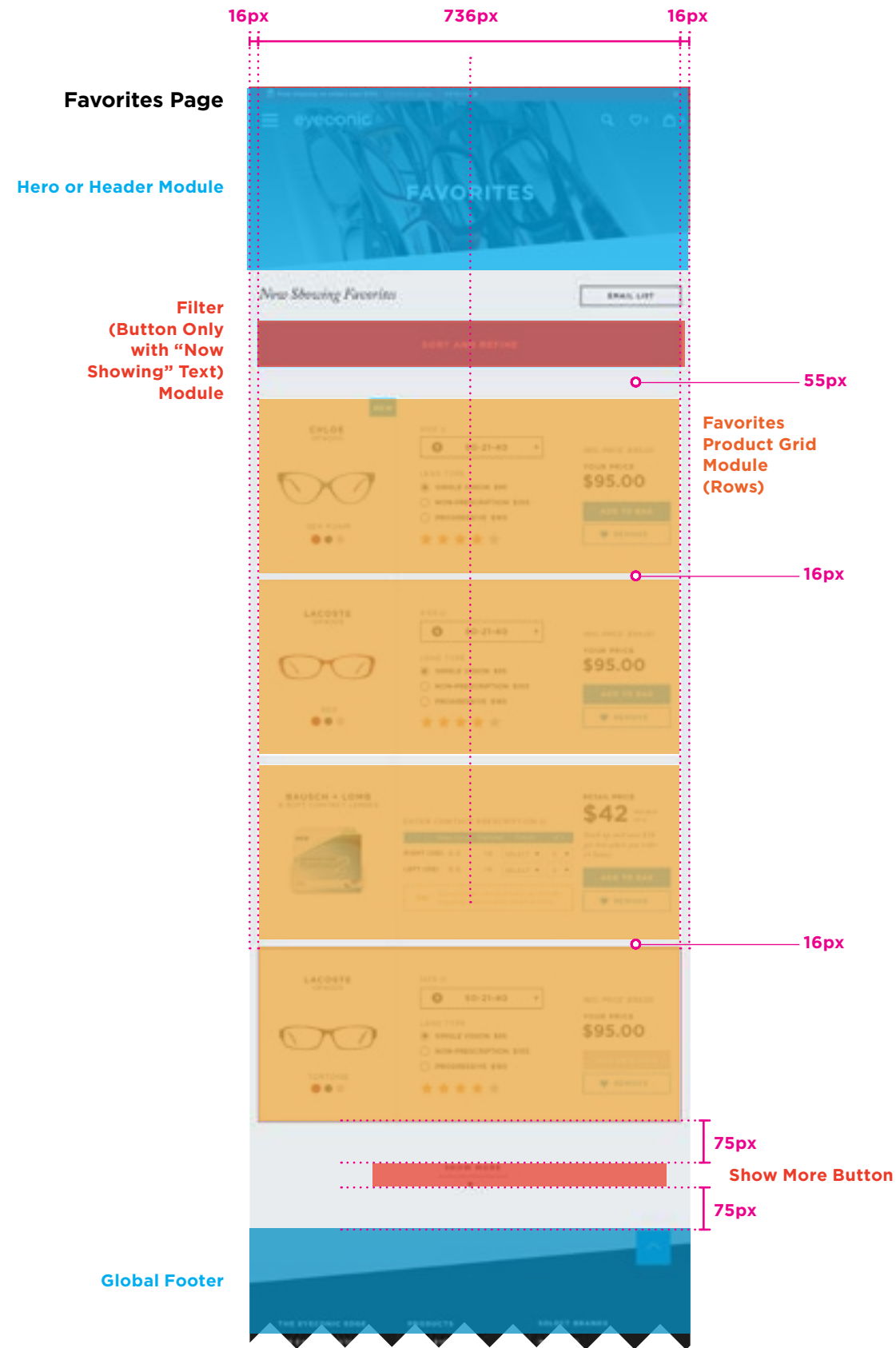
The Filtered Grid layout for tablet consists of a Filter Module accessible via a button at the top of the page, followed by the set of filtered items. Because the filter list is hidden for tablet, the page takes on a single-column layout.

Pages always begin with with a hero or header module, followed by horizontal content modules (of varying height), and finally the global footer module. This grid has a 736px centered live area, bordered by 16px left and right margins.

#### This grid applies to:

Favorites Page

Product Listing Page



## MAJOR GRIDS

### 25/75 SPLIT GRID (DESKTOP)

The 25/75 Split Grid layout consists of a Tertiary Nav on the left, and one or two columns of content modules on the right.

Pages always begin with with a hero or header module, followed by the Tertiary Nav and Content Modules, and end with the global footer.

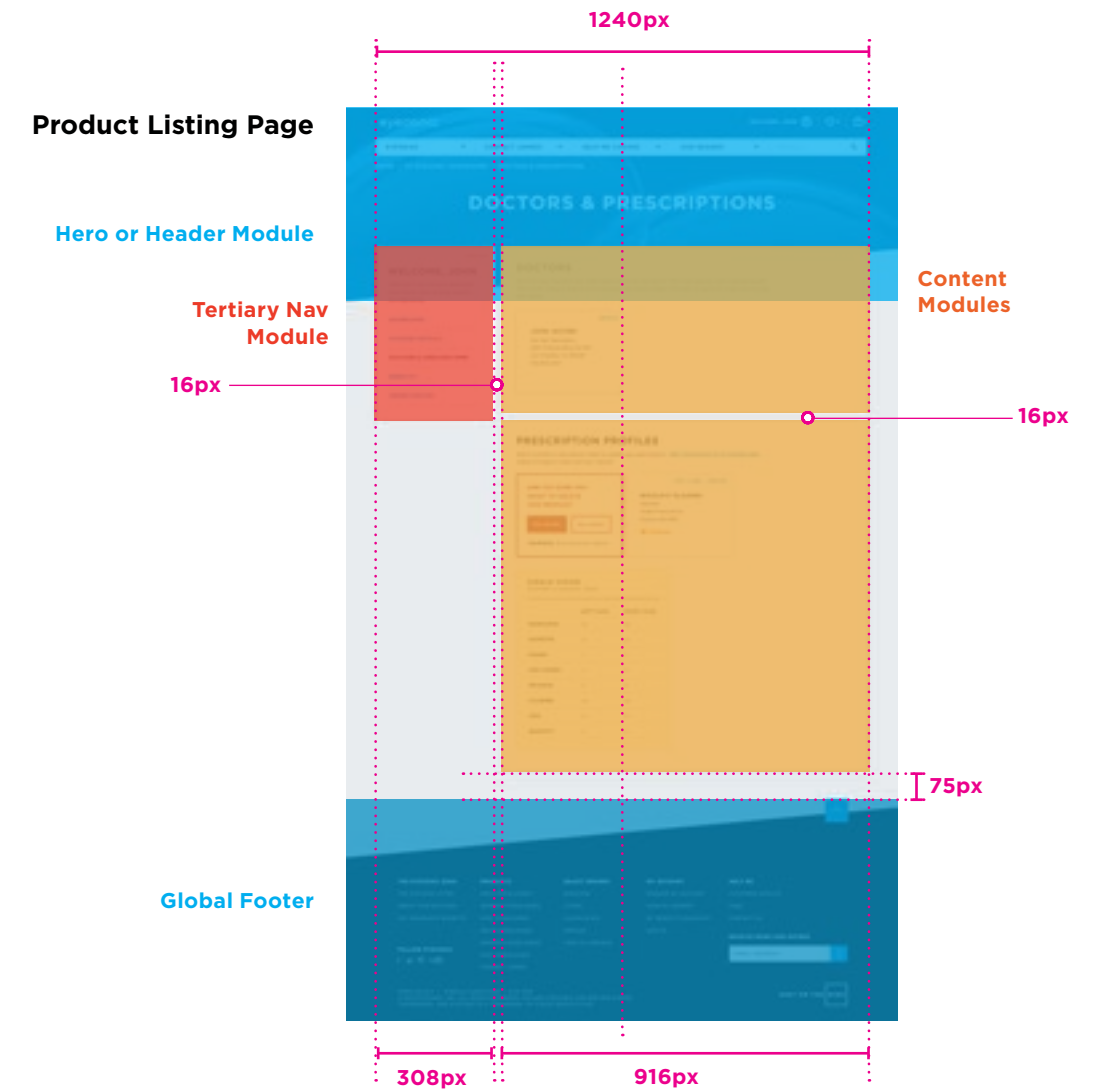
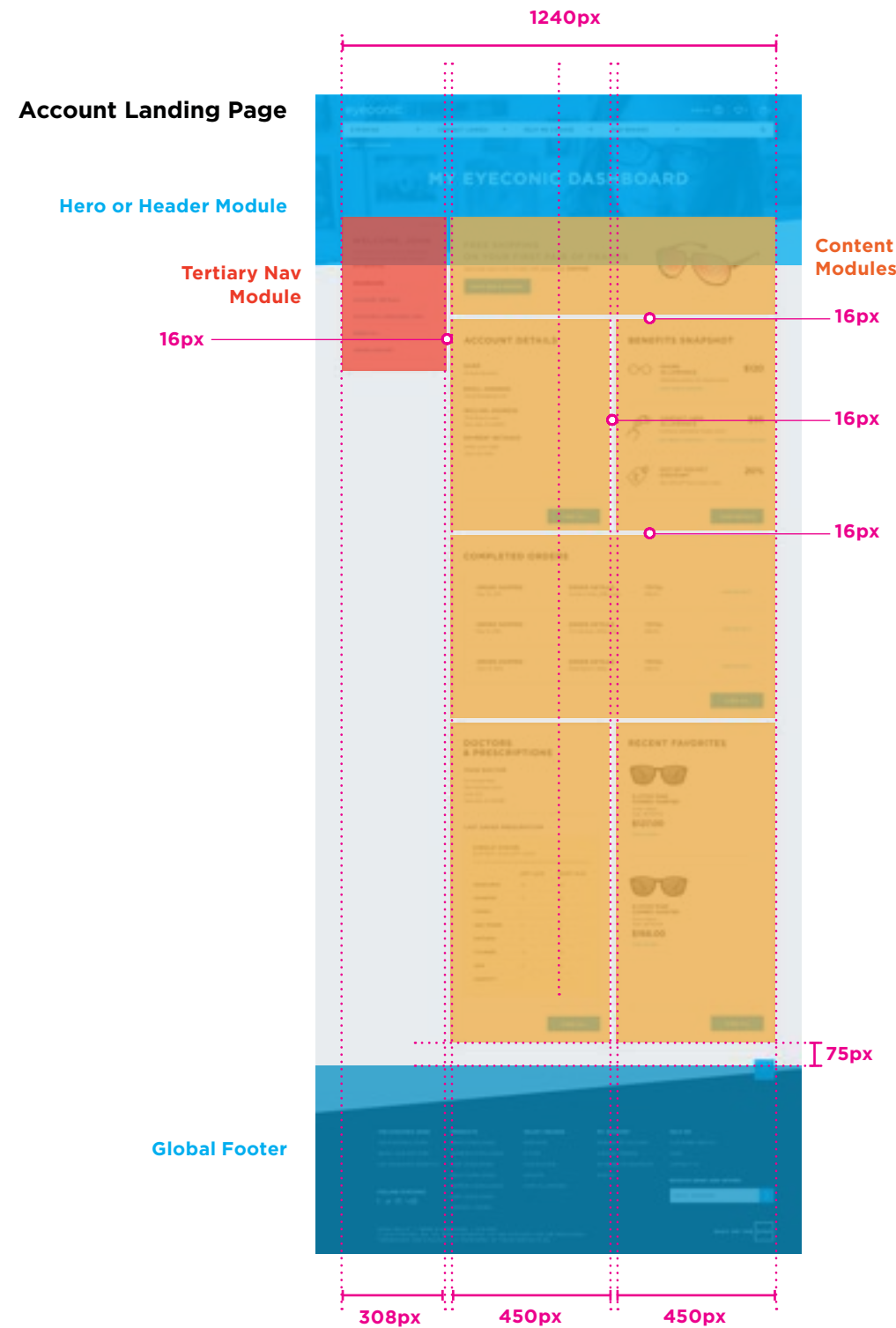
Content modules are separated by 16px of space. There is a minimum 75px space between the bottom of the content modules and the top of the global footer.

This grid has a 1240px centered live area, bordered by 100px left and right margins.

#### This grid applies to:

Account Pages

Any other pages that require the Tertiary Nav



## MAJOR GRIDS

### 25/75 SPLIT GRID (TABLET)

The tablet version of the 25/75 Split Grid does not have a tertiary nav and consists only of a one or two column layout of content modules.

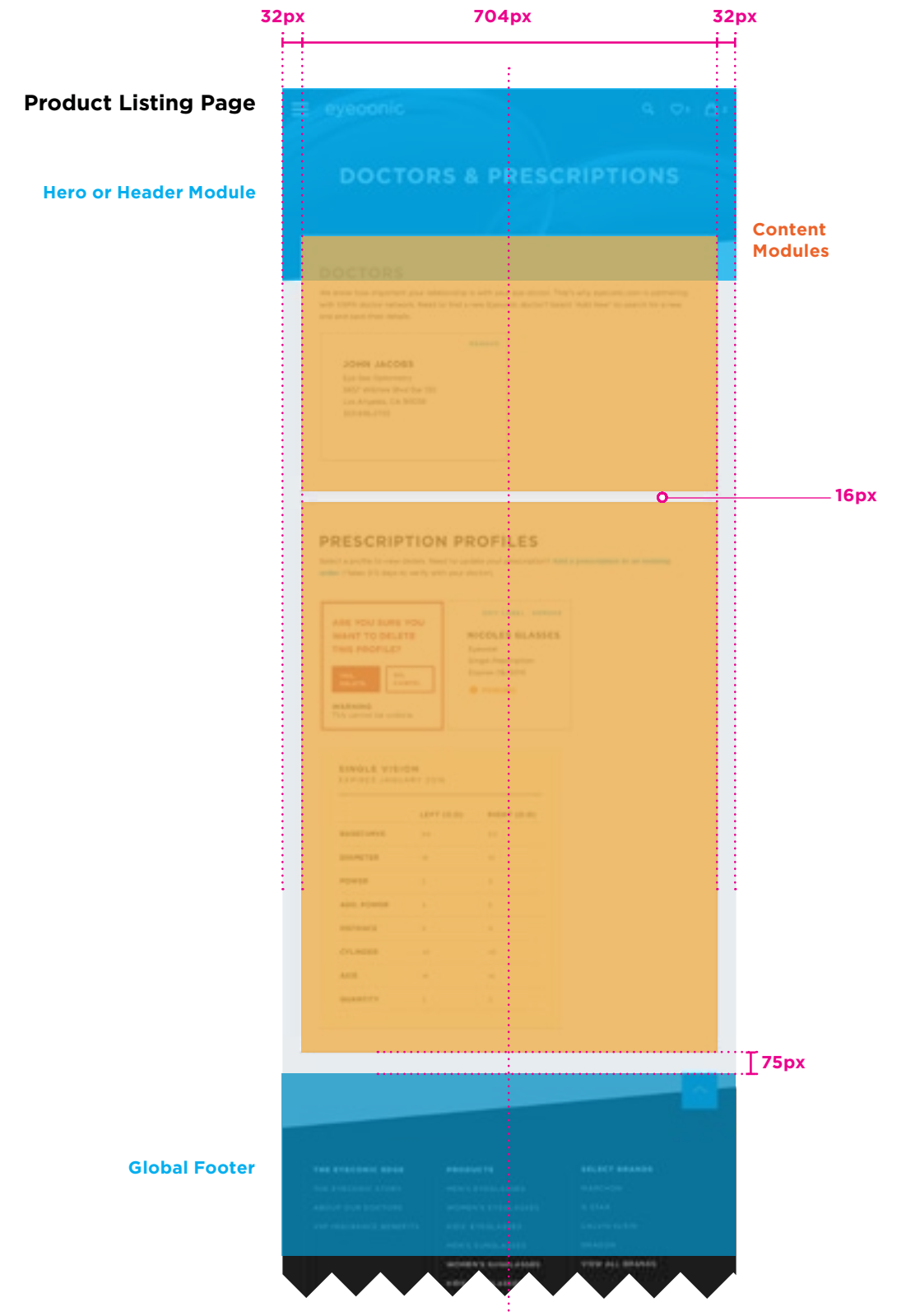
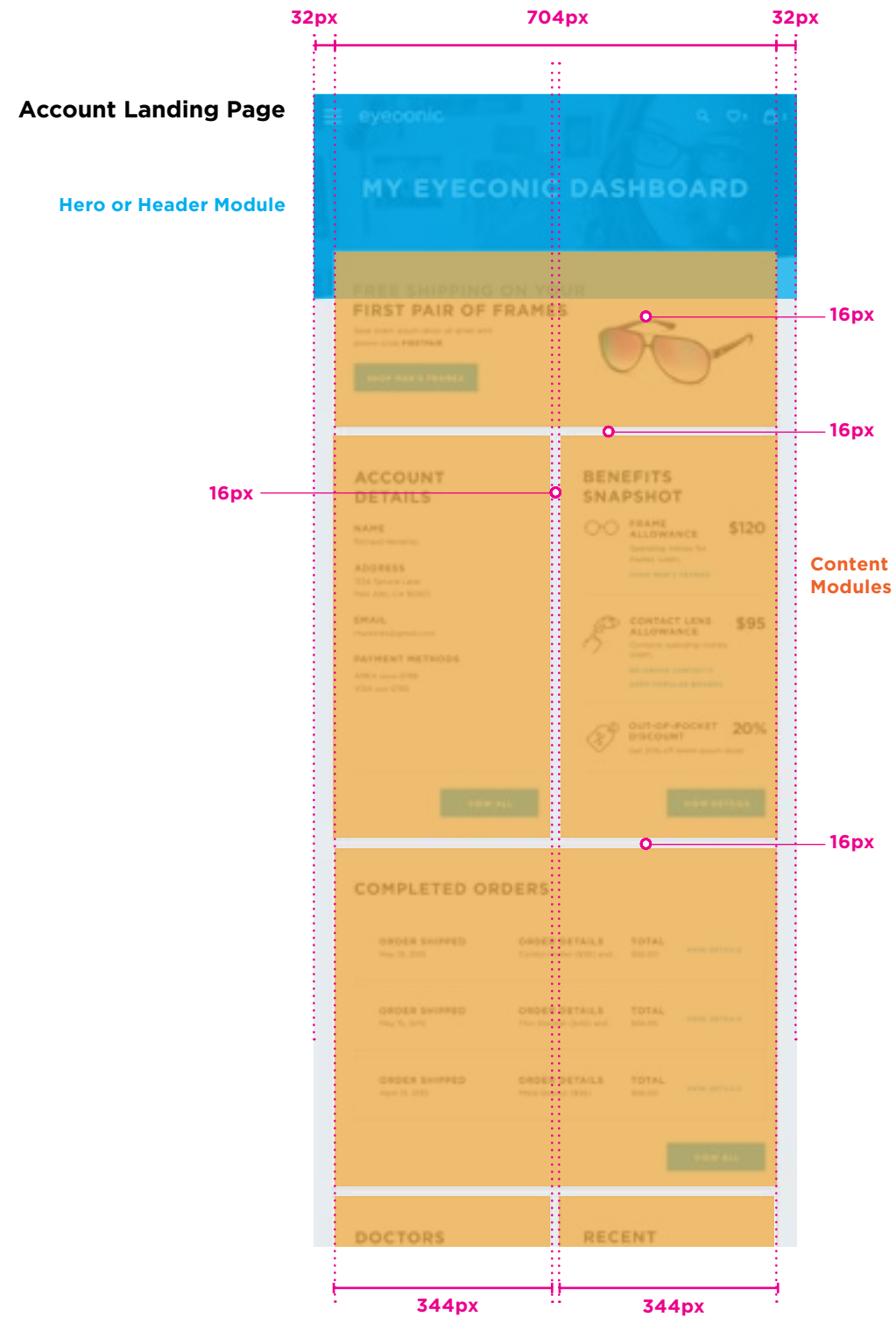
Content modules are separated by 16px of space. There is a minimum 75px space between the bottom of the content modules and the top of the global footer.

This grid has a 704px centered live area, bordered by 32px left and right margins.

#### This grid applies to:

Account Pages

Any other pages that initially required the Tertiary Nav for Desktop view.



## MAJOR GRIDS

### 75/25 SPLIT GRID (DESKTOP)

The 75/25 Split Grid layout consists of a series of stacked content modules on the left, and a column on the right for checkout summary that follows the user down the page.

During the checkout process, the global nav is hidden, and a smaller version of the footer is displayed. Once the checkout process is complete and the order confirmation is displayed, the full global nav and footer return, along with a social module on the right.

The minimum distance between the top of the page and the top of the footer is always 1000px, regardless of how little content there is on the page. This will keep the footer from becoming too prominent on checkout pages that haven't been filled in with the user's options and information.

This grid has a 1240px centered live area, bordered by 100px left and right margins.

#### This grid applies to:

Shopping Bag

Checkout pages including:

Lens Builder

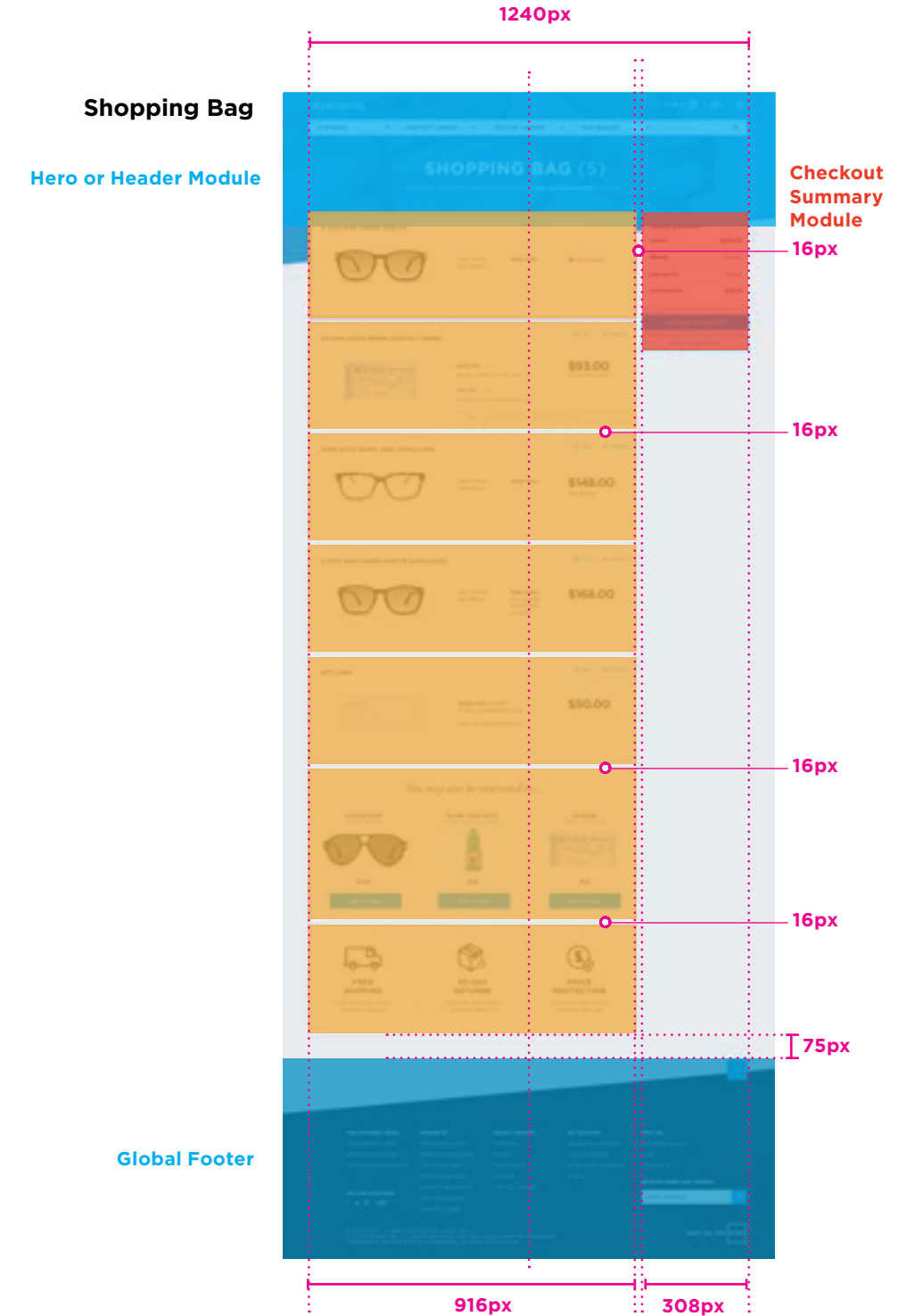
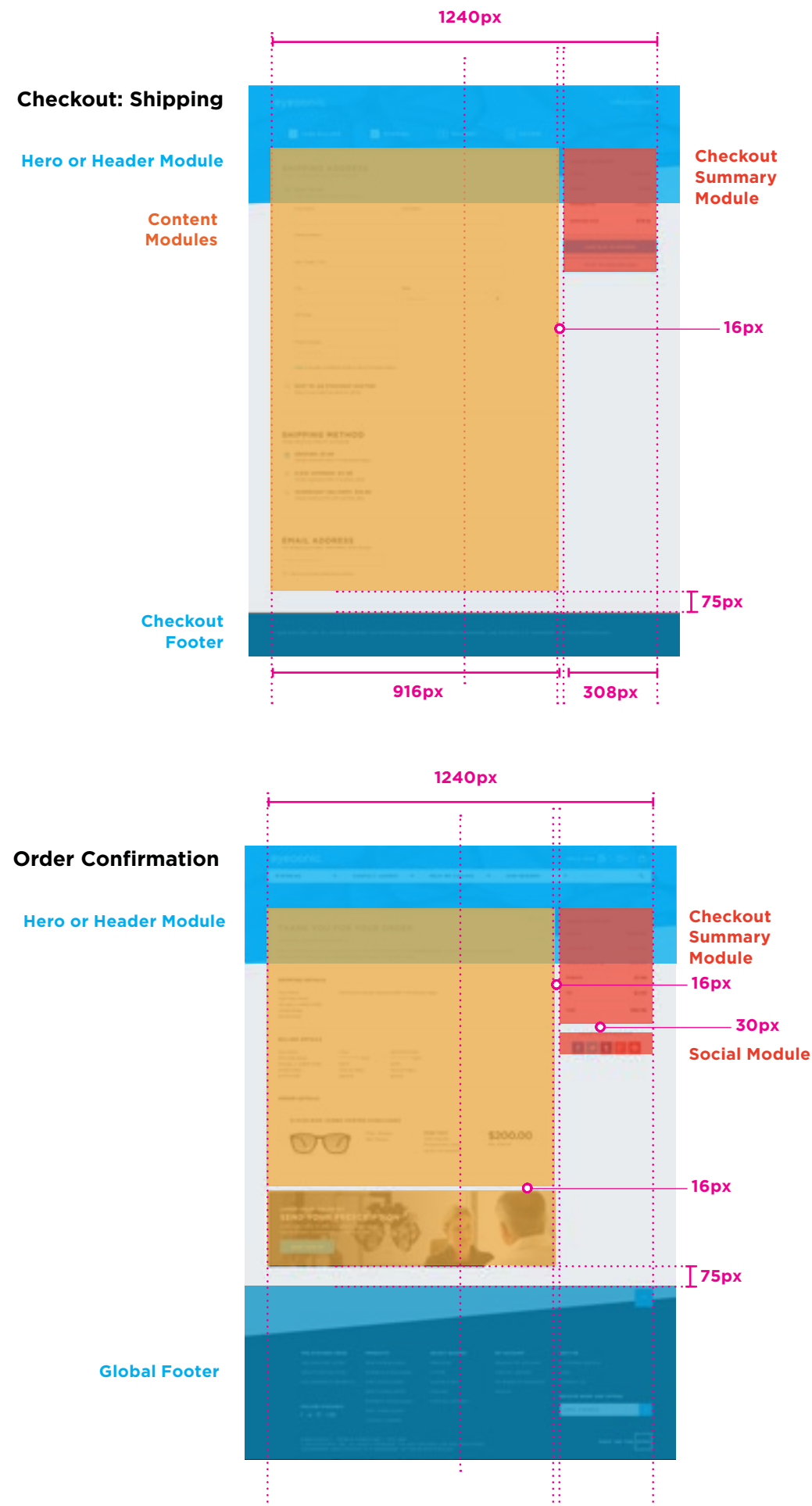
Shipping

Payment

Review

Confirm

And, any page that may require a sticky/persistent module on the right.



## MAJOR GRIDS

### 75/25 SPLIT GRID (TABLET)

The 75/25 Split Grid layout consists of a series of stacked content modules on the left, and a column on the right for checkout summary that follows the user down the page.

During the checkout process, the global nav is hidden, and a smaller version of the footer is displayed. Once the checkout process is complete and the order confirmation is displayed, the full global nav and footer return, along with a social module on the right.

The minimum distance between the top of the page and the top of the footer is always 1000px, regardless of how little content there is on the page. This will keep the footer from becoming too prominent on checkout pages that haven't been filled in with the user's options and information.

This grid has a 736px centered live area, bordered by 16px left and right margins.

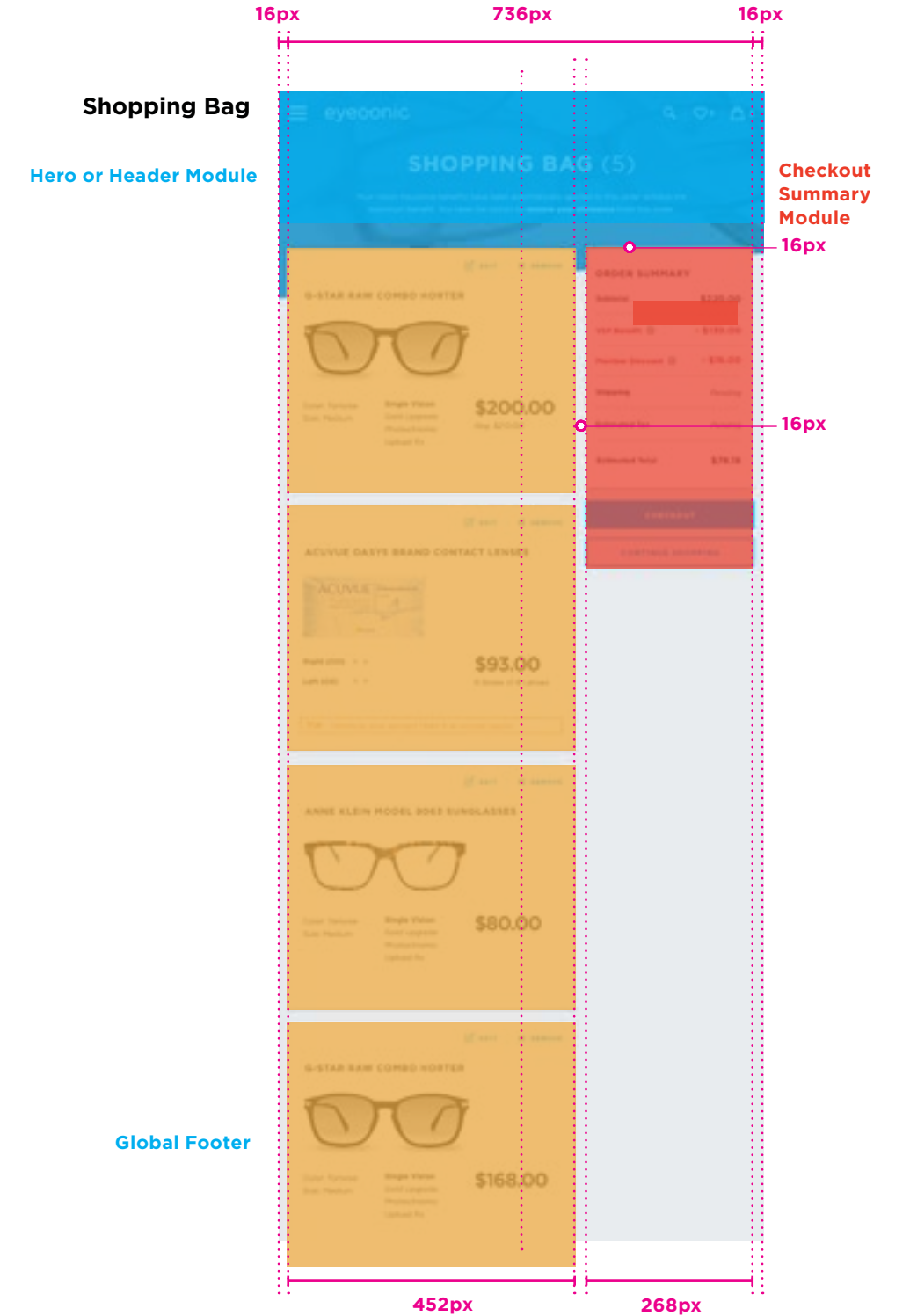
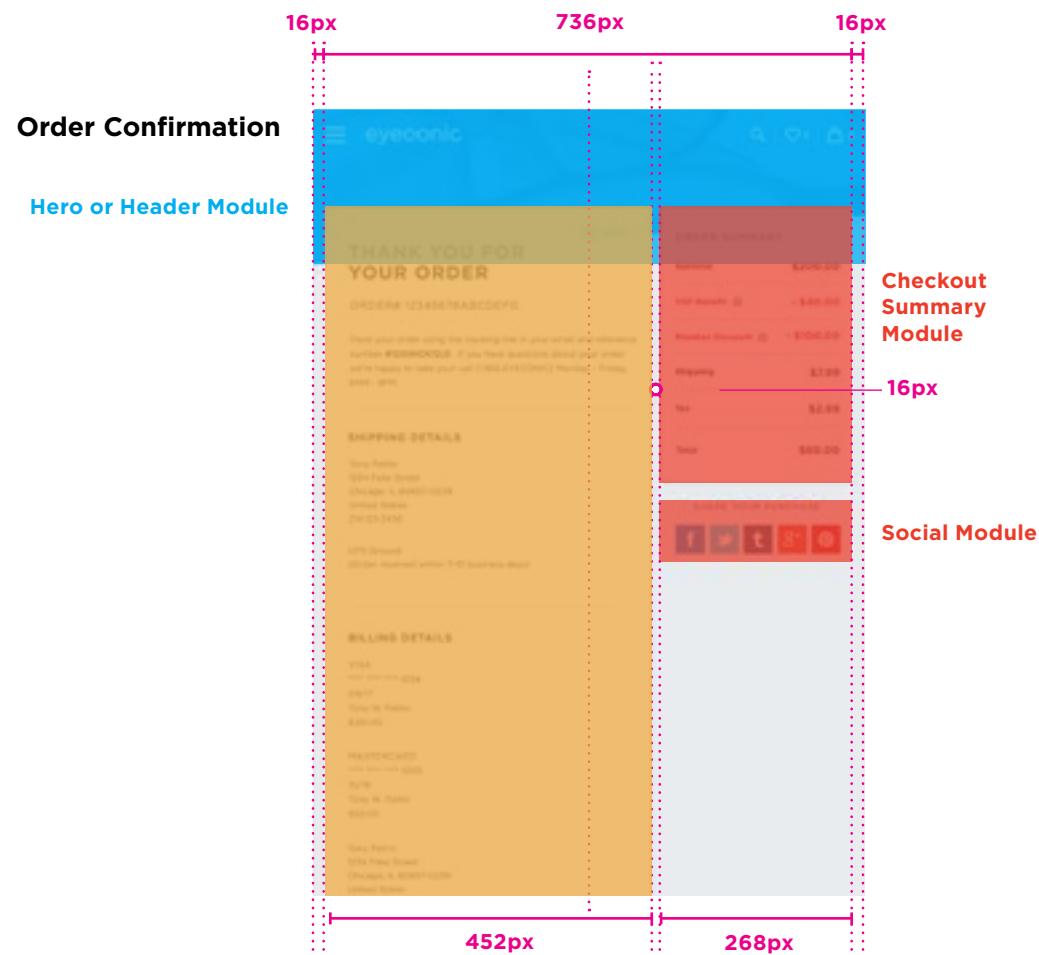
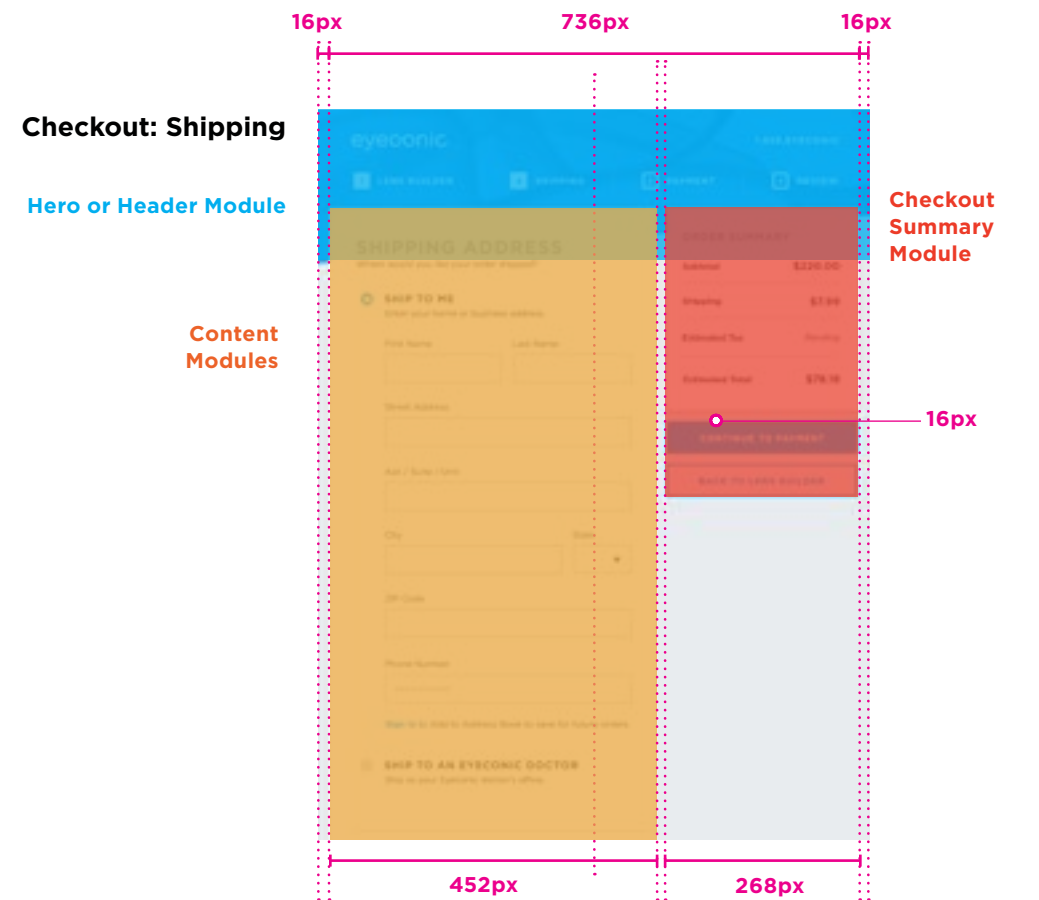
#### This grid applies to:

Shopping Bag

Checkout pages including:

- Lens Builder
- Shipping
- Payment
- Review
- Confirm

And, any page that may require a sticky/persistent module on the right.



## MAJOR GRIDS

### 100/50/50 SPLIT GRID (DESKTOP)

The 100/50/50 Split Grid layout consists of a series of stacked content modules centered horizontally on the page. The stacked modules in this layout either take up the full 1280px width (100%) or, take up half the width (50%/50%) and are separated by a 16px gutter.

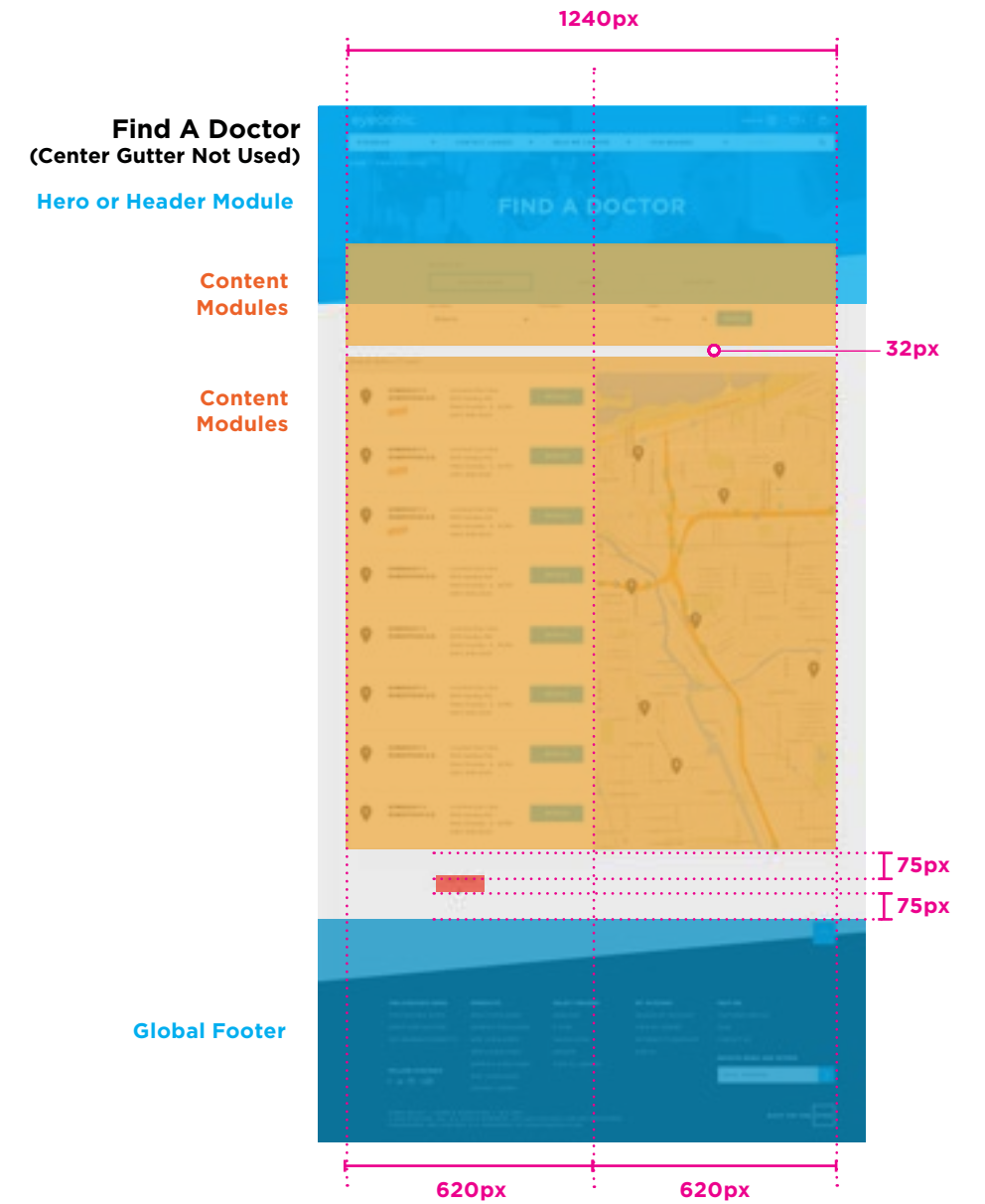
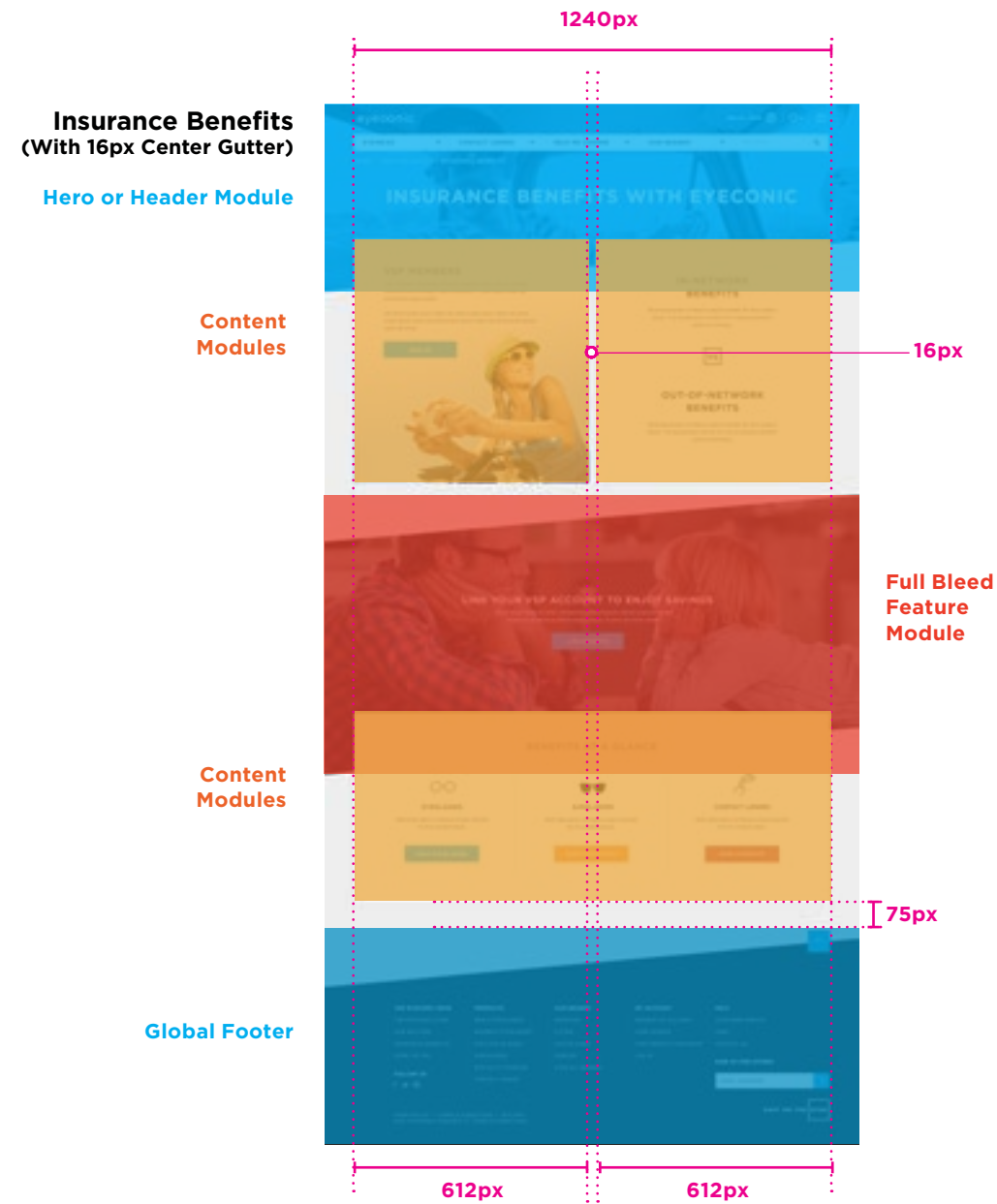
This grid has a 1280px centered live area, bordered by 80px left and right margins.

#### This grid applies to:

Insurance Benefits

Find a Doctor

Or, any page that has multiple full or half-width panels of informational content.



## MAJOR GRIDS

### 100/50/50 SPLIT GRID (TABLET)

The 100/50/50 Split Grid layout consists of a series of stacked content modules centered horizontally on the page. The stacked modules in this layout either take up the full 704px (or 736px) width, or take up half the width (50%/50%) and are separated by a 16px gutter.

This grid has a 704px centered live area, bordered by 32px left and right margins.

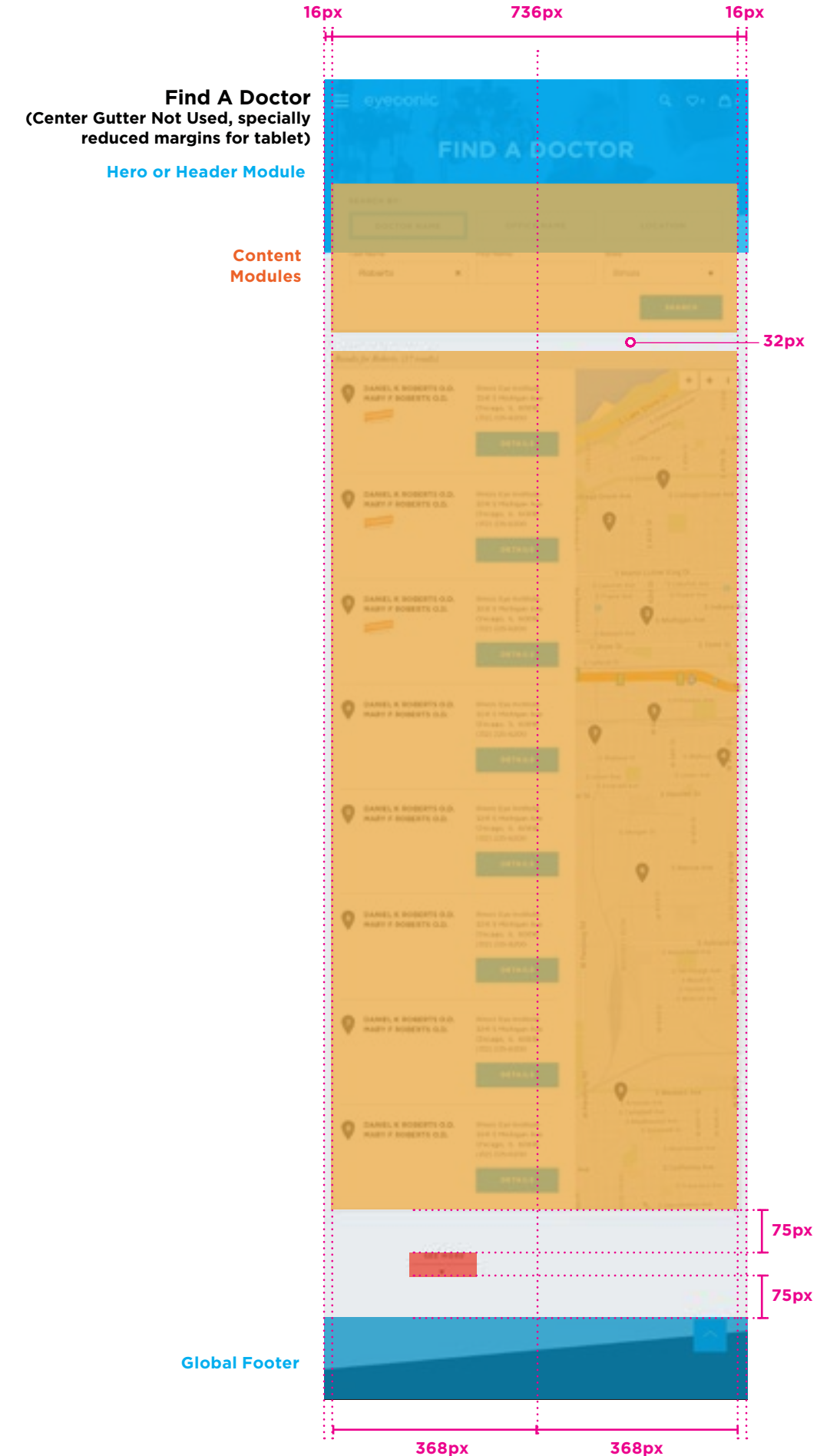
For pages that are very content-dense, left and right margin widths are reduced to 16px each (and the live area increases to 736px). For the Find a Doctor page for example, this slight change helps to maximize the amount of space given to the map area and doctor information.

#### This grid applies to:

Insurance Benefits

Find a Doctor

Or, any page that has multiple full or half-width panels of informational content.



## MAJOR GRIDS

### 1064-CENTERED GRID (DESKTOP)

This grid features less-than-full-width, centered panels to make pages with small amounts of content appear less sparse.

This grid can also be used for text-heavy pages to keep lines of text from getting too long.

This grid has a 1064px centered live area, bordered by 188px left and right margins.

The top edge of the footer should always be a minimum of 1000px away from the top of the page. This prevents the footer from becoming the focus of pages with shorter modules of content.

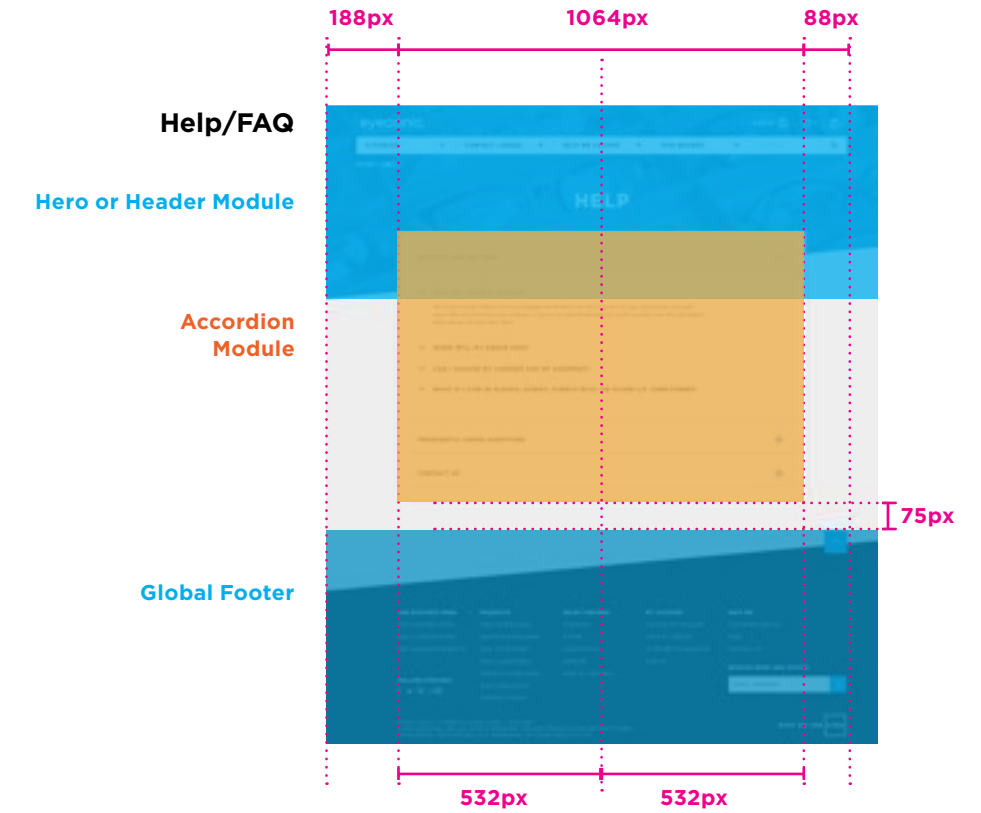
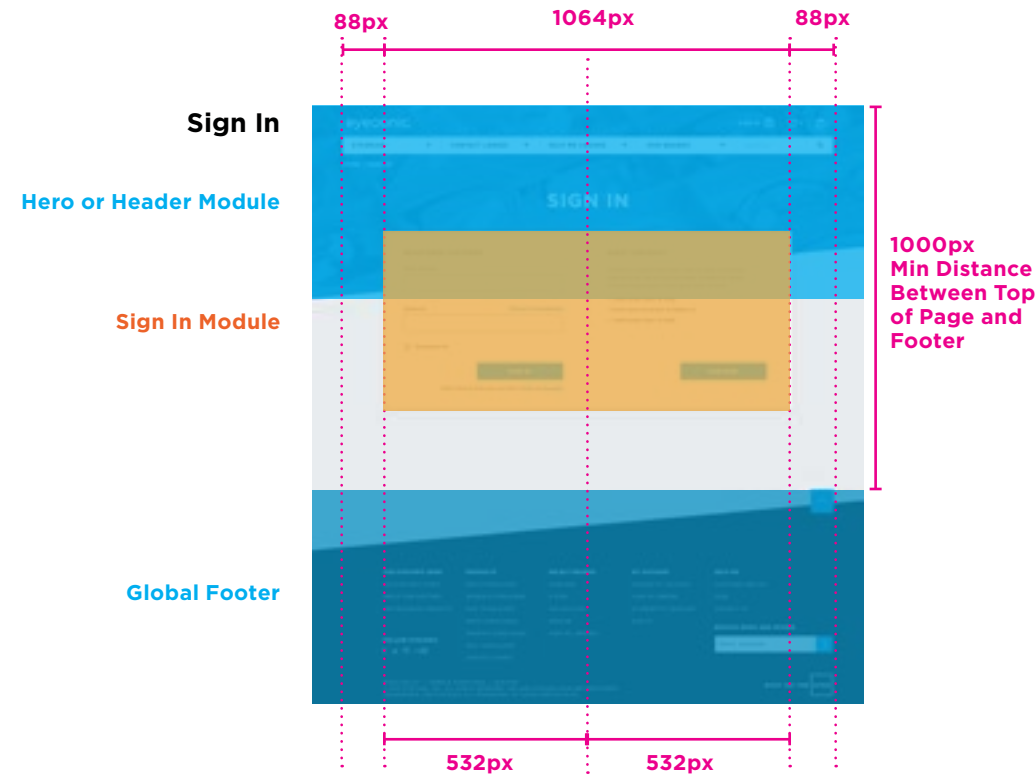
#### This grid applies to:

Sign In / Sign Up

FAQ

Text-Only Pages / Legal Pages

Or, any page with a small amount of content



## MAJOR GRIDS

### 1064-CENTERED GRID (TABLET)

This grid features less-than-full-width, centered panels to make pages with small amounts of content appear less sparse.

This grid can also be used for text-heavy pages to keep lines of text from getting too long.

On tablet, the centered, 1065px live area is reduced to 658px. Left and right margins are reduced to 55px each.

The top edge of the footer should always be a minimum of 1000px away from the top of the page. This prevents the footer from becoming the focus of pages with shorter modules of content.

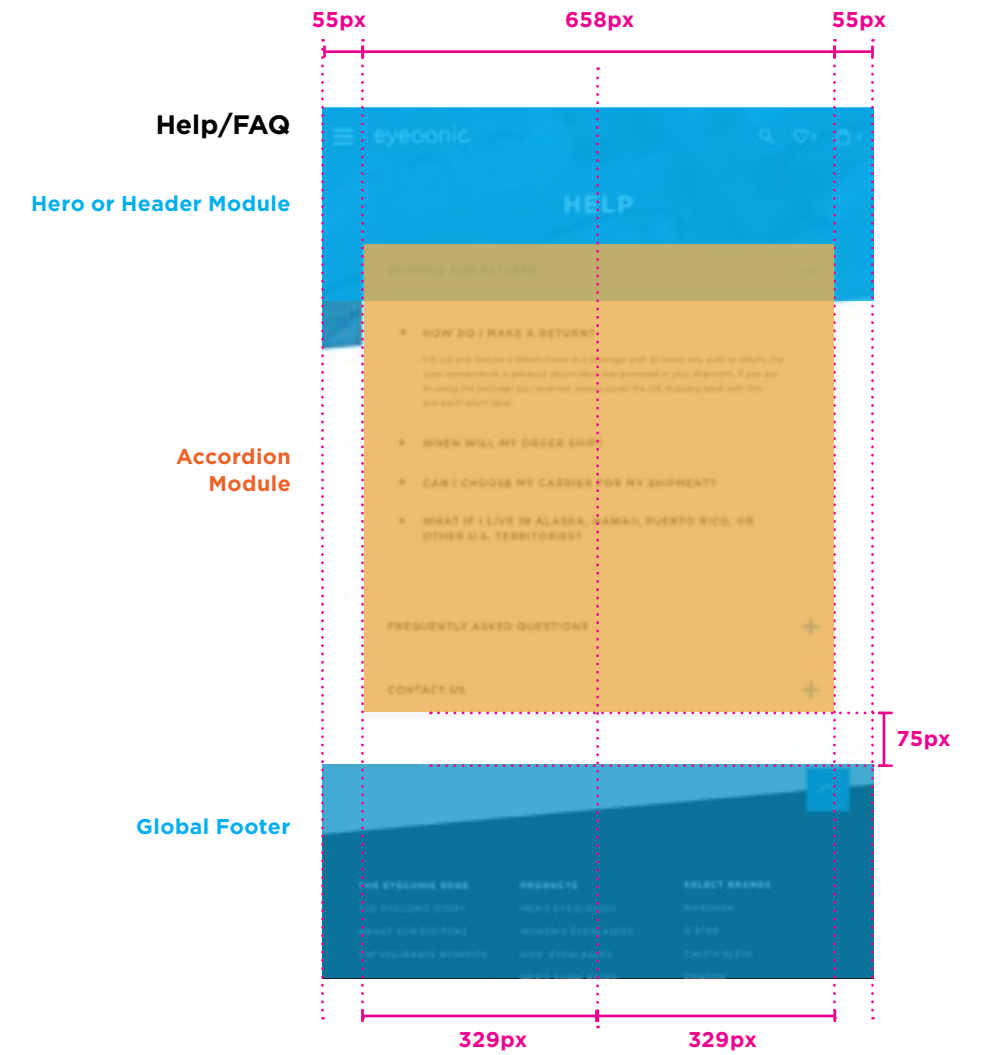
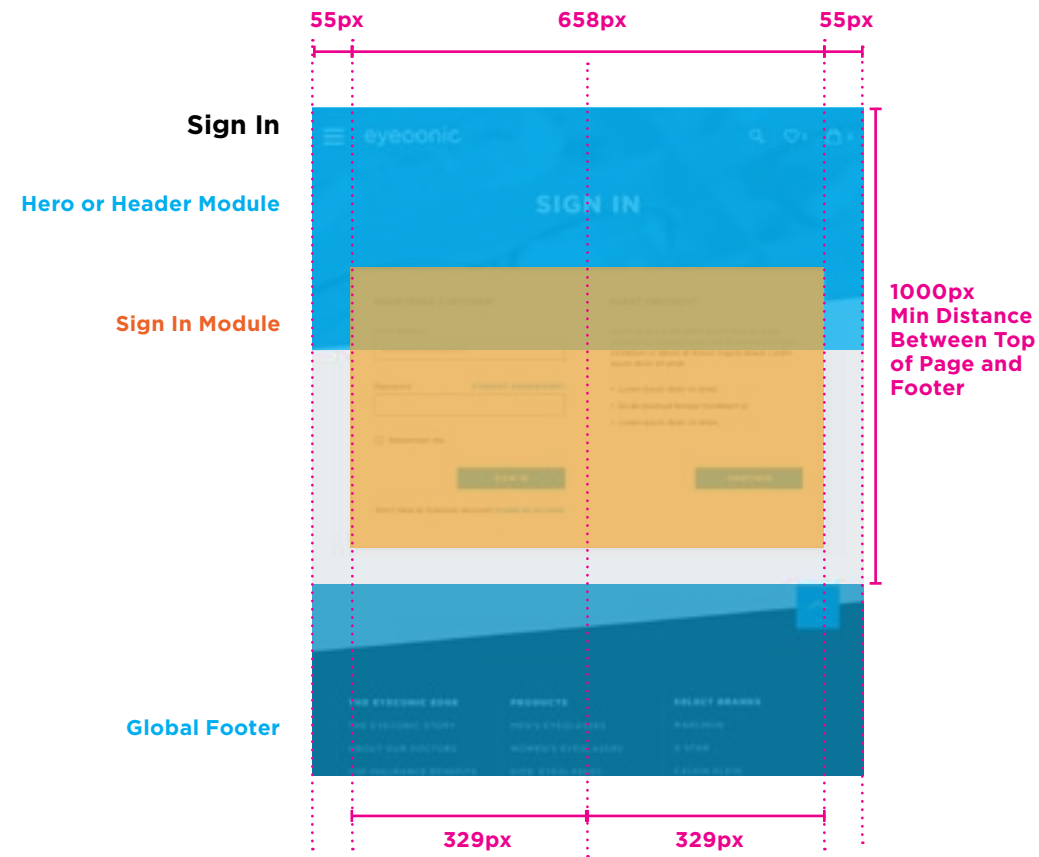
#### This grid applies to:

Sign In / Sign Up

FAQ

Text-Only Pages / Legal Pages

Or, any page with a small amount of content



## MAJOR GRIDS

### GLOBAL MOBILE GRID

On mobile, a single-column, Global Mobile Grid is used for all pages.

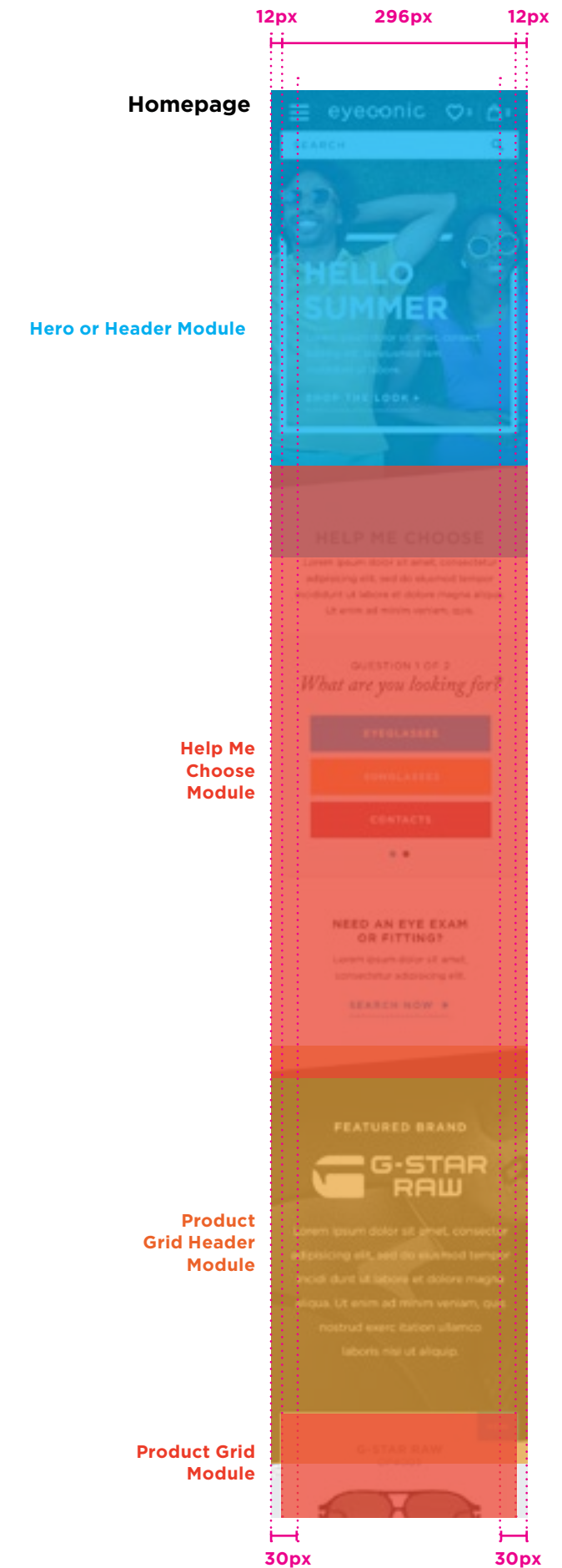
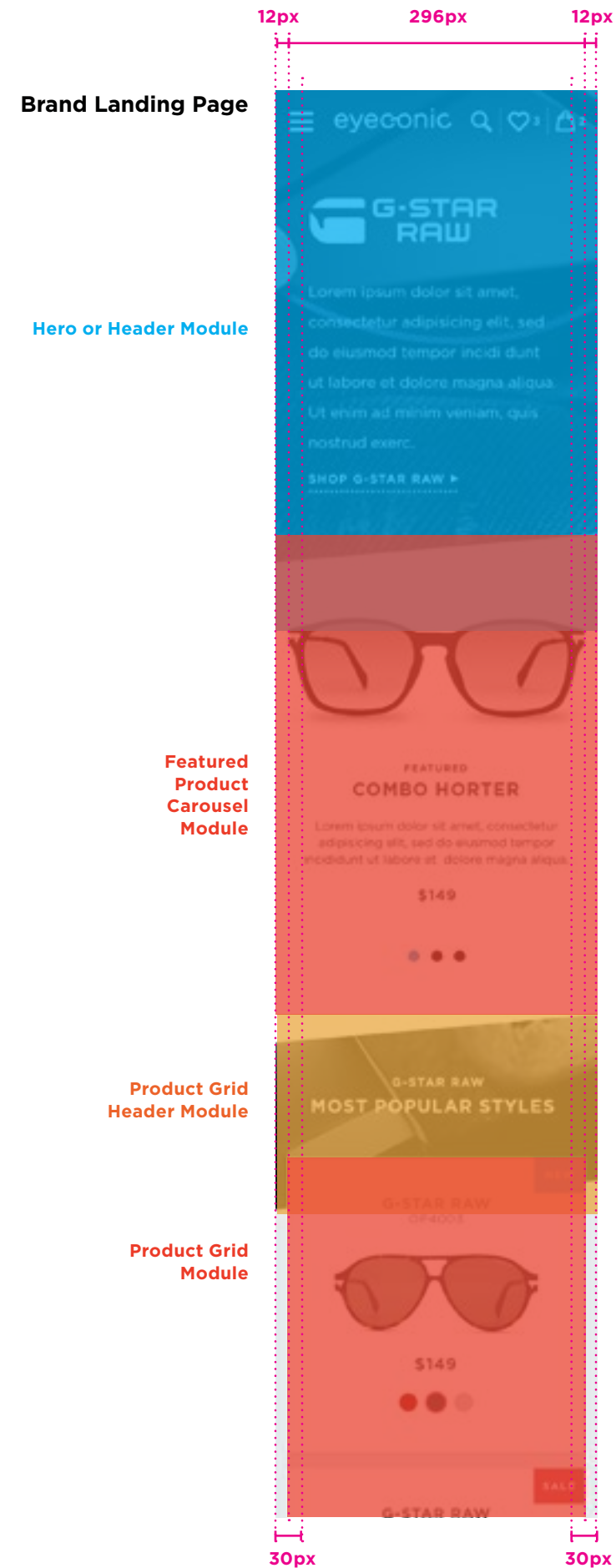
This layout consists of a series of modules stacked vertically between a Hero Module at the top, and a Footer Module at the bottom. A 308px live area is bordered by 12px margins on the left and right sides. There is a 30px margin for “subboxes”, or boxes that exist within content panels.

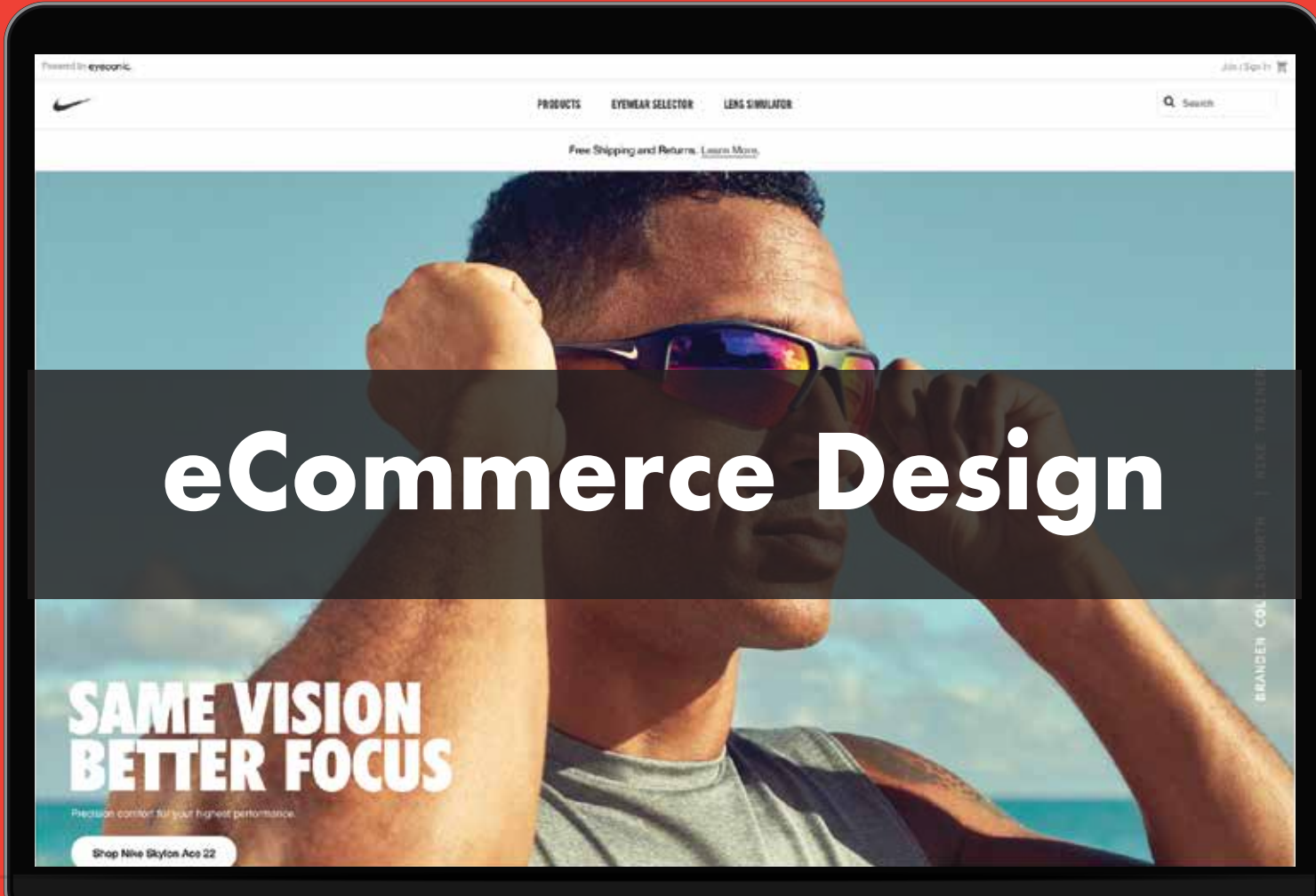
The standard width for buttons on mobile is 260px. If the mobile button appears within a container that is smaller than 290px wide, then the width of the mobile button is 100% of the container’s live area.

The footer should always be a minimum of 75px away from elements above it.

### This grid applies to:

All Mobile Pages





# eCommerce Design

**SAME VISION  
BETTER FOCUS**

Reduces motion blur for your highest performance.

[Shop Nike Skyline Ace 22](#)

BRANDS: COL



NIKEVISION

# Context

Demandware / Salesforce Commerce Cloud platform design for a new eyewear site for Nike.

My role is to design patterns and components that are reusable across the organization. In this case, for releasing a new webstore on a new commerce platform for Nike Vision eyewear.

# Challenges

**Lack of Autonomy:** multiple stakeholders / negotiations were bureaucratic

**High Standards:** Nike Vision is reflective of the Nike Brand, and requires a higher benchmark along with greater expectations. Clean, Precise and on Brand.

# MY ROLE AS A UX DESIGNER IN EACH PHASE

RESEARCH	EMPATHIZE	CREATE	TEST
<b>Understand User &amp; Brand</b> Help to define customer segment and value prop	<b>Analyze Research</b> Becoming the User Create Personas Weaknesses & Strengths	<b>Simplicity</b> Create Wireframes Information Architecture	<b>Usability Testing</b> Facilitate Test Testing Instructions Gather Notes Goals and Results
<b>Goals and Strategy</b> Meet with Stakeholders to understand the Needs over the Wants	<b>Empathy Maps</b> Remove bias and align team on a single, shared understanding of the User	<b>Aesthetics</b> Content Flow Messaging Imagery, Icons and Colors	<b>Consult with QA / DEV</b> Ensure design quality and support team
<b>Gather Information</b> 1:1 Interviews Focus Groups Surveys	<b>Scenarios</b> Define Use Cases & User Stories Identify Various Characteristics	<b>Design Experience</b> Define Behavioral Patterns Create Mock-ups Create Prototypes	
<b>Competitive Analysis</b> Similar cases, solutions and successful approaches	<b>Storyboard</b> List requirements, feature, & functions with details		

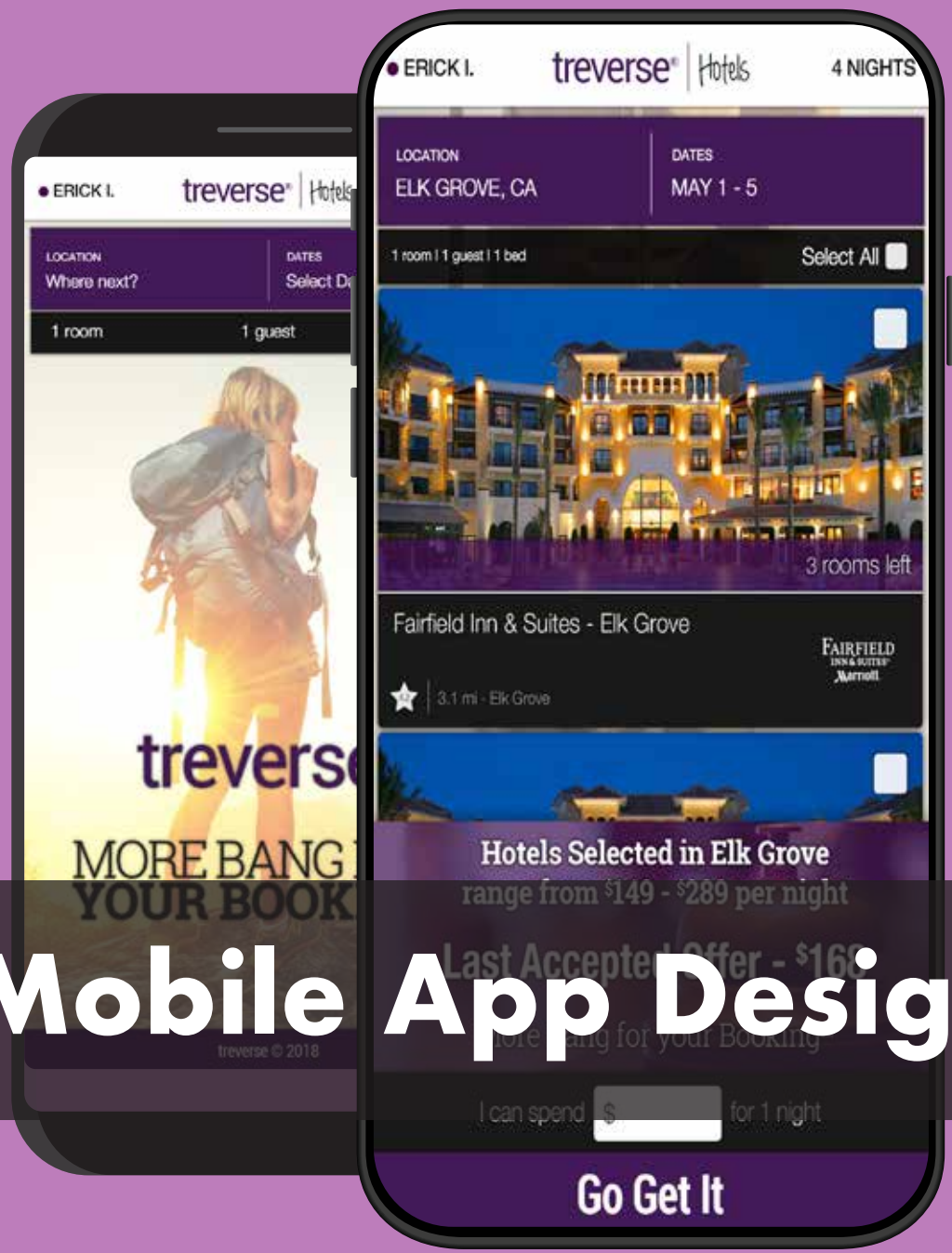
# Results

I was hand-picked to be a part of this special project with Eyeconic/VSP Global. I helped implement responsive components within the Home Page, Targeted Landing Pages, Product List Pages along with some key features on the Shopping Cart and Checkout.

I was able to implement a UX Strategy within a responsive design that met the expectations of the company hitting KPIs week over week for first year after initial launch having separate KPIs for Mobile, Tablet and Desktop.

I helped with building a Sales Funnel similar to one we built for Eyeconic website.

# Mobile App Design



# Context

Treverse Mobile Direct Booking App was designed to house a global market of hotels for the ability of providing consumers a place to book a hotel at a price that is affordable and comparable to other OTAs online.

The Treverse Mobile Direct Booking App to deliver a better booking experience for consumers worldwide.

My role is to design a hotel booking app using behavioral design patterns and components that are reusable across the organization. In this case, a hotel booking experience that is repeatable with user-centric features.

# Challenges

**Direction:** vision was crystal clear, but each stakeholder had a different concept of what the product would look like. With so many ideas and little structure. There had to be a foundation of what the product would offer from an MVP state. Then, we could add feature and function as necessary to accommodate the consumer.

**Goals:** although there was a target to reach, we had to focus on what would make the product more valuable to the consumer so we could differentiate ourselves from other OTAs in the market.

**Time to Market:** with several OTAs in the market, being another one with a different niche offering was promising but needed to consider other tools similar to ours hitting the marketing first.

# MY ROLE AS A UX DESIGNER IN EACH PHASE

RESEARCH	EMPATHIZE	CREATE	TEST
<b>Understand User &amp; Brand</b> Help to define customer segment and value prop	<b>Analyze Research</b> Becoming the User Create Personas Weaknesses & Strengths	<b>Simplicity</b> Create Wireframes Information Architecture Create Style Guide	<b>Usability Testing</b> Facilitate Test Testing Instructions Gather Notes Goals and Results
<b>Goals and Strategy</b> Meet with Stakeholders to understand the Needs over the Wants	<b>Empathy Maps</b> Remove bias and align team on a single, shared understanding of the User	<b>Aesthetics</b> Content Flow Messaging Imagery, Icons and Colors	<b>Consult with QA / DEV</b> Ensure design quality and support team
<b>Gather Information</b> 1:1 Interviews Focus Groups Surveys	<b>Scenarios</b> Define Use Cases & User Stories Identify Various Characteristics	<b>Design Experience</b> Define Behavioral Patterns Create Mock-ups Create Prototypes	
<b>Competitive Analysis</b> Similar cases, solutions and successful approaches	<b>Storyboard</b> List requirements, feature, & functions with details		

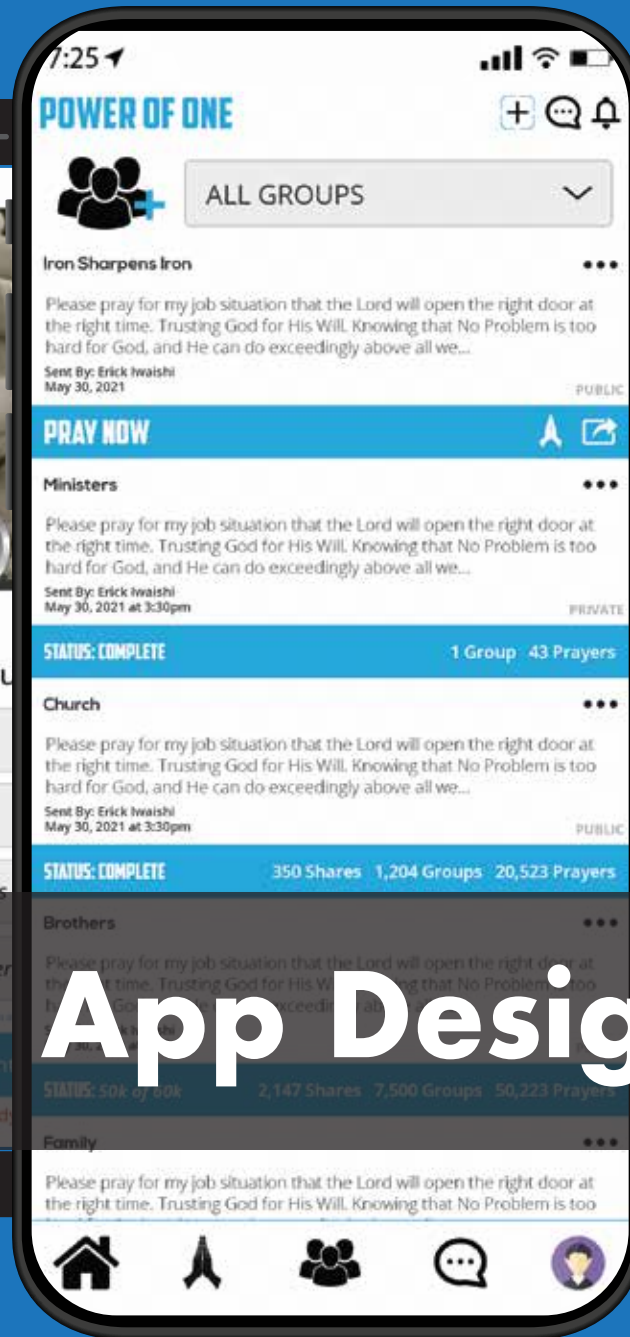
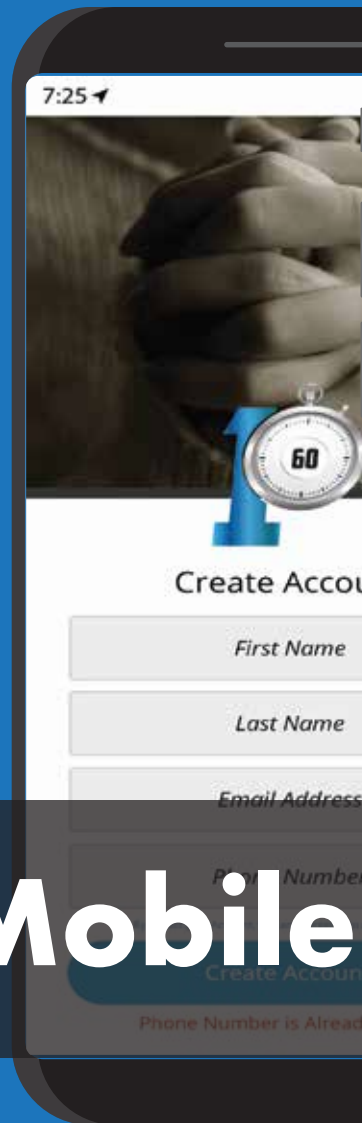
# Results

I helped build and lead a team of designers along with management of offshore development . I helped write the documentation for the patent for the new technology for the direct booking system. I created users flows and user personas that helped design the cutting-edge product.

I created the Use Cases / User Stories along with the wireframes. I wrote the documentation and QA scripts for User Testing along with Surveys for the focus groups for both the Consumer App and Admin App that worked in conjunction for listing and booking hotel rooms in real time.

We successfully launched the first version of the app in both the Android and iOS markets on time and on budget so we could test in live markets in Sacramento, San Francisco and Los Angeles.

# Mobile App Design



# Context

Power of One Mobile Prayer Sharing App was designed to be a Viral Prayer Sharing application that allowed users to request prayer and share it with predetermined groups with the ability to share realtime results of interaction and sharing statistics.

My role is to design a complete prayer management system with the capability to store multiple prayer requests that are sharable within the system. The ability to set prayer schedule, share prayers, and have many share groups giving users the ability to have prayer interactions with many other users simultaneously.

# Challenges

**Direction:** vision was crystal clear, but the stakeholder had a different ideas of the concept and wanted several features. We were able to find a common ground on an MVP state that set a foundation for where the app would accommodate more function as needed.

**Goals:** although there was a target to reach, we had to focus on what would make the product more valuable to the consumer so we could differentiate ourselves from other Prayer apps in the market.

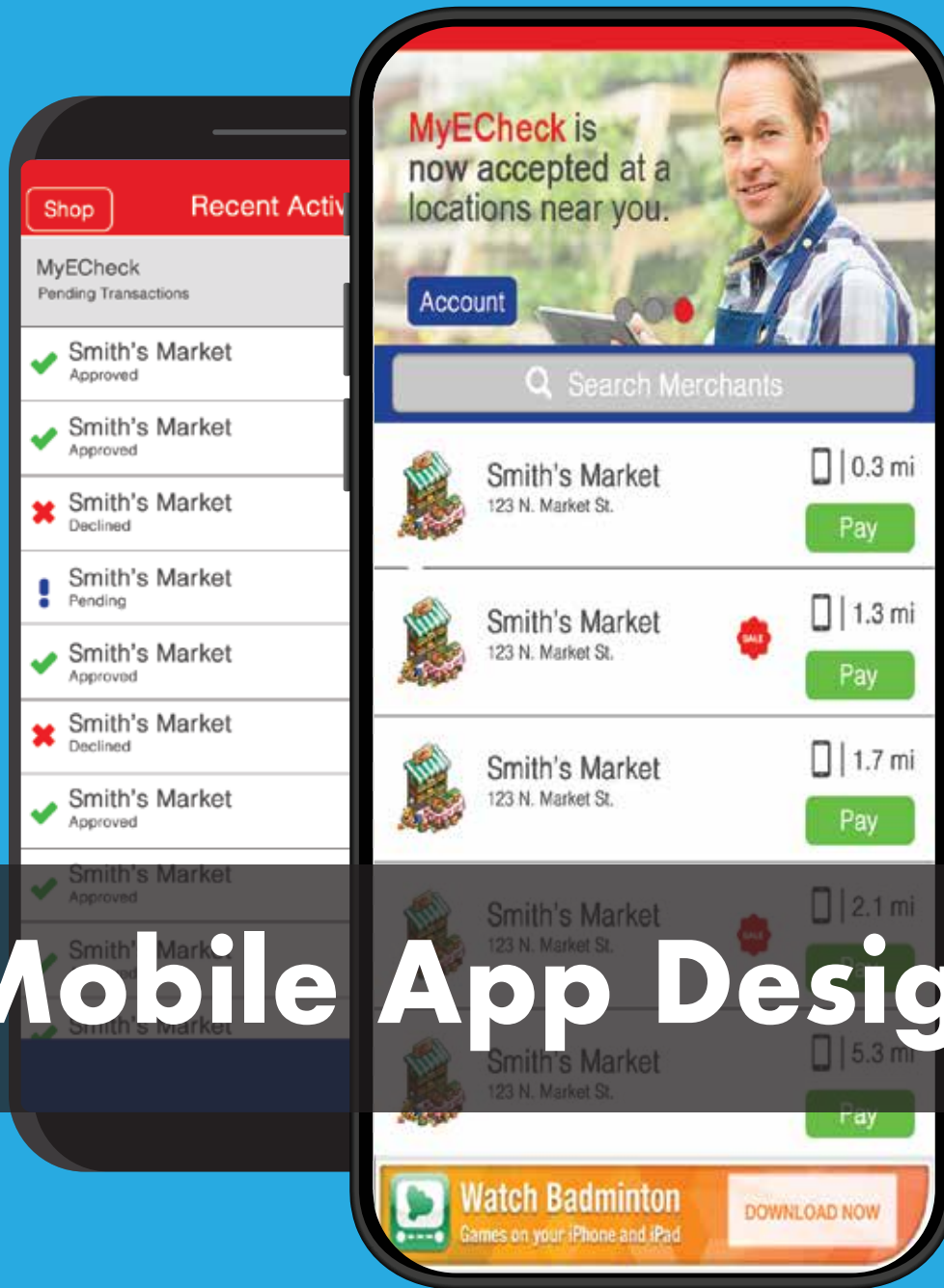
# MY ROLE AS A UX ARCHITECT IN EACH PHASE

RESEARCH	EMPATHIZE	CREATE	TEST
<b>Understand User &amp; Brand</b> Help to define customer segment and value prop	<b>Analyze Research</b> Becoming the User Create Personas Weaknesses & Strengths	<b>Simplicity</b> Create Wireframes Information Architecture Create Style Guide	<b>Usability Testing</b> Facilitate Test Testing Instructions Gather Notes Goals and Results
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# Results

This app is in development phase. I had successfully designed and met the needs of the stakeholder. This app will launch before the end of 2022 on both Android and iOS app stores.

# Mobile App Design



# Context

Money Transfer App using a proprietary 24 hour ACH technology was designed to allow consumers to transfer moneys to other consumers using this ground breaking technology.

MyECheck Money Transfer App was to allow consumers a way to use their bank account to transfer money to another consumer in realtime.

My role is to design a new system with the capability to transfer money from one consumer to another via mobile application with the ability to transfer to bank within 24 hours.

# Challenges

**Ground Breaking:** until now there had been no other money transfer app on the market. Having a new technology and a clear strategy of what the app would feature gave me the ability to exceed expectations with a money transfer/payment app.

**Lack of Context:** we had no clear direction of what the app would do. We needed to clearly define the feature and functions of the app to meet the needs/goals along with the vision.

# MY ROLE AS A UX DESIGNER IN EACH PHASE

RESEARCH	EMPATHIZE	CREATE	TEST
<b>Understand User &amp; Brand</b> Help to define customer segment and value prop	<b>Analyze Research</b> Becoming the User Create Personas Weaknesses & Strengths	<b>Simplicity</b> Create Wireframes Information Architecture Create Style Guide	<b>Usability Testing</b> Facilitate Test Testing Instructions Gather Notes Goals and Results
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# Results

We were able to launch this app successfully and met the expectations of the stakeholders and company. It was successfully launched on both iOS and Android markets on time and on budget.

This app was a game changer in the money transfer arena. After launch, many other apps hit the market like Zelle, Venmo, and Cash App.

# **UX ARTIFACTS FROM OTHER PROJECTS**

# Disney Photo Pass Project

## WORLD CLASS PHOTO GALLERY



### Product Description:

A world-class photo gallery system that is independent but can live within Disney's Eco-System fitting their brand and following their design system and structure.

### Problem Statement:

Recreate Photo Gallery for Photo Pass Project – A Complete Redesign

### Critical:

1. Research & Best Practices
2. Independence – Working within a Design System
3. Very Heavy Visual

### Goal:

World Class Photo Gallery

### Brand Assets:

Disney Main Color Scheme

Use Appropriate Licensed Font

- Avenir Heavy
- San Serif

Use Current Disney PhotoPass Branding

### Concept:

Interactive Photo Viewing System for Users to view photos and interactively view, edit, and purchase images. Along with having a viewing experience an interactive one with a Mobile Application. Mobile Application to enhance the ability of engagement and interactive function with all Disney Digital Experiences that involve the need for the capture of lasting memories.

## Research:

Understanding there are multiple aspects to building an image viewer system that enhances the digital experience and engages the dreamer in all of us to want to purchase the lasting memories. The information gathered will ensure we build the best system possible for our audience at all levels from low to fully engaged.

- Industry Standards
  - IPTC Photo Metadata sets the industry standard for administrative, descriptive, and copyright information about images
    - Internally: embedded in the image file, in formats as JPEG, DNG, PNG, Tiff, etc...
    - Externally: outside the image file in a digital asset management system (DAM) or in a "sidecar" file (such as for XMP data) or an external news exchange format document as specified by the IPTC
  
- Three Main Categories
  - **Descriptive** – information about the visual content. This may include headline, caption, keywords. Further persons, locations, companies, artwork or products shown in the image. This can be done using free text or codes from a controlled vocabulary or other identifiers.
  - **Rights** – identification of the creator, copyright information, credits an underlying right in the visual content including model and property right. Further rights usage terms and other data for licensing the use of the image.
  - **Administrative** – creation date and location, instructions for the users, job identifiers, and other details.

## Important:

The metadata stored in an image file stays with the image. Metadata is essential for identification and copyright protection. Metadata are also key to smoothing workflow, easily finding digital images via search – online or offline – and tracking image usage.

## **Business Case:**

### **Redesign Photo Gallery**

#### **Executive Summary:**

Recreating a photo gallery for the Disney Photo Pass Project. A complete redesign is the consensus, and building a independent system that can live within the Disney Digital Eco-System. Building an independent system that works within the design structure that follows the Disney's Standard with heavy visual elements that are aesthetically pleasing to the eye and built strong enough to meet the high demands and sleek interactive functionality.

#### **Reasons:**

The Photo Gallery in the Disney Photo Pass Project faces several legacy problems. These are:

- Photo Viewer with no ability to change photo enhancements with Disney characters or Photo Borders that enhance the visual appearance.
- Photo Viewer with no ability to combine photos to create a collage of multiple images.
- Photo Viewer with no ability to add preset overlays.
- Photo Viewer system needs ability to edit, enhance, and combine images.
- Photo Viewer system needs interact with a mobile application.
- Many more reasons...

#### **Business Options:**

1. Do nothing and keep a legacy system that does not enhance the Disney PhotoPass Interactive System.
2. A complete redesign of the Disney PhotoPass Interactive System to enhance the digital experience that creates more interaction, enriches the experience and raises the desire for purchase.
3. Build a mobile application that allows users to interact with the full Digital Photo Experience that allows them to be notified when photos are not only ready for viewing but engages them to interact with images and create lasting memories.
4. Many more options.

#### **Expected Benefits:**

A new renovated system will create more guest engagement and take the interactive experience to a whole new level.

### **Expected Non-Benefits:**

Not recreating a new system will continue to lose guest engagement and lower the guest experience in the park.

### **Timescale:**

To Be Determined...

### **Costs:**

To Be Determined...

### **Major Risks:**

Lost Engagement and lowering Photo Pass purchase revenue

### **Survey:**

<https://www.surveymonkey.com/r/YKTCM9Q>

## **Use Cases: (Guest)**

### **Use Case 1: Create the Digital Viewing Experience**

#### **Basic Flow:**

On any given day, our guests interact with different experiences within the park from thrilling rides, shows, games, and character interactions.

**The guest** will interact with an attraction and our PhotoPass system will capture the memory for our guest to view.

**The guest** can pick a character that engages the guest that enhances the digital experience throughout the interaction with PhotoPass System.

### **Use Case 2: View Images**

#### **Basic Flow:**

On any given day, our guests view images on the Disney PhotoPass System that shows their interactive experience with an experience in our park that digitally captures the lasting memories of our guest.

**The guest** will interact with an experience and our PhotoPass system will capture the memory for our guest to view.

**The guest** views the image captured on our PhotoPass System.

### **Use Case 3: Edit Images**

#### **Basic Flow:**

The **guest** can edit the image.

The **guest** can enhance the image with digital presets and filters.

The **guest** can then save to photo album.

The **guest** can create collages with multiple images that have been saved to the photo album.

### **Use Case 4: Purchase Images**

#### **Basic Flow:**

The **guest** can purchase image from photo album.

The **guest** can purchase collage from photo album.

### **Use Case 5: Interact with Mobile App**

#### **Basic Flow:**

The **guest** can interact with PhotoPass System with mobile app.

The **guest** can pick a digital preset theme that engages them and enhances experience.

The **guest** can be notified when Disney Characters are roaming / staged in the park.

The **guest** can be notified Photos are ready for viewing.

The **guest** can view images captured on each attraction in the park.

The **guest** can edit images captured on each attraction in the park.

The **guest** can create digital enhancements to each image captured.

The **guest** can manage images captured on each experience in their photo album.

The **guest** can create collages from images saved in their photo album.



# Let's talk.

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