

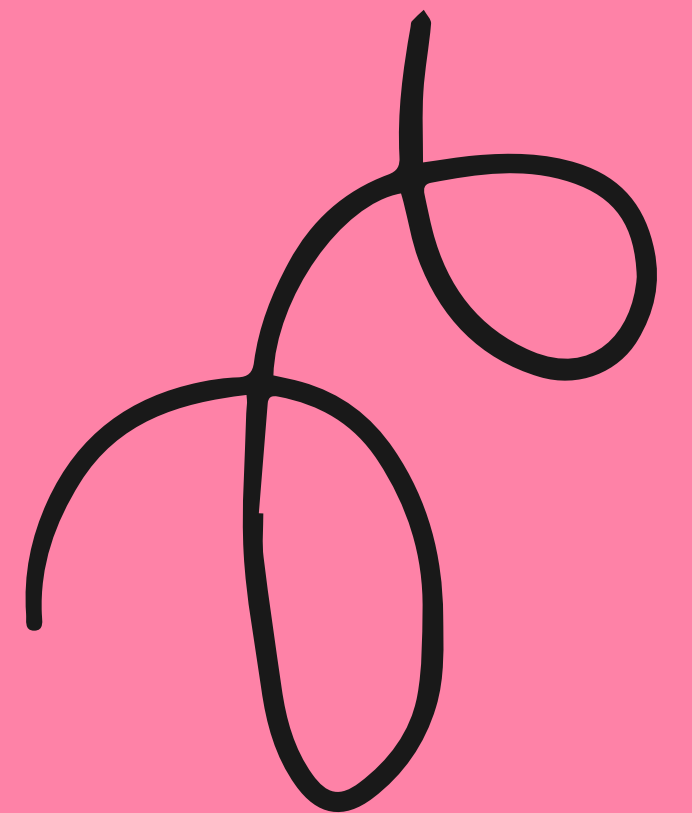


GMNS 3500
peter zak

TREASURE HUNT

WALT DISNEY World

STEPHANIE POMEROY
OCTOBER 21 2022



INTRODUCTION

WALT DISNEY World



Vacationing with Disney is easy!

Walt Disney World App

- Book park tickets and make daily plans right in the app.

Schedule Park Experiences

- Book dining experiences.
- Mobile order quick service.
- Make in store purchases through the app.
- Make and modify park reservations.

Genie+ Lightning Lane Services

- Book return times for attractions.
- Option to purchase a popular attraction experience.

Vision: To entertain, inform and inspire people around the globe through the power of unparalleled storytelling.



BENCHMARKING

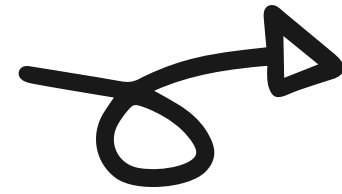
Superiority:

- Easy to use booking system
- Many options to customize vacations
- Great support team/help

Key Competitors



TARGET PERSONA



- Family vacation
- Higher disposable income
- Convenience



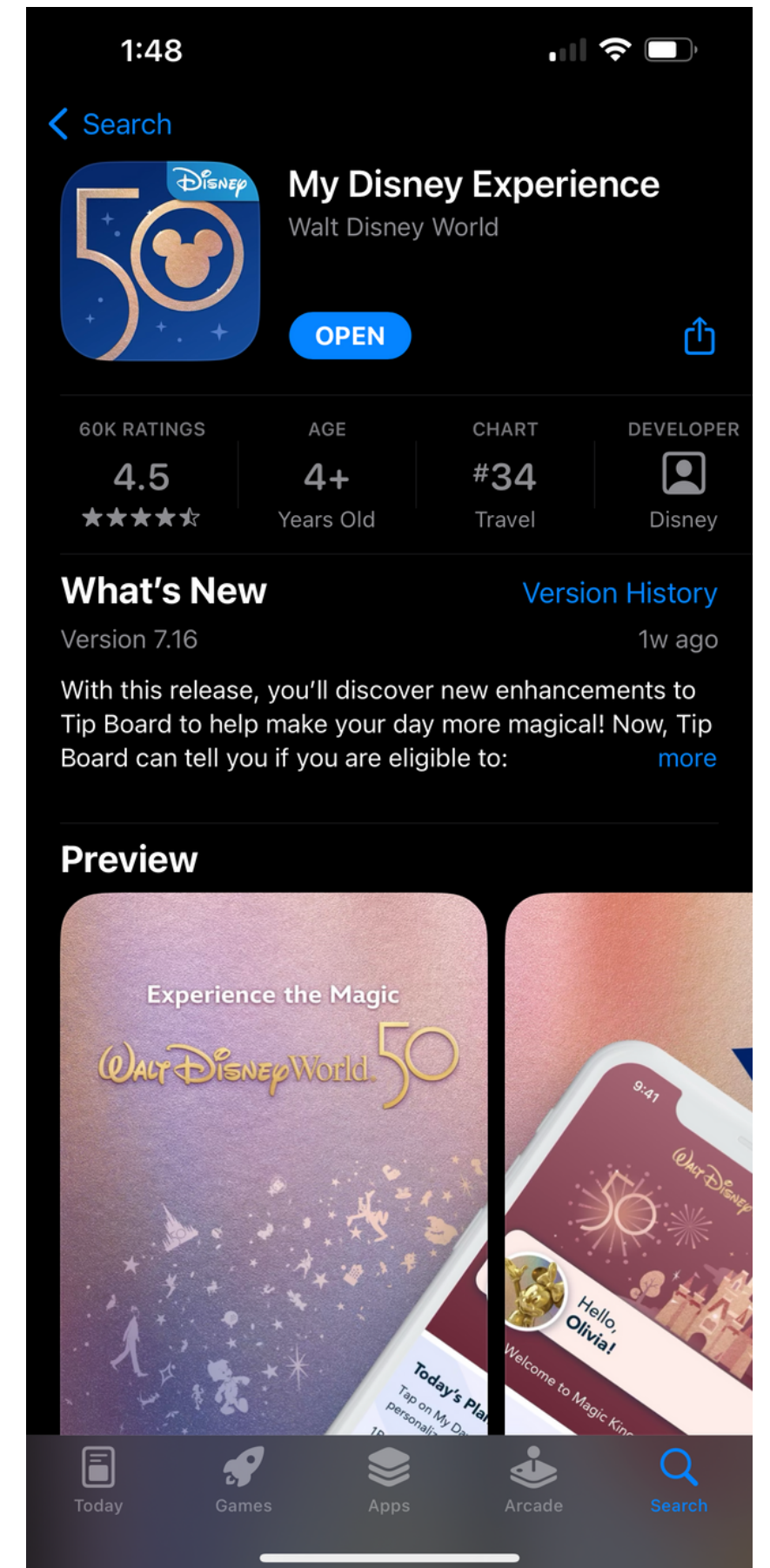
UX MODEL ANALYSIS



ATTRACTION



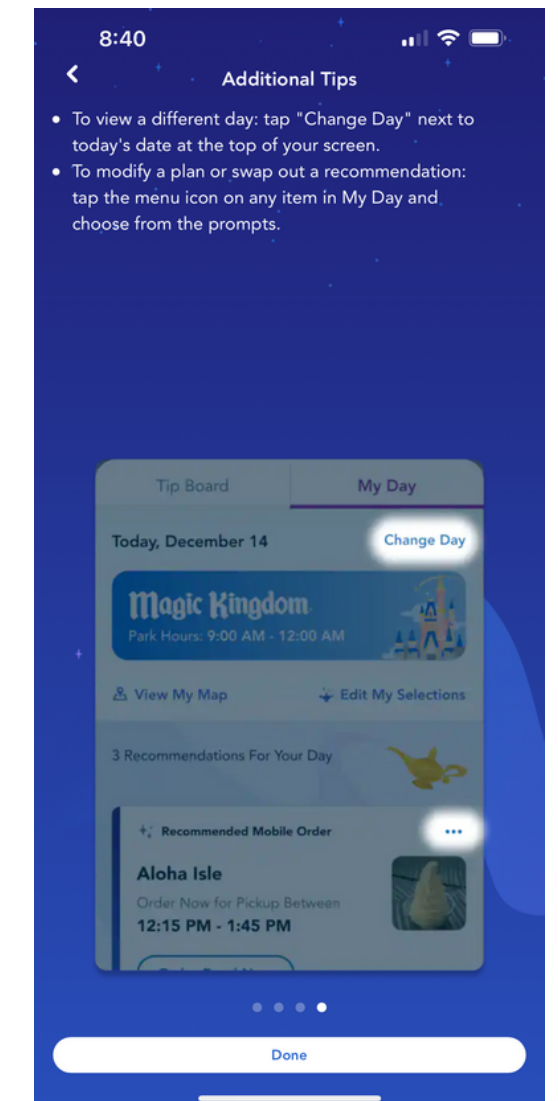
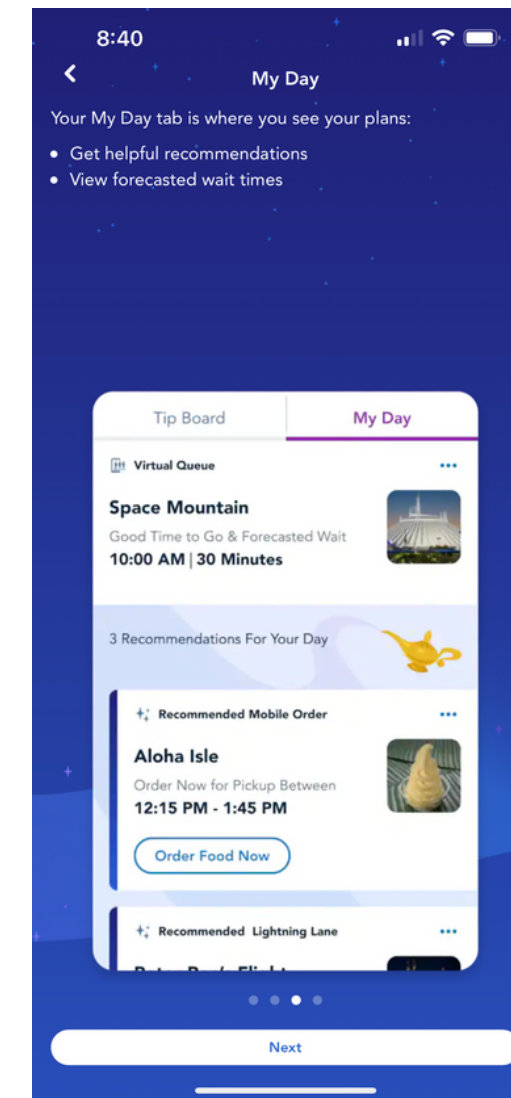
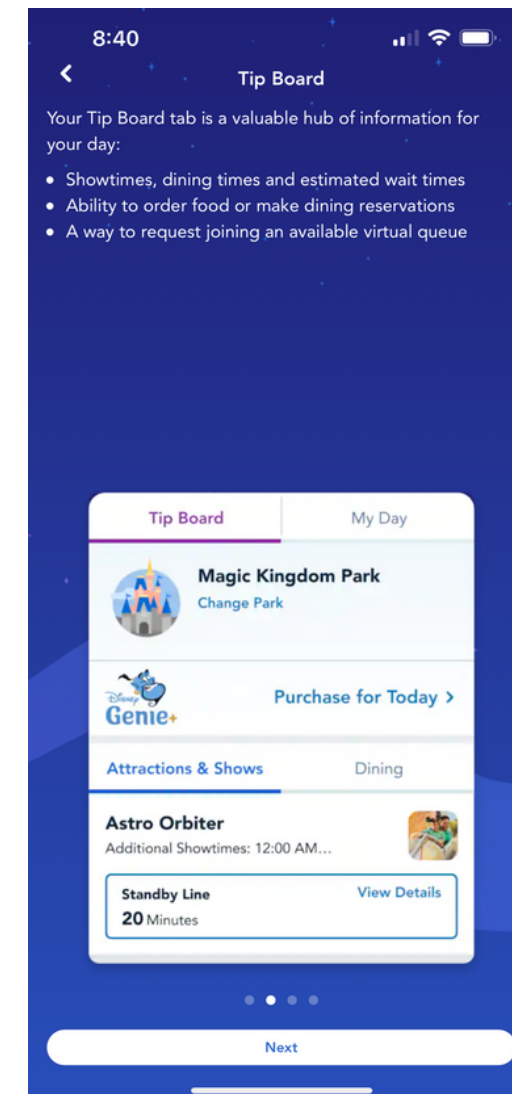
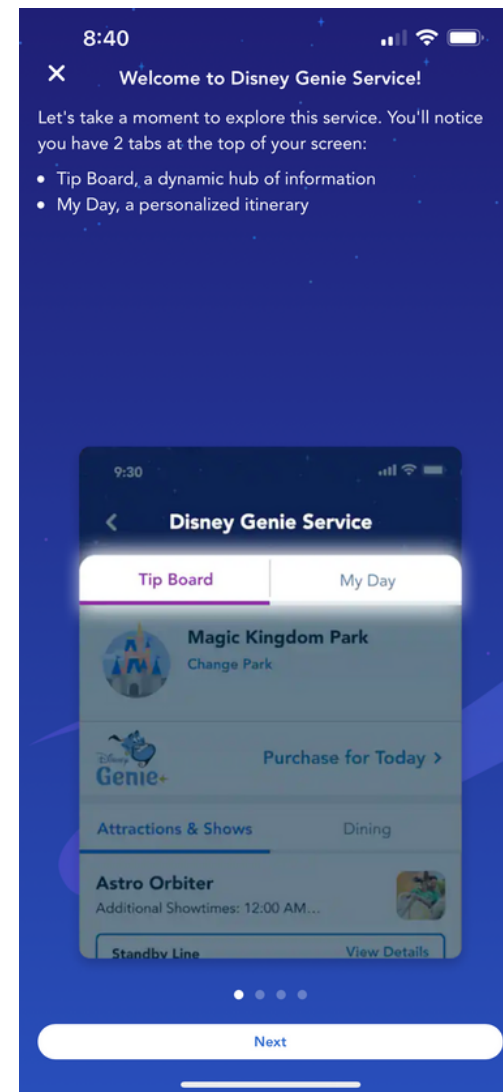
- **REVIEWS**
- **CONVENIENCE**
- **COMPATIBLE WITH IPHONE AND ANDROID**
- **EASY VACATION MANAGEMENT**



ENTRY

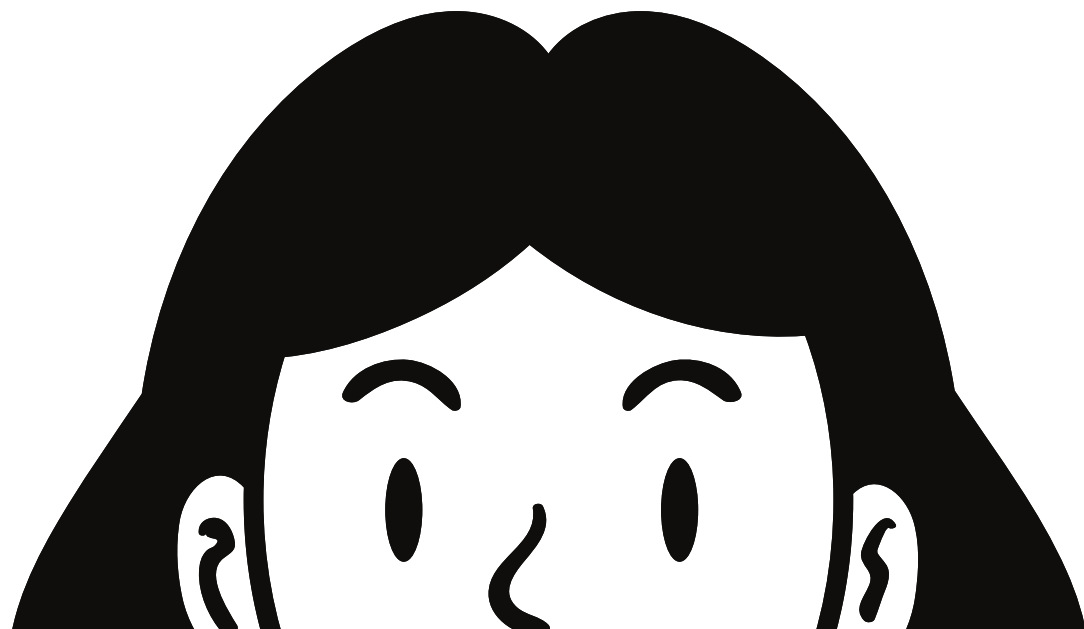


- EASY SIGN UP
- ATTRACTIVE IMAGERY
- USER FRIENDLY LAYOUT
- IN APP TUTORIAL



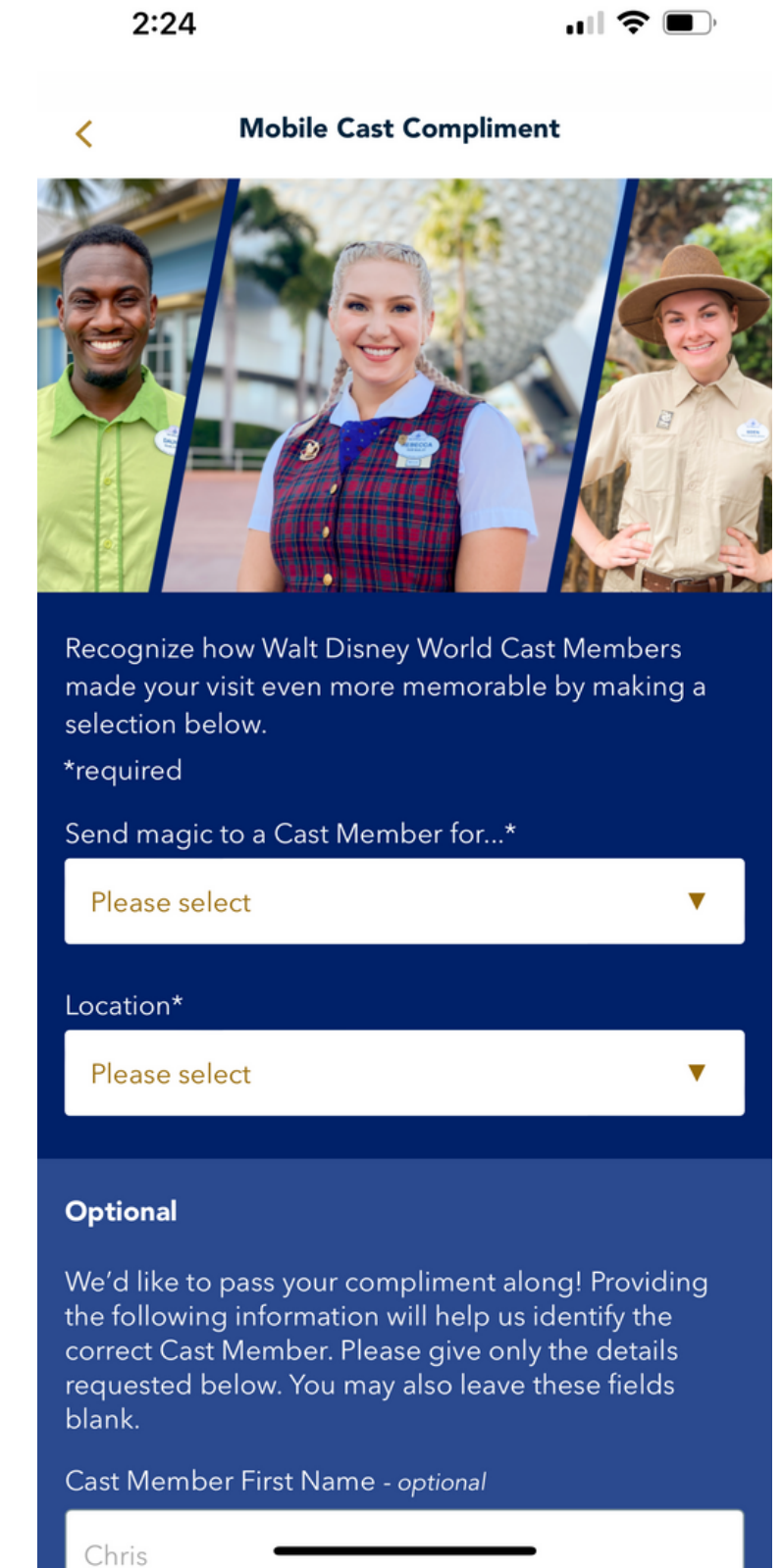
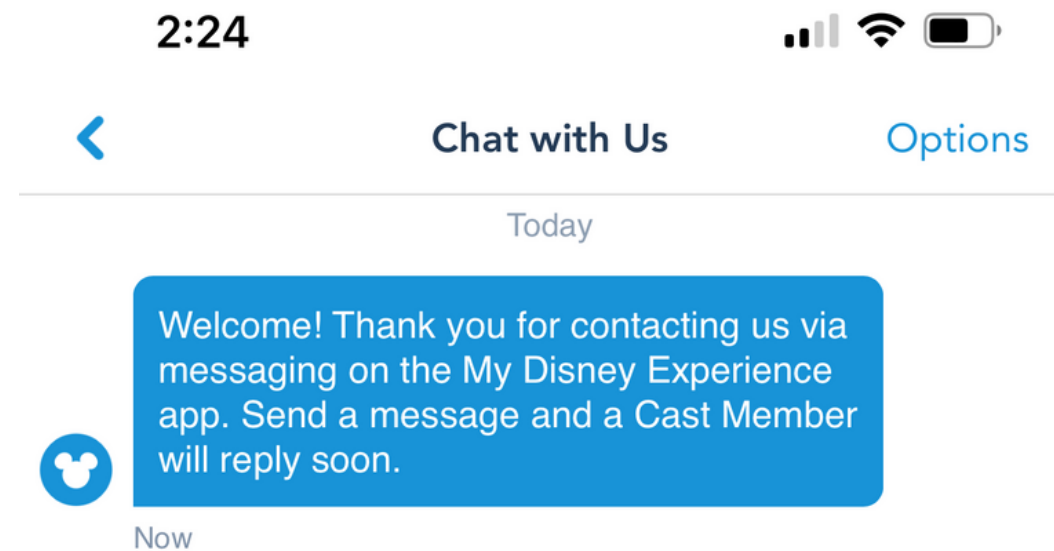
ENGAGE

- SIMPLE TO USE
- IMMERSIVE DESIGN
- RESERVATION SYSTEM REGULARLY UPDATED
- UPDATED WAIT TIMES
- INTERACTIVE MAP



EXIT

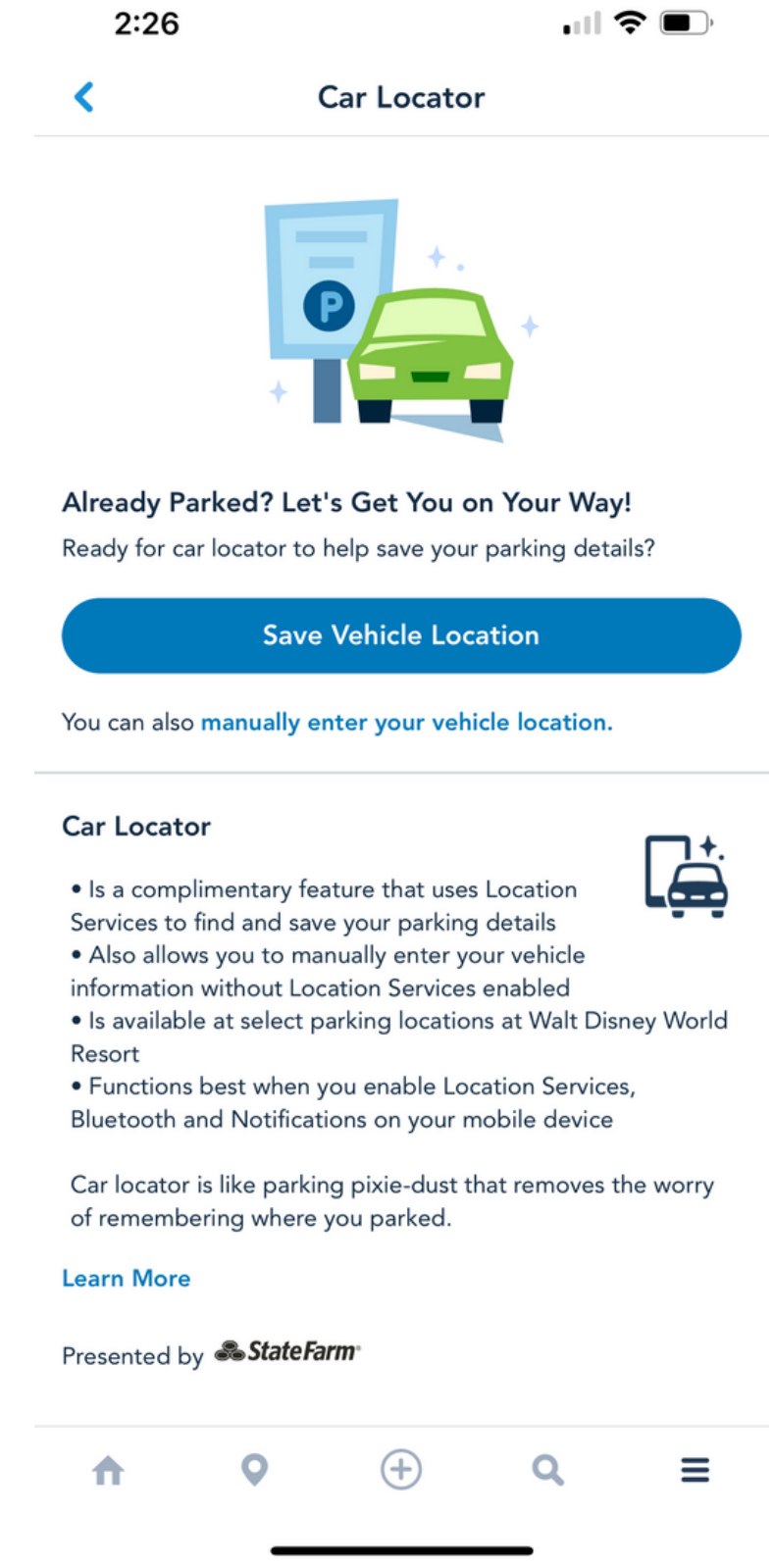
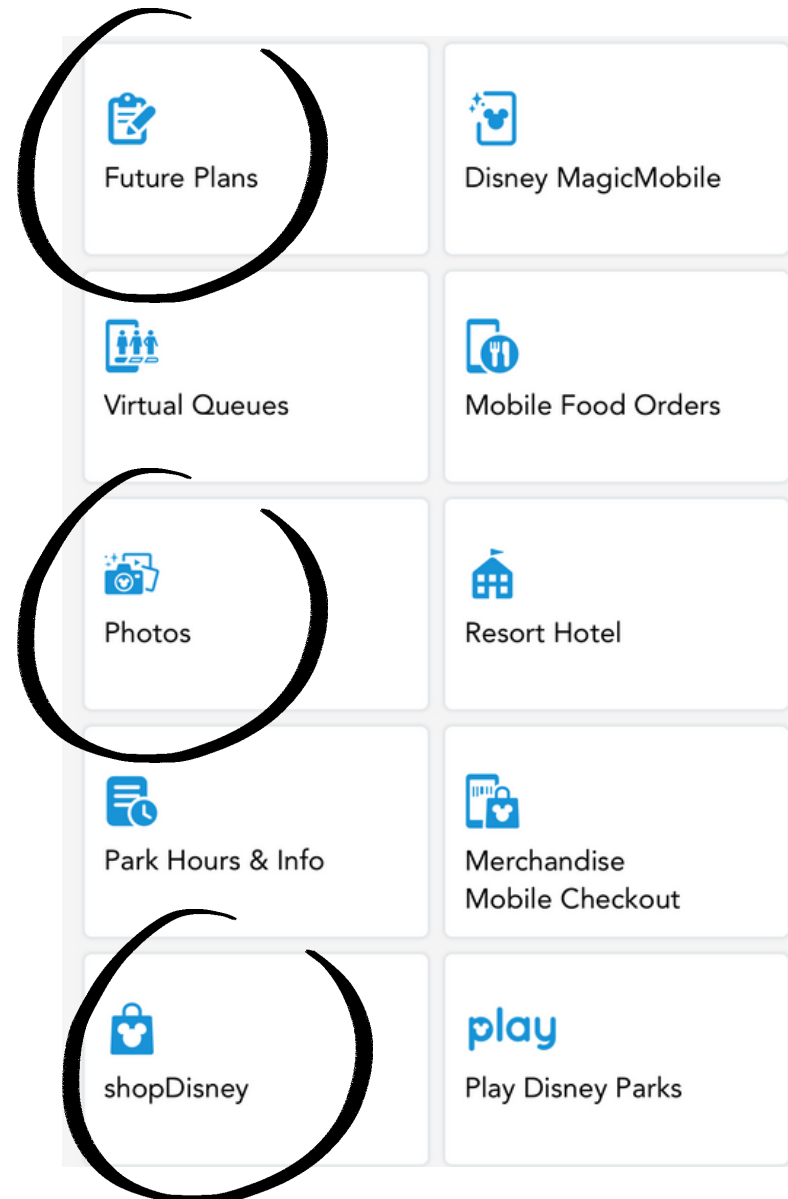
- EXPERIENCE OF DINING OR ATTRACTION
- RATING SYSTEM
- CAST COMPLIMENTS
- CHAT WITH US



EXTENSION



- CAR LOCATOR
- ONLINE SHOPPING
- VIEW TRIP PHOTOS
- FUTURE PLANS



5ES OF USEABILITY

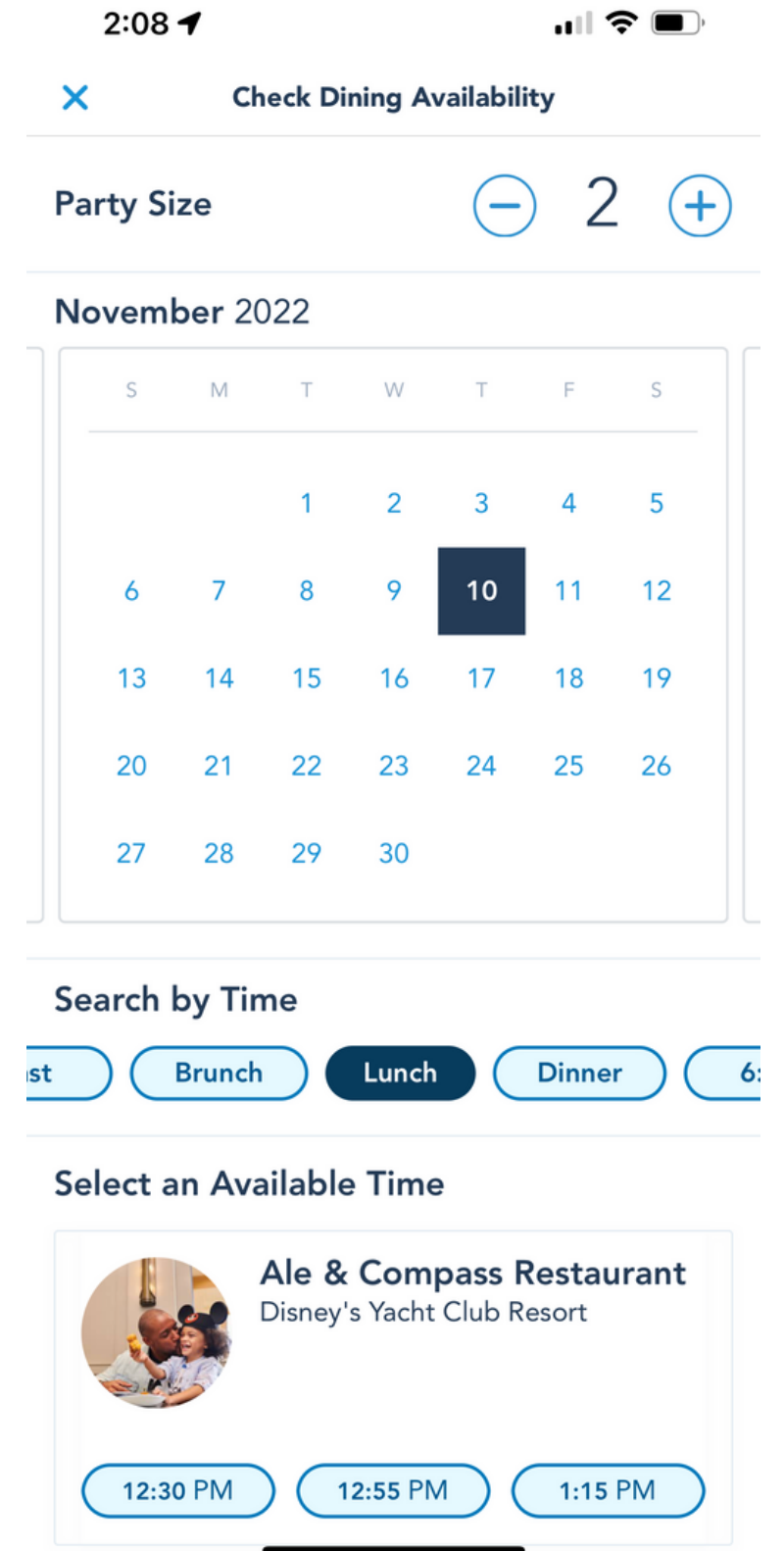
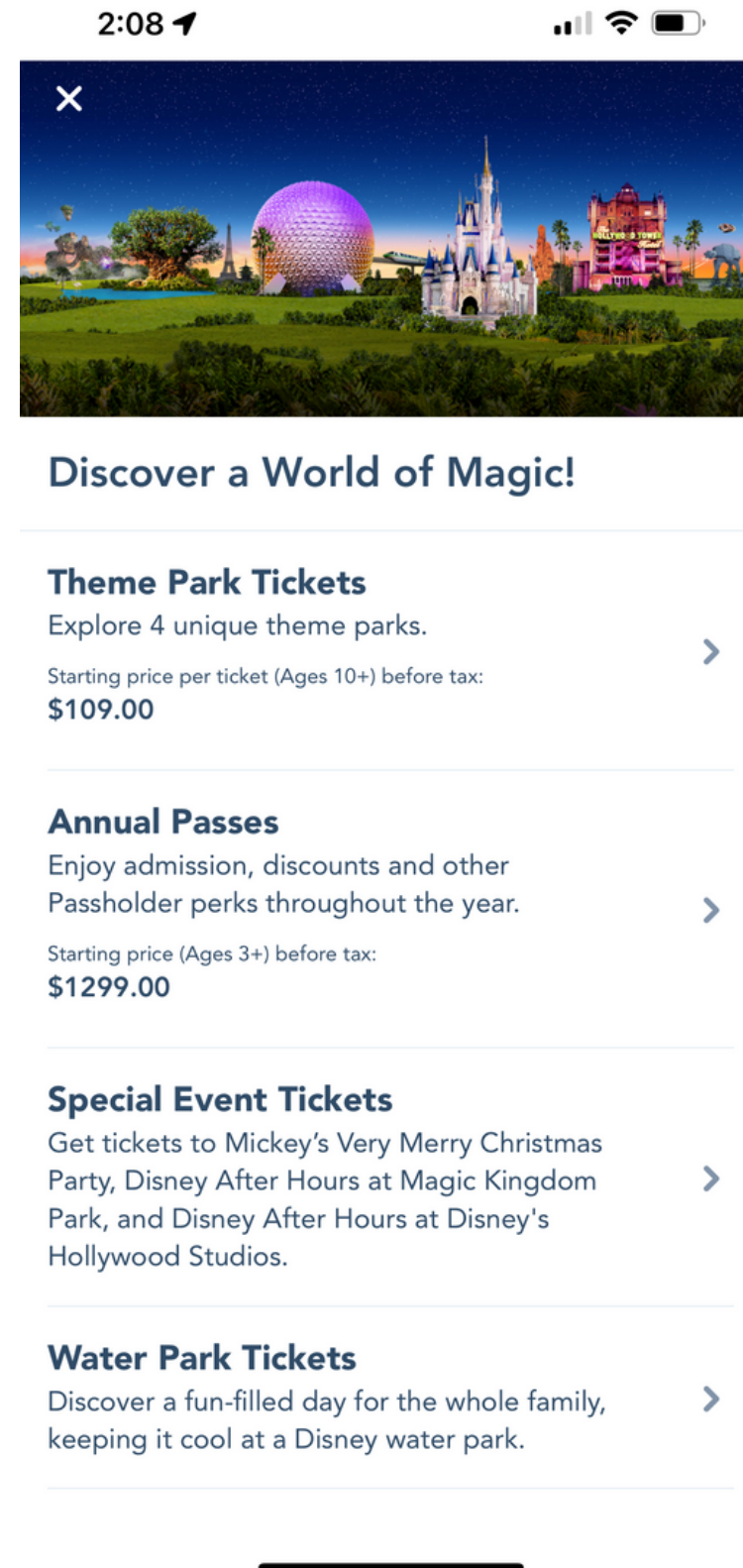
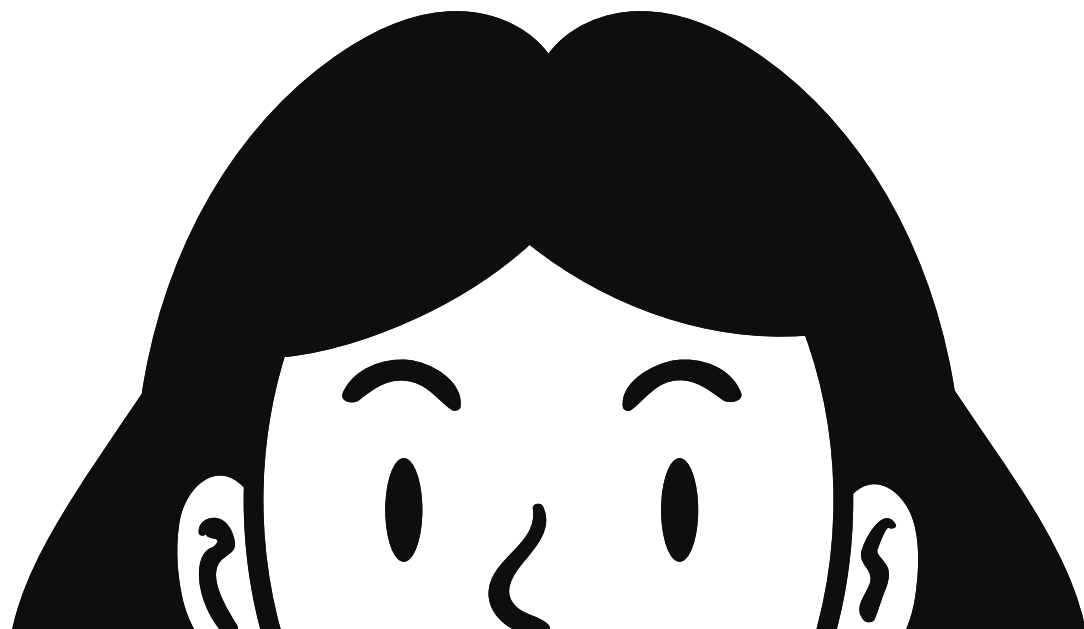
Effective Efficient Engaging Error Tolerant Easy to Learn



EFFECTIVE



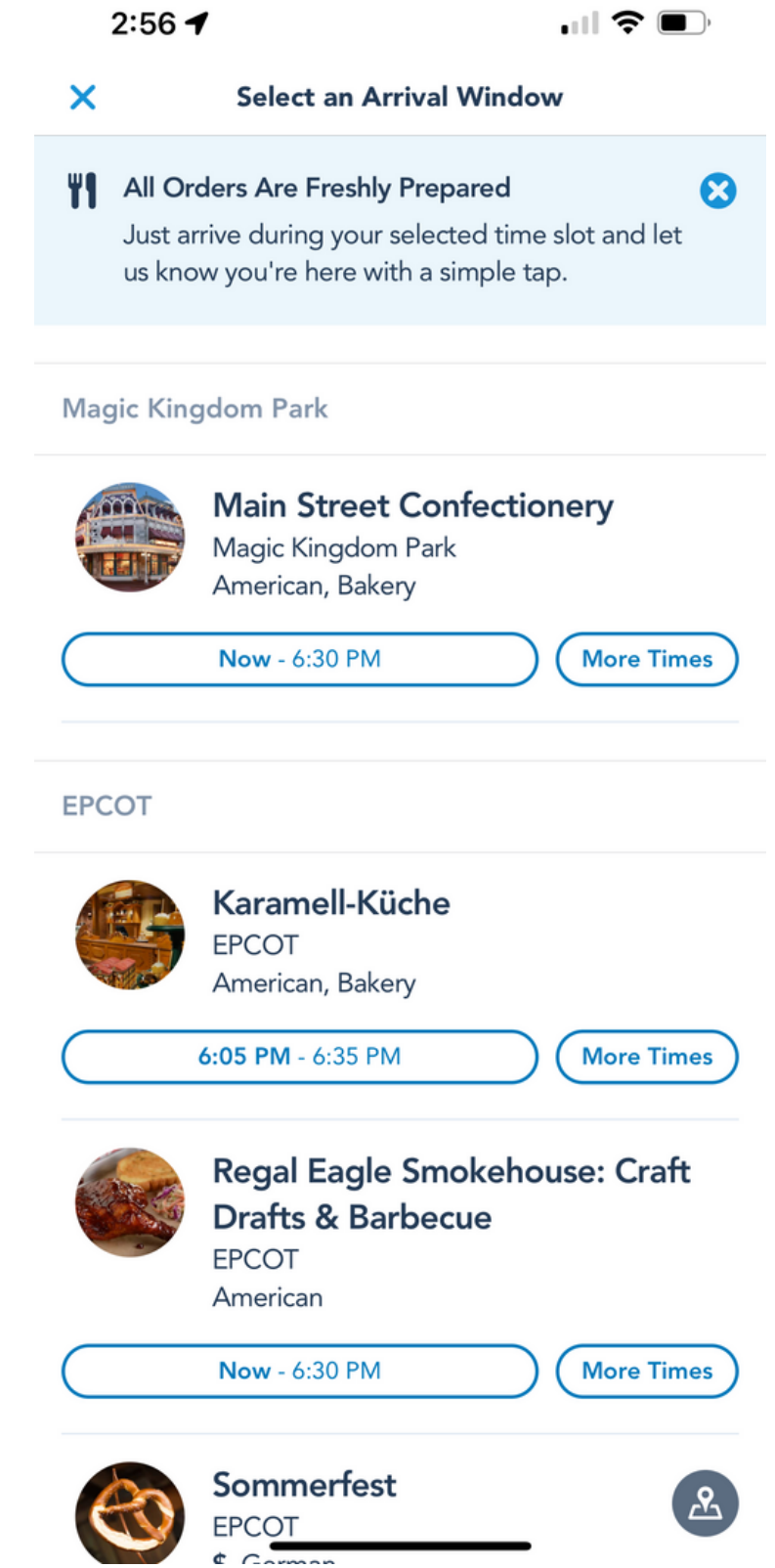
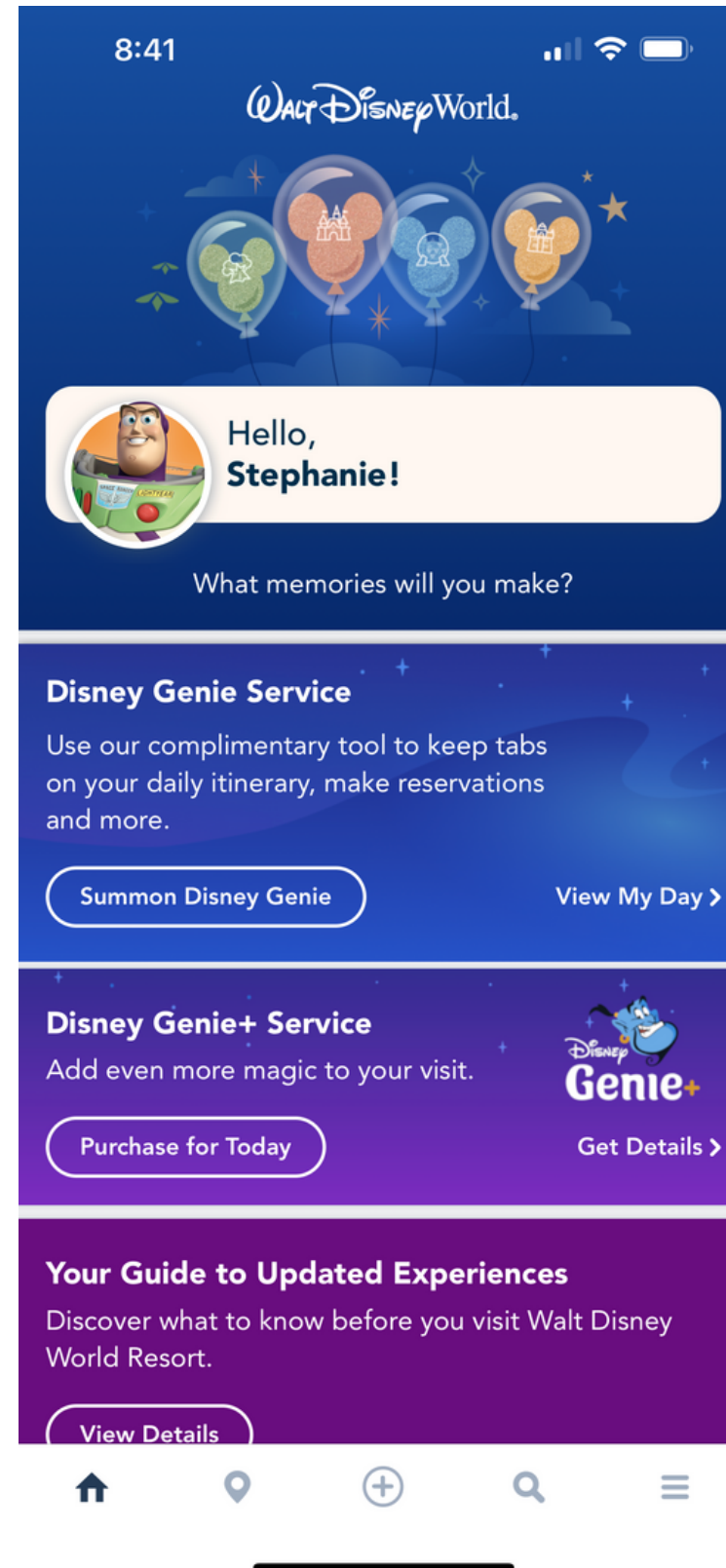
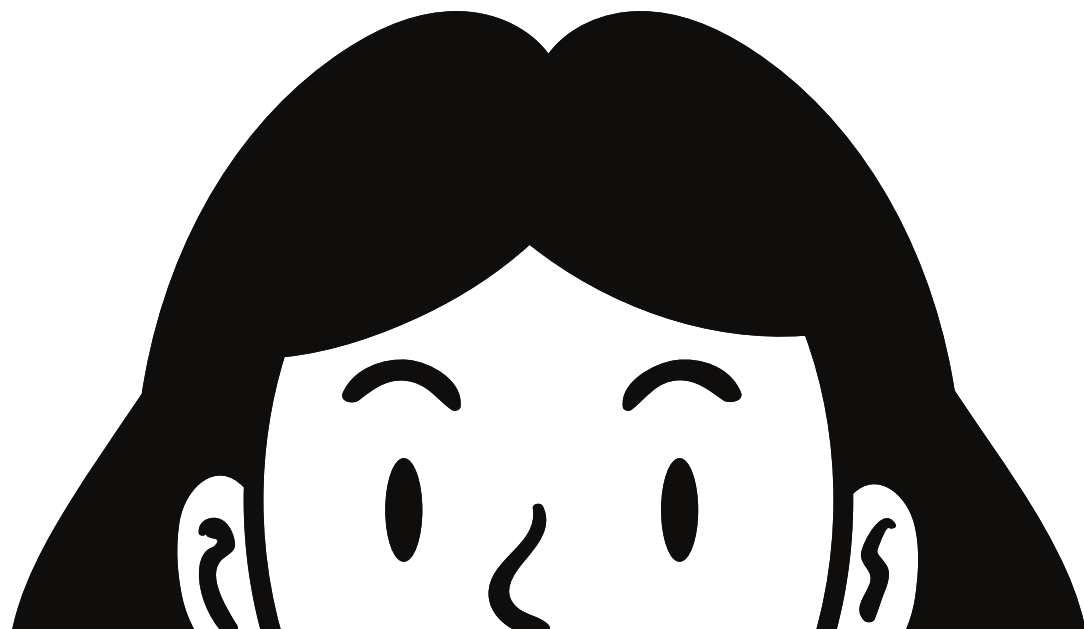
- USEFULNESS
- FULFILLING NEEDS



EFFICIENT



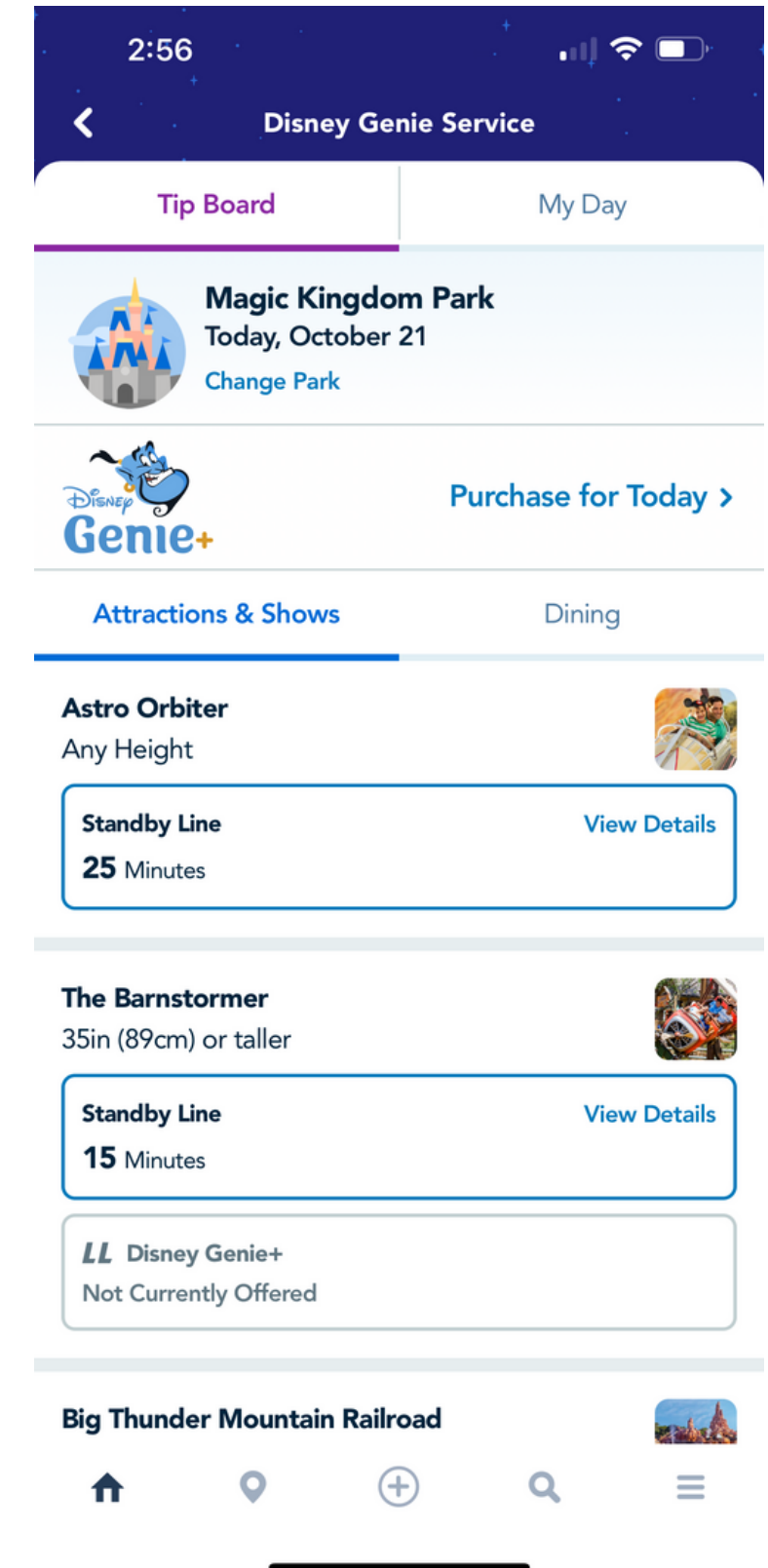
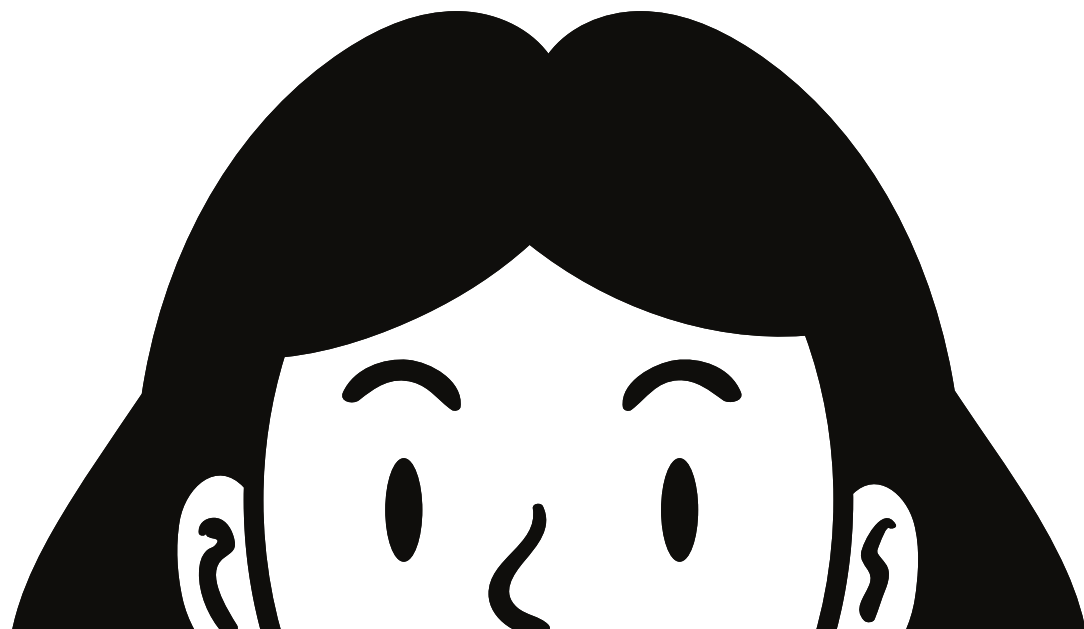
- ACCURATE
- FAST



ENGAGING



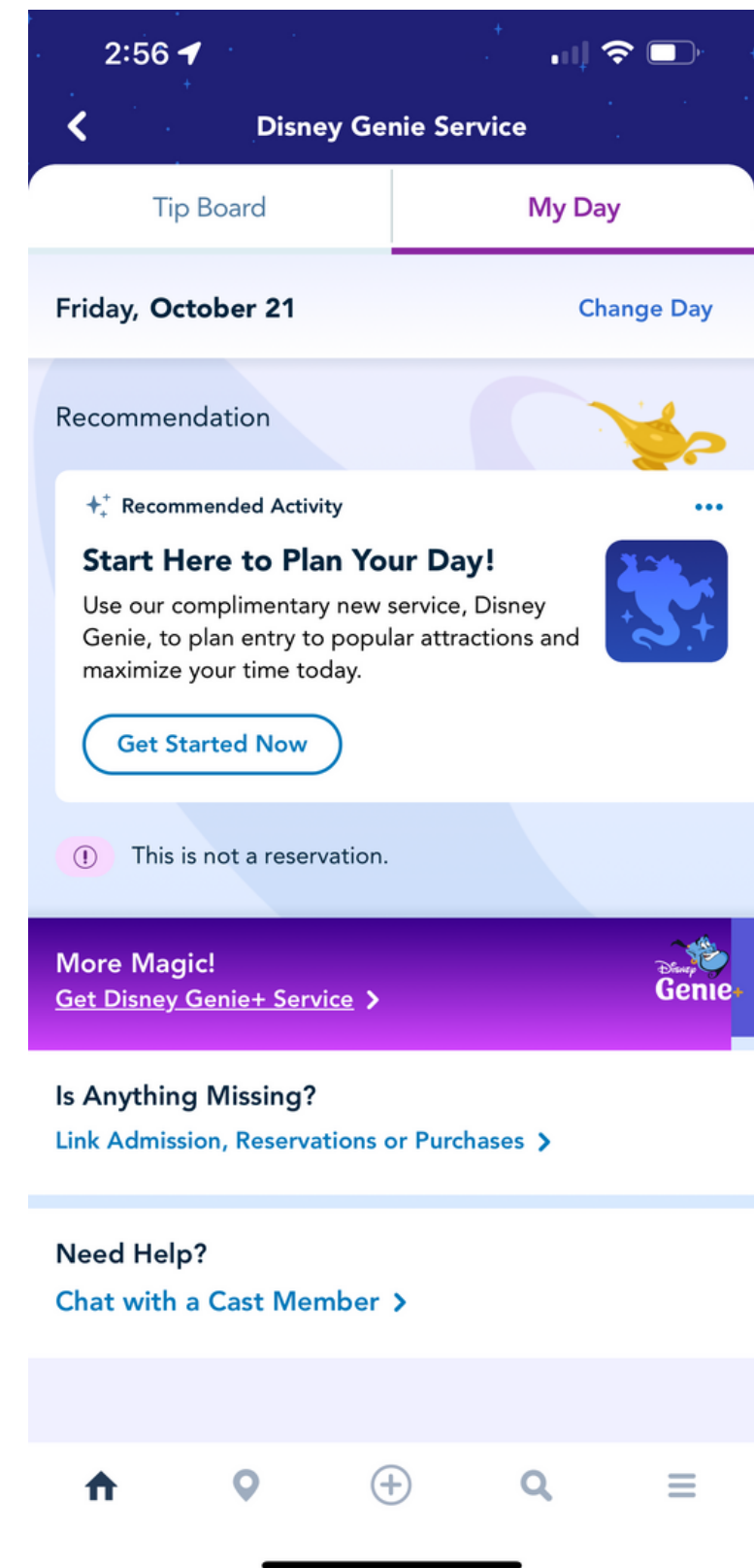
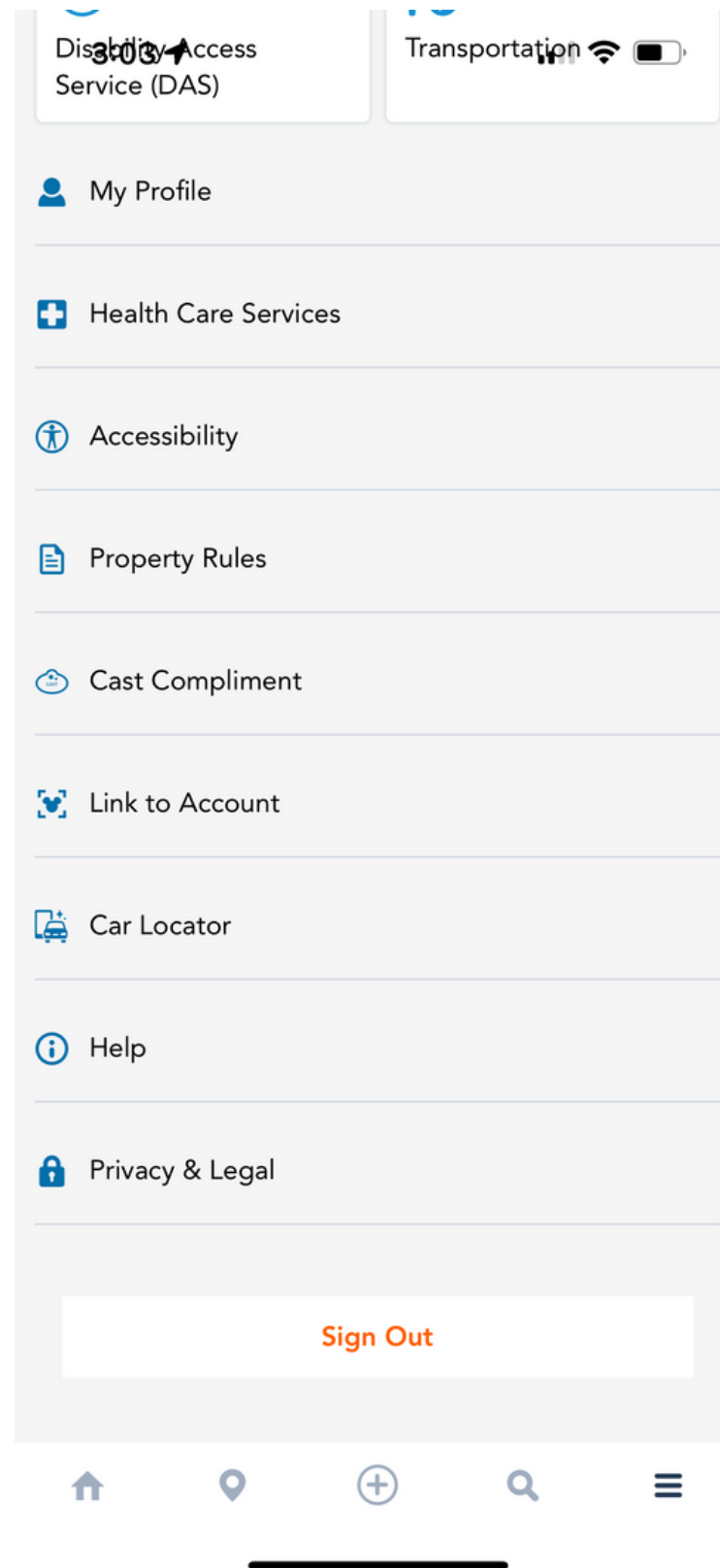
- IMMERSIVE EXPERIENCE
- VARIETY OF CHOICES



ERROR TOLERANT



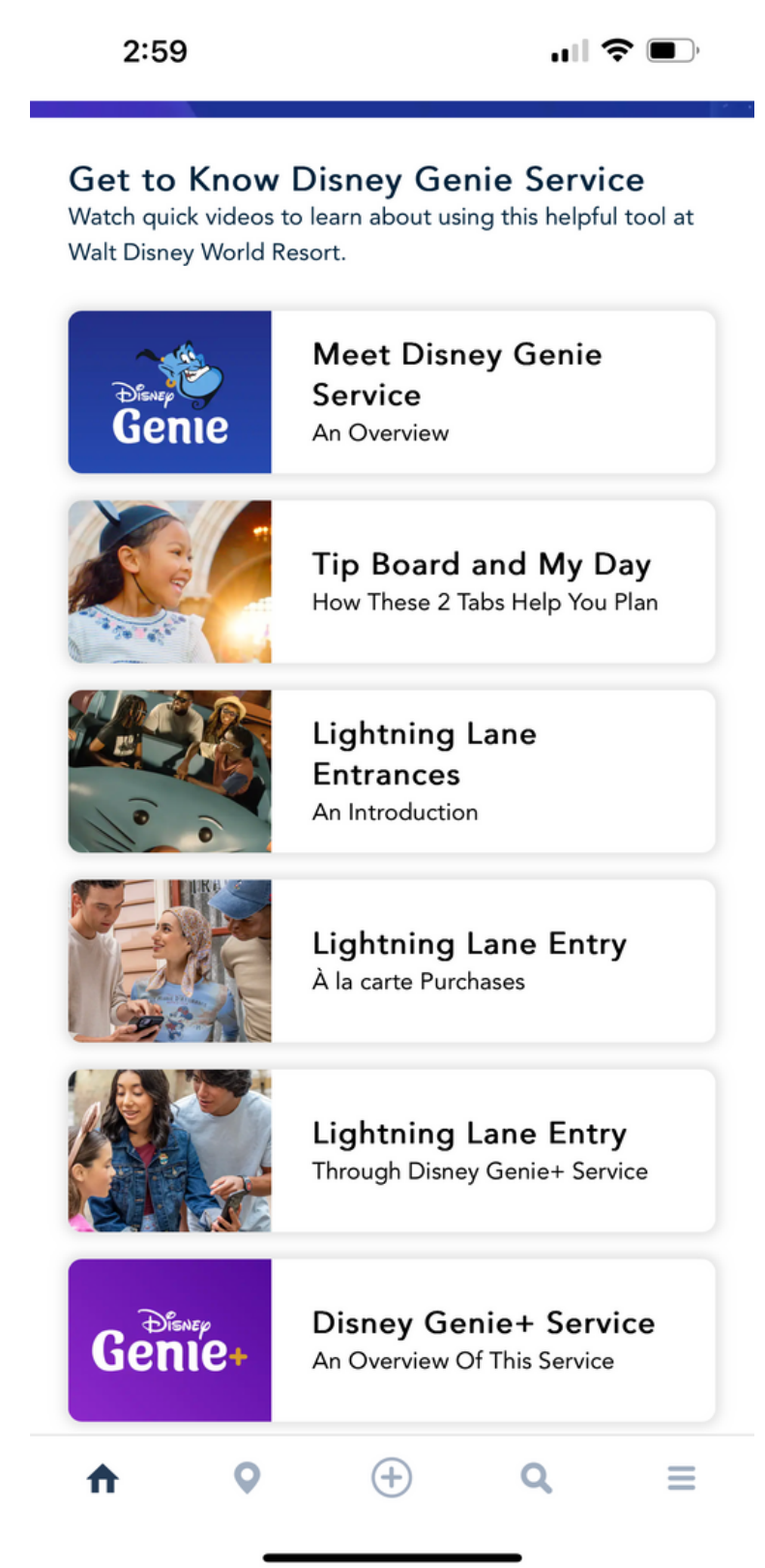
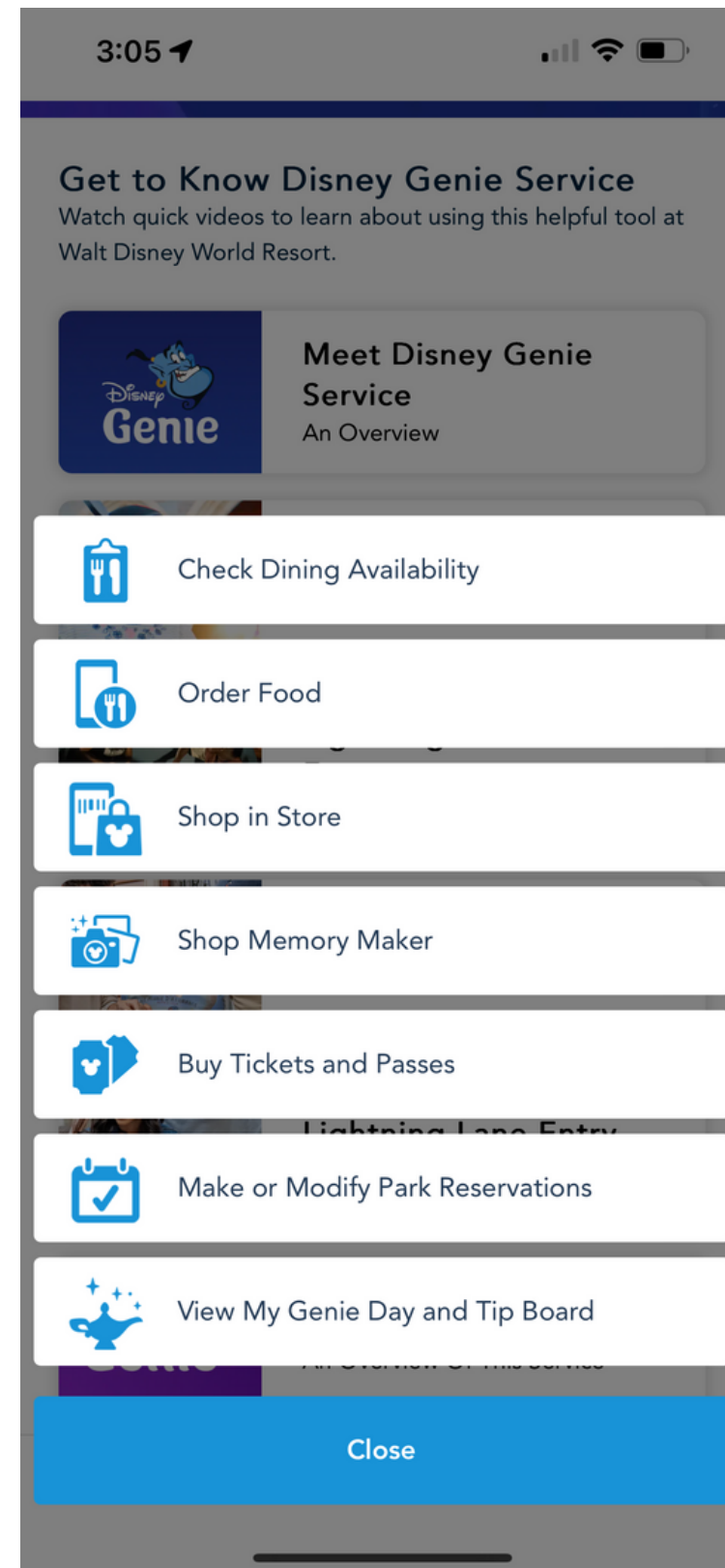
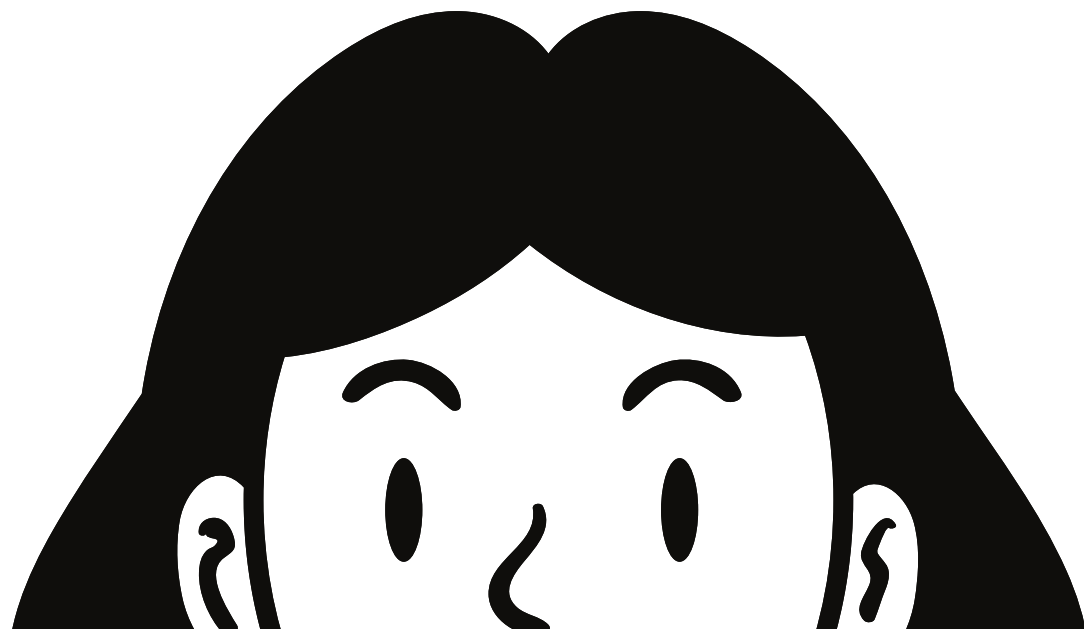
- LIVE SUPPORT
- HELP



EASY TO LEARN



- PLATFORM SIMPLICITY
- TUTORIALS AVAILABLE



DESIGN PRINCIPLES ANALYSIS

Format

Type

Colour

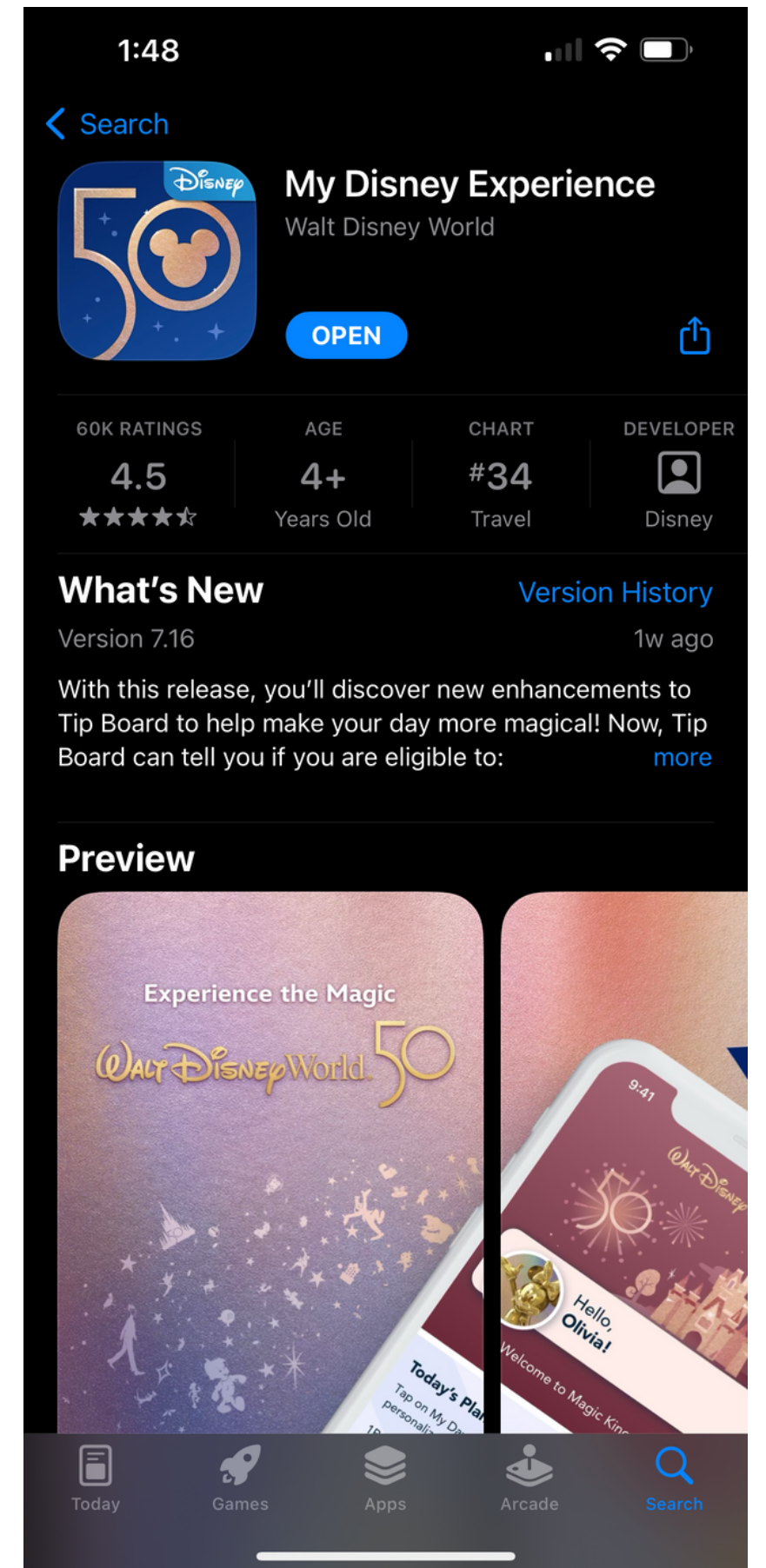
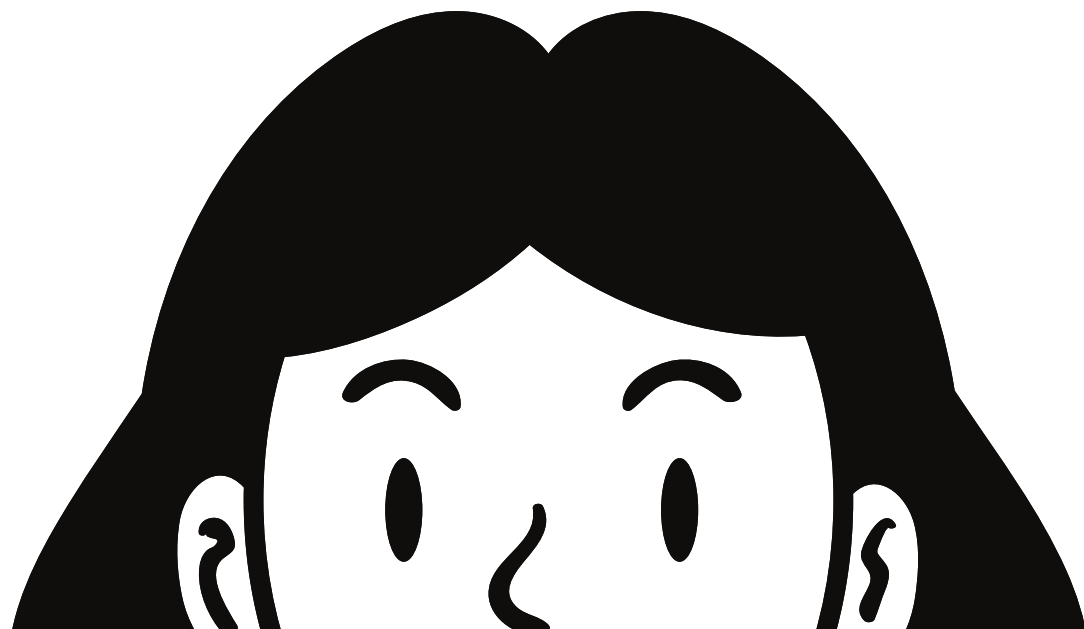
Lines

Units



FORMAT

- AVAILABLE FOR BOTH APPLE AND ANDROID
- PUSH NOTIFICATION UPDATES



TYPE



- SIMPLE, EASY TO READ FONTS
- MODERN AND SIMPLE APPROACH



2:08

Discover a World of Magic!

Theme Park Tickets
Explore 4 unique theme parks. [>](#)
Starting price per ticket (Ages 10+) before tax:
\$109.00

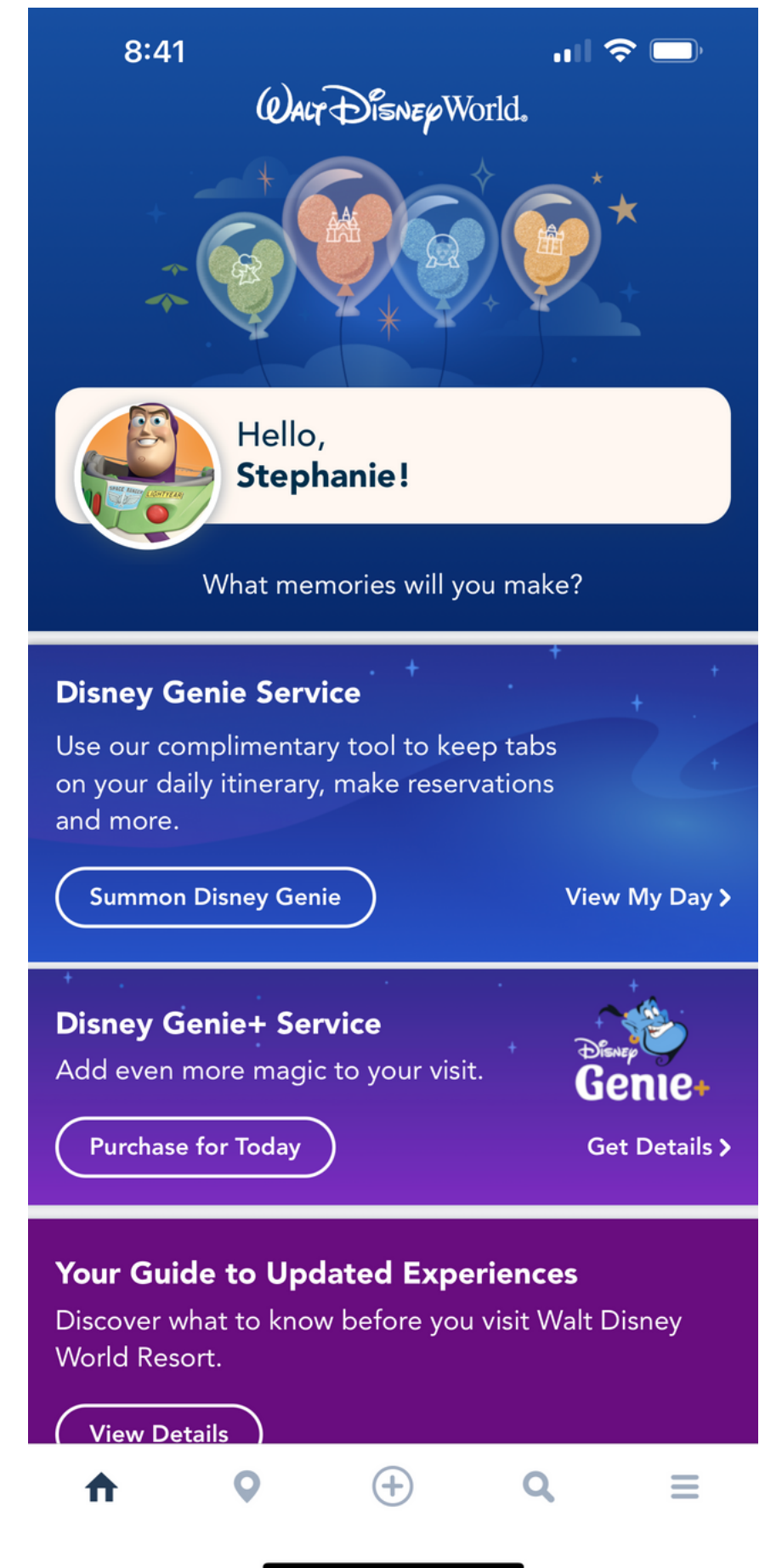
Annual Passes
Enjoy admission, discounts and other Passholder perks throughout the year. [>](#)
Starting price (Ages 3+) before tax:
\$1299.00

Special Event Tickets
Get tickets to Mickey's Very Merry Christmas Party, Disney After Hours at Magic Kingdom Park, and Disney After Hours at Disney's Hollywood Studios. [>](#)

Water Park Tickets
Discover a fun-filled day for the whole family, keeping it cool at a Disney water park. [>](#)

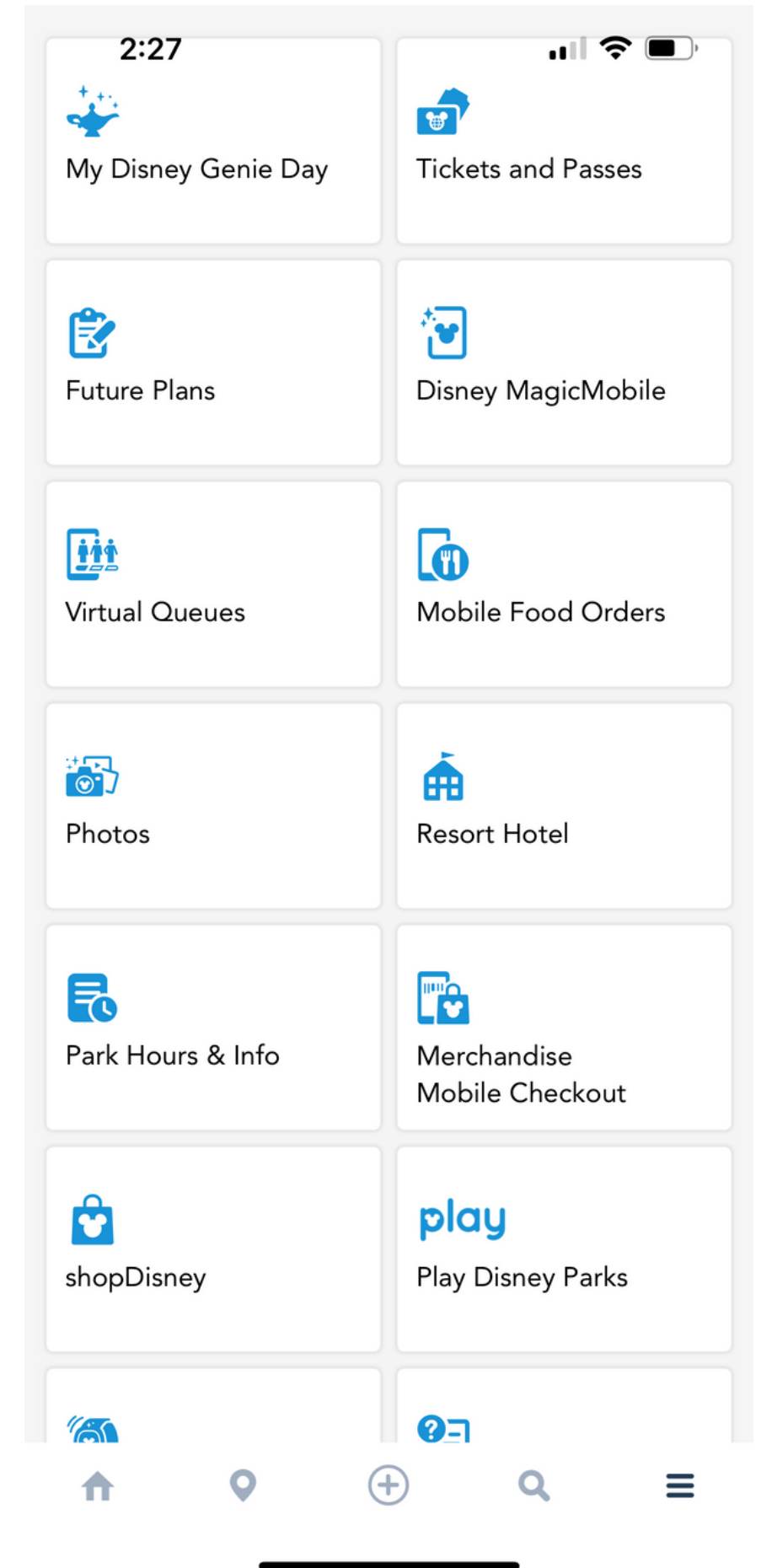
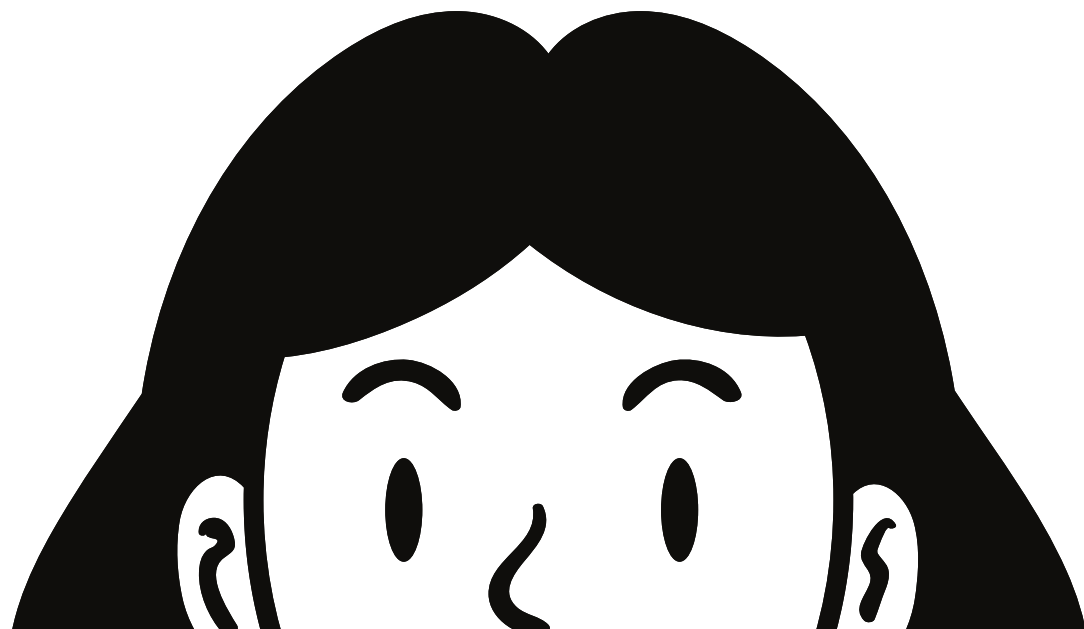
COLOUR

- BLUE AND WHITE AS THE MAIN COLOURS
- BLUES AS THE HIGHLIGHT COLOUR TO INDICATE CLICKABLE LINKS AND TEXT



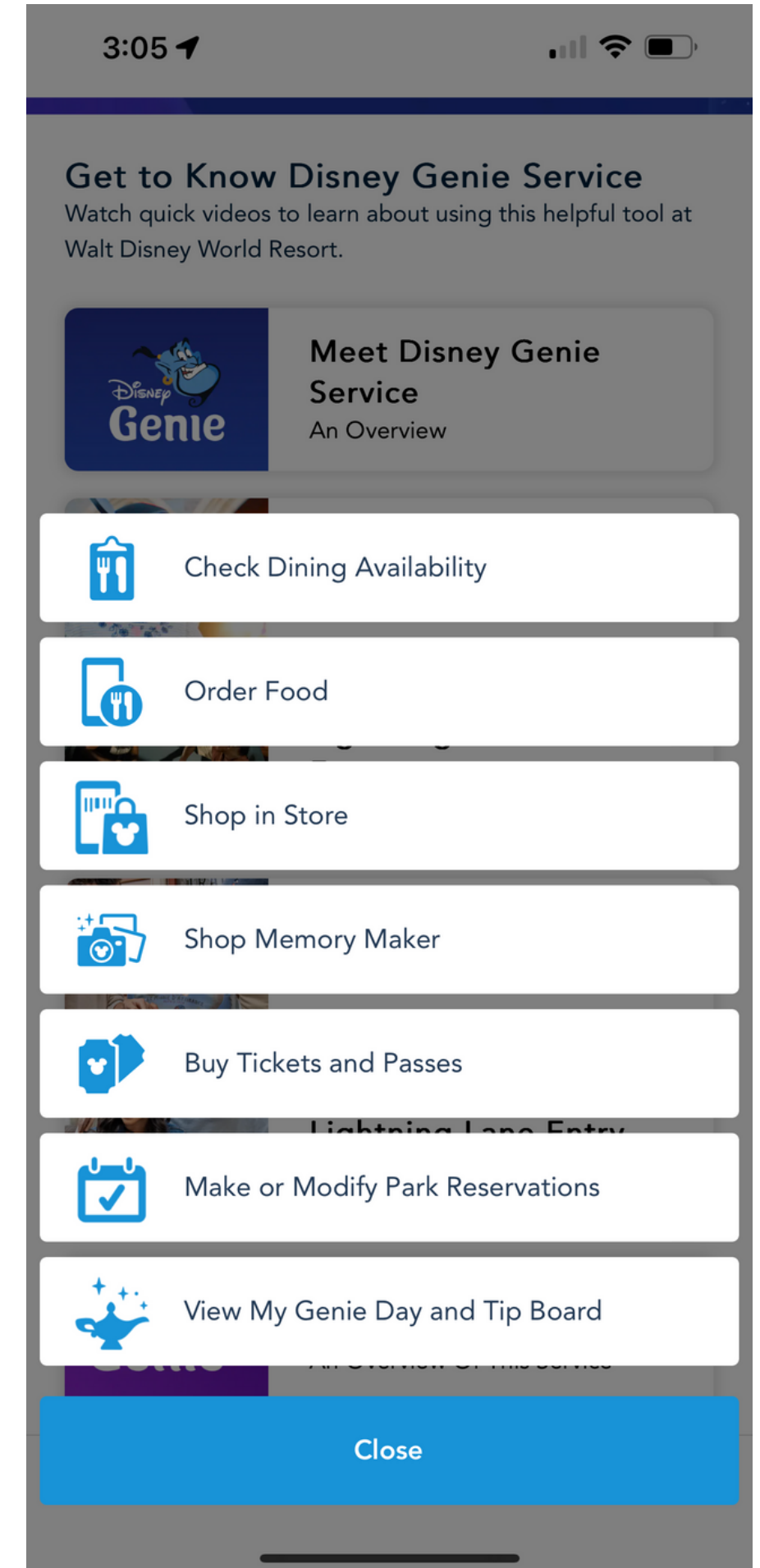
LINES

- SIMILAR TO HOW THEIR PARKS ARE LAID OUT, LINES ARE USED TO SEPARATE CONTENT AND KEEP IT CLEAN
- BOXES ARE USED TO KEEP EVERYTHING ORGANIZED





- **CONSISTENCY AND COLOURS ELIMINATE USER CONFUSION**
- **USER EXPECTATION AND FUNCTIONALITY UNIFIED**





CMNS 3500
peter zak

THANK YOU! I HOPE YOU ARE ABLE TO EXPERIENCE
DISNEY WORLD AND THEIR APP SOON!

WALT DISNEY World

STEPHANIE POMEROY
OCTOBER 21 2022

