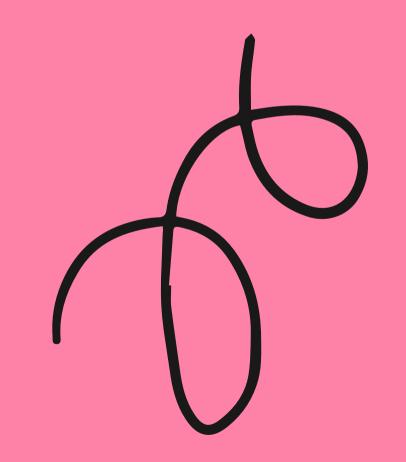
CMNS 3500 pater zak

## TREASURE HUNT

WALY DISNEW World

STEPHANIE POMEROY OCTOBER 21 2022



### INTRODUCTION



## WALT DISNEW 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

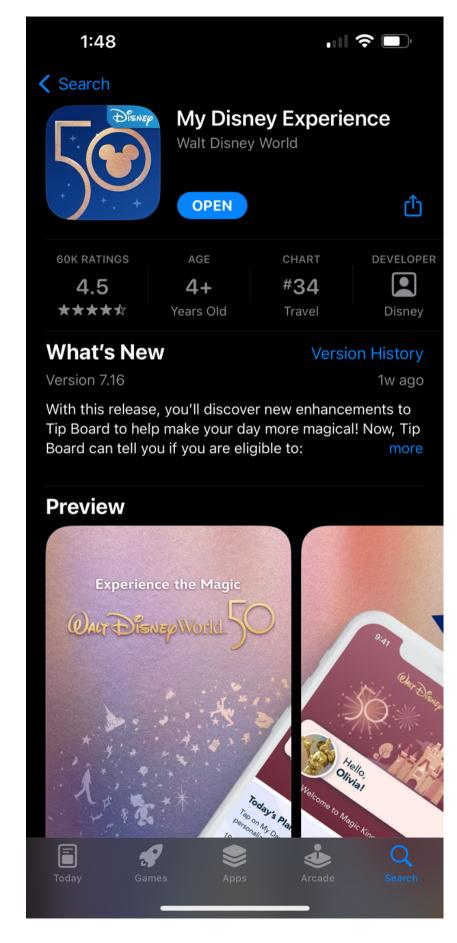


### UX MODEL ANALYSIS



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

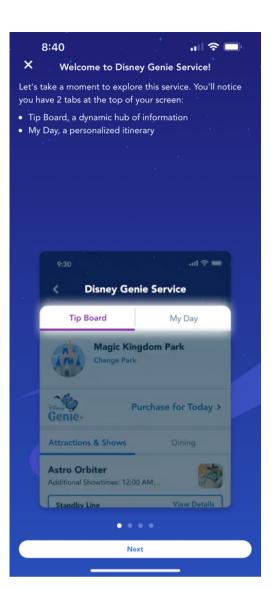


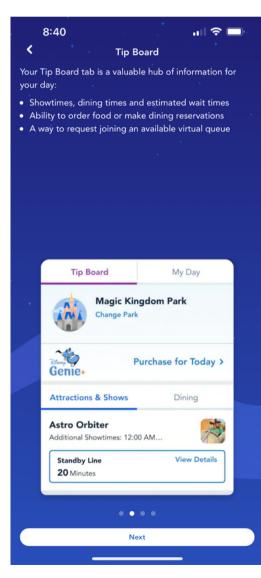


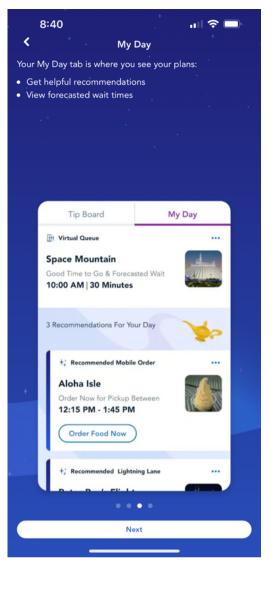


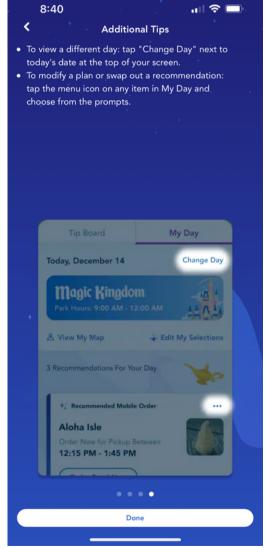
- EASY SIGN UP
- ATTRACTIVE IMAGERY
- USER FRIENDLY LAYOUT
- IN APP TUTORIAL













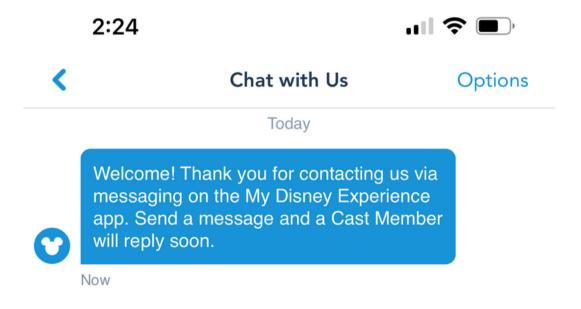
- SIMPLE TO USE
- IMMERSIVE DESIGN
- RESERVATION SYSTEM REGULARLY UPDATED
- UPDATED WAIT TIMES
- INTERACTIVE MAP







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









Mobile Cast Compliment



Recognize how Walt Disney World Cast Members made your visit even more memorable by making a selection below.

\*required

Send magic to a Cast Member for...\*

Please select

Location\*

Please select

Optional

We'd like to pass your compliment along! Providing the following information will help us identify the correct Cast Member. Please give only the details requested below. You may also leave these fields blank.

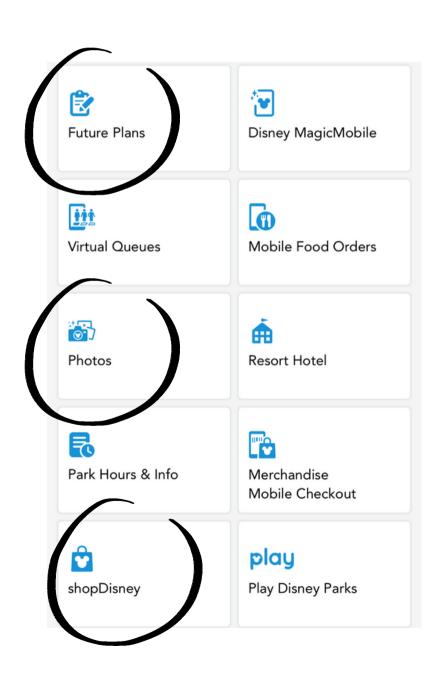
Cast Member First Name - optional

Chris

# EXTENSION

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





2:26 Car Locator



#### Already Parked? Let's Get You on Your Way!

Ready for car locator to help save your parking details?

Save Vehicle Location

You can also manually enter your vehicle location.

#### Car Locator

- Is a complimentary feature that uses Location Services to find and save your parking details
- Also allows you to manually enter your vehicle information without Location Services enabled
- Is available at select parking locations at Walt Disney World Resort
- Functions best when you enable Location Services, Bluetooth and Notifications on your mobile device

Car locator is like parking pixie-dust that removes the worry of remembering where you parked.

#### Learn More

Presented by & StateFarm











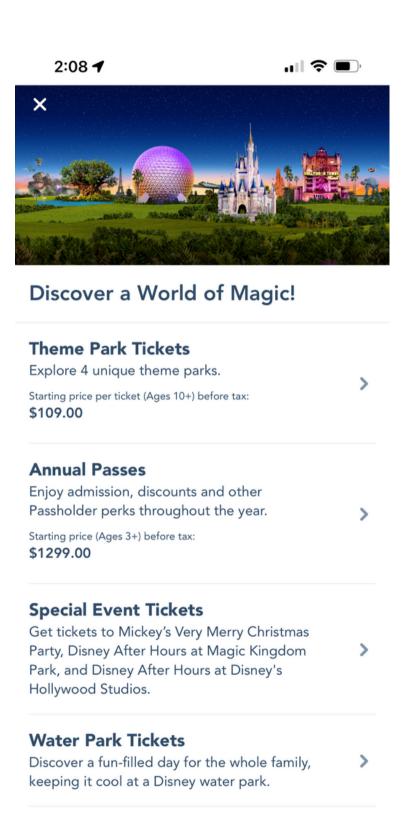
### 5ES OF USEABILITY

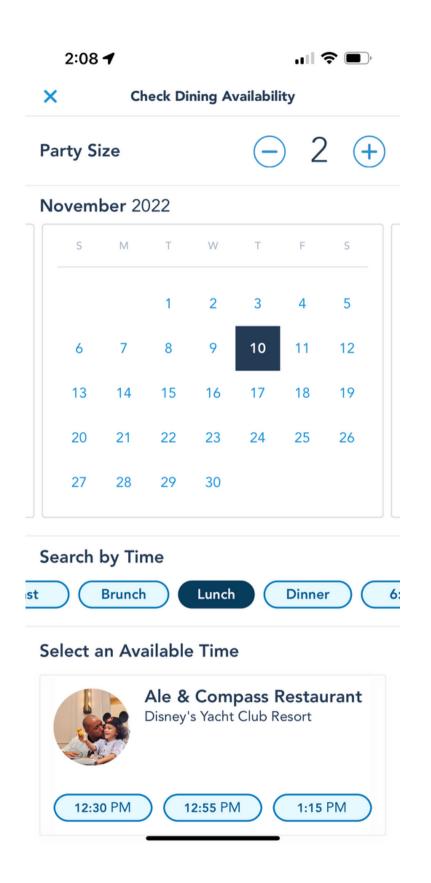
Effective Efficient Engaging Error Tolerant Easy to Learn

## EFFECTIVE -

- USEFULNESS
- FULFILLING NEEDS



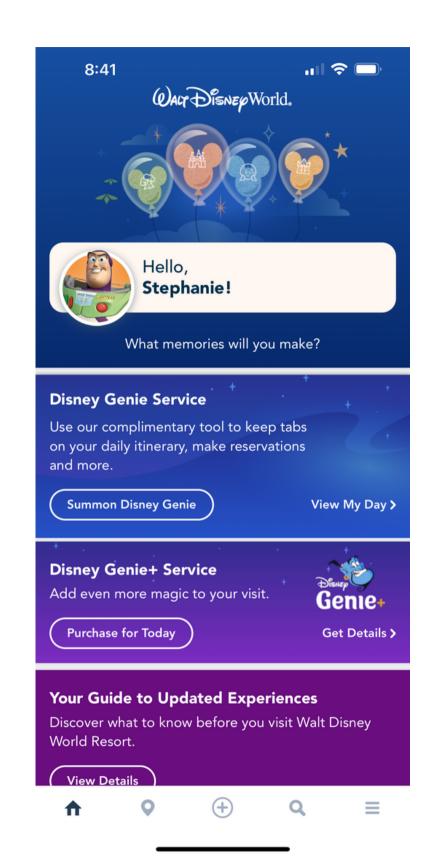


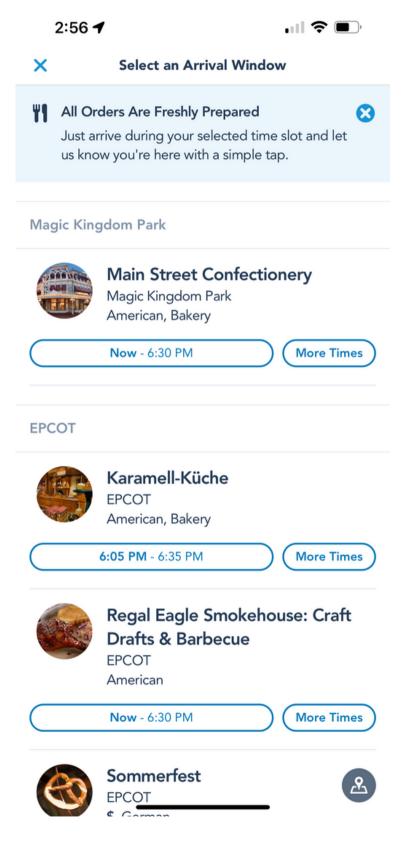


# EFFICIENT

- ACCURATE
- FAST





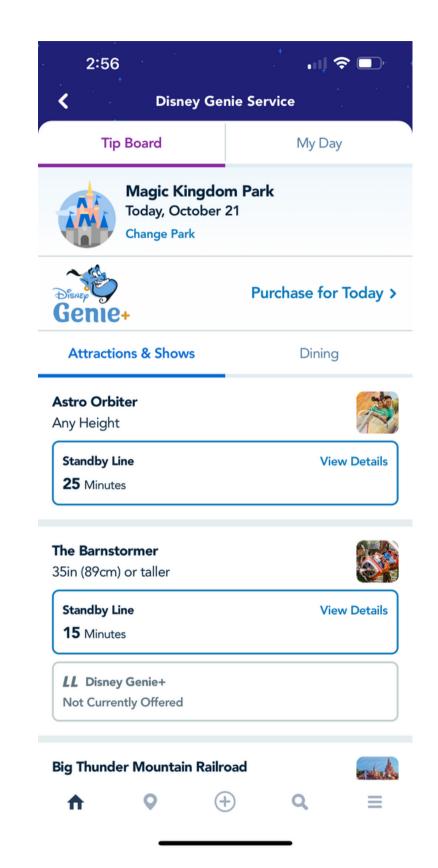


# ENGAGING

- IMMERSIVE EXPERIENCE
- VARIETY OF CHOICES



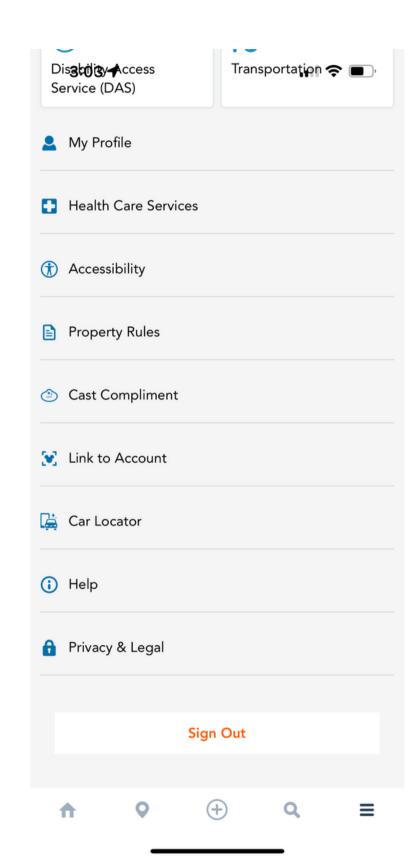


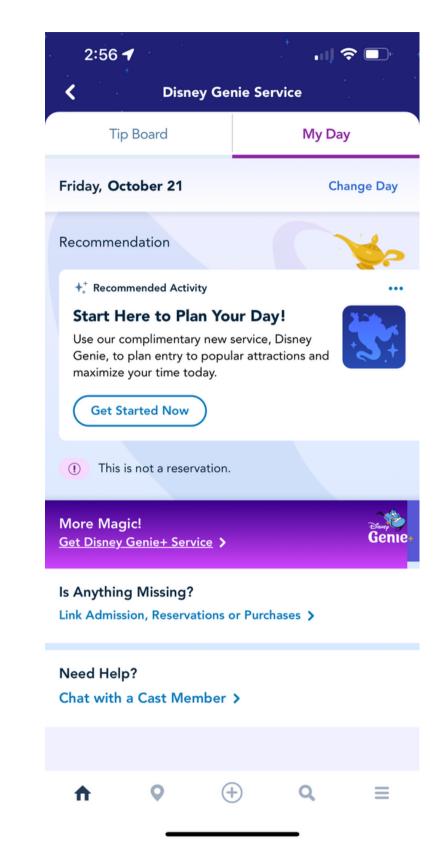


# ERROR 5 TOLERANT

- LIVE SUPPORT
- HELP



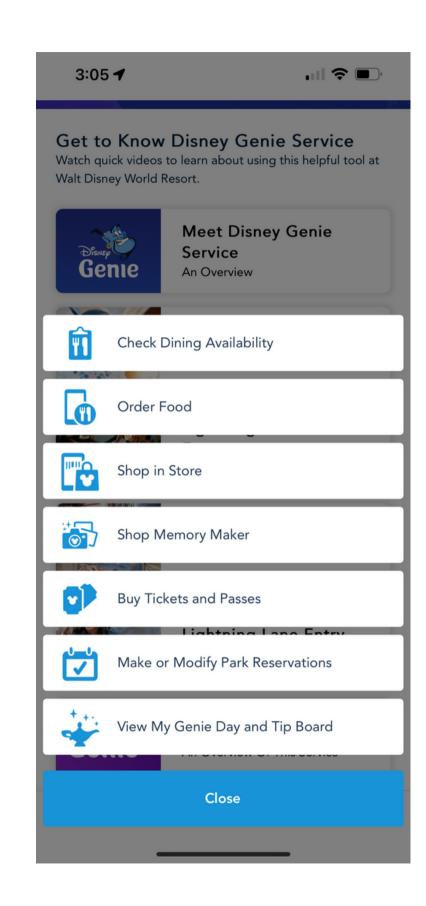




## EASY / TO LEARN

- PLATFORM SIMPLICITY
- TUTORIALS AVAILABLE





2:59



### Get to Know Disney Genie Service

Watch quick videos to learn about using this helpful tool at Walt Disney World Resort.



Meet Disney Genie Service





Tip Board and My Day How These 2 Tabs Help You Plan



Lightning Lane Entrances An Introduction



Lightning Lane Entry À la carte Purchases



**Lightning Lane Entry**Through Disney Genie+ Service



Disney Genie+ Service
An Overview Of This Service











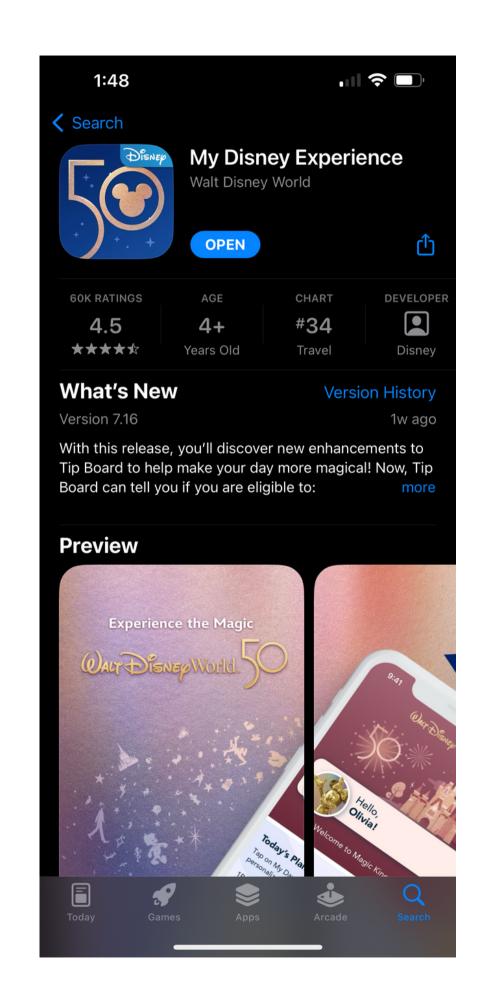
### DESIGN PRINCIPLES ANALYSIS





- 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**

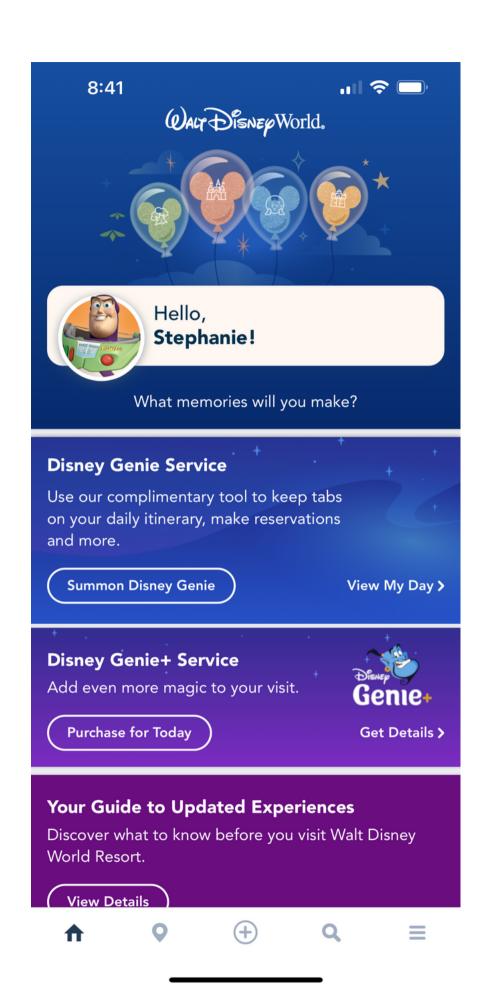
Discover a fun-filled day for the whole family, keeping it cool at a Disney water park.

>



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

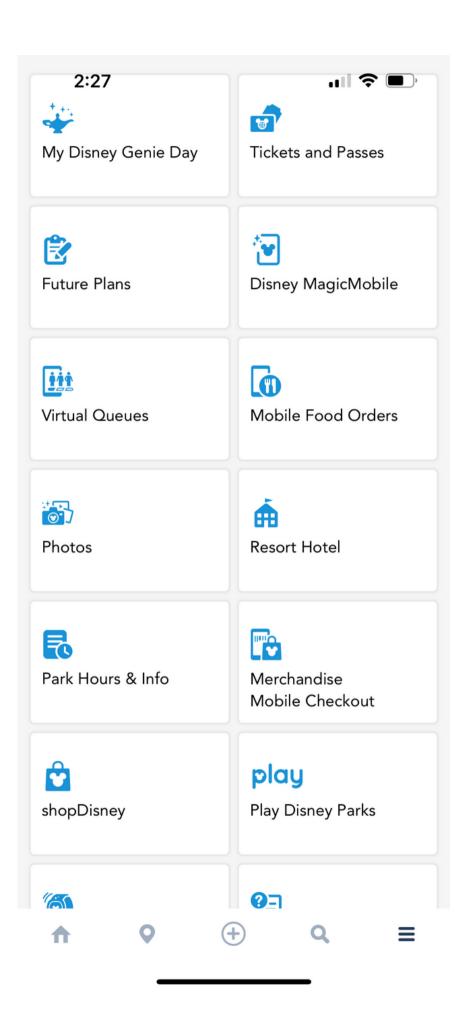






- SIMILAR TO HOW THEIR PARKS ARE LAID OUT, LINES ARE USED TO SEPARATE CONTENT AND KEEP IT CLEAN
- BOXES ARE USED TO KEEP EVERYTHING ORGANIZED

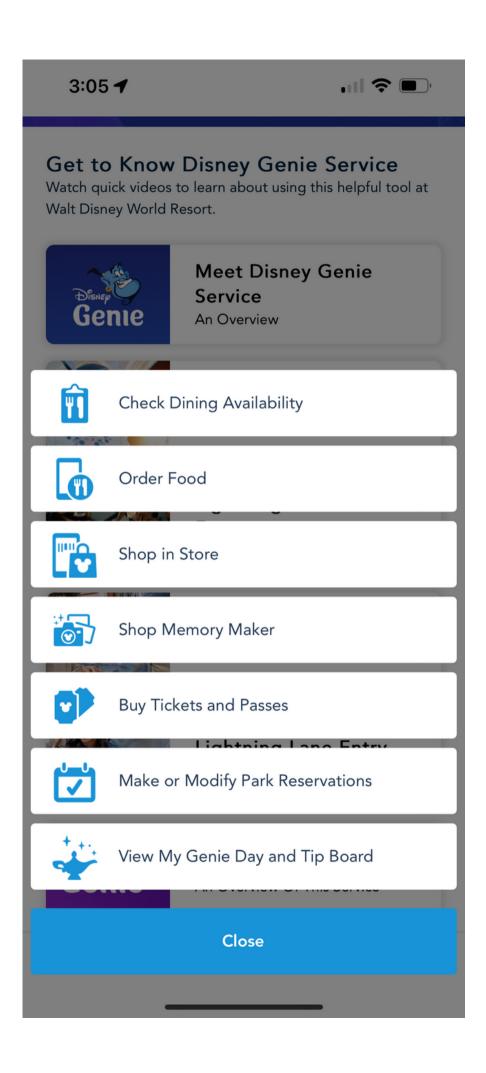






- CONSISTENCY AND COLOURS ELIMINATE USER CONFUSION
- USER EXPECTATION AND FUNCTIONALITY UNIFIED







CMNS 3500 patarzak

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



STEPHANIE POMEROY OCTOBER 21 2022

