

**I'M
VICTORIA
HERIC.**

UX DESIGN PORTFOLIO

MOBILE UX & UI DESIGNER / DIGITAL PRODUCT MANAGER

I'm a generalist. I'm a conceptual thinker who pairs well with engineers and linear thinkers. A background in theater, solid experience in entertainment, production, advertising, branding and tech has culminated in an all consuming passion for mobile development and design. A kid at heart, with an instinct for the power of play, my personal focus is on developing iPad storybooks for children. I'm looking for a dynamic team that will empower me to unlock the potential of IOS to make a great products that are empathetic to the user's journey.

SOME OF THE COMPANIES AND BRANDS I'VE WORKED WITH:



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Greater Los Angeles



MOBILE UX.

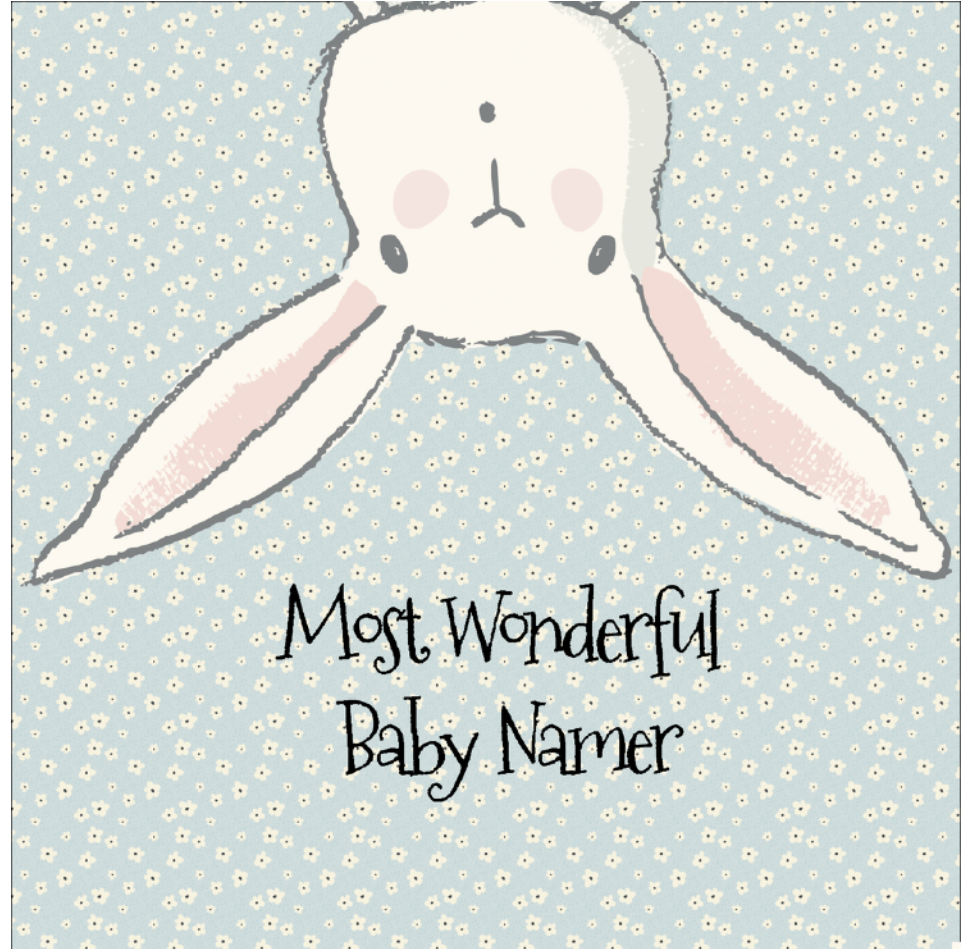
WONDERFUL BABY NAMER APP - IPHONE 8PLUS APPLICATION FOR IOS 11

THE CHALLENGE

Provide a fresh redesign, updated user flow and experience for an app that is used to find, save and share baby name ideas.

THE SOLUTION

Update UI for IOS 11 feature releases, review iTunes reviews and create wireframes based on user suggestions, create a feminine look and feel for majority audience with customizable background for edge cases including creative professionals and male users.




WONDERFUL BABY NAMER APP - ITUNES REVIEWS SURVEY/DRAFT PRODUCT VISION BOARD

ITUNES REVIEW - FEATURE SURVEY 2017			
Liked	Disliked	Suggestion	Action Item
Ability to add names not found in database			
Ability to search more than one origin at a time	Can search one origin or all origins but not combo of a few		create a search for limited number of origins
Many names available for search	Name overload		organize information for those that want it
Seeing different meanings			
Seeing variant spellings		Some appear to be misspellings	proof reading
Popularity by year dates to 1800's			


Likes the Categories	
Like being able to add my own names, if you hear a name you like, you can add it	
Uses star system	
Popularity by year allows user to avoid trendy names	
Likes map showing origins	
Clean and simple UI	
Likes daily name notification	
Likes that you don't need wi-fi	
	After 30 minutes of
	Algorithm appears to
	Needs better way to
	Needs better way to
	No A-Z Search opti
	Crashes when scro
	No information abo
	Doesn't show whic
	Too much redirect

THE PRODUCT VISION BOARD


VISION


What is your purpose for creating the product?
Which positive change should it bring about?

Update the Baby Name app for iOS, the lowest rated Seven Logics app (2.5 stars) on the iTunes store to increase user retention, raise review rates, increase overall metrics and fulfill the Seven Logics vision to produce apps for busy women and ease their way through otherwise very challenging periods in their lives, transforming the most precious moments into truly satisfying and enjoyable times. Additionally, the app redesign will look to reach new market segments allowing new options for tailoring and extending the user experience.


TARGET GROUP


Which market or market segment does the product address?
Who are the target customers and users?

- Parents seeking a name for their child
- Parents seeking to share the new name of their child
- Parents seeking an inclusive and unique name selecting experience
- Creative artists seeking names for their characters and the ability to store and manage that information
- NICU parents and families looking for a unique and caring way to share information about the birth and name of their babies while protecting their privacy


NEEDS


What problem does the product solve?
Which benefit does it provide?

- The product supplies the casual user with the largest list of baby names to choose from from the fastest point of entry
- The product provides a way for the user to share their name choices with friends in their social networks
- The product allows users to customize their experience to get to the information that is the most important to them, and to return back to that view as many times as they desire
- The product allows users to share the name of their child quickly and in an eye catching and original way beyond just sharing the information by copy as is currently done on Facebook
- The product provides a way for NICU parents to enjoy sharing their name without direct contact
- The product allows creative professionals to have a curated experience
- The product now takes into account the specific requests made in the iTunes reviews - many of the categories already existed in the app but now are front and center in the view and accessible to the casual user as well as the user who wants to take a deeper dive
- The product provides an inclusive experience for all kinds of cultures and both traditional and modern families, including those who need to plan for multiple births, adoptions and surrogate providers


PRODUCT

What product is it?
What makes it stand out?
Is it feasible to develop the product?

- The product is an iOS app upgraded for 11 with new key features in the navigation including search bar toggle controls. Current design is set to iPhone 7 & 8 Plus screen size
- The product takes into account the currently existing framework that uses UITableView, UICollectionView and UITabView, refreshes the look and slims down the button options
- The product will include much loved user features such as adding friends to the experience and emojis to indicate responses, handling these actions in a visually similar manner to Slack
- The redesign embraces the concept of a scrapbook - beginning your baby book before the baby has even arrived. Using the scrapbook concept, it has the ability to be customized for all genders and edge cases.
- User traffic will travel through the visualizer where users will be prompted to upgrade to premium after storing 10 names


BUSINESS GOALS

How is the product going to benefit the company?
What are the business goals?

- The goal is to increase the rate of user reviews by engaging previous reviewers to return to the app and check out the new features
- The goal is to increase ad targeting based on new use cases including NICU product for preemies which large brands are currently launching product for
- The goal is to increase user upgrade to premium by directing traffic through the product visualizer where the user is prompted to upgrade after saving 10 names to the core data of the app
- The goal is to increase user engagement by providing post ready baby name announcements that have a redirection button at the bottom and may be seen across social channels including Twitter, Instagram and Facebook

WONDERFUL BABY NAMER APP - DEVELOP USER PERSONAS BASED ON REVIEWS & COMPETITIVE

PERSONA - THE EXPECTANT MOTHER- MILLENIAL

- The Millennial Mom - Baby Name Creator User
- She has downloaded the app because for her baby girl, she's curious about the top 100 names for 2017, but she's also like her baby to come up with a name in the next seven months that she knows she won't be disappointed in.
- Latina, 34, Caucasian
- Working professional, looking forward to her maternity leave and spending as much time with her baby as possible
- Married, it is still her first child
- Upper income range, lives in the suburbs in her first house
- Why Baby Name Creator
 - She likes the clean and simple user experience and the fact that she can get right to the point
 - Many names to search and choose from, in fact more than most of the other apps out there
 - She values the safety and meaning of a name
 - She can email the name to her husband
 - She can see the popularity of a name dating back to 1800
 - Using being able to add her own name



PERSONA - THE EXPECTANT FATHER- MILLENIAL

- The Millennial Dad - Baby Name Creator User
- He's downloaded the app because his wife, James, asked him to. They're looking for a name for their baby girl.
- Lat, 34, Caucasian
- Working professional, looking forward to his first child, but extremely nervous about it all
- Married, it is his first child
- Upper income range, lives in the suburbs in her first house
- Why Baby Name Creator
 - The app seems so easy
 - He likes the clean and simple user experience and the fact that he can get right to the point
 - Many names to search and choose from, in fact more than most of the other apps out there
 - He likes that when he selects a name and a new page opens, he can see related names, the app's predictive algorithm just says he will be happy looking at when he's looking at the app
 - He can see the most popular names, and narrow it to the top 10
 - He can see the popularity of a name dating back to 1800
 - Using being able to add her own name



PERSONA - THE EXPECTANT MOTHER- MULTI ETHNIC

- The Multi Ethnic Mom - Baby Name Creator User
- She's downloaded the app looking for a name for her baby girl, she's curious about the top 100 names for 2017, but she's also like her baby to come up with a name in the next seven months that she knows she won't be disappointed in.
- Latina, 37-40, Multi Ethnic, M-H Indian, C-H Indian, her mom is in her
- She's college educated and now a professional before becoming a full time mom with her first child
- Married, at least one other child
- Upper income range, urban and suburban
- Why Baby Name Creator
 - She can see the origin and meaning of a name and pick one to match her country of origin
 - There are more names from her country of origin than other apps
 - She can see the name of her family, and she can make apps to see that one page is placed with and her family's been used before
 - The app is available on the iTunes store, so her sister can't get it with it, but back in their country of origin
 - She likes the fact that when she can see where names come from, from
 - Using being able to add her own name, especially the most popular ones that she can see



PERSONA - THE EXPECTANT PARENTS - MULTIPLES

- The Expectant Parents - Baby Name Creator User
- They have downloaded the app and are trying to be excited about a very scary experience, everything will be very concerning and we don't need a baby name app that is so scary
- Lat and Lat, 34, African American
- She's a medical and legal professional looking for a name for their first child
- Married, they will be their first child
- Upper income range, suburban
- Why Baby Name Creator
 - OMG, they're looking for a name
 - They can see the app and it's so easy to use, and they need to see
 - They can see the app and it's so easy to use, and they need to see
 - They would like a name that makes their African heritage and makes something from the fact that they are people of color
 - They can see the name of their family, and she can make apps to see that one page is placed with and her family's been used before
 - The app is available on the iTunes store, so her sister can't get it with it, but back in their country of origin
 - She likes the fact that when she can see where names come from, from
 - Using being able to add her own name, especially the most popular ones that she can see



PERSONA - THE CREATIVE PROFESSIONAL

- The Creative Professional - Baby Name Creator User
- She's downloaded the app to get ideas for the names of her characters for a screenplay she is writing
- Latina, 32, Caucasian (Ken X) to Baccarat
- Author who writes novels and also some plays
- Single, her son is her child and her partner
- Medium to lower income, Urban, lives in an apartment in the hip area of town
- Why Baby Name Creator
 - The app has the most amount of names out of any of the apps
 - She can see the popularity of a name dating back to 1800 and her characters live in that world
 - The app is available on the iTunes store, so her sister can't get it with it, but back in their country of origin
 - She likes that she doesn't need to - it's something she wants to see



PERSONA - THE SINGLE MOTHER

- The Single Mother - Baby Name Creator User
- She's downloaded the app to get ideas for her baby boy
- Kelly, 42, Caucasian (Ken X)
- Graphic designer at an ad agency
- Single, she's waiting all her life for a child but a partner never came and now she's alone
- Middle income range, Urban, lives in a condo
- Why Baby Name Creator
 - The app has the most amount of names out of any of the apps
 - She likes being able to search by meaning as she wants the name to have a special meaning
 - She wants the name to stand out, but not be too unique



PERSONA - THE SAME SEX COUPLE

- The Same Sex Couple - Baby Name Creator User
- They have downloaded the app and are looking for a name for their son who is expected by summer
- David and Mark (H), Caucasian and African American (Ken X)
- Artist and Doctor
- Married for 2 years, together for 6 years, always dreamed of having a family
- Upper income range, Urban, lives in a house
- Why Baby Name Creator
 - They like being able to narrow down to just boys names
 - They like the volume of names
 - They like being able to search by meaning, as David wants something with a meaning
 - They like seeing the top 100 current year as they don't want to give their child a name that is too hard
 - They like being able to search by the database that they hear and would share with their friend's kids
 - They like the clean UI and that it doesn't look like a dating app
- Their Needs and Goals
 - It would be cool if they could have the option to see their origin, especially since they know they are not the most traditional families
 - They want an app that is easy to use
 - They want to be able to share the information with each other and then notify the surrogate once the decision has been made as to a name. In fact, they are thinking of including her in the decision making process due to the wonderful girl she is giving them
 - They want to see the names and functions, sometimes it feels too much to look at
 - They want to see how people have felt about their own names, could they rank something like that, they want their son to fit in and be happy and they want to see how many people are all happy, how many?
 - They want a database so they can play with how the name will look - first, middle and the combination of their two last names which they are all playing with (maybe they will pick last one, who knows)
 - They would like a way to announce the name that is fast and easy as they don't want to worry about the formatting that many traditional couples get bogged down with



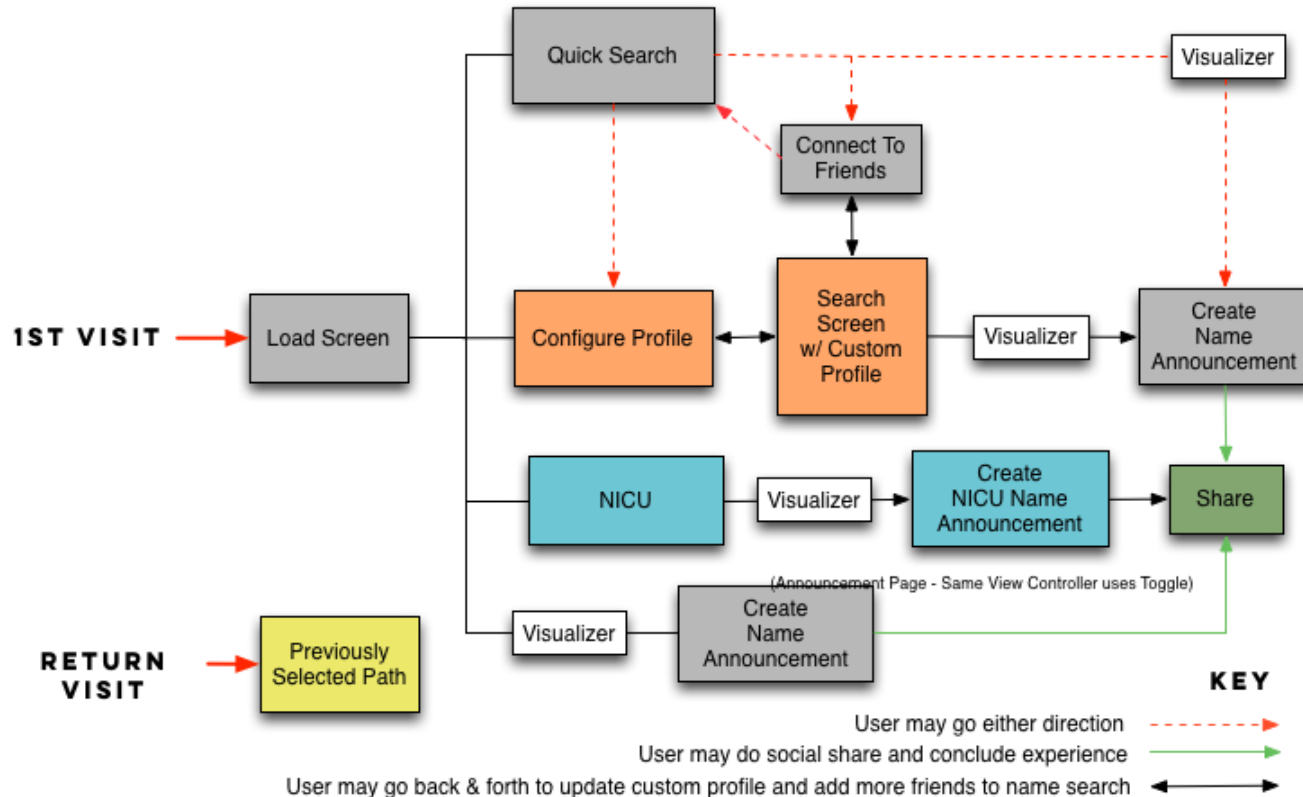
PERSONA - THE ADOPTIVE PARENTS

- The Adoptive Parents - Baby Name Creator User
- They have downloaded the app in anticipation of their infant, arriving in a few months from China
- Lisa, 40, and Gabriel, 40, Caucasian (Ken X)
- She's a day at home, mom and has a construction business
- They have three other children, but have dreamed of adding to their family using international adoption, since they feel like a calling
- Middle income range, suburban, conservative and religious
- Why Baby Name Creator
 - They want to pick a name for the baby that comes either from China or is biblical, since they are people of faith
 - They want a name that will last well with the rest of the family so the child feels a sense of belonging
 - They want a name that celebrates the Chinese heritage
 - She likes the map
- Their Needs and Goals
 - When she selects a Chinese name, the name page does not appear to show other related Chinese names - they show African American names - she wants to keep the search to Chinese or Biblical rather than all origins
 - They want to see the name of the baby with the other child's names so that everyone's names are listed in the same way
 - It would be great if they could create a search view that was unique to their specific family, which is a bit different from a traditional family
 - They would like to announce the name of the baby in a way that celebrates the heritage of their child, and his very special adoption story since it's not just a birth



WONDERFUL BABY NAMER APP - USERFLOW

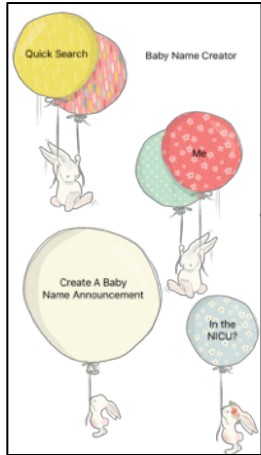
BABY NAME CREATOR - PROPOSED REDESIGN - USERFLOW BY VICTORIA HERIC



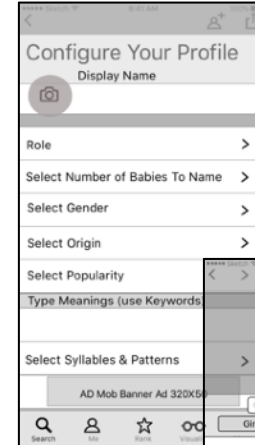
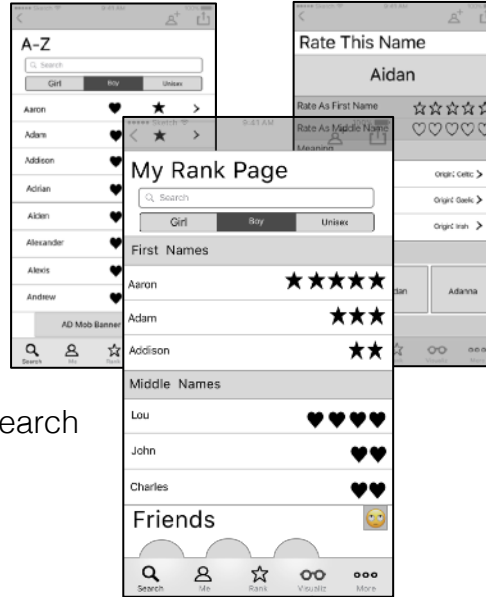
USER FLOW SOLUTION

User has the option to travel through the experience via the existing quick search function, where most requested features will be brought to the front screen. User has the ability to customize profile and invite friends to help select names or provide “slack” like emoji reactions to ranked names. Edge case for user profiles will include options for creative professionals who are already using the app, where they will have the ability to take notes and have a less baby centric experience. All traffic flows through the visualizer screen, a key request of users. Up to 10 names may be saved before prompt for upgrading to premium appears. Final step is to create a custom baby announcement and share with your social network, which in turn includes a CTA that drives traffic back to the app. Special edge case for NICU families allows users to quickly travel through the app and create a shared name announcement, while taking their unique experience and emotions into consideration.

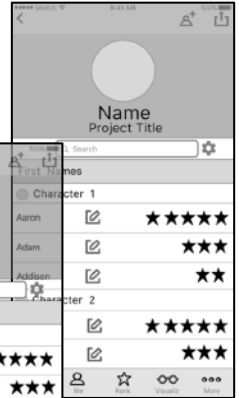
WONDERFUL BABY NAMER APP - WIREFRAMES



Quick Search

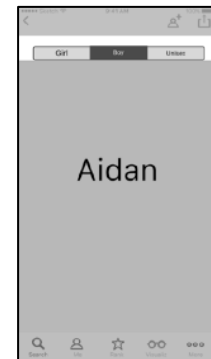


Custom Profile Options

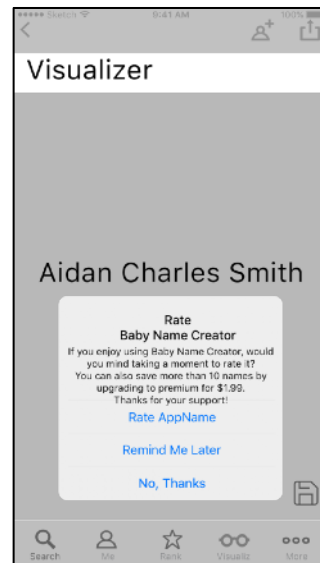


View Prototype

NICU



Visualizer



Announcement



Share



WONDERFUL BABY Namer APP - VISUAL DESIGN



VISUAL DESIGN HIGHLIGHTS

Visual design concept is one of a scrapbook - an activity women love to do and one that men view with sentimentality. The idea is to begin your baby's book before they even arrive kicking it off with a cute name announcement. Includes the option to select a custom view with more than one baby (twins) and to create gender neutral look for creative professionals, seen here in gray. Bunny illustration credit Lisa Glanz. This uses UITableView, near search bar features for IOS 11 and creates adMob real estate.

THE ELEPHANT WHO COULDN'T FLY - IPAD STORYBOOK FOR IOS

THE CHALLENGE

I needed to map out the experience a user would have reading the Children's Ipad Storybook that my creative partner and I wanted to produce, entitled "The Elephant Who Couldn't fly".



THE SOLUTION

After conducting a survey of parents who use Ipad Storybooks and read traditional books to their children, and reviewing the competitive landscape, I created a range of UX documents that informed the final user flow and wireframes.

**THE ELEPHANT
WHO COULDN'T
WRITTEN AND ILLUSTRATED
BY DAN MADSEN FLY**

IPAD STORYBOOK / VISION STATEMENT & PERSONAS

Persona-The Parent: Ipad2 User

- The Parent – Ipad 2 User
- It's about finding ways to keep their child occupied while not cutting into those intimate moments that every parent should create (perhaps there is an opportunity to merge the gap by enhancing the experience?)
- Celeste, Age 42, Caucasian
- Entertainment Legal Professional
- Married, one Child
- Medium income range, urban
- Why Ipad2
 - I want to share something fun and exciting with her daughter
 - I want ants her child to be occupied when she's out in a public place... "so I can have hot food"
 - Wants to have a chuckle or a laugh
- Digital Needs and Goals



Persona-The Parent: Book Reader

- The Parent – Traditional Book Reader – changer
- It's about a rich user experience to create more lasting memories
- Craig, Age 35, Mixed Descent – Japanese and Black
- Producer
- Married, one Child
- Medium income range, urban
- Why Ipad2
 - I am in the market for an ipad and I would consider downloading this app if I got one
 - My child reads more than 4 books per week, so I'd like to add to the variety
 - I'd like to find additional ways to spend time with my child
- Digital Needs and Goals



Persona- The Child: Ipad2 User

- The Child – Ipad 2 User
- It's about having the opportunity to follow cool and engaging stories and characters, to play with something NEATO
- Lucy, Age 5, Caucasian
- Why Ipad 2 storybook
 - Because Mom handed it to me
 - I enjoy the interactive experience
 - I enjoy having something to keep busy with while mom is otherwise engaged: while stuck with the babysitter or at the restaurant
 - I enjoy having more attention while looking at something cool
- Digital Needs and Goals
 - Wants to be able to turn the page independently and also search every square inch of the screen until she uncovers everything that's hidden
 - Bright colors and graphics
 - Wants puzzles
 - Needs Avatar Animation, Thomas and Friends (NEEDS THOMAS AND FRIENDS)
 - Will even settle for touch just to have Thomas and Friends
 - Needs Video content
 - Yes I have PBS, TV, iPod, Itouch, PC and Mac access, but come on...I'm growing up in the digital age – I need an iPad
 - Some nights I want to read the same book over and over again and some nights I want 4 or more
 - Its easy for me to turn the pages so please don't mess that up
 - If you hand this to me, do not expect me to go to sleep. I don't want to go to sleep in the first place son don't worry about it.



"I need Fred The Elephant and I want to read one more book before I go to bed. Palseeeeeeez!"

Vision Statement

The Elephant Who Couldn't Fly is an original children's book concept intended for Ipad2. The project looks to push the boundaries of the children's book space for tablets, while drawing upon intuitive user experience, original story, illustration, music and sound design. Users would have the ability to listen to narration while moving forward in the story, or create their own recording, giving them a personal experience. Users will also have the option to read independently with no sound. The project would like to experiment with interaction levels – providing

Survey Questions – Parents with Ipad2

- What is your gender?
- What is your educational level?
- What is your age?
- What is the gender of your child?
- What is the age of your child?
- When does your child use the Ipad2 Storybook App? *
- Where do you enjoy reading along with your child on the Ipad2 storybook? *
- If you don't read it together, please share why your child is reading it independently, and where. *
- What other technologies are in use at your home? *
- What are your favorite Storybook Apps? *
- What is your favorite feature in your favorite storybook app? *
- What types of stories would you like to read on your Ipad with your child (storybook apps)? *

Survey Questions – Parents who read traditional books to their children

- What is your gender?
- What is your educational level?
- What is your age?
- What is the gender of your child?
- What is the age of your child?
- How often do you read to your child? *
- How many types of books do you read to your child per week? *
- Do you select the books to read or does your child? *
- What other technologies are in use at your home? *
- What types of books does your child love best? *
- What types of books do you love to read to your child best? *
- What's the most important thing about reading a book to your child? *
- When sharing a book, do you aloud read or does your child? *
- How do you feel about your child playing with Ipad2? *
- How do you feel about your child playing with mobile devices? *
- If you have an Ipad storybook app with video feature, how do you like it? *
- What other games or electronic games does your child play with? *
- How do you keep your child occupied/busy in public places? If you use a book, please indicate *
- What would make you replace a traditional storybook for an Ipad app storybook at bedtime? *
- Have you ever seen an Ipad storybook app? *
- What would make you actually download an Ipad storybook app? (If there is no way you would feel comfortable doing this, please indicate) *
- If you would never do this, why? (If you would answer, I would) *
- When you read a story with your child, who turns the pages? *
- What's your favorite thing about your favorite children's book? *

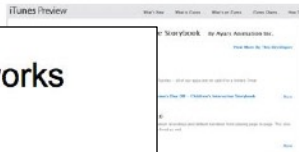
IPAD STORYBOOK / COMPETITIVE STUDY

Competitive: Kung Fu Panda

- iStorytimeKung Fu Panda
 - <http://www.cnet.com/3602633.html>
- Strengths
 - Number 1 selling book app
 - Uses stills from popular movie
 - Basic and intuitive navigation on its own, scrolling like a m
 - Users can be read to or read
 - Simple experience may mak

Competitive Analysis: Ayars Animation

- Ayars Animation
 - Produced Jack & the Beanstalk and Cozmo's Day Off
 - <http://www.apple.com/itunes/feature-books/velveteen-rabbit>
 - <http://www.apple.com/itunes/feature-books/velveteen-rabbit>



Competitive Analysis: Stepworks

- Stepworks iKITK
 - <http://www.stepworks.com>
- Strengths
 - Classic st
 - More and
 - Always us
 - Narration related en
- Weaknesses
 - Stories are engaging
 - User may monetized
 - Limited op
 - Bright col

Competitive Analysis: Velveteen Rabbit

- The Velveteen Rabbit with Meryl Streep
 - <http://www.apple.com/itunes/feature-books/velveteen-rabbit>
 - <http://www.apple.com/itunes/feature-books/velveteen-rabbit>
- Strengths
 - Classic story that parents enjoy sharing with their children
 - Meryl Streep's narration lends credibility to the execution
 - User has read and record option
 - Information tab instructs user how to engage
 - Beautiful score paired with video version
 - User has two versions to scroll through pages -- by swipe or by bar at the bottom of the page
 - Soft tone of colors are good for bedtime
- Weaknesses
 - Meryl Streep's narration is paired with video version only, making it appear as if children need to watch as an animation rather than read along with her, detracting from educational qualities
 - Video option detracts from parents ability to create intimate reading experience
 - Overdone story
 - Soft colors may not be good for when children desire more engagement and interactivity



Competitive Landscape

Online publishing for mobile devices represents a \$20-\$30 billion growth industry as the publishing industry moves away from traditional bookstores (like the recent closing of Borders) and looks to compete across numerous tablets and electronic platforms including the Kindle, Nook and Velocity Micro Reader. Bestselling authors like J.K. Rowling are on the move to create special edition e-reader content such as the forthcoming Pottermore bundle to be released by Sony.

The iPad2 downloadable Storybook applications represent a highly artistic and tactile experience for children and their parents to create lasting memories, increasing reading abilities while also providing an experience that keeps kids engaged while their parents multitask. The newness of the medium allows for a wide range of offerings including the re-telling of classic fables, cherished stories from childhoods past and more stimulating and engaging original stories which include puzzles and games. The overall user experience varies from the basic enjoyment of popular movie stills that move through a carousel slideshow to a well thought out touchscreen menu that controls the delivery of the entire story. Given the wide range of navigational designs, there is, as yet, no expected experience that children and adults bring to the opening of the application.

One weakness of Storybook applications is the perception that they are too interactive and engaging to be a vehicle for creating the intimate book reading experience that parents enjoy creating with their children using traditional books. This is sacred time to parents who look forward to sitting down with their children at the end of the day and sending them softly off to sleep. Beautiful illustrations, strong colors, bright electronic lighting, mass marketed imagery and brain teaser puzzles create a stimulating effect rather than a personal memory.

The Elephant Who Couldn't Fly will look to draw upon the current void in the Storybook application medium, allowing parents to select the experience they are looking to create: A) educational and engaging while they multitask or share in a public setting, creating a more positive option to other electronic devices or B) an intimate reading experience that represents a soothing and calming quality time at the end of the day just perfect for creating cherished memories. The user experience will include more subdued colors and special cues to let the child know it is time to go to bed and that the light is switching off. The Elephant Who Couldn't Fly looks to become the book that parents allow children to select as the "last book of the evening."

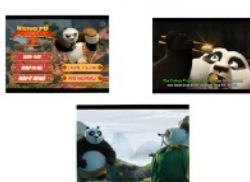
Competitive: Side by Side Compare

Application Area	Navigation	Visual Aesthetics	Interactive Controls	Content	Interactivity	Value Add
Cornelius City Off	all pages drop down so may be selected starting with page 2, activated by pressing down on first page	Page exerts, arrow keys on left and right, also touch	yes, information icon & full down to expand options	rich, informative text, illustrations, audio	high level - multiple options, audio, text, illustrations, audio	storytelling, for artist children, but not key to story
Jack & The Beanstalk	used adventure only read to me, read by myself, more stories	arrow keys on bottom left and right, also touch	yes, many pages and options	rich, informative text, illustrations, audio	high level - multiple options, audio, text, illustrations, audio	storytelling, for artist children, but not key to story
Curious & The Hand	read to me, read by myself, more stories	arrow keys on bottom left and right, also touch	yes, many pages and options	rich, informative text, illustrations, audio	high level - multiple options, audio, text, illustrations, audio	storytelling, for artist children, but not key to story
The Velveteen Rabbit	used adventure only read to me, read by myself, more stories	arrow keys on bottom left and right, also touch	yes, many pages and options	rich, informative text, illustrations, audio	high level - multiple options, audio, text, illustrations, audio	storytelling, for artist children, but not key to story
Alice & Wonderland	used adventure only read to me, read by myself, more stories	arrow keys on bottom left and right, also touch	yes, many pages and options	rich, informative text, illustrations, audio	high level - multiple options, audio, text, illustrations, audio	storytelling, for artist children, but not key to story
Curious & The Hand	used adventure only read to me, read by myself, more stories	arrow keys on bottom left and right, also touch	yes, many pages and options	rich, informative text, illustrations, audio	high level - multiple options, audio, text, illustrations, audio	storytelling, for artist children, but not key to story
Curious & The Hand	used adventure only read to me, read by myself, more stories	arrow keys on bottom left and right, also touch	yes, many pages and options	rich, informative text, illustrations, audio	high level - multiple options, audio, text, illustrations, audio	storytelling, for artist children, but not key to story
Curious & The Hand	used adventure only read to me, read by myself, more stories	arrow keys on bottom left and right, also touch	yes, many pages and options	rich, informative text, illustrations, audio	high level - multiple options, audio, text, illustrations, audio	storytelling, for artist children, but not key to story

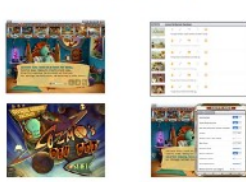
Alice & Wonderland



Kung Fu Panda



Cozmo's Day Off



IPAD STORYBOOK / TAXONOMIES, MENTAL MODEL & KEY FEATURE STUDY

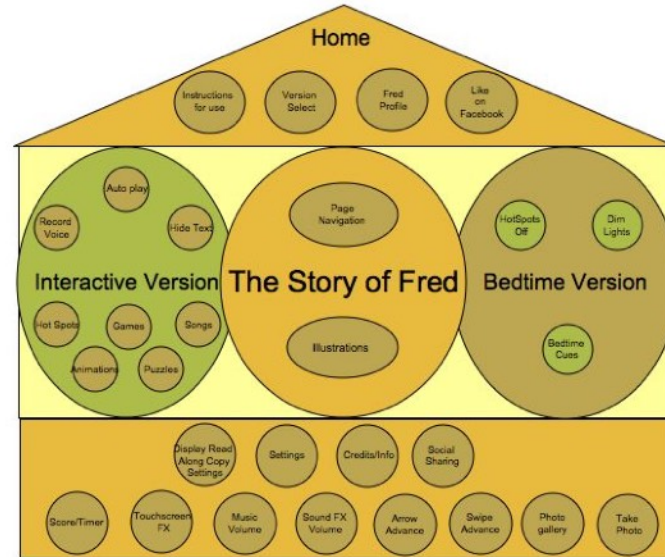
Stakeholder Interview Questions

- Describe your role in this project.
- What inspired you to create an iPad2 storybook?
- Do you have children?
- If so, please state their age(s) and gender(s)?
- Do you use iPad2 Storybooks at home with your children?
- If so, please state your favorite Storybook?
- If you use apps with your children, please describe a time you watched your child interact with the app.
- What is your favorite children's author/favorite childhood books?
- What are the most important qualities about a Storybook app to you?
- Name some qualities in other apps that you would like to improve upon with this project?
- What role does education play in the final app?
- How much traffic do you anticipate the Storybook app getting?
- What is your marketing plan for the app - i.e. version + upgrade or phased approach?
- What do you see as the major critical issues facing this project?
- What are the risks associated with this project?
- If you received additional funding for this project what would you do with it?
- How will you measure success of the project?
- How will you measure the success of the business impact of the project?
- What information do you want to track during the production timeline?
- How frequently would you like to be contacted with updates?

Card Sort/Taxonomy



Mental Model

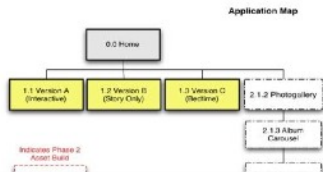


Feature Values Matrix

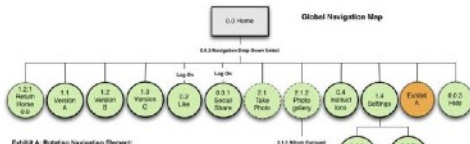
Feature Values Matrix	Hot Spots	Hot Spots Off	Hot Spots On	Hot Spots Off	Hot Spots On
Instructions for use	1	1	1	1	1
Version Select	1	1	1	1	1
Fred Profile	1	1	1	1	1
Like on Facebook	1	1	1	1	1
Auto play	1	1	1	1	1
Record Voice	1	1	1	1	1
Hide Text	1	1	1	1	1
Hot Spots	1	1	1	1	1
Games	1	1	1	1	1
Songs	1	1	1	1	1
Animations	1	1	1	1	1
Puzzles	1	1	1	1	1
Page Navigation	1	1	1	1	1
Illustrations	1	1	1	1	1
HotSpots Off	1	1	1	1	1
Dim Lights	1	1	1	1	1
Bedtime Cues	1	1	1	1	1
Display Read Along Copy Settings	1	1	1	1	1
Settings	1	1	1	1	1
Credits/Info	1	1	1	1	1
Social Sharing	1	1	1	1	1
Score/Timer	1	1	1	1	1
Touchscreen FX	1	1	1	1	1
Music Volume	1	1	1	1	1
Sound FX Volume	1	1	1	1	1
Arrow Advance	1	1	1	1	1
Swipe Advance	1	1	1	1	1
Photo gallery	1	1	1	1	1
Take Photo	1	1	1	1	1

IPAD STORYBOOK / USER FLOW & SCREEN DESCRIPTIONS FOR BUSINESS GOALS

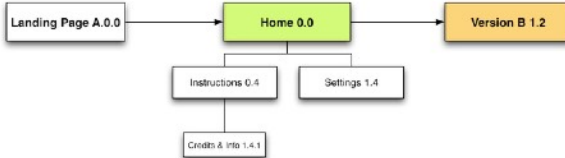
Site Map



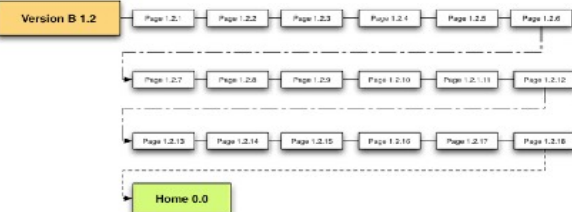
Site Map - Navigation View



Elephant Who Couldn't Fly - iPad Storybook Phase 1



Version B 1.2 Story & Illustration Only



Screen Descriptions

Introduction: The following screen descriptions provide detailed user interaction and business goal information. Please note that the business goals stated represent our best attempt to understand them and we would like you

Home 0.0

- The home page loads when the app is selected on the iPad
- Business goals: To initiate the Storybook Application experience, allow the user to select the version of their choice, attract children to the character of Fred and inspire immediate social sharing to generate traffic and SEO
- User goals: To open the book, select version of choice, personalize their experience

Pages 2.1-2.1.2

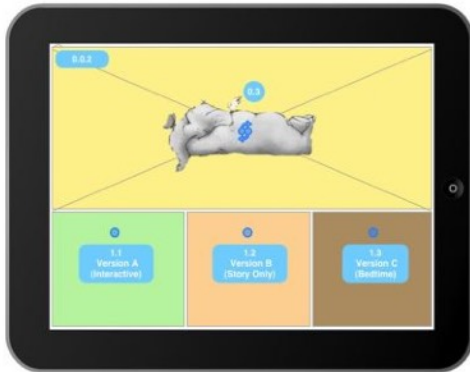
- 2.1 Take Photo
 - Business Goals: Allows user to take their picture to generate buzz and ROI for app
 - User Goals: Allows user to take their picture and personalize their experience, creating a lasting memory
- 2.1.1 Social Sharing
 - Business Goals: Allows user to share their picture on social networks generating buzz and ROI for app
 - User Goals: Allows user to share the cool experience they have at the end of the night with friends and family, great for people far away to share bed time experiences
- 2.1.2 Photogallery
 - Business Goals: Allows user to use the take a photo feature
 - User Goals: Allows user to see people who have read the location with several pictures spent with Dad

Pages 0.1-0.4

- 0.1 Version Select
 - Business Goals: Select Version of choice (Interactive, Story Only or Bedtime Version)
 - User Goals: Same as above
- 0.2 Like On Facebook
 - Business Goals: Generate Likes on Facebook to peak interest, gain following and users
 - User Goals: Share with friends the special experience you are having that your friends might like to have
- 0.3 Fred Profile
 - Business Goals: Creates brand identity for the Character of Fred that may be used for social sharing and SEO
 - User Goals: Allow your child to immediately return to a beloved character
 - 0.3.1 Social Share
 - Business Goals: Generate brand identity awareness in social media channels
 - User Goals: Share with friends the special time you are having with your child reading a book
- 0.4 Instructions
 - Business Goals: Allows the user to gain immediate access to instructions as to how the experience may be personalized
 - User Goals: Same as above

IPAD STORYBOOK / WIREFRAMES

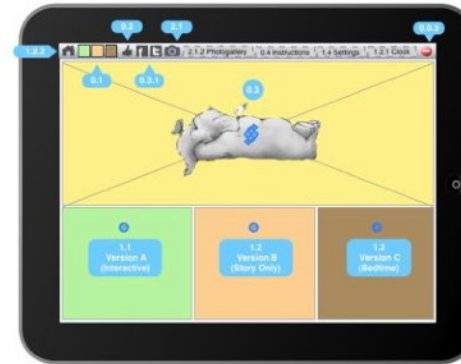
0.0 Home



0.0 Home Annotation

- 0.0.2 Navigation drop down button
- 0.3 Fred's Profile
- 1.1 Version A - Interactive Version
- 1.2 Version B - Story Only Version
- 1.3 Version C - Bedtime Version
- 0.3.1 Share Function - allows user to share to Facebook, Twitter and possibly some other social networks to be identified
- 1.4 Settings - allows user to configure general settings
- 0.4 Instructions - Explains the best way to use the device
- 2.1 Take photo - leads to camera process flow
- 0.2 Like on Facebook
- 1.2.1 Hide Top Navigation Bar
- Indicates to touch to select
- Indicates swipe to move forward
- Indicates Rotate swipe

0.0.1 Global Navigation



0.0.1 Global Navigation Annotation

- 0.1 Version Select - Color coded for A, B or C
- 0.3.1 Share Function - allows user to share to Facebook, Twitter and possibly some other social networks to be identified
- 1.4 Settings - allows user to configure general settings
- 0.4 Instructions - Explains the best way to use the device
- 2.1.2 Photogallery - leads user to photogallery
- 2.1 Take photo - leads to camera process flow
- 0.2 Like on Facebook
- 0.0.3 Hide navigation
- 1.2.1 Clock
- 1.2.2 Returns user to Home 0.0
- Indicates to touch to select
- Indicates swipe to move forward
- Indicates Rotate swipe

1.1 Version A



1.1 Version A Annotation

- 0.1 Version Select - Color coded for A, B or C
- 0.3.1 Share Function - allows user to share to Facebook, Twitter and possibly some other social networks to be identified
- 1.4 Settings - allows user to configure general settings
- 0.4 Instructions - Explains the best way to use the device
- 2.1 Take photo - leads to camera process flow
- 0.2 Like on Facebook
- 0.0.3 Hide navigation
- 1.1.1 Shows Score for Puzzles, games and other
- 1.2.2 Returns user to Home 0.0
- Indicates to touch to select
- Indicates swipe to move forward
- Indicates Rotate swipe

1.2 Version B Page 1



1.2.1 Version B Page 1

- 0.0.2 Navigation drop down button
- 0.0.3 Hide Display Road Along window

1.3 Version C



1.3 Version C Annotation

- 0.1 Version Select - Color coded for A, B or C
- 0.3.1 Share Function - allows user to share to Facebook, Twitter and possibly some other social networks to be identified
- 1.4 Settings - allows user to configure general settings
- 0.4 Instructions - Explains the best way to use the device
- 2.1 Take photo - leads to camera process flow
- 0.2 Like on Facebook
- 0.0.3 Hide navigation
- 1.3.1 Shows Score for Puzzles, games and other
- 1.2.2 Returns user to Home 0.0
- Indicates to touch to select
- Indicates swipe to move forward
- Indicates Rotate swipe

IPAD STORYBOOK / WIREFRAMES

0.4 Instructions



0.4 Instructions Annotation
Provides user with easy to read instructions of how to use the storybook application.

1.4 Settings



1.4 Settings
Allows user to select global settings rather than version. Defaults to Version 1.0 with settings.

1.4.1 Credits/Info



1.4.1 Credits/Info Annotation
Provides credit as to the author and designer, and any other contributors or developers involved in the development of the storybook application.
2.2.1 Shows the user to the developer's company or location.

2.1 Take Photo



2.1 Take Photo Annotation
Provides user with easy to read instructions of how to use the storybook application.
2.1.1 Displays the Camera Process and Controls.

2.1.2 Photogallery



2.1.2 Photogallery Annotation
2.1.3 Photogallery Album Carousel
2.1.4 Take Photo
0.0.2 Navigation drop down button

1.4.2 Record Voice



1.4.2 Record Voice Annotation
1.4.2.1 Press button to record
1.4.2.2 Playback recording
1.4.2.3 User records page they would like to record
1.4.2.4 User selects through pages of book to record
The user will also have to toggle between the beginning and the end of the book.

0.3.1 Social Share



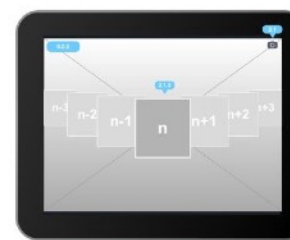
0.3.1 Social Share
0.3.1 Allows users to connect with Facebook, access information and post to their wall.

2.1.4 Photo View



2.1.4 Photo View Annotation
0.0.2 Navigation drop down
2.1.4.1 Returns user to album view
2.1.4.2 User Selects to Delete, Email or Share the photo

2.1.3 Photo Album



2.1.3 Photo Album Annotation
2.1.3 Photogallery Album Carousel
2.1.4 Take Photo
0.0.2 Navigation drop down button

WEB UX.

TOOL OF NORTH AMERICA - UNDER ARMOUR RAY LEWIS WEBSITE PROJECT / USER FLOW & WIREFRAMES



THE CHALLENGE

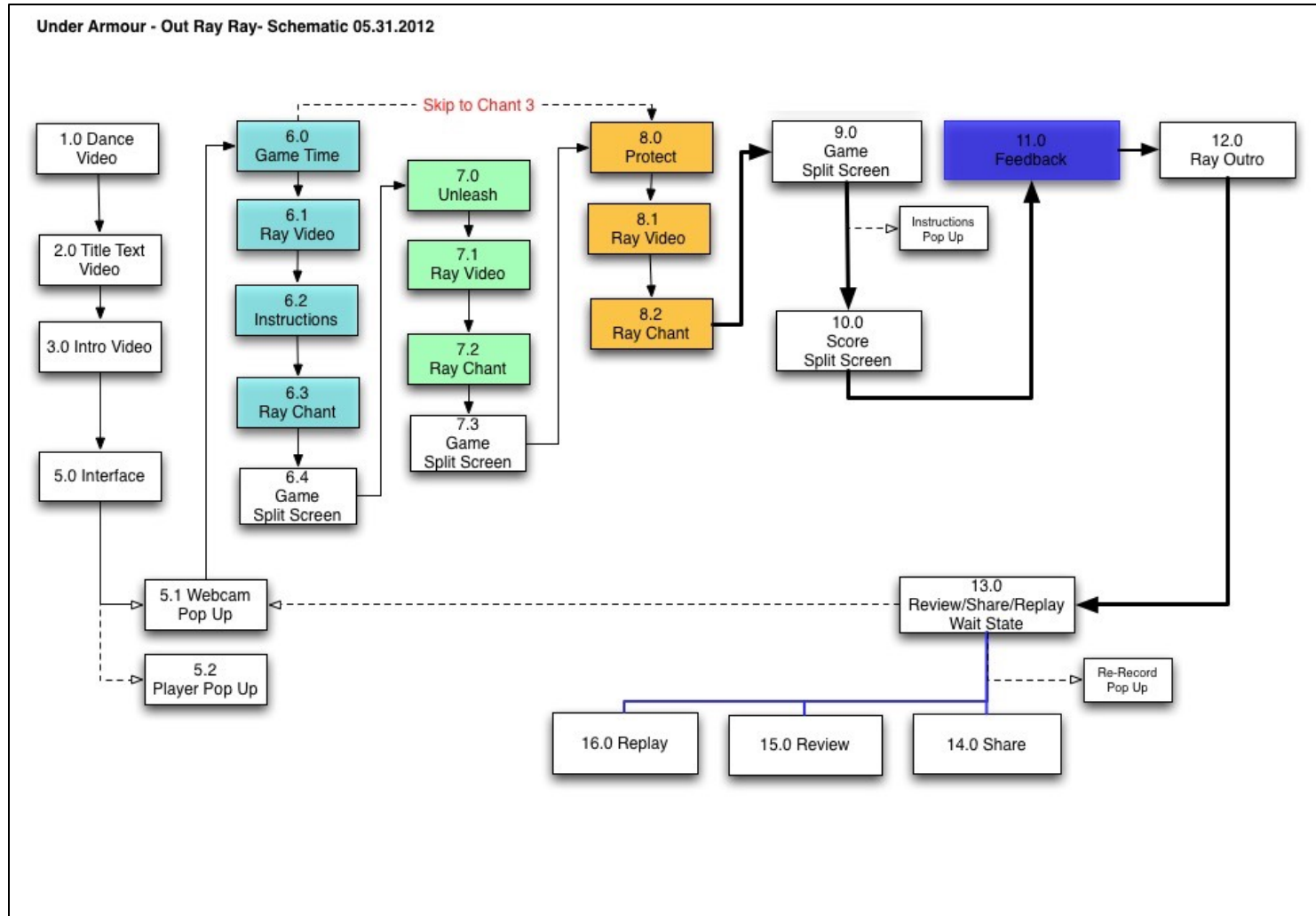
Award-winning Interactive Director Jason Nickel and the Tool Production team were seeking information architecture and wireframes to map out of the logic for this interactive and flash video experience showcasing the Under Armour brand and Ray Lewis “unleashing”. Through a series of videos, the user advances the experience, practicing and recording their own version of Ray’s Chants. The user had to have the ability to travel back to key stopping points and record a better version of the chant. Based on Ray’s feedback, the user could finally create a shareable end product which could be exported to social channels.

THE SOLUTION

After making an assessment of the video content, and core requirements, I mapped out a user flow detailing the gamification logic and iteratively collaborated with the creative team to ensure that the IA diagram would achieve the creative vision for the project. I then transposed the concept to wireframes, incorporating an engaging user interface that included a strong focus on the visual aspects of the execution.



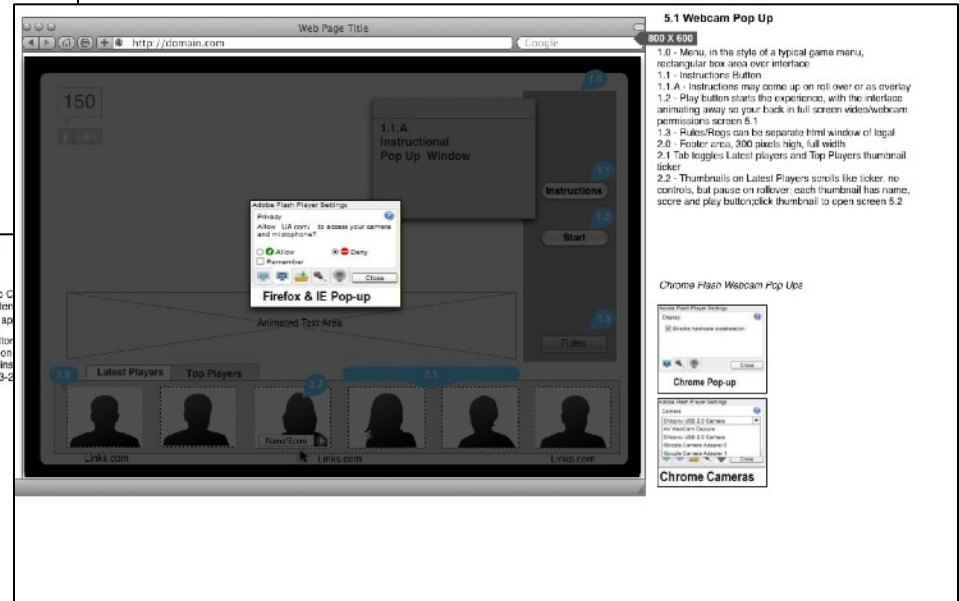
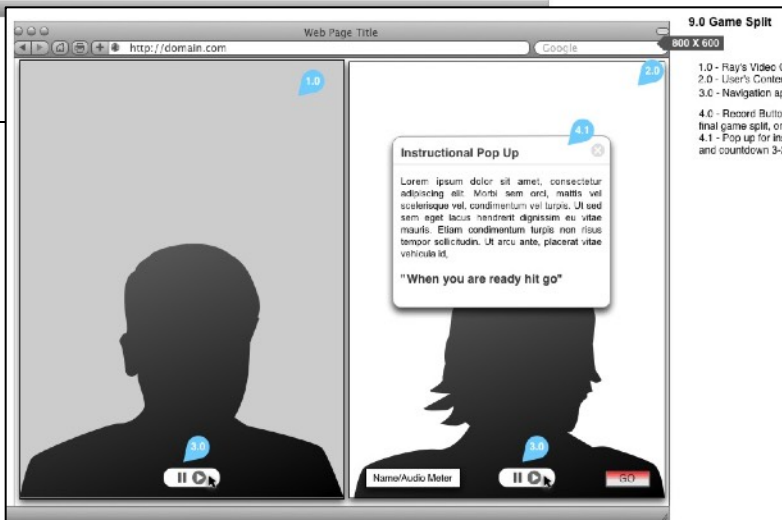
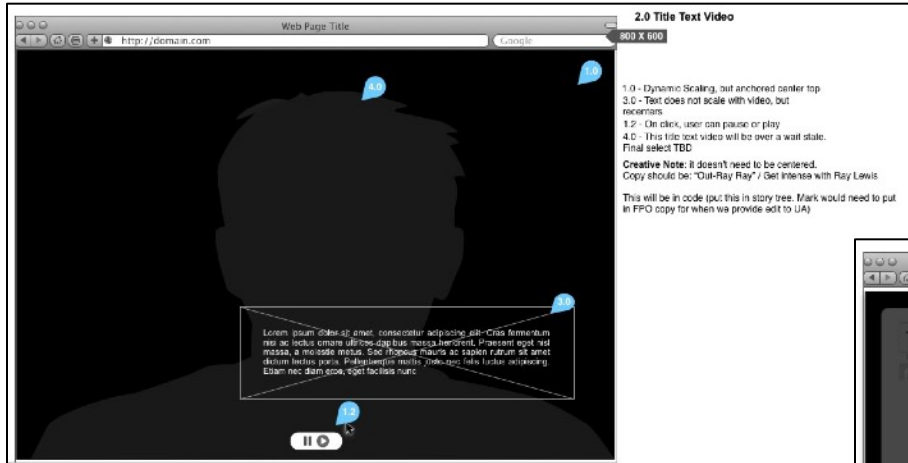
TOOL OF NORTH AMERICA - UNDER ARMOUR RAY LEWIS WEBSITE PROJECT / USER FLOW



USER FLOW SOLUTION

The Information Architecture would have to take into account the logic of the three video chants that Ray Lewis performs to engage the user, that the user would need the opportunity to practice and then switch on the webcam and subsequently perform. Additionally, the user would need the opportunity to share the final version across social channels.

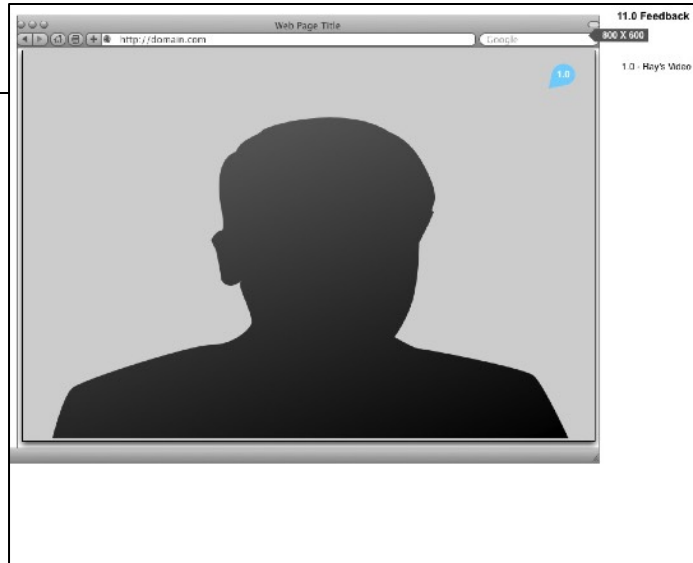
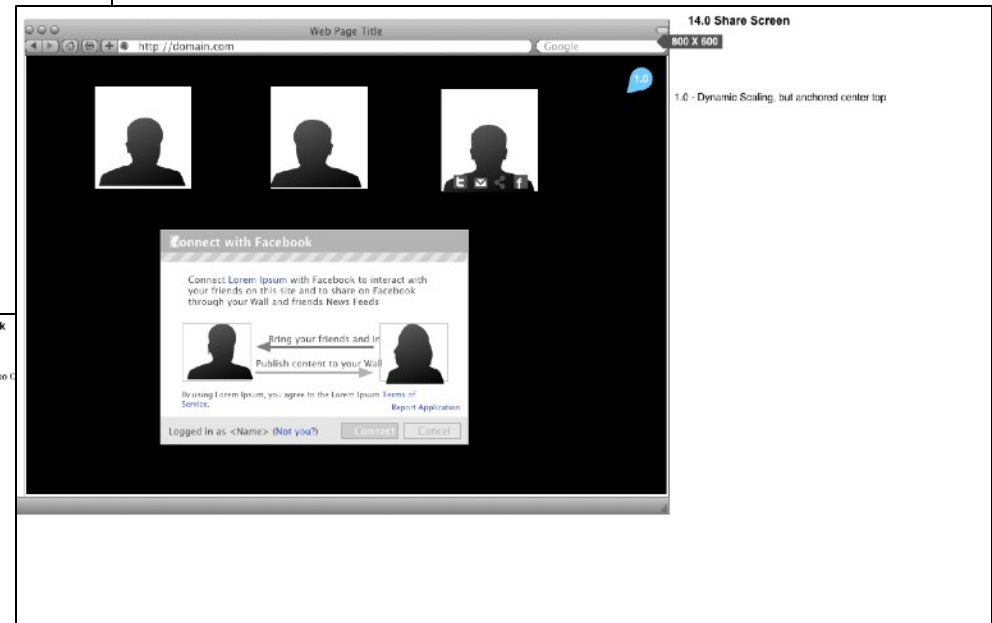
TOOL OF NORTH AMERICA - UNDER ARMOUR RAY LEWIS WEBSITE PROJECT / WIREFRAME SAMPLES



WIREFRAME HIGHLIGHTS

Wireframes employed a full screen view of video and easy to locate navigation and instructions, with split screen format so that user could record chant and playback, and view top players using carousel navigation. . (Full wireframes available for review upon request)

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WIREFRAME HIGHLIGHTS

Wireframes included full playback for review by user and a final end screen to signify that the journey is complete. Final screens included outro and feedback video from Ray Lewis as well as social share options. (Full wireframes available for review upon request)

TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / USER FLOW & WIREFRAMES



THE CHALLENGE

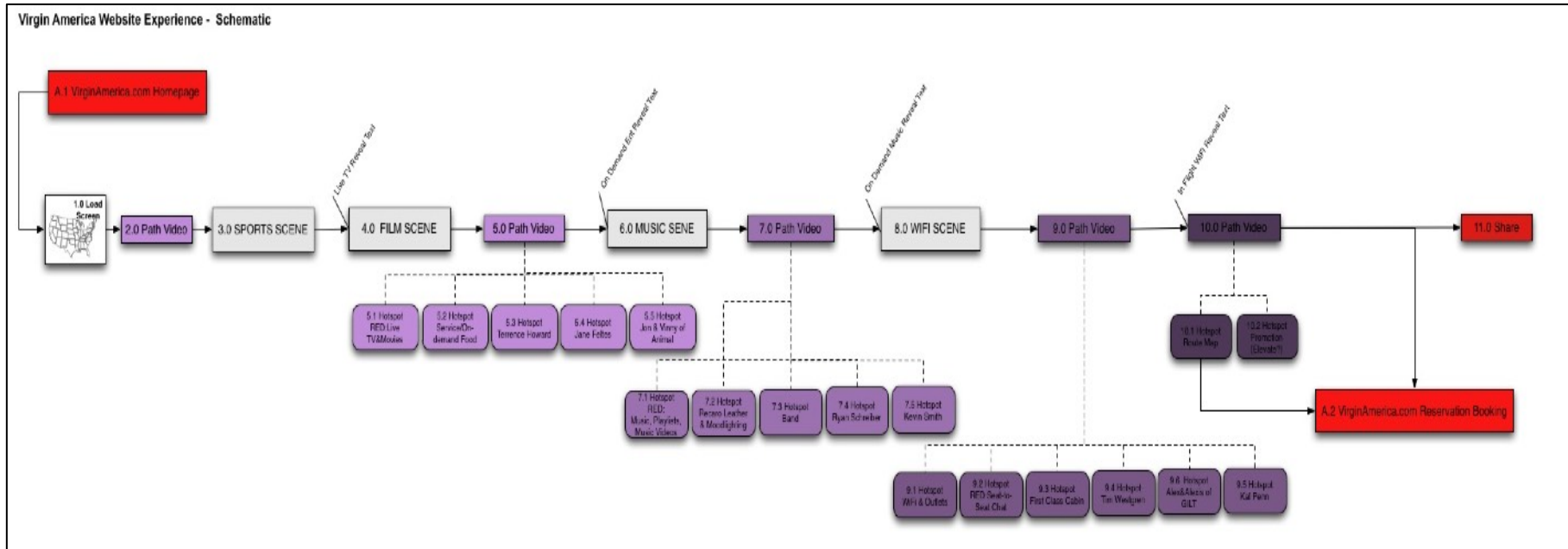
Esteemed Interactive Director Ben Tricklebank and the Tool Production team were seeking Information Architecture and wireframes to map out of the complex journey for this interactive flash and video experience showcasing the Virgin America flight experience with spectacular cabin features. In support of a large scale live action shoot directed by Erich Joiner, the team worked to identify key requirements, sparse navigation and overlay hotspots that would impact the full screen browser view.

THE SOLUTION

After making an assessment of the projected video content and core requirements, I mapped out a user flow and iteratively collaborated with the creative team to ensure that the IA diagram would achieve the creative vision for the project. I then transposed the concept to wireframes, incorporating a lean user interface that integrates flawlessly with the video content drawing a strong focus to the visual aspects of the execution. Additional work included making a wireframe for HTML5 and iphone mobile view.



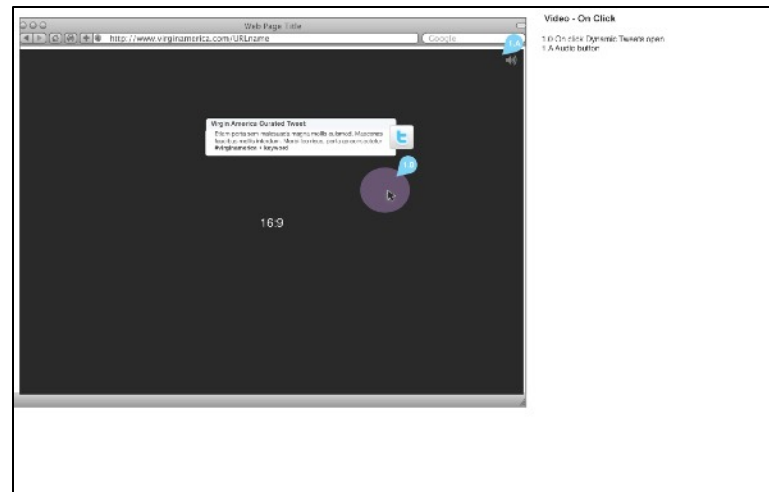
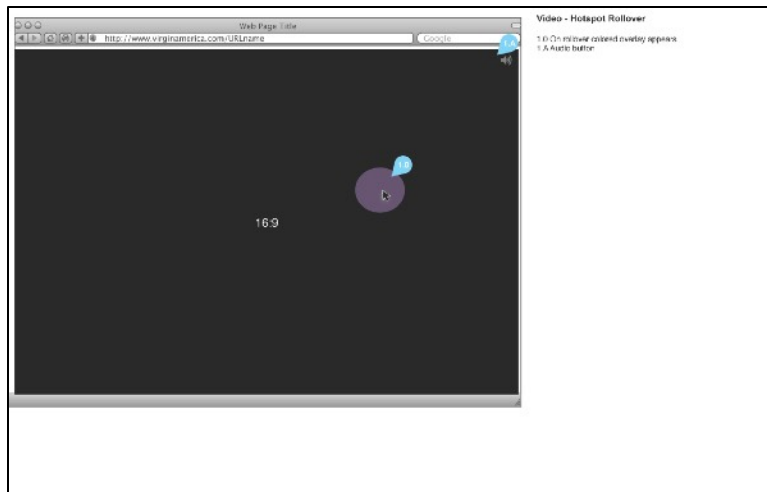
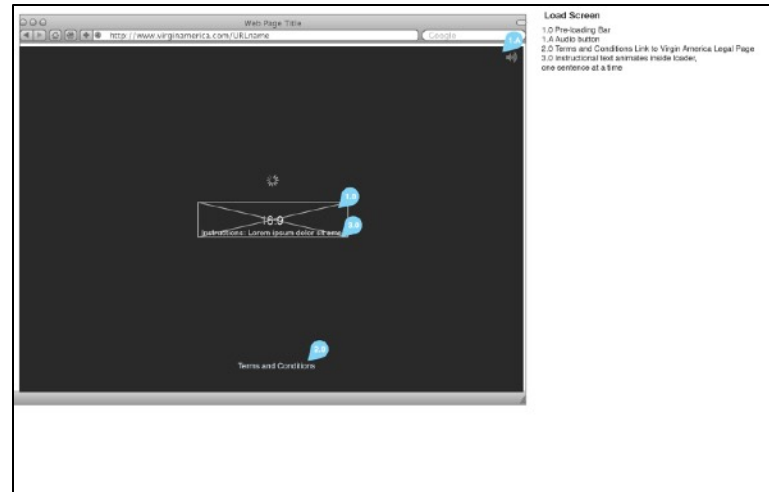
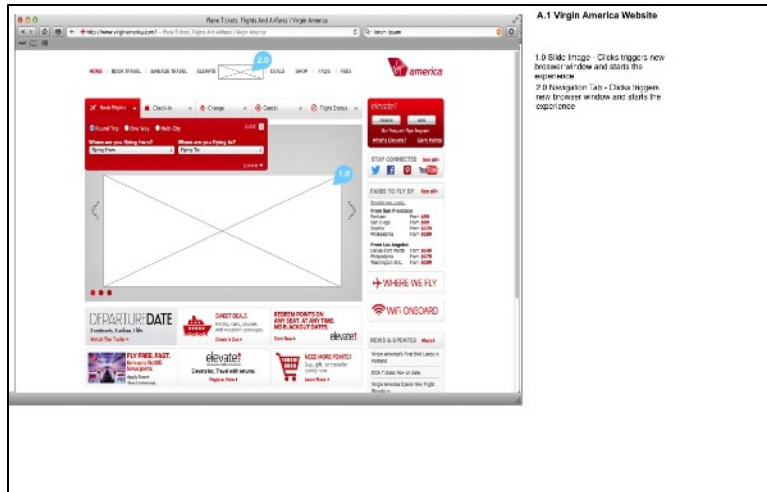
TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / USER FLOW



USER FLOW SOLUTION

It was important that the Information Architecture have a strong narrative line in order to convey the journey that a user would take, watching all the videos inside the Virgin America cabin, transitioning through the entertainment screens on the seat backs, with opportunities to explore all the hotspots that highlighted cabin features and celebrity influencers. The final step in the journey provided users information about Virgin America flight destinations, reservation booking, social share and instagram integration.

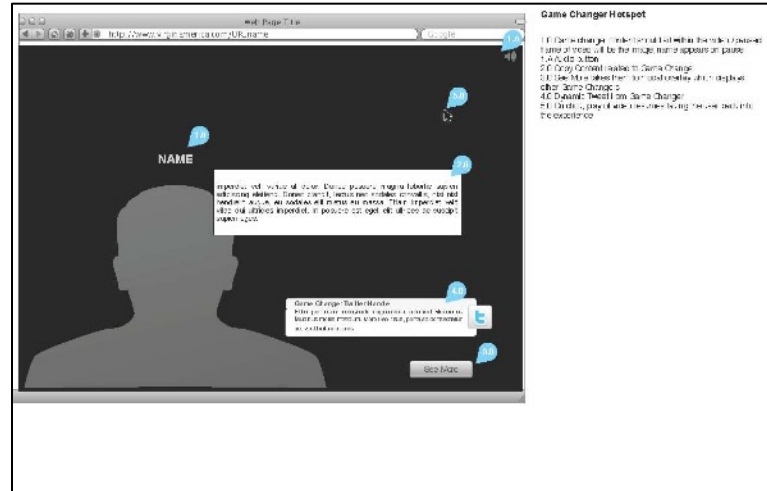
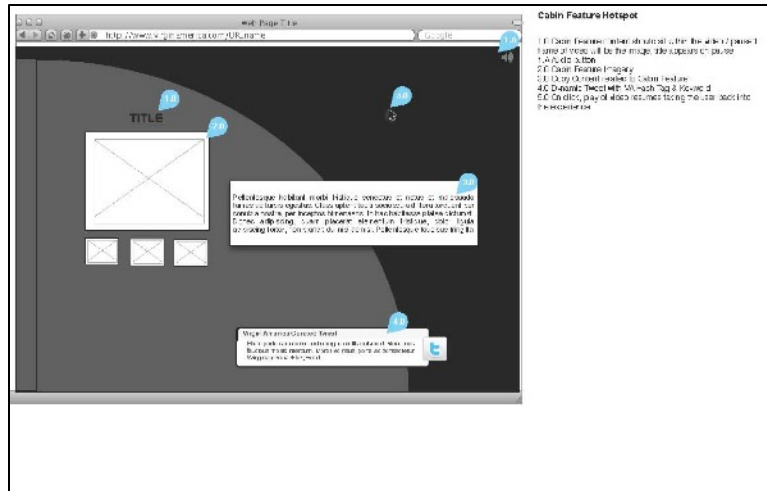
TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / WIREFRAMES SAMPLES



WIREFRAME HIGHLIGHTS

Experience kicks off inside of the Virgin America home site, directs user to load screen with map, which transports the user to path video which travels through seat back transition. Hotspots, as noted in purple, emerge on video that allows the user to display “Cabin Feature” and “Game Changer” on click. Screens include Virgin America, curated tweets that load dynamically.

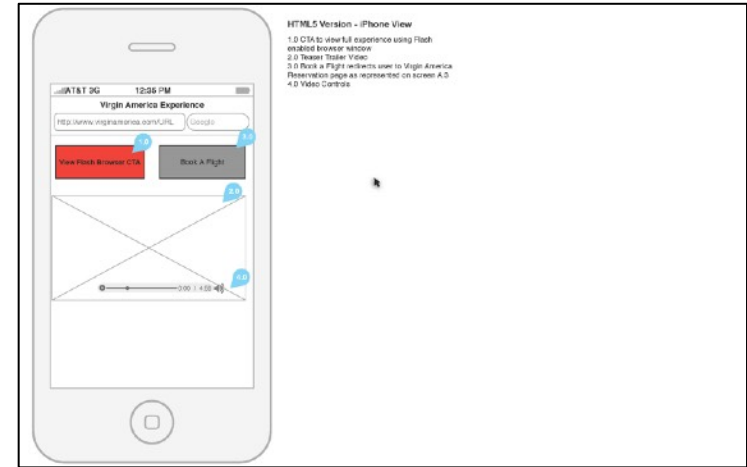
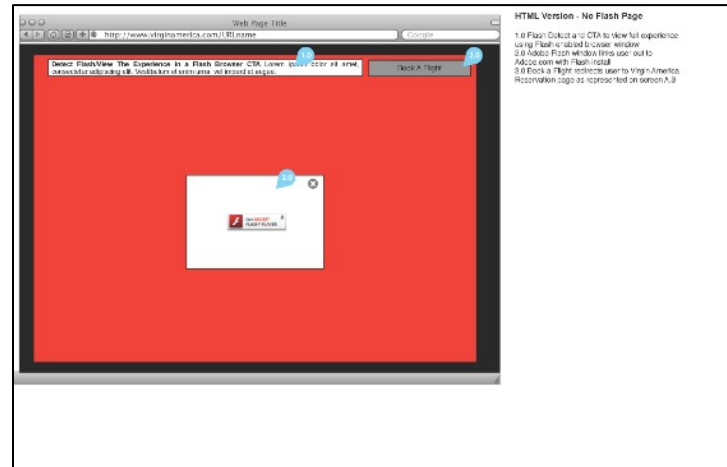
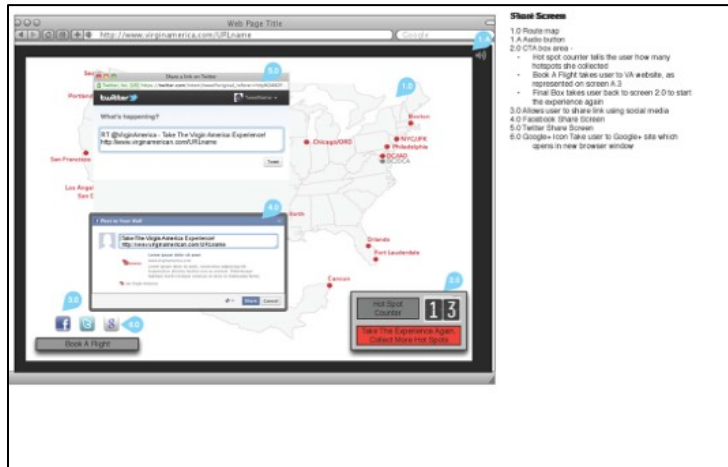
TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / WIREFRAMES SAMPLES



WIREFRAME HIGHLIGHTS

Screens show "Cabin Feature" and "Game Changer" screens, which emphasize simplicity and focus on taking the journey through the cabin of the plane. Third screen on this page shows the view for "Other Game Changers", celebrities that could not attend live shoot, but who client would like to include in final live website.

TOOL OF NORTH AMERICA - EXPERIENCE VIRGIN AMERICA WEBSITE PROJECT / WIREFRAMES SAMPLES



WIREFRAME HIGHLIGHTS

Journey through plane resolves to flight path option map, hotspot counter to gamify the experience and social share options. Additional screens on this page map out fall back options: Prompt for user to update Adobe Flash player, HTML fallback for tablet devices and mobile view.

THANK YOU.