



**eganjones**

User Experience & Interactive Design portfolio

# Egan Jones - Design & Direction



## About Me

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- Outgoing, **positive**, empathetic, and fun
- Like a good poker game, I enjoy getting into people's heads, and understand them by asking probing questions, and interpreting subtle reactions and responses
- An **Austin native**, I love people-watching, traveling, playing soccer, snowboarding, biking, canoeing / kayaking / rafting, and particularly **fly fishing**



## Process & Philosophy

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- **Holistic**, strategic, flexible, and fun
- **Punk-rock Buddhism** would be a good characterization of my **design philosophy** – creatively challenging the status quo, and advocating for **happier people everywhere**
- I relish the **skunkworks** R&D-type projects, and the challenge of “hasn’t been done before” with an infectious positive attitude



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# ARRIVE - Sneak Peek

2019-2022

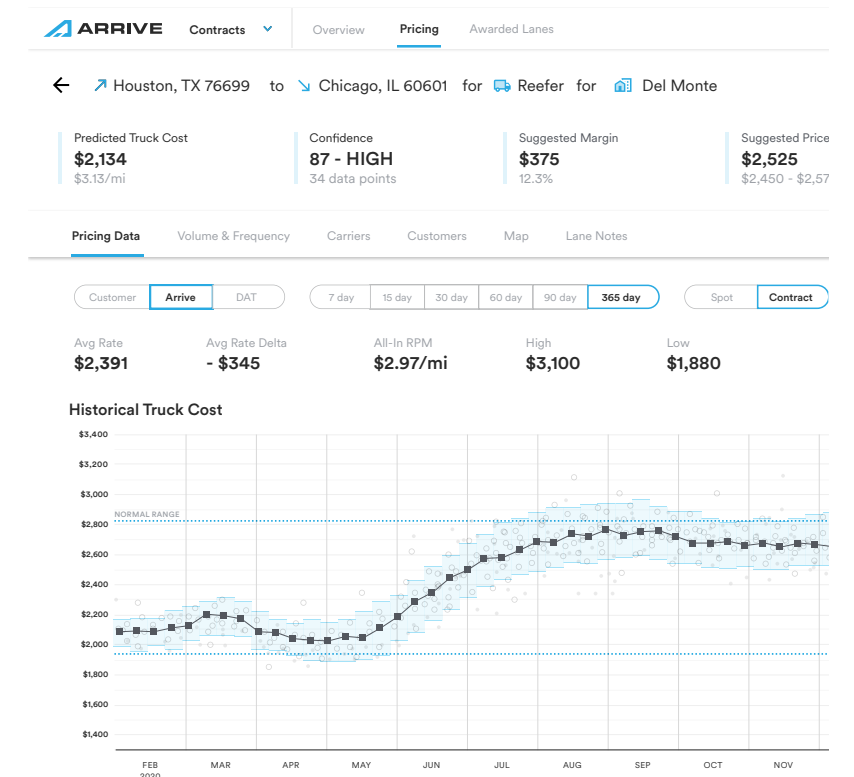
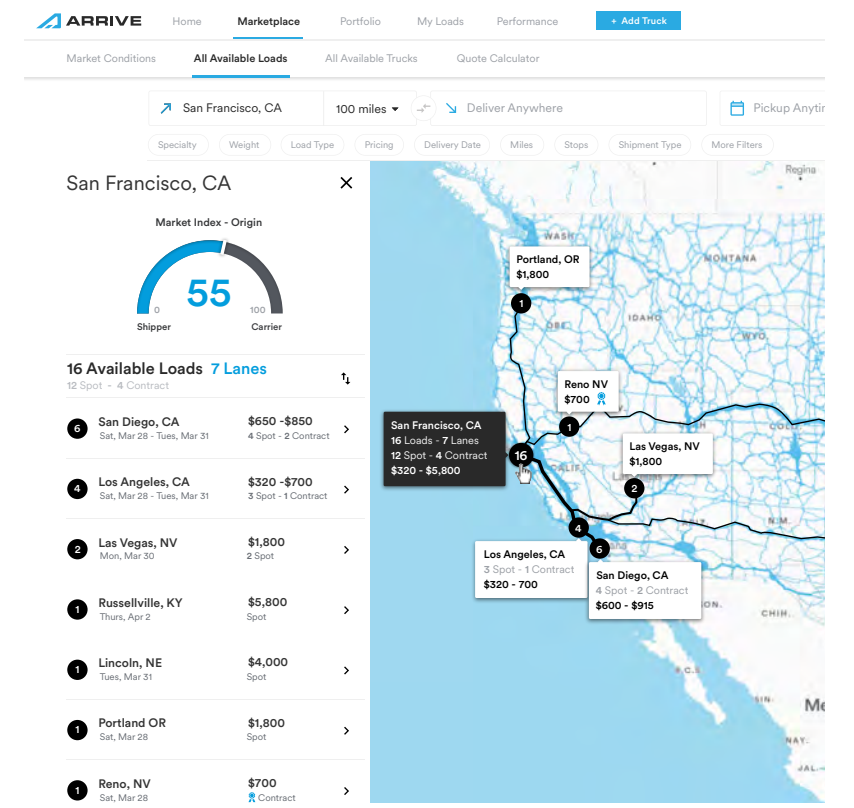
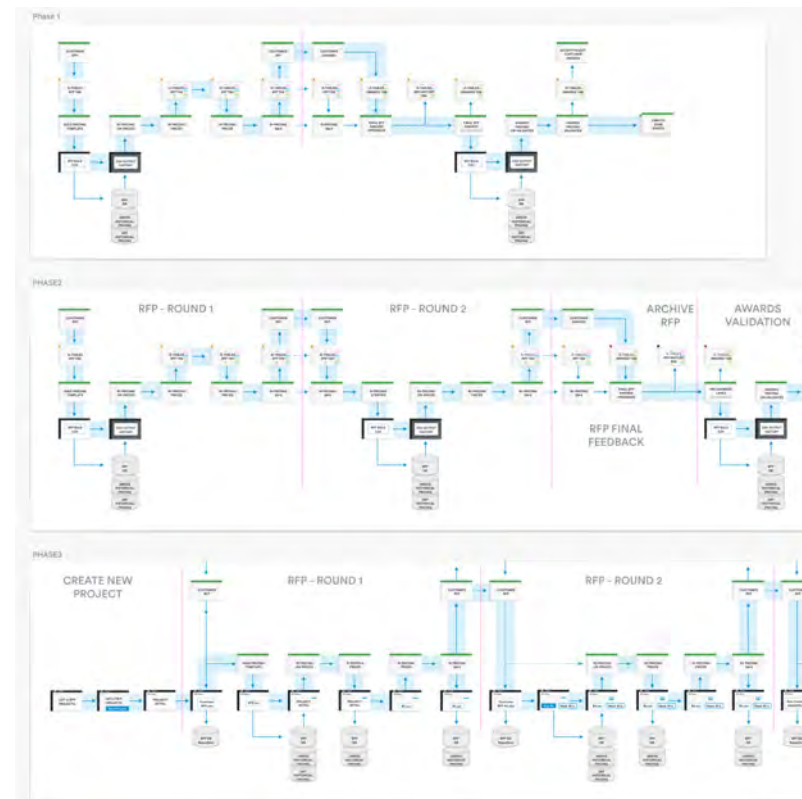
## NextGen Vision

- **LFGUI Design Language System**, inspired by Material Design, AirBnB, and Google Flights, with dashes of Disney magic
- **LFGet out of spreadsheet hell, and into bespoke management systems**, with contextual workflows, managing by exception, timely notifications, and keyboard shortcuts, so **every user is a power user**

## Flowing Solutions

- **Researching** in-house users, devising phased **release strategies**, **aligning stakeholders**, drawing data **workflows**, **vision comps**, and **production mockups**
- Working across teams to connect silos, but **Responsible for Contracts**, supporting **five analysts** that **bring in over 30% of entire company revenue**, at the fastest growing Transportation Logistics company, **ever**

LOAD #	ORIGIN	DESTINATION	MILES	TRUCK
2410168 Available	San Antonio, TX Wednesday Apr 8, 08:00 - 16:00 EST	Van Buren, MI Monday Apr 6, 08:00 - 16:00 CST	1,439 mi	Van
2410167 Available	San Antonio, TX Wednesday Apr 8, 08:00 - 16:00 EST	Bolingbrook, IL Monday Apr 6, 08:00 - 16:00 CST	1,172 mi	Van
2410165 Available	San Antonio, TX Wednesday Apr 8, 08:00 - 16:00 EST	San Diego, CA Monday Apr 6, 08:00 - 16:00 CST	1,274 mi	Van
2410164 Available	Muncie, IN Wednesday Apr 8, 08:00 - 16:00 EST	McAllen, TX Monday Apr 6, 08:00 - 16:00 CST	1,422 mi	Van
2410163 Available	Lawrenceville, GA Monday Apr 6, 00:00 - 23:59 EST	Clarksville, TN Monday Apr 6, 08:00 - 16:00 CST	331 mi	VR
2410162 Available	Los Angeles, CA Tuesday Apr 7, 12:00 - 18:00 PST	Detroit, MI Monday Apr 6, 08:00 - 16:00 EST	2,281 mi	Reefer
2410161 Available	Pasco, WA Friday Apr 10, 06:00 - 12:00 PST	Delaware, OH Monday Apr 6, 08:00 - 16:00 EST	2,227 mi	Van
2410160 Available	Scranton, PA Thursday Apr 9, 08:00 - 16:00 EST	Russellville, KY Monday Apr 6, 08:00 - 16:00 EST	811 mi	Van
2410157 Available	Salt Lake City, UT Monday Apr 6, 08:00 - 16:00 MST	Miami, FL Thursday Apr 9, 08:00 - 16:00 EST	2,534 mi	Flatbed







## Background

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- **Construction transportation** logistics for aggregates (i.e. sand, gravel, rock)
- Backed by largest aggregate & concrete company in the world - Heidelberg Cement
- **Individual Contributor**, leading an information architect, dev team (local and global), PM's, and others through design process & exercises

## Challenges

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- Shortage of drivers, older (50+), low-tech, language barriers, poor communication
- Buddy networks, Text messages, Excel spreadsheets, Post it notes, Skin of Teeth
- Complex dynamic ecosystem of players
- Hyperlocal, with supply-demand dynamics and delivery models varying from market to market

## Process

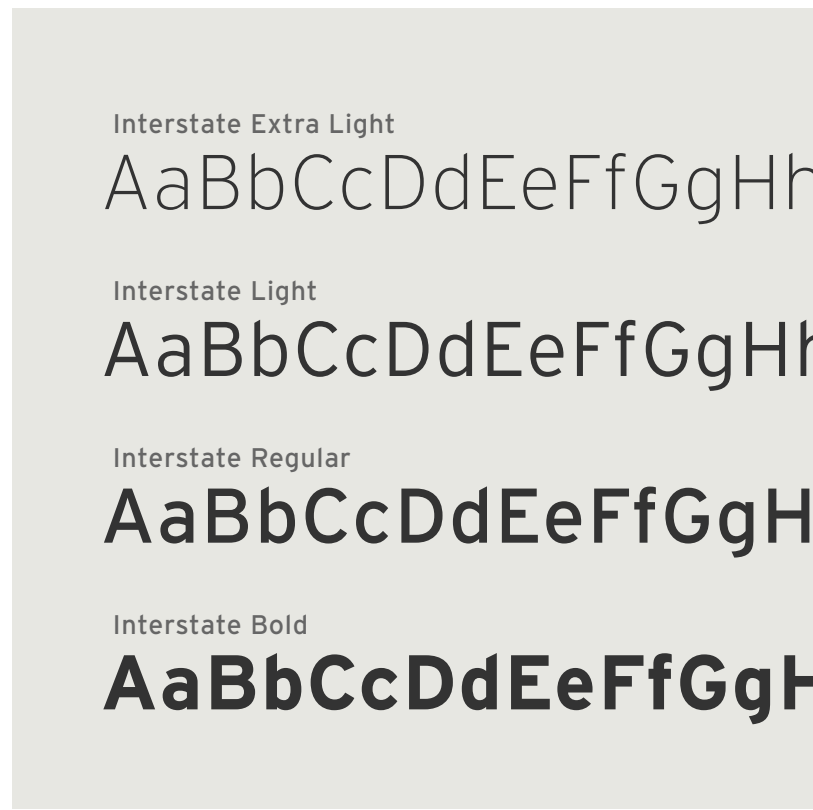
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- Lean UX, agile, emphasis on MVP under two month deadline
- Visual Identity, Logo, Styleguide
- Course Correction: Trucks to Jobs
- User Interviews & Personas
- Task Flows
- Job Mockups



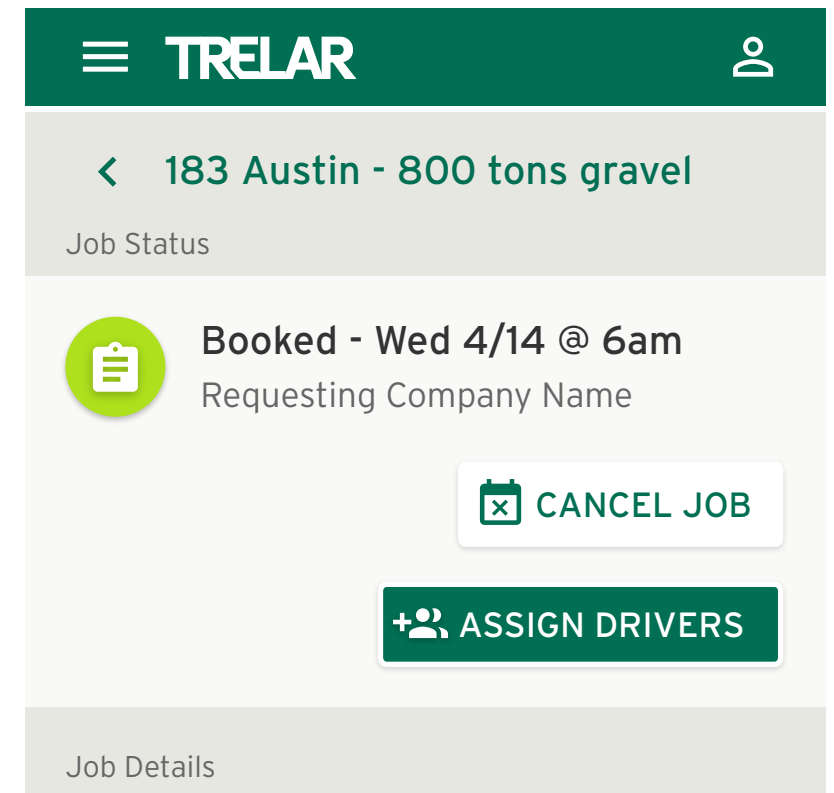
## Logo

- **Angular & Bold** feel, like crushed rock; Geometric & Grotesque, but modern & fresh
- **Horseferry** font, designed by Neville Brody, commissioned by BBC Channel 4, descended from UK highway signage
- **Tractor + Trailer elements**  
Lengthened arms on “T”, added angular tails to base arm of “E” and “L”, reduced tracking and kerning to create unified shape



## Typography

- **Interstate** adapted from Highway Gothic, for all UI, body, and marketing collateral
- Lends sense of **familiarity** and **trust**
- Used by Dell, Southwest Airlines, Citi Bank
- Compliments Horseferry used in logotype



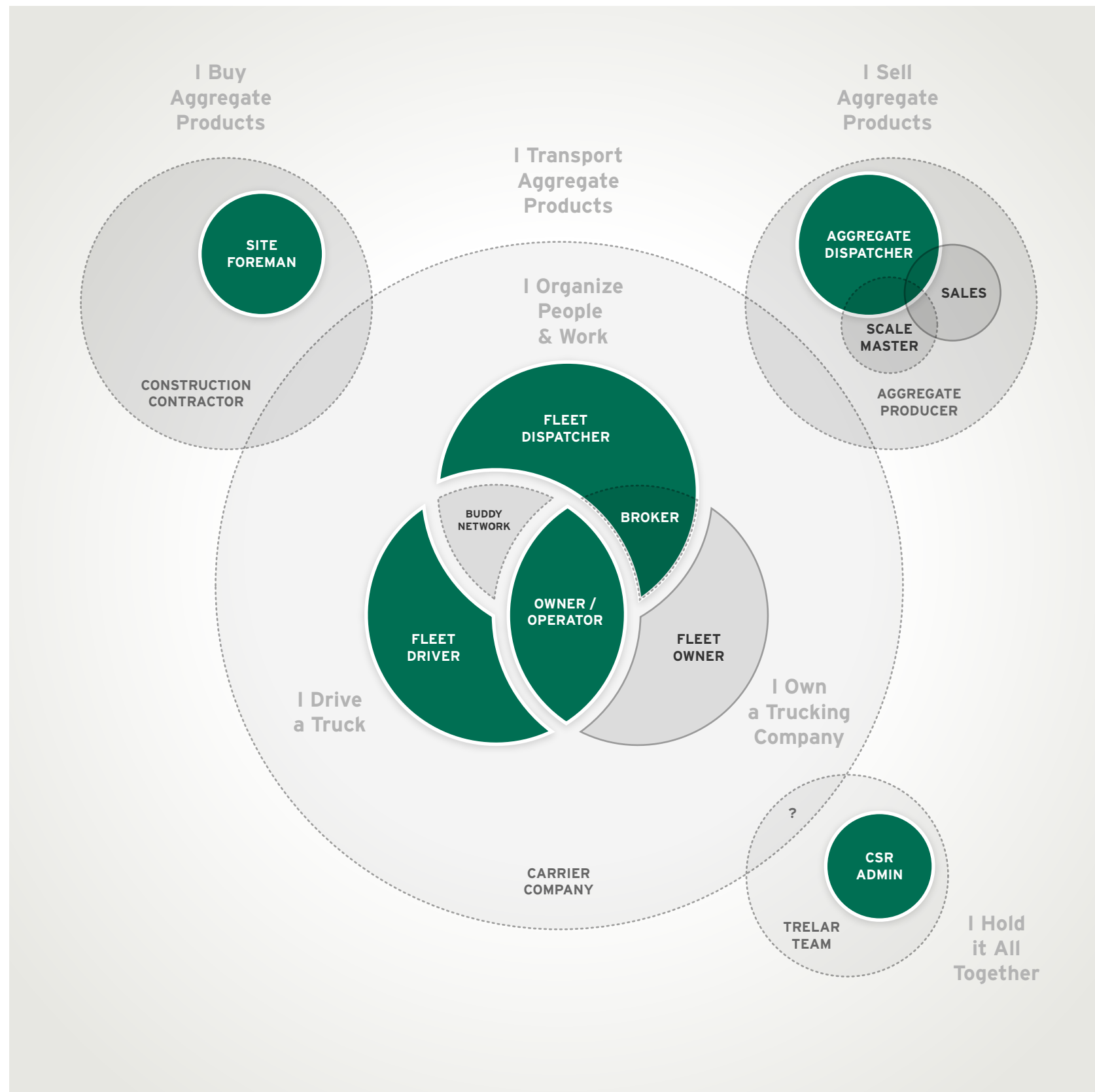
## Style

- **U.S. traffic signage theme** updated for interaction
- Green primary - MS Excel, Google Sheets, Fidelity, VRBO, Waste Management, FinTech
- Material Design Language, with almost 70% of user base on Android
- Executed all the above and delivered initial draft of CSS style sheet in first three days

## Jobs, Jobs, Jobs

- A **Truck Search** Dashboard **was the focus for MVP** on my second day of work
- Quickly, I convinced the team **JOBS** needed to be the app's **unit of work**, that progress through various states (bid, staffed, in progress, delivered, paid, etc.), and pass through various hands
- Introducing jobs as the nexus, **tied all the actors, processes, and features together**, and lit them in the proper context
- A **Job Dashboard** became the focus, where status, location, and progress metrics could be elevated





## A Complex Web of Actors

- **Aggregate Producers** are responsible for delivery of their products in many local markets, but their **Dispatchers** have difficulty scheduling and tracking drivers
- A variety of **Carrier companies** are utilized to deliver aggregates – 94% are smaller independent **Owner/Operators**. Larger companies have their own fleet of trucks, employing **Carrier Dispatchers** to schedule and organize their fleet. Lastly, **Brokers** are typically middle-men, and will be the most disrupted by TRELAR.
- **Construction Contractors** were not initially considered as part of the ecosystem – many even argued against their inclusion. Later, once the team finally started talking with and listening to users, they understood the value of including a tracking portal for contractors.
- Let's not forget the trusted TRELAR **Customer Service Representatives** that hold everything together

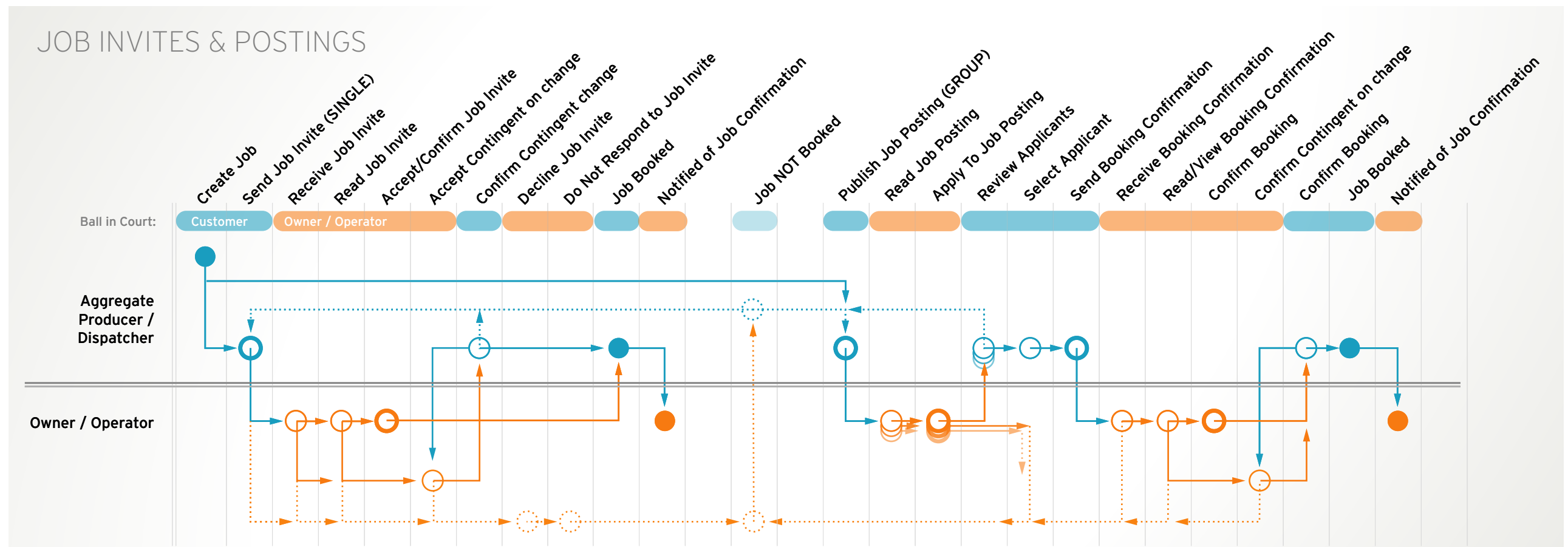


The image is a collage representing user interviews. It features three overlapping Google Docs windows. The top window is titled 'InterviewQuestions\_Aggr...' and contains a speech bubble with the text: "What do you do when your truck breaks down, or you have mechanical problems and can't deliver your load?". The middle window is titled 'InterviewQuestions\_CarrierDispatcher' and contains a speech bubble with the text: "Um, fix it?". The bottom window is titled 'InterviewQuestions\_OwnerOper...' and contains a speech bubble with the text: "Do you contact anyone to let them know?". Below this, another speech bubble contains the text: "Nah... They usually figure it out." At the bottom right, there is a speech bubble containing a 'zany face' emoji (😜). The background of the entire collage is a green audio waveform.

## Biggest Pain Points

- In markets where **Aggregate Producers** are responsible for delivery of their products, **finding and keeping reliable Carriers** is a constant battle
- Despite frequent absenteeism and tardiness, **Drivers are in short supply**, and therefore are **rarely held accountable** for misdeeds today, since they will always be needed again tomorrow
- There are **no other options available** in the **small local markets**





## Registration & Onboarding

- Registering and onboarding **Drivers** requires them to download the mobile app, so that their loads can be tracked via GPS
- **Contractors** can register via web app or mobile app
- **Aggregate Producers** are currently manually onboarded, due to the amount of data customization required

## Job Invites & Postings (above)

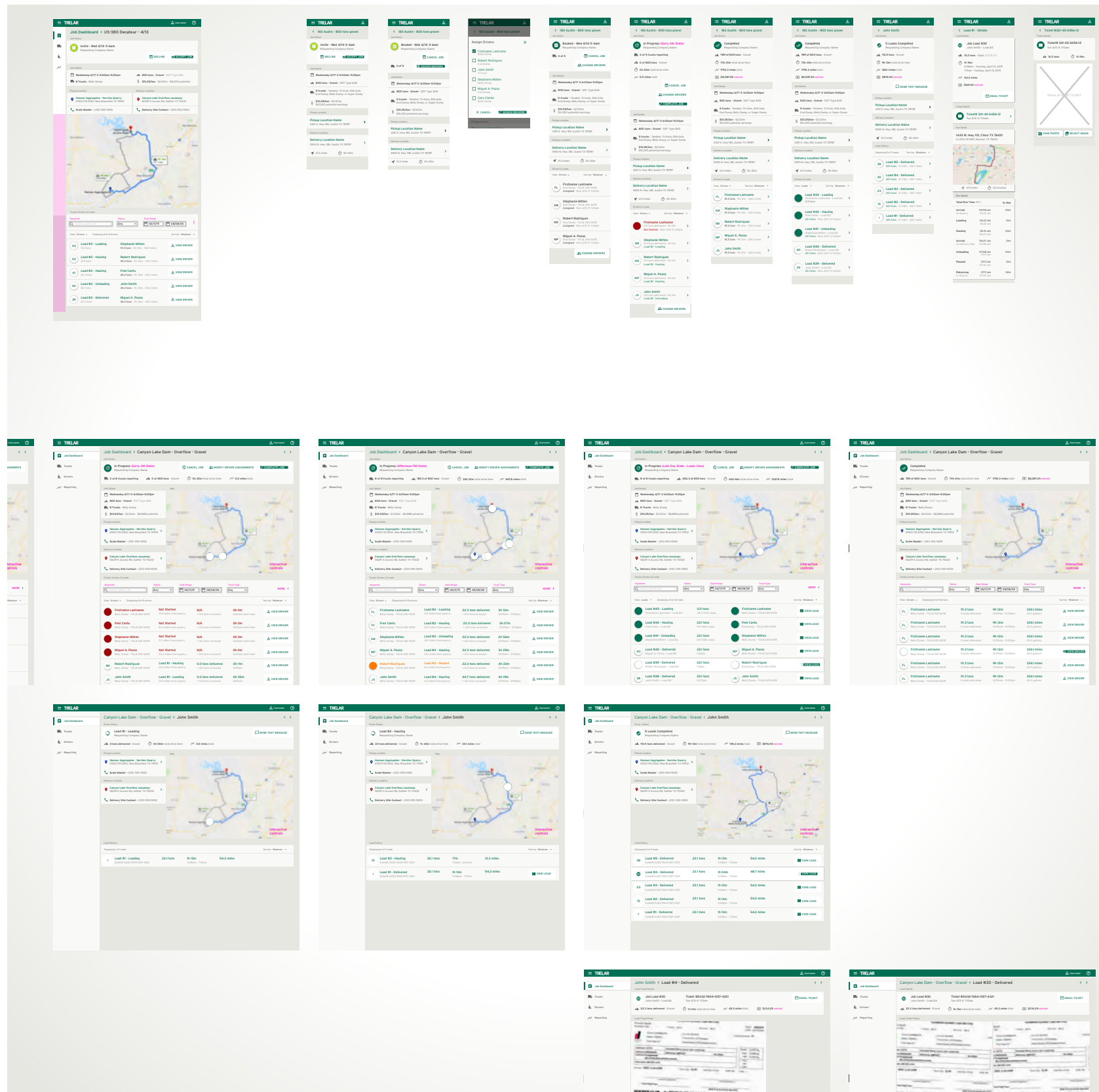
- Utilizing existing relationships, **Job Invites** are sent out and filled, (aka “booked”), in a first-come-first-served fashion
- **Job Posting** are sent to a **Marketplace**, a la craigslist, where Carriers can apply for jobs

## Scheduling & Delivery

- **Scheduling and Assigning Drivers** to jobs is needed by both **Dispatchers** and **Owner/Operators**, so they can assign work to others in their professional networks
- **Delivery** is where the rubber hits the road, and where the transparency of GPS tracking works its magic, with layers of value for everyone involved

## Whiskey for my Horses

- Native **Mobile First**
- **Driver & Carrier** personas First
- Numerous jobs states and statuses drawn, as they progress and change hands
- **Tools for sparking discussions** on strategies, architecture, features, flows, interactions, scope, phasing, and phrasing
- Ultimately **creating alignment and consensus** among team members and stakeholders
- Document design patterns and interactions in JIRA tickets for handoff to developers





## Background

- “Data Discovery and Data Management in Place, at Scale”
- Structured and Unstructured Data, in repositories, and out in the wild
- Primary Markets: **Legal eDiscovery, Records Management, and Governance**
- **UX/UI Designer** - Started Dec 2011  
Acquired by IBM - Feb 2013



## Challenges

- Simplifying, managing, and understanding petabytes of data
- Long processing times for users hinders iterative exploration and verification
- Reduce administrative headache while updating and migrating older functionality to new platform



## Process

- **Agile** and **Lean UX**, with an emphasis on **Minimum Viable Product**, since we were under a 6 month timeline
- Close cross-discipline communication and collaboration is key
- Iterate rapidly on ideas to drive discussions, inform decisions, and build consensus
- Keeping the UI simple, with standard web ui components to quickly build and QA, which translated as faster to market

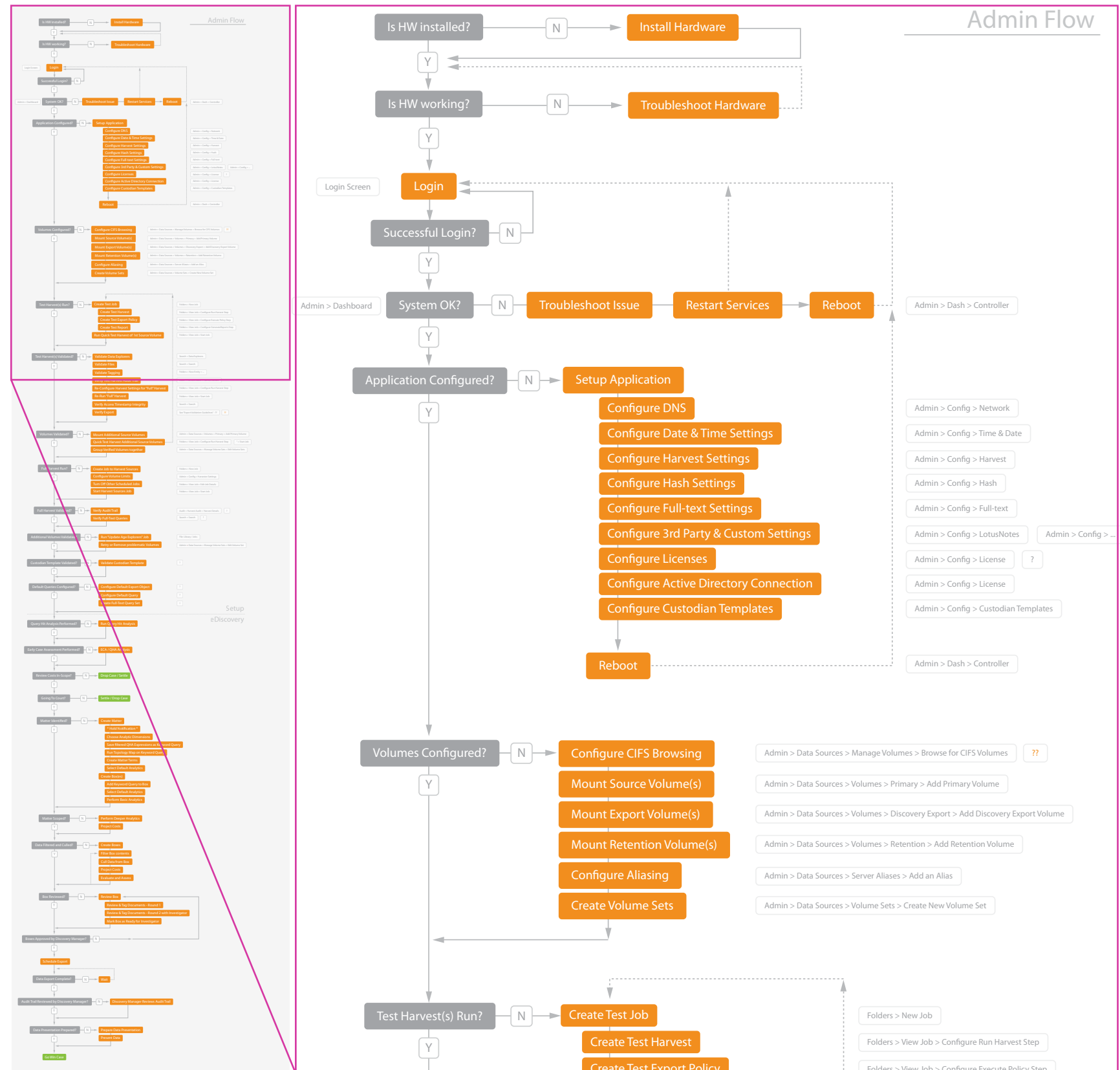


# IBM / StoredIQ - AdminIQ Journey

2012-2015

## Admin Task Flow - Legal Use Case

- Our admin persona, critical to StoredIQ's success, is inspired by our Sales Engineers' in-depth knowledge of client needs
- This diagram outlines the process flow for an administrator installing and configuring the old application, mapping tasks (gray) and subtasks (orange) to individual screens (gray outline)
- **Used this process to inform strategy to begin removing pain** from the lengthy and repetitive processes
- I owned the user experience for IBM StoredIQ Administrator, formerly AdminIQ
- Please, zoom in for more detail



## 2012-2015

- Several personas drove our explorations, including a **CIO**, a legal / **Paralegal User**, a **Records Manager**, and an **IT Admin**
- Balance a beginner-friendly experience and technical constraints, with a KISS UI in order to meet aggressive timeline (No complex AND/OR use cases)

Saved Filters

Custom Filter

☒ File-Related

Contains


Enter File Name, Type, or Extension

☒ File Name
 ☒ File Type
 ☒ Extension

☒ Dates


Between

MM-DD-YYYY



and

MM-DD-YYYY



☒ Creation Date
 ☒ Sent Date (Email)
 ☒ Last Modified
 ☒ Received Date (Email)
 ☒ Accessed Date

☒ Size

Between

###

KB

and

###

MB

☒ Name

Firstname Middle Lastname, or UserName

Separate multiple names using commas. Example: "John Smith, Mary Jones"

☒ User
 ☒ UserName
 ☒ Author
 ☒ Owner
 ☒ Permissions
 ☒ Sharepoint User
 ☒ Sharepoint Author
 ☒ Custodian
 ☐ Keyword\*\*

☒ Email Address

Enter Email Address(es)

Separate multiple email addresses using commas.

[DataIQ](#)

[Superadmin](#)
[Help](#)

[StoredIQ](#)  
an IBM company

Infoset

Infoset Name #1

Total Objects: 322,242,346

Infoset Size: 23,444 MB

Composition: Top level

Created: 2012-04-23 09:45 AM

Type: User

Description: Infoset Description #1 dui aute iure dolor in rehen. derit voluplate.

Details

Explore

Create

Enhance

Report

Act

Exceptions

Filters

Select a filter from the Library below, or configure a Build Filter to apply to the selected Infoset.

Library

Build Filter

Set Operations

Scope Operations

Name	Description
Filter Name A1	Filter for Particular File Types
Filter Name A2	Filter for files that were created, modified, or accessed during the first quarter of 2012.
Filter Name A3	Collapses container objects into infoset
Filter Name A4	Filter for Social Security Numbers, Credit Card...
Filter Group B	Filters for exposed Financial information
Filter Name B21	Expands container objects into infoset

Enter terms...

Search

Edit

Delete

Filter Details

Name: Filter Name A2

Description: Filter for files that were created, modified, or accessed during the first quarter of 2012.

Used By: Info Set Name #3, Info Set Name #4, Info Set Name #9, Info Set Name #12, Info Set Name #32

Create New Infoset

Create a new infoset based on the primary infoset and selected filter.

Preview New Infoset Data

View sample data for the new infoset. Note: Sample data is returned quickly but may not be representative.

Preview Data

Name	Count	Created	Last modified	Last Accessed
FilenameA	3	2012-03-02 12:09 AM	2012-03-02 12:33 PM	2012-03-28 02:22 AM
FilenameB	1	2012-02-02 11:22 AM	2013-01-27 11:47 AM	2014-02-13 03:15 AM
FilenameC	2	2010-09-09 11:22 PM	2012-03-02 12:09 AM	2012-01-03 10:15 AM
FilenameD	3	2012-02-02 12:09 PM	2010-11-02 12:12 PM	2012-02-19 03:15 AM
FilenameE	2	2012-01-11 08:22 AM	2012-03-02 12:05 AM	2012-11-28 05:25 PM
employee_resume.docx	1	2011-02-02 12:09 PM	2012-01-22 12:55 AM	2013-02-23 09:17 AM
HR_employees.pdf	2	2011-04-12 03:12 AM	2012-03-11 11:33 AM	2012-02-13 03:15 PM
FilenameH	2	2012-02-02 12:09 PM	2012-02-07 09:02 AM	2013-05-27 03:15 PM
FilenameI	1	2010-08-11 12:09 AM	2011-08-14 06:44 AM	2012-02-13 08:15 AM
FilenameJ	2	2012-01-09 07:22 PM	2012-01-29 11:19 AM	2014-01-04 11:13 AM

Close

View Details

Advanced Option: Could display additional columns referencing "ancestral attributes" from previous upstream filtering. (Subdued highlighting)

## Mental Model

## Infosets

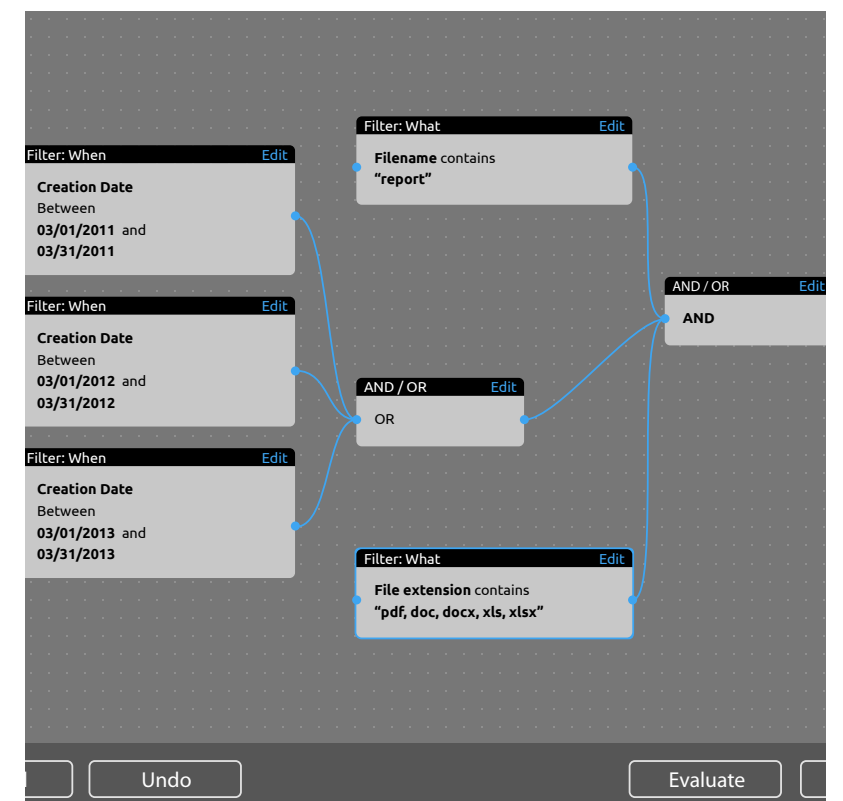
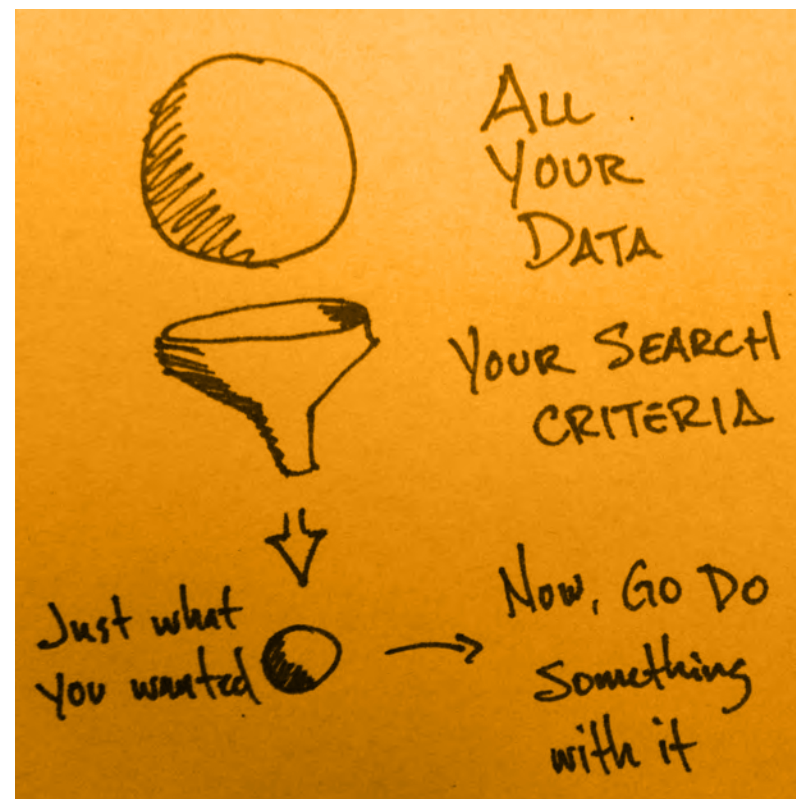
- Just bundles of data objects (files)
- A wrapper for data
- Infoset -> Filter -> New Infoset

## Filters

- Queries, Faceted Searches

## Actions

- Move, Copy, Delete



## Card Sorting - Search Attributes

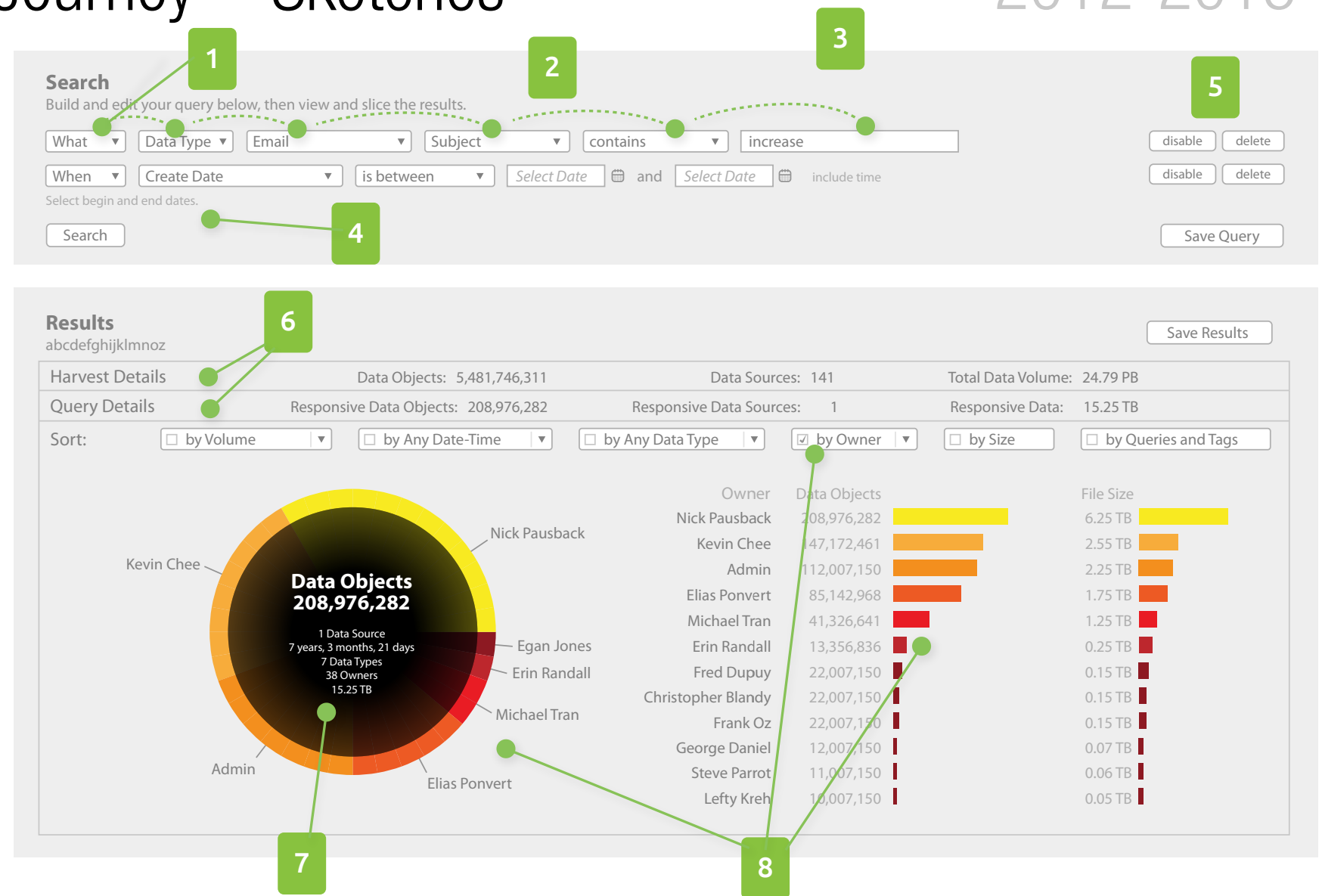
- Distilled the 300+ metadata attributes (e.g. File Size, Modification Date, etc.) down to 35-ish most frequently used.
- Worked with two lead Sales Engineers who were SME's, in the trenches daily with our users





## Early Sketch

1. User starts with single pulldown:  
Who, What, Where....
2. ...progressively disclosing the next menu,  
narrowing their context with each step...
3. ...and inputting key values
4. Description prompts current step
5. User iterative and refining processes  
requires temp debugging functionality
6. All Data vs. Responsive Data
7. Responsive data object count,  
with brief summary
8. Visual break-down by selected attribute



## First Release Wireframe

1. Check box exposes attribute options
2. Attribute string values AND'd together, with attributes OR'd together within each group, and AND'd across groups
3. Info icon provides tooltip notice that full-text keyword searches are time-intensive. Checkbox defaults to unselected.

### Filters

Select a Filter from the Saved Filters below, or configure a Custom Filter to apply to the selected InfoSet\*. [Learn More...](#)

Saved Filters

Custom Filter

☒ File-Related

Contains

▼

Enter File Name, Type, or Extension

☒ File Name

☒ File Type

☒ Extension

1

☒ Dates

Between

▼

MM-DD-YYYY

📅

and

MM-DD-YYYY

📅

☒ Creation Date

☒ Sent Date (Email)

☒ Last Modified

☒ Received Date (Email)

☒ Accessed Date

2

☒ Size

Between

▼

###

KB

▼

and

###

MB

▼

☒ Name

Firstname Middle Lastname, or UserName

Separate multiple names using commas. Example: "John Smith, Mary Jones"

☒ User

☒ Username

☒ Author

☒ Owner

☒ Permissions

☒ Sharepoint User

☒ Sharepoint Author

☒ Custodian

☐ Keyword\*\*

📘

☒ Email Address

Enter Email Address(es)

Separate multiple email addresses using commas.

☒ To:

☒ From:

☒ CC:

☒ BCC:

☐ Keyword\*\*

📘

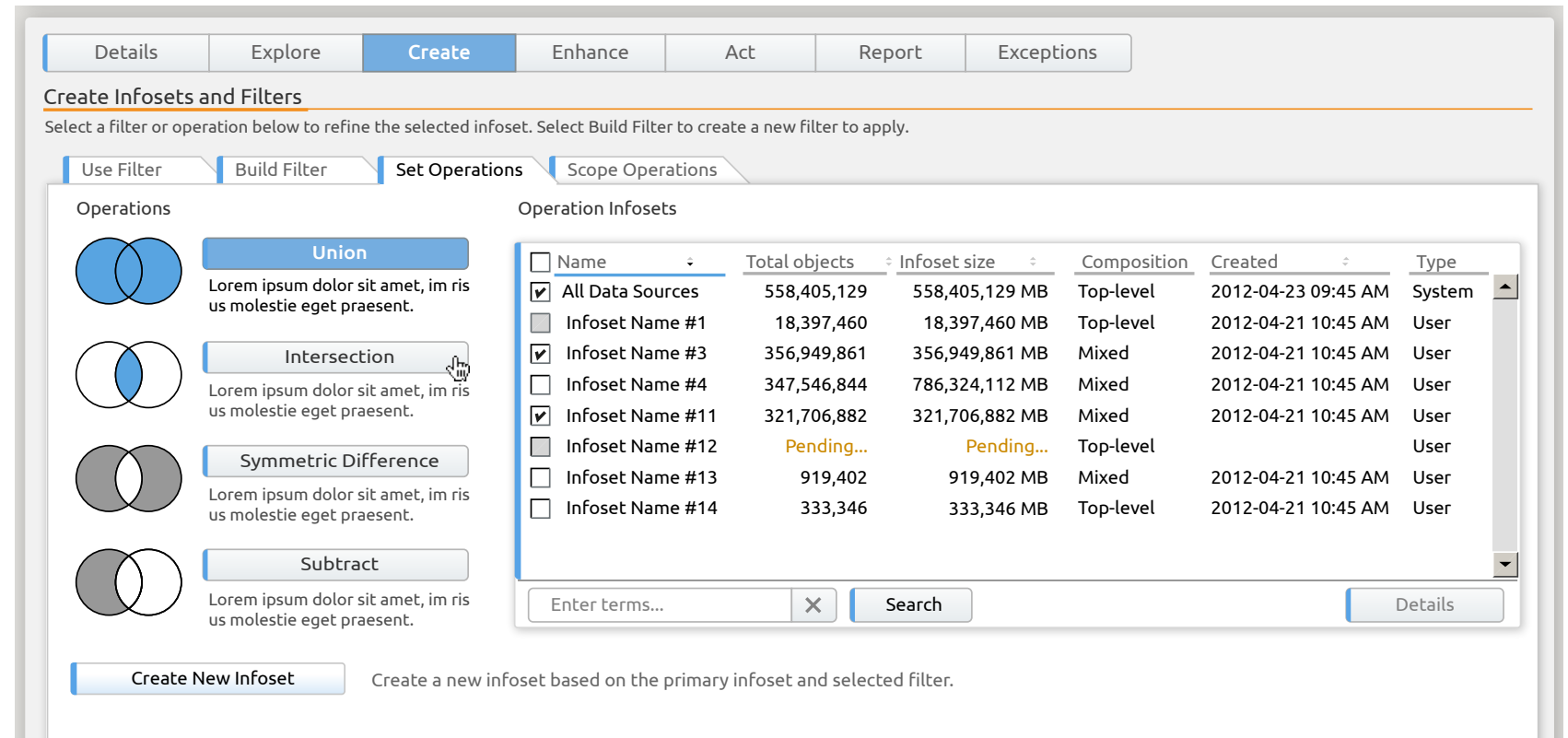
☒ Keyword\*\*

📘

3

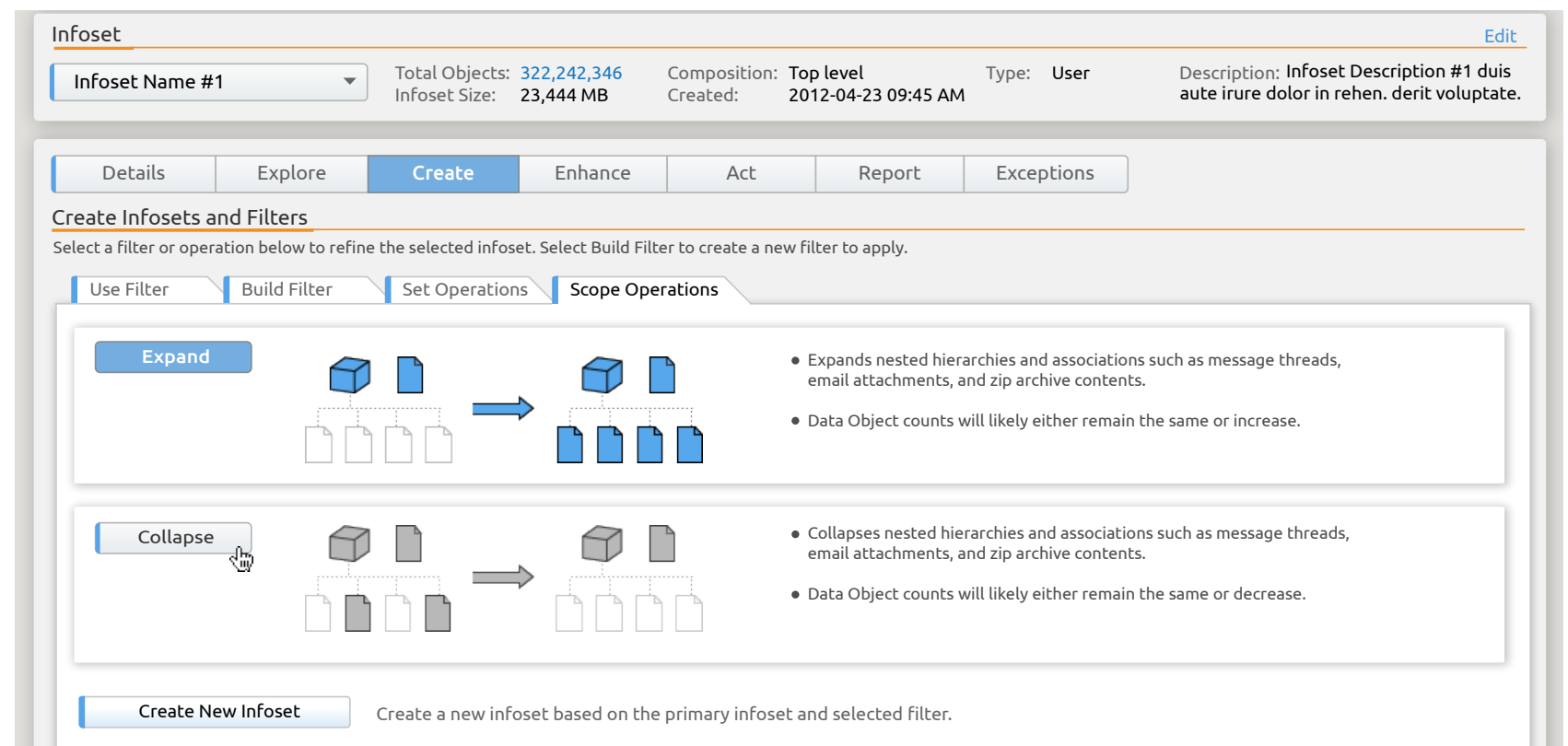
## 4th Release Wireframe - Set Ops

- Without more complex AND-ing and OR-ing, **set operations became more important** and useful in crafting a tailored infoSet



## 4th Release Wireframe - Scope Ops

- This visual aims to communicate one of the more difficult concepts for our users to understand. **Numbers wouldn't match depending on how you are looking at nested objects, which could create distrust in the software.**
- Example: a file attached to an email, within a message thread, inside a compressed zip archive. Do you count the zip? The email? The attachment? All the above?





## Improved Preview Results

- As our product and platform matured, we were able to **address known feature gaps**, and include functionality shelved long ago in the interest of developing the core
- Previously, we simply returned a list of responsive data objects, and **the user had to trust they were responsive** to the query, as it was too time intensive to review and validate each and every file
- Once the infrastructure had matured, we could finally provide context, and **show** the user **why the files are responsive**, so the user can determine if the files are **relevant**
- First empower a user to perform something they could not previously do, then iterate and improve on it

**DataIQ** Superadmin Help **StoredIQ** an IBM company

Infoset Edit

Infoset Name #1 Total Objects: 322,242,346 Composition: Top level Type: User Description: Infoset Description #1 dui aute irure dolor in rehen. derit voluptate.  
Infoset Size: 23,444 MB Created: 2012-04-23 09:45 AM

Details Explore **Create** Enhance Report Act Exceptions

**Filters**  
Select a filter from the Library below, or configure a Build Filter to apply to the selected Infoset.

Library **Build Filter** Set Operations Scope Operations

[Source Code View](#)

☐ **File:** Name, type, and extension

☒ **Date:** Date information

Between 2012-12-31 and 2010-01-01

☐ Accessed ☐ Modified ☒ Created

☐ **Size:** Data object file size

☐ **Name:** Username, owner, custodian, and more

☒ **Email:** Common email fields like To, From, CC, etc.

johndoh@xyz.ibm.com

☒ To ☒ From ☐ CC ☐ BCC ☐ Subject

☒ **Keywords:** Define a list of key words (requires text-enabled infosets)

report, analysis, document, prospectus

☐ **Autoclassification:** Select classification categories to apply (requires text-enabled infosets)

**Filter Details**

Name (required):  
Enter Filter Name

Description:  
Enter Description of Filter

Save Filter

Create New Infoset Create a new infoset based on the primary infoset and selected filter.

Preview New Infoset Data View sample data for the new infoset. Note: Sample data is returned quickly but may not be representative of the entire Infoset.

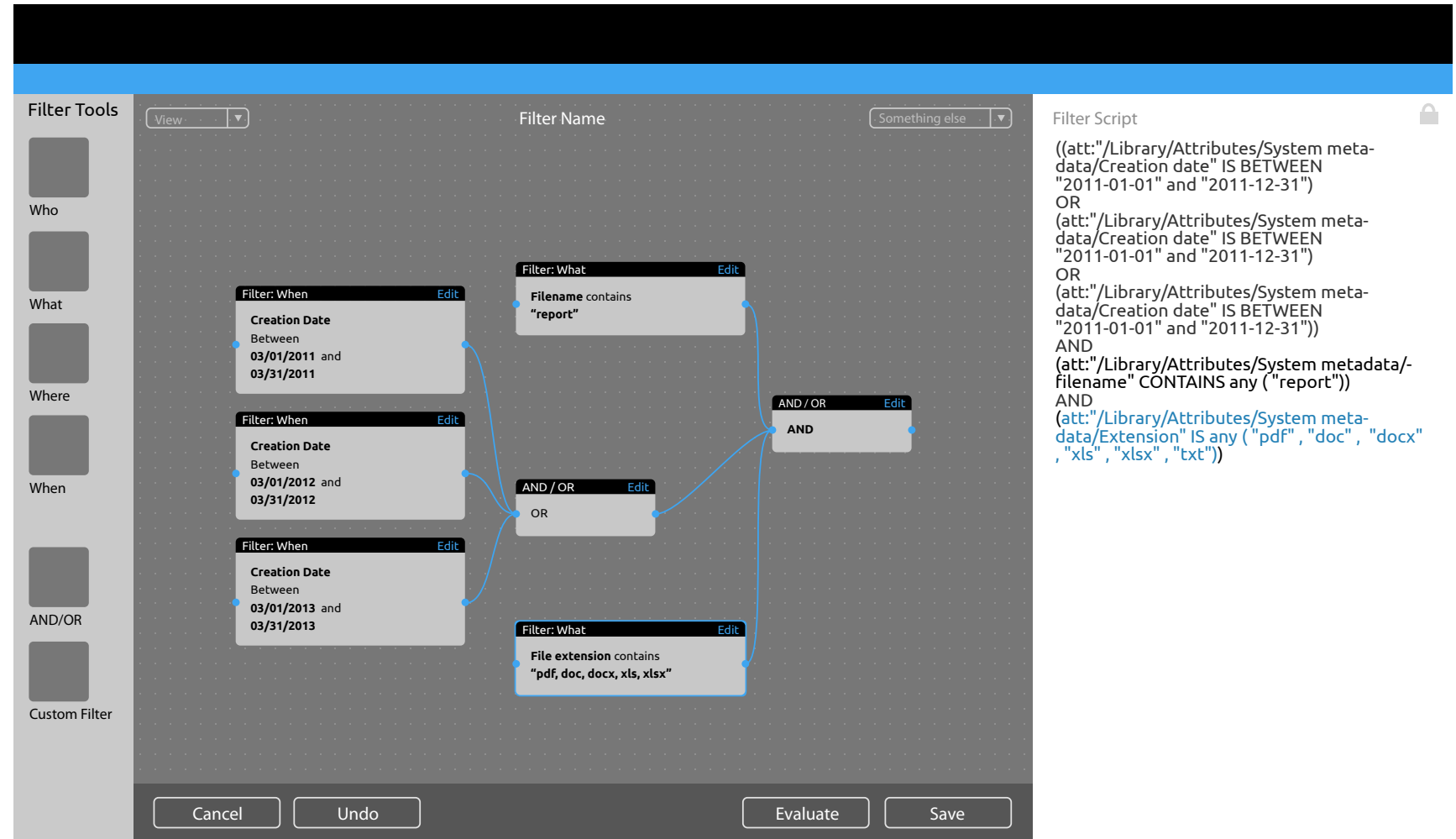
**Preview Data**

Object file name	Count	Created	To	From	Keyword: "report, analysis, ..."
FilenameA	5	2012-03-02 12:09 AM	beth@xyz.ibm.com	johndoh@xyz.ibm.com	... Q2 Financial Report states ...
FilenameB	4	2012-02-02 11:22 AM	nirmal@xyz.ibm.com	johndoh@xyz.ibm.com	... am sorry to report that our...
FilenameC	3	2010-09-09 11:22 PM	johndoh@xyz.ibm.com	clark@xyz.ibm.com	... we need to document all ...
FilenameD	3	2012-02-02 12:09 PM	sarah@xyz.ibm.com	johndoh@xyz.ibm.com	... their analysis indicates that ...
FilenameE	4	2012-01-11 08:22 AM	fred@xyz.ibm.com	johndoh@xyz.ibm.com	The reporting is due next week.
FilenameF	7	2011-02-02 12:09 PM	johndoh@xyz.ibm.com	tom@xyz.ibm.com	... after the Q4 report comes ...
FilenameG	3	2011-04-12 03:12 AM	johndoh@xyz.ibm.com	liz@xyz.ibm.com	... read the prospectus for more ...
FilenameH	4	2012-02-02 12:09 PM	johndoh@xyz.ibm.com	susanna@xyz.ibm.com	... detailed analysis recommends ...
FilenameI	3	2010-08-11 12:09 AM	johndoh@xyz.ibm.com	marie@xyz.ibm.com	... should be reporting to upper ...
FilenameJ	3	2012-01-09 07:22 PM	satwik@xyz.ibm.com	johndoh@xyz.ibm.com	... can you run and analysis on...

Close View Details

## Advanced Query Builder / Editor

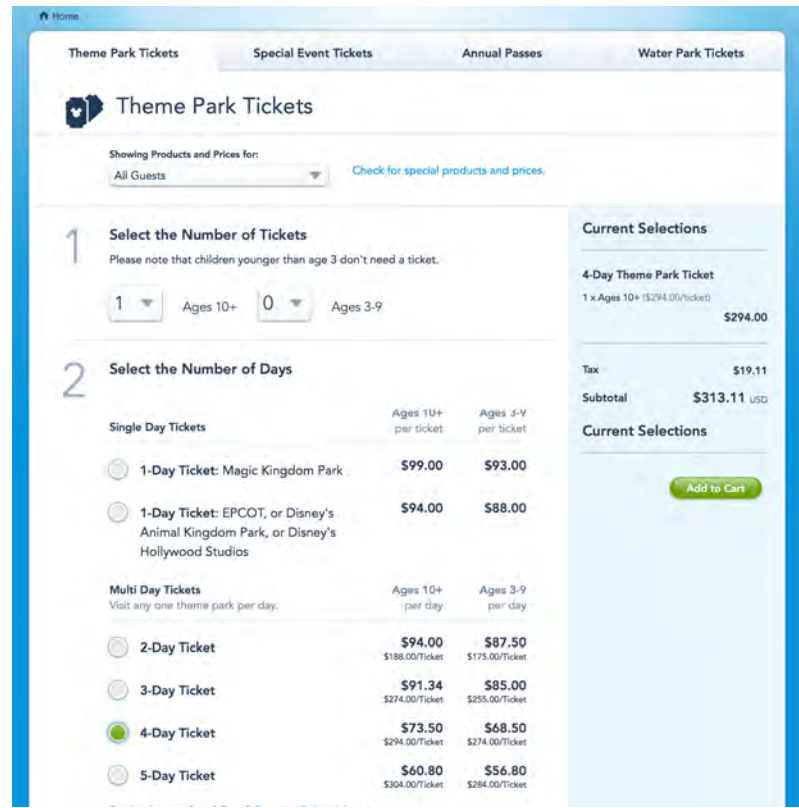
- Our **advanced solution** has the ability to do everything under the sun using our custom query language (very SQL-like) via a **Command Line Interface (CLI)**
- But we still felt the **need** for an advanced builder/editor, able to perform complicated queries in **a more visual manner**
- This was a forward-looking concept, drawing inspiration from flexible drag & drop, **node-based editors**, common to 3D and image processing workflows





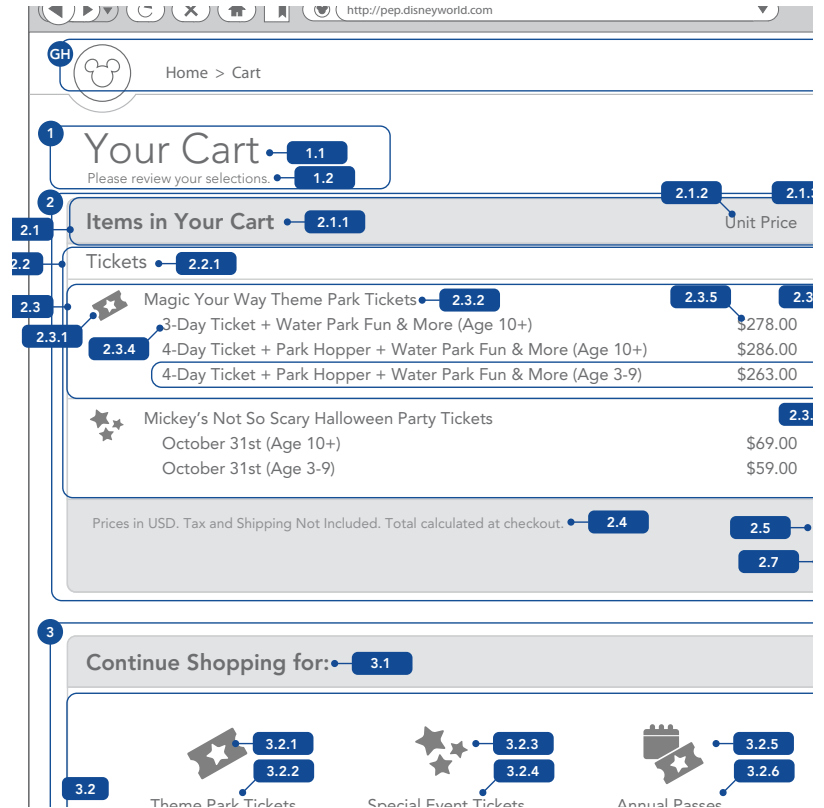
## Background

- frog worked with Disney to design a new magical, personalized park experience
- **Individual contributor** on Ticket teams with 1-2 Senior Interaction Design Leads, 1-2 Visual Designers, a Project Manager, and a QA Engineer; and UX Lead on Stewardship team, with one Sr QA, one PM, and mentoring one visual design intern



## Challenge

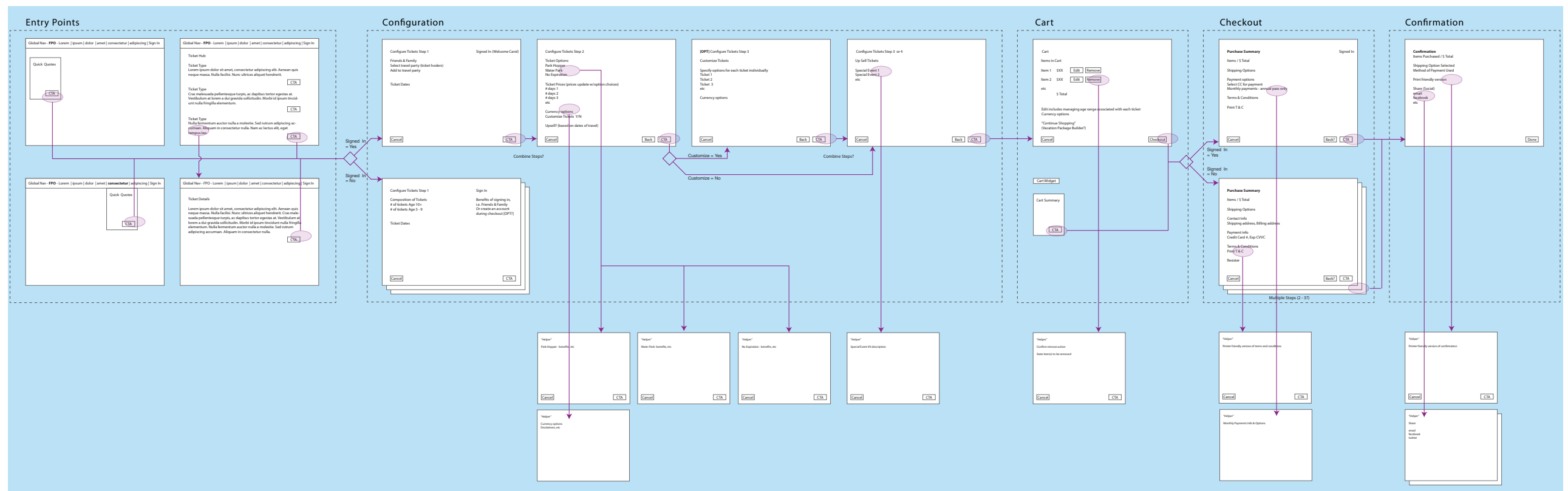
- Communicate complex ticket pricing structure (multiple parks, options, days, ages, annual passes, discounts, etc.) to users in a clear and simple manner
- I produced **flows, wireframes**, and **detailed documentation** for two phases of the ticket purchasing experience, and refactored wires and annotations, tracked issues, and answered developers' detailed questions for other tracks & phases



## Process

- Review & discuss existing user stories
- Organize stories into functional groupings
- Arrange stories into screen flows
- Iterate rapidly internally, diverging and converging on wireframe solutions,
- Reviewing & approving with stakeholders
- Documenting and liaising with developers





## Flow

- First we **organized, sorted, and analyzed user stories**, followed by roughing out screens with basic elements, and logically **grouping information and tasks into flows**

## Wireframe Explorations

- Then we generated an early **explosion of varied concepts** and approaches, followed by a period of **focused editing and refining**
- Review, gather feedback, and **iterate**

## Documentation

- Once the dust settled, we wrote detailed **descriptions of application behavior, interactions, and logic**, including many edge cases
- A **node-based indexing system** facilitated automated unit testing, mapping to user stories, gap analyses, etc.

frog - Disney - Ticket Journey - Explorations

2011

Ticket Configuration Explorations

- The goals: **Maintain trust**. Make a complex pricing model clear and straightforward, with no mental math. Communicate to users the increased value with longer visits
- “The more you stay, the less you pay.”
- The interaction around **discounts** for AARP, military, and (particularly) Florida residents proved to be a **delicate subject** for both user and client
- **The solution** was to require registration, verifying appropriate eligibility before displaying any available discount pricing, thereby avoiding anyone seeing a treat they can’t enjoy

Magic Your Way Tickets

Build Your Vacation

\$0.00

Your party

Select the number of people in your party.

Adults: Ages 10+ 2 \$58.00 per day

Children: Ages 3-9 2 \$52.25 per day

Days

Select the number of days you would like to visit theme parks.

2-Day \$81 per day

3-Day \$75 per day

4-Day \$58 per day

5-Day \$47 per day

6-Day \$40 per day

\$882.00

2 adults, 2 children

Multi-Park Option

Standard tickets permit one park per day. The Multi-Park Option permits visiting multiple theme parks per day. Recommended for more active, adventurous visitors. (+\$54 per person)

☒

Customize

+ \$216.00

Water Parks and More

In addition to the main theme parks this option grants access to Disney's two water parks, Blizzard Beach, and Typhoon Lagoon, as well as ESPN's Wild World of Sports, DisneyQuest Indoor Interactive Theme Park, and Oak Trail Golf Course. More... (+\$54 per person)

☒

Customize

+ \$216.00

No Expiration

With this option, there is no rush - the remaining days on your ticket never expire! Come back at any time! More... (+\$9-23 per person, per day)

Select

+ \$0.00

Totals

Total

\$854.00

Add to Cart

Magic Your Way Tickets - Configure

Select the number of people, the length of your stay, and type of ticket

\$0.00

Select the number of people

Big Kids: Ages 10+ 2

Little Kids: Ages 3-9 2

Select type of ticket

☐ Standard Ticket

Permits entrance to any one theme park per day.

☒ Multi-Park Ticket

Permits visiting multiple theme parks per day. Want to ride all the roller-coasters in the park in one day? This might be the right choice for you. Recommended for more active, adventurous visitors. (+\$54/per person)

Customize Individual Tickets

Are some people visiting a different number of days? Some want the Multi-Park Ticket, some don't? [Customize your tickets](#)

Cancel

Configure Tickets

Additional Attractions

Next

Select the number of days

3 Days \$75/\$67 per ticket/day

4 Days

Ages 10+ \$58.00 per ticket/day

Ages 3-9 \$52.25 per ticket/day

Magic Your Way Park Tickets

2x Age 10+ (\$232 each)

2x Age 3-9 (\$209 each)

\$882

Multi-Park Option

4x Park Hopper (\$54 each)

+ \$216

total \$1098 USD

5 Days \$47/\$43 per ticket/day

\$1118

Magic Your Way Tickets - Configure

Select the number of people, the length of your stay, and additional options to maximize your fun.

\$0.00

Select Number of People and Days

Big Kids: Ages 10+ 2

Little Kids: Ages 3-9 2

Days: 4

\$882.00

Multi-Park Option

Standard tickets permit one park per day. The Multi-Park Option permits visiting multiple theme parks per day. Want to ride all the roller-coasters in the park in one day? This might be the right choice for you. Recommended for more active, adventurous visitors.

☒

+ \$216.00

(+\$54 per person)

Water Park Fun & More

Choose from one of the following Disney attractions each day of your ticket:

• Blizzard Beach

• Typhoon Lagoon

• ESPN's Wide World of Sports

• DisneyQuest Indoor Interactive Theme Park

• Oak Trail Golf Course

• [Learn More](#)

☒

+ \$216.00

(+\$54 per person)

Your Tickets - Summary

4-Day Magic Your Way Park Tickets for Big Kids 2 @ \$232.00/ea

w/ Multi-Park Option 2 @ \$54.00/ea

w/ Water Park Fun & More 2 @ \$54.00/ea

4-Day Magic Your Way Park Tickets for Little Kids 2 @ \$209.00/ea

w/ Multi-Park Option 2 @ \$54.00/ea

w/ Water Park Fun & More 2 @ \$54.00/ea

Subtotal: \$1314.00

Customize Individual Tickets

Are some people visiting a different number of days? Someone doesn't want the Multi-Park option? Water Park Fun & More not for everyone? [Customize your tickets](#)

Cancel

Add to Cart

Theme Park Tickets

Magic Your Way theme park tickets offer all the flexibility needed to explore our 4 exciting theme parks: Magic Kingdom, Epcot, Disney's Hollywood Studios and Disney's Animal Kingdom. [Learn More.](#)

Special tickets and prices may be available for Florida residents, Disney Vacation Club Members, Annual Passholders and U.S. Military personnel. [Check for special tickets and prices.](#)

1. Number of Tickets

Enter the number of tickets needed. Please note that children age 2 and younger don't need a ticket.

2 Adults & Big Kids Age 10+

2 Little Kids Age 3-9

2. Number of Days

The Longer You Play, the Less You Pay Per Day!

Choose the amount of days you want to play. Each base ticket provides access to one park, per day. You can spread your park days out over, up to 14 days.

4 Days

3-Day \$74.67 per ticket, per day

4-Day \$58 per ticket, per day

5-Day \$47.40 per ticket, per day

6-Day \$40.33 per ticket, per day

Subtotal \$852

\$882

\$902

\$922

Summary

4-Day Magic Your Way Theme Park Tickets

2 x Age 10+ (\$232 each)

2 x Age 3-9 (\$209 each)

\$882

Park Hopper

4 x Park Hopper (add \$54 each)

\$216

Water Park Fun & More

4 x Water Park Fun & More (add \$4 each)

\$216

Subtotal \$1314 USD

Add To Cart

3. Multiple Theme Parks on the Same Day

Enjoy multiple theme parks every day!

Add the Park Hopper Option to enjoy same-day access to all 4 of our theme parks—Magic Kingdom, Epcot, Disney's Animal Kingdom and Disney's Hollywood Studios. It's the ultimate in flexibility!


☐ One theme park per day

☒ Add Park Hopper +\$54 per ticket

\$216

## Final Wireframes



- User Trust: **Making sure all calculations were clear, communicative** (columns quickly scannable) **and consistent**, from initial pricing through to final checkout and billing
- Tuned wire layout with min/max character lengths, all product configs, etc. to ensure wires easily translated to visual comps and final product
- Primary author for all cart wires and contributed to all other portions of the ticketing flow process


[Home](#) > [Cart](#)
[Sign Out](#) | [Help](#)

## Your Cart

Please review your selections.

[Print](#)


Items in Your Cart		Unit Price	Quantity	Price
<b>Tickets</b>				
 <b>Magic Your Way Theme Park Tickets</b>	3-Day Ticket + Water Park Fun & More (Age 10+)	\$278.00	<input type="text" value="1"/>	\$278.00 <a href="#">×</a>
	4-Day Ticket + Park Hopper + Water Park Fun & More (Age 10+)	\$286.00	<input type="text" value="2"/>	\$572.00 <a href="#">×</a>
	4-Day Ticket + Park Hopper + Water Park Fun & More (Age 3-9)	\$263.00	<input type="text" value="2"/>	\$526.00 <a href="#">×</a>
 <b>Mickey's Not So Scary Halloween Party Tickets</b>	October 31st (Age 10+)	\$69.00	<input type="text" value="2"/>	\$138.00 <a href="#">×</a>
	October 31st (Age 3-9)	\$59.00	<input type="text" value="2"/>	\$118.00 <a href="#">×</a>

Prices in USD. Tax and Shipping Not Included. Total calculated at checkout.


**Sub-Total: \$1632.00**

[Checkout](#)


### Continue Shopping for:




Theme Park Tickets



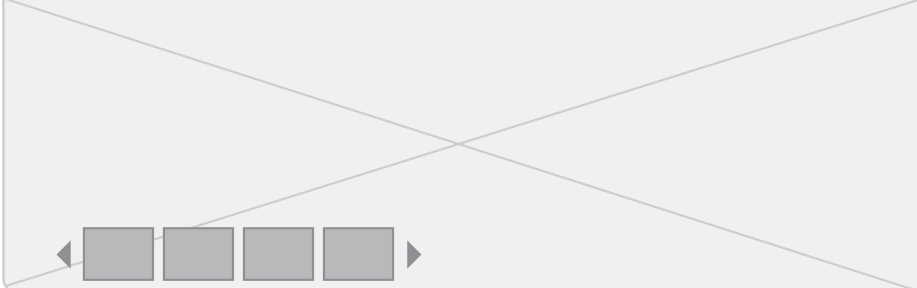
Special Event Tickets



Annual Passes



Water Park Tickets



### Mickey's Very Merry Christmas Party

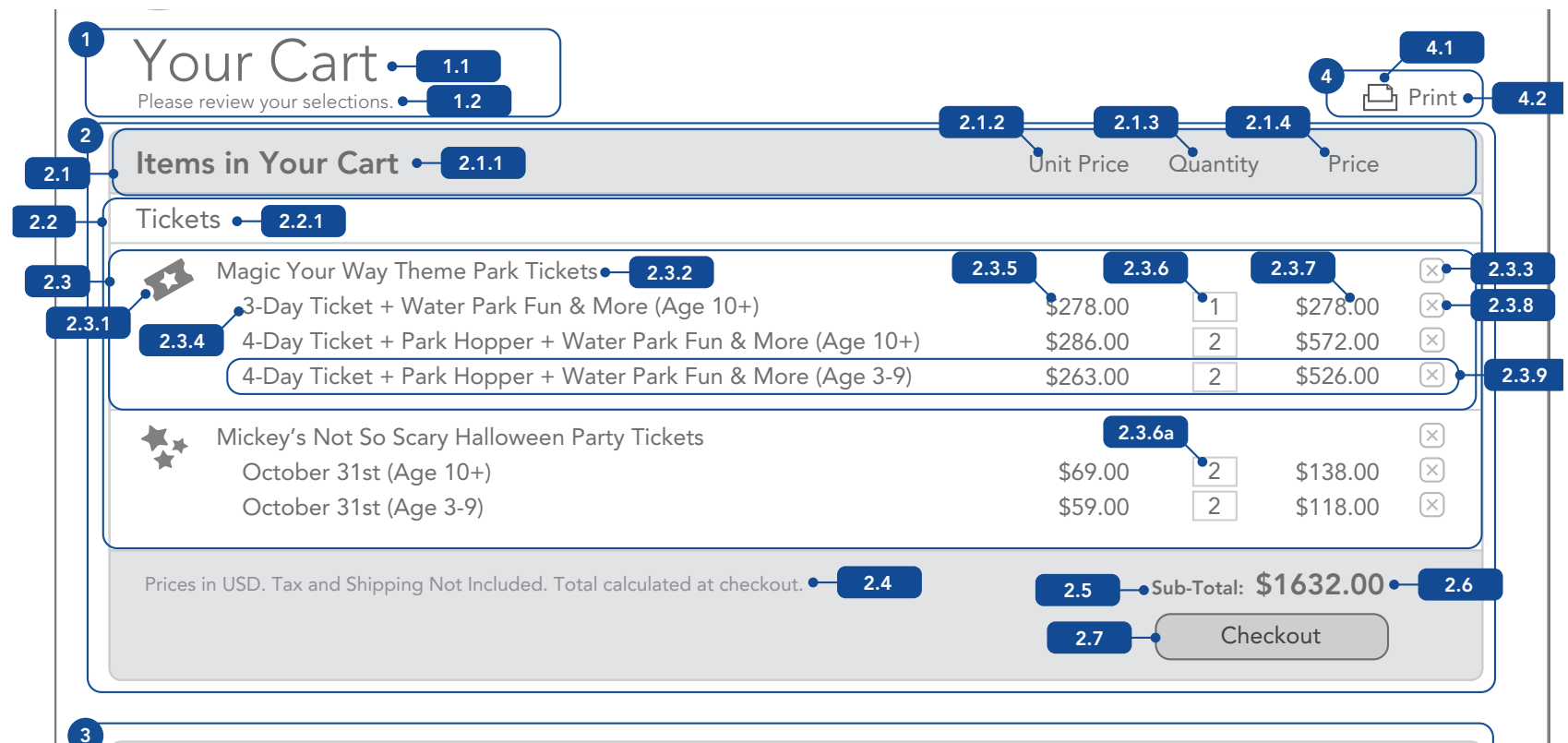
Enjoy fireworks, live entertainemtn, and a jolly holiday parade at this festive celebration held on select nights in November and December.

Age 10+ **\$69**

Age 3-9 **\$59**

## Detailed Documentation

- Detailed documentation **maintained the integrity of design thinking** during the development and QA testing processes, through to the final product
- Annotations were descriptive enough to capture all but the most extreme edge cases



2.3.2 Product Title	Title of Product. Example Product Titles: "Magic Your Way Theme Park Tickets"; "Mickey's Very Merry Christmas Party Tickets"; "Mickey's Not So Scary Halloween Party Tickets"; "Night of Joy"; "Annual Passes"
2.3.3 Remove Product Type Button	The purpose of this button is to remove all the products contained in this Block. Clicking on this button will display a Confirm Removal Dialog modal overlay. (See XXX.)
2.3.4 Product Details	Purpose is to display configured details for each product item group. For Magic Your Way Tickets, the text reads: "<Number of Days>-Day, <with Park Hopper>, <with Water Park Fun & More>, (Ages <Age Range>)" For Special Events the text should read: "<Reservation Date> (Ages <Age Range>)"
2.3.5 Product Unit Price	This is the unit price for the individual product, which includes the summed total of the base price for the age group, as well as any optional add-ons (e.g. Park Hopper, Water Parks Fun & More).
2.3.6 Quantity of Products TextField	This contains an editable textfield which includes the quantity of products, pre-populated as configured by the guest on the appropriate product screen. If the guest enters zero (0) in the field (and hits enter or tab), a modal overlay will be displayed (See XXX) asking if the user wants to remove the item. If the user does not want to remove the tickets, the quantity will revert to the previous value.
2.3.7 Product Subtotal	This is the subtotal price for the products in that row, obtained by multiplying the Unit Price by Quantity. This text is dynamically updated when the quantity field is changed.
2.3.8 Remove Product	The purpose of this button is to remove all product items in this row. Clicking on this button will display a Confirm Removal Dialog modal overlay, listing the products to be removed, and appropriate Confirmation and Cancel CTAs. (See XXX.)



## It's Alive!

- Since, I wasn't a visual designer on this project, I've bypassed much of that discussion, and will leave you with this screenshot from the live website
- Visit <http://disneyworld.com/> to see the final product in action
- **Well, I'll be a monkey's uncle!** — eight years later, and it's still nearly identical!

Walt Disney World Parks & Tickets Places to Stay Things to Do Help Cart My Disney Experience

Home Chat Print

### Your Cart

[Sign In to Save This Cart](#)

	Unit Price	Quantity	Price	
<b>Theme Park Tickets</b>				
4-Day Ticket with Park Hopper and Water Park Fun & More Options (Ages 10+)	\$380.00	4	\$1,520.00	
4-Day Ticket with Park Hopper and Water Park Fun & More Options (Ages 3-9)	\$360.00	3	\$1,080.00	
<b>Night of Joy Tickets</b>				
September 6, 2014 (Ages 10+)	\$59.00	2	\$118.00	
September 6, 2014 (Ages 3-9)	\$59.00	2	\$118.00	
			Tax	\$184.36
			Subtotal	<b>\$3,020.36</b>

**Order Subtotal**

**Order Subtotal \$3,020<sup>36</sup> USD**

[Check Out](#)

Shipping not included. Total calculated at checkout. Prices in USD.

### Continue Shopping for:

**Resorts**

**Theme Park Tickets**

**Annual Passes**

**Special Events**

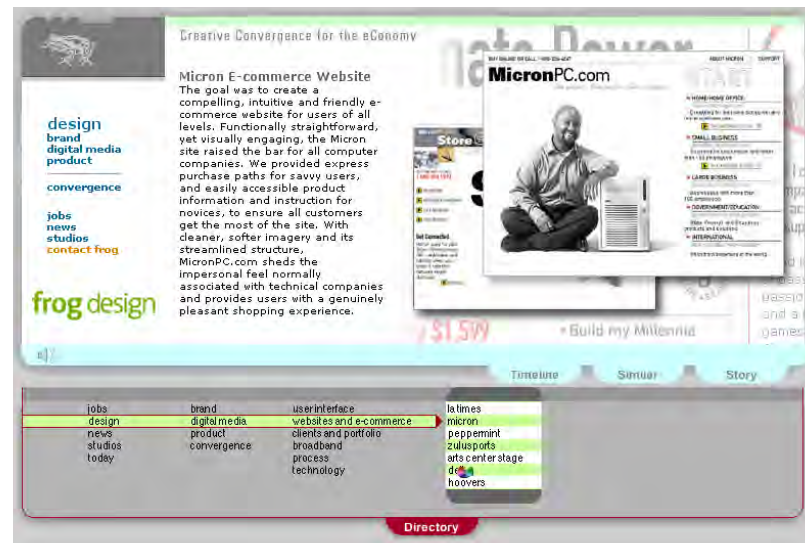
**Memory Maker**

This cart is not a confirmation and does not represent a purchase.



# Additional Samples

1997-2009







THANK YOU