

Disney®

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Fun Farren Family

"We are big kids at heart"



Background

- Live in Santa Cruz
- Mr. Farren is a corporate insurance agent
- Mrs. Farren is a stay-at-home mom who loves Disney from childhood

Family Goals

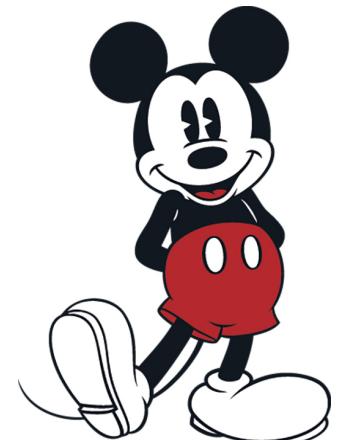
- Spend time together as a family
- Create family traditions
- Make memories

Disneyland Goals

- Desire to give their kids a wonder-filled, delightful childhood that sparks their kid's curiosity, creativity & imagination

What's important visitors?

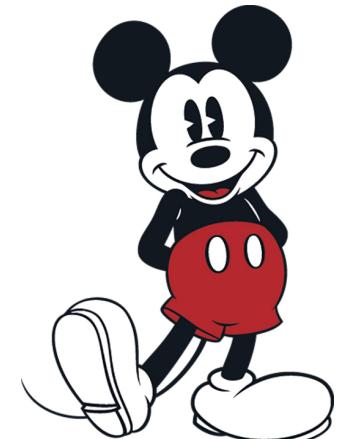
Access to rides





What's important visitors?

Obtaining
to access rides

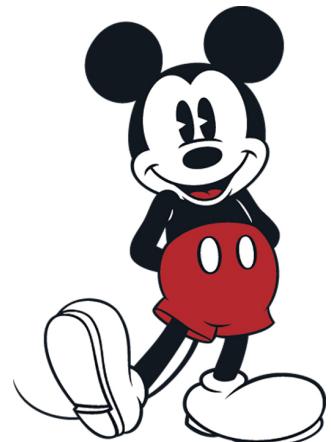




Reserve prior to park entry

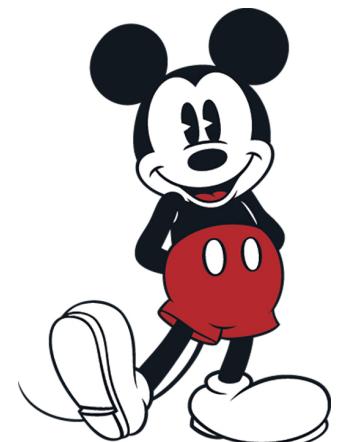
- 60 days for resort goers
- 30 days for annual passholders
and all other visitors

Obtain up to 3 FastPasses

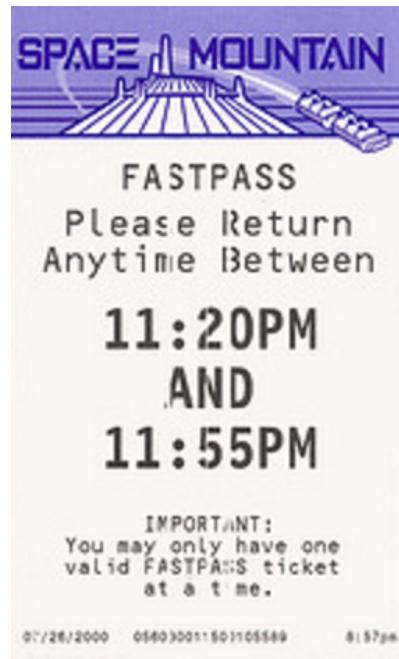




"Disney has made it really crazy - I don't like it, but I need to play the game, otherwise I'll lose out"

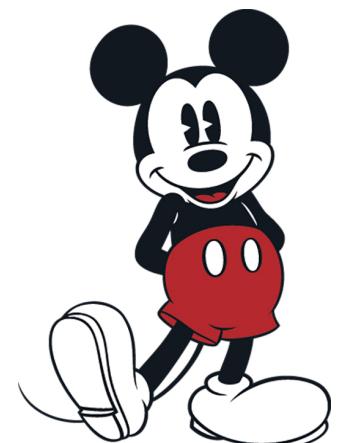


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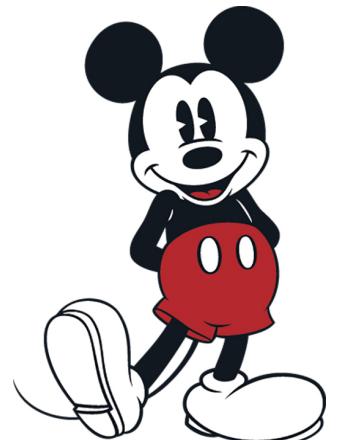
Obtain post-park entry
- Fastpass booths located next to ride

Obtain 1 FastPass at a time



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*"I go to obtain FastPasses for our next ride,
when my friends are having lunch"*



Problem Statement

Goal: Maximize the magical experience that is Disney, whether it's a day or half-a-day, where everyone can have ultimate fun and forget about their everyday worries

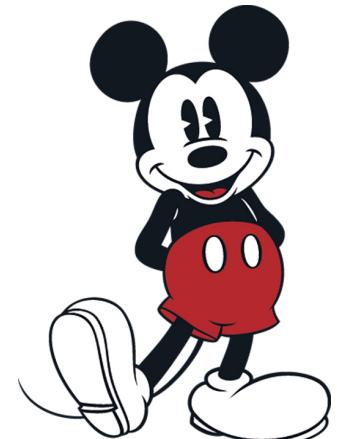
Frustration: The only way to access FastPass is one ride at a time at each physical ride location. This makes for an exhausting day of jumping through hoops required in the hour by hour planning, logistics, and execution

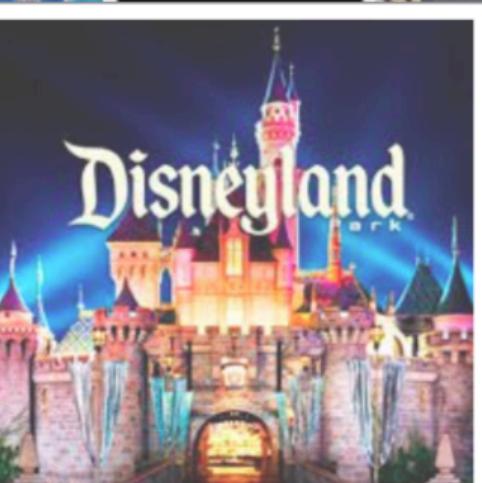
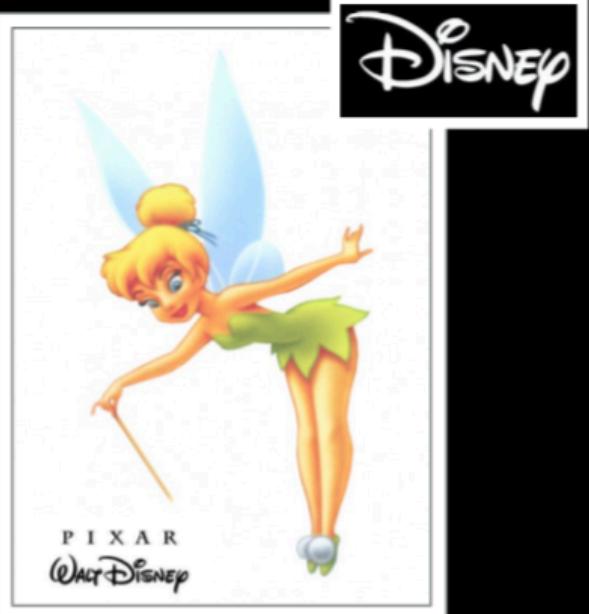


User Scenario

Weekend trip down to Disneyland (Saturday)
and to visit the grandparents (Sunday)

It's Saturday morning, they have
parked and entered Disneyland





"THE ONLY PLACE IN THE WORLD
WHERE WE CAN ALL BE CHILDREN"



BRAND

Disneyland®

IDENTITY

MAGICAL.
HEARTWARMING
FUN

COLORSCHEME

PRIMARY



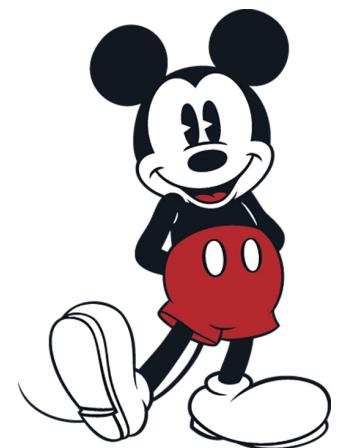
POP COLORS



PRIMARY BRAND ASSET



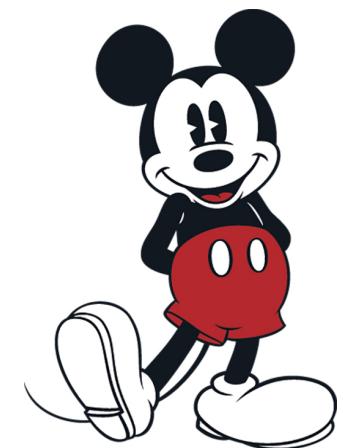
Solution



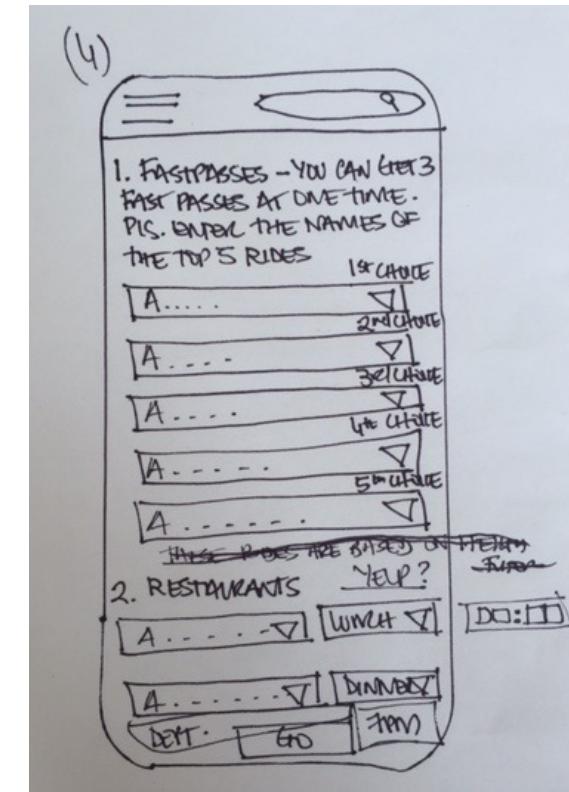
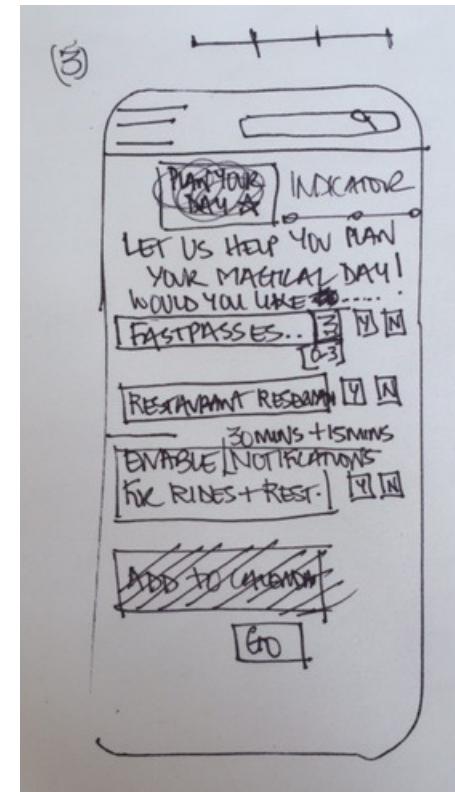
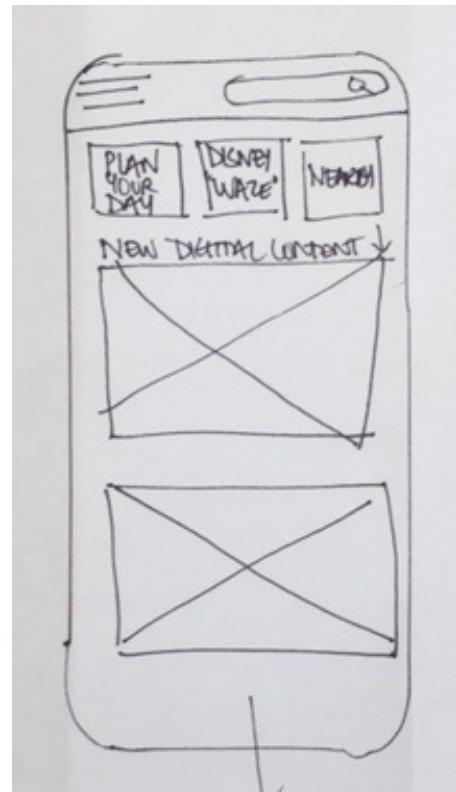
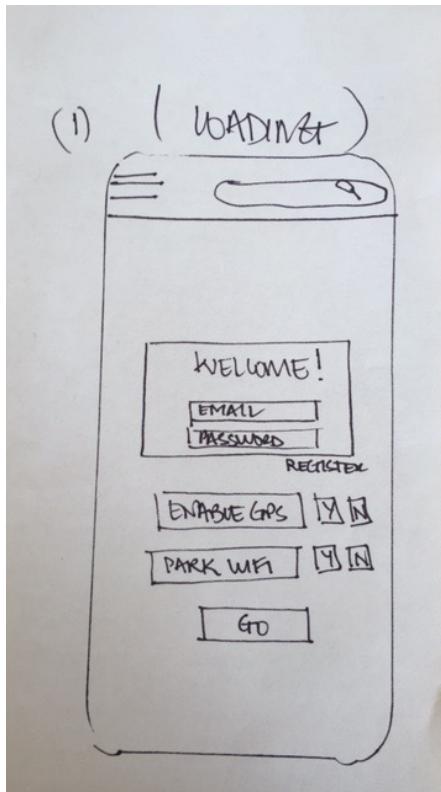


That's all Folks!

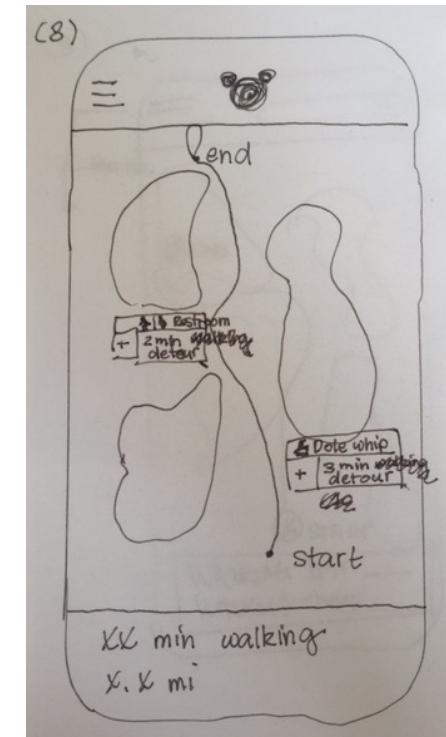
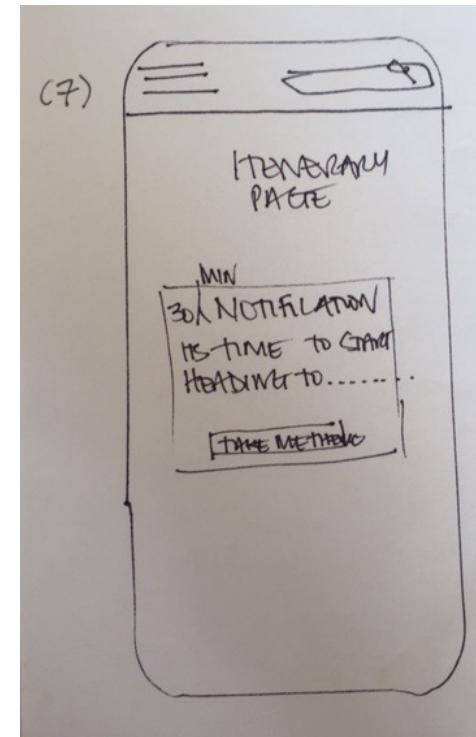
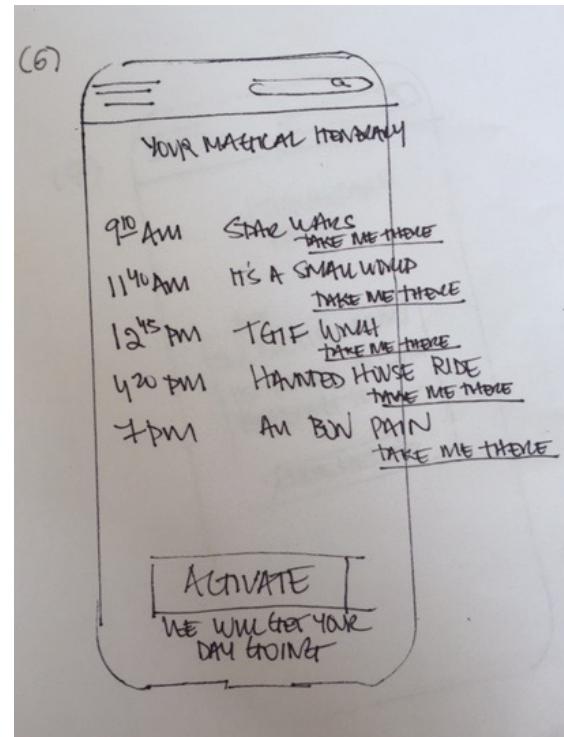
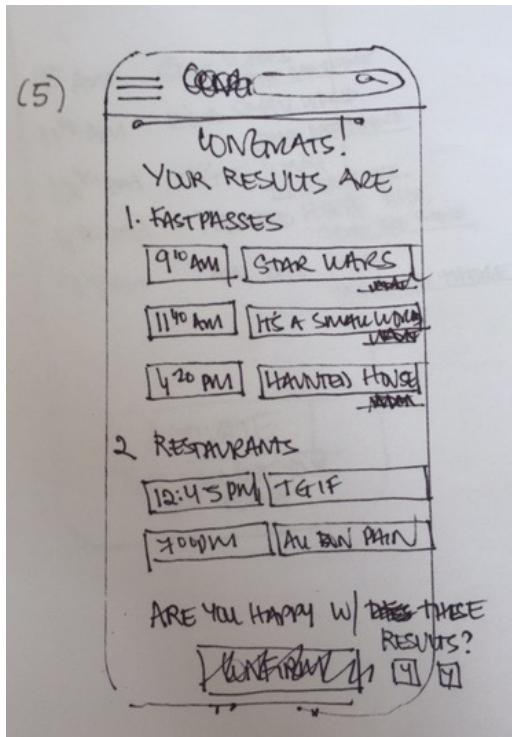
Appendix



Sketches



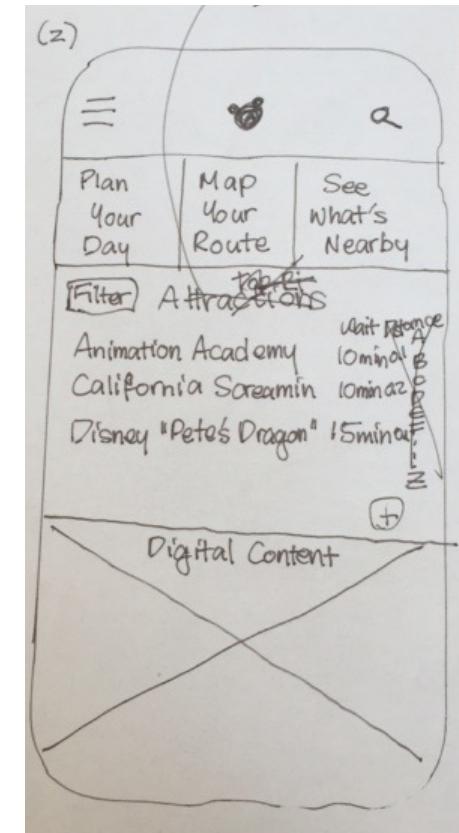
Sketches (continued)



Design Iterations

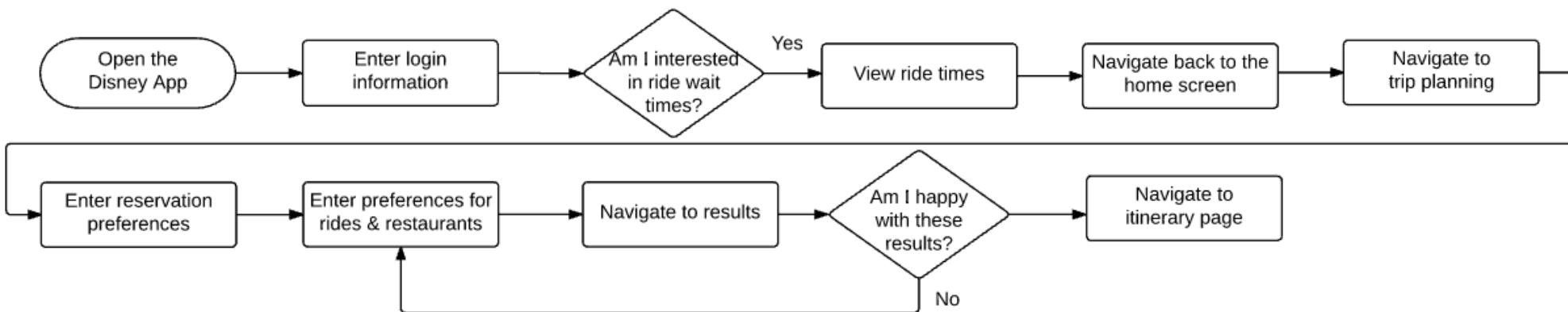
Overall, the user flow and screens made sense to users

The major feedback and change to the app design was that users often wanted to view ride times prior to signing up for FastPasses - updated screen sketch shown on the right



User Flow

Plan day on the Disney App



Site Map

Disney Sitemap

