Topline Conclusions

- Hooks into the existing [partner] community are critical to avoid being lost in their online store.

- We need a deep and broad selection of [partner] content to support a compelling experience.

- Meta-info about the licensed content will help us add effects and tag posters for easy browsing.

Brett, Casual [partner] Fan

Description

- 28 years old, married with a young child
- Visits [partner] about once a month
- A busy adult without much “fun” time.

Goals

- Use his entertainment time and money well.
- Get good results quickly without worrying about the process.

1. [partner] community site

Time on task: 0 min

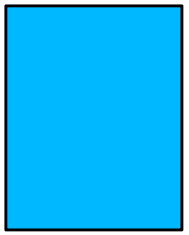
2. Choice of poster styles

Time on task: 2 min

Choose from our poster styles

Movie marquee

Quick movie marquee-style posters

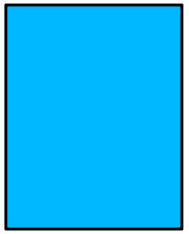


Create a scene

Choose a background, add characters, robots, and vehicles

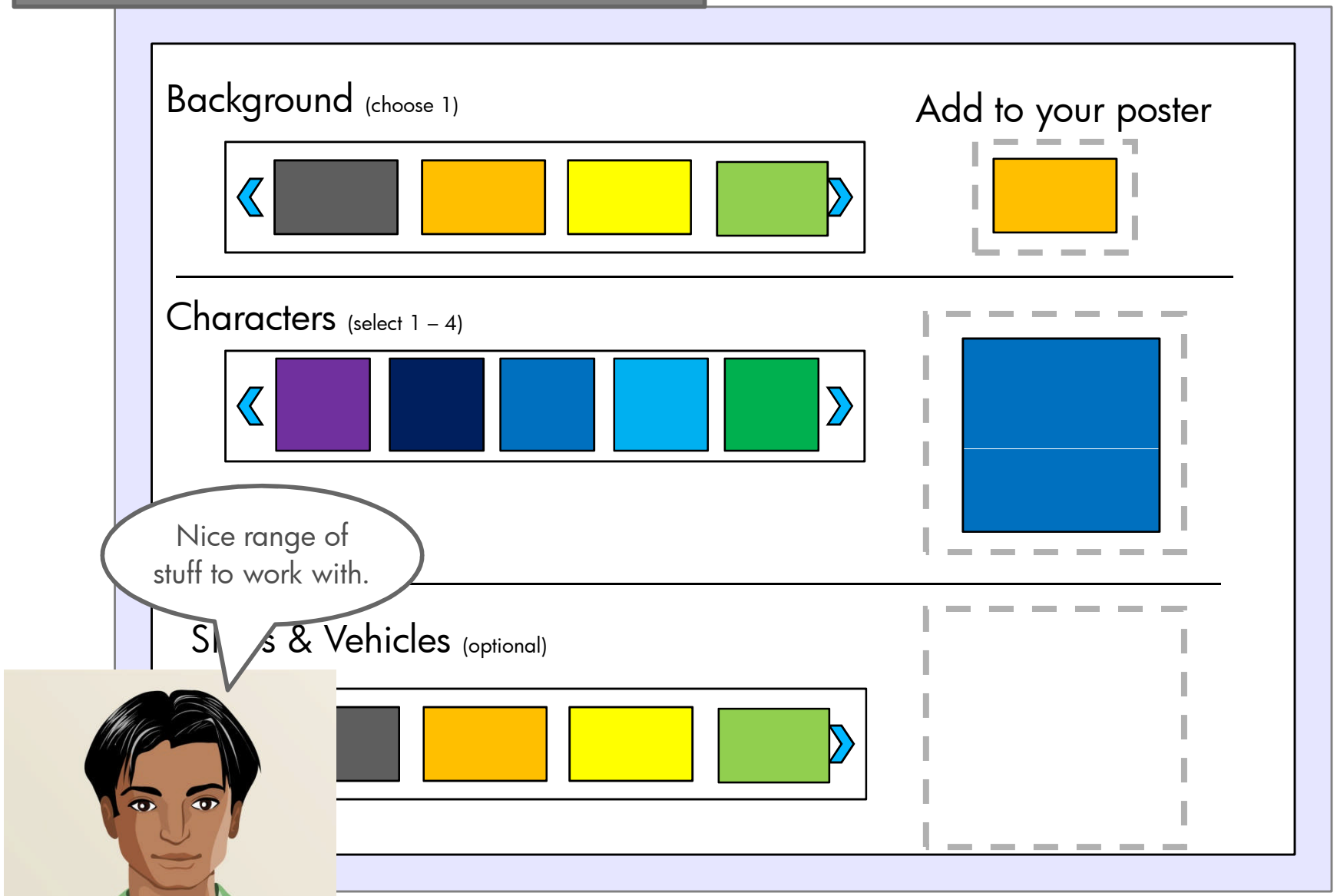
Per

You're the star! Add your own image to a famous shot.



3. Quick content selection

Time on task: 8 min



4. Fast, customizable results

Time on task: 10 min

Preview

Title

[Partner] Marquee

Select font …

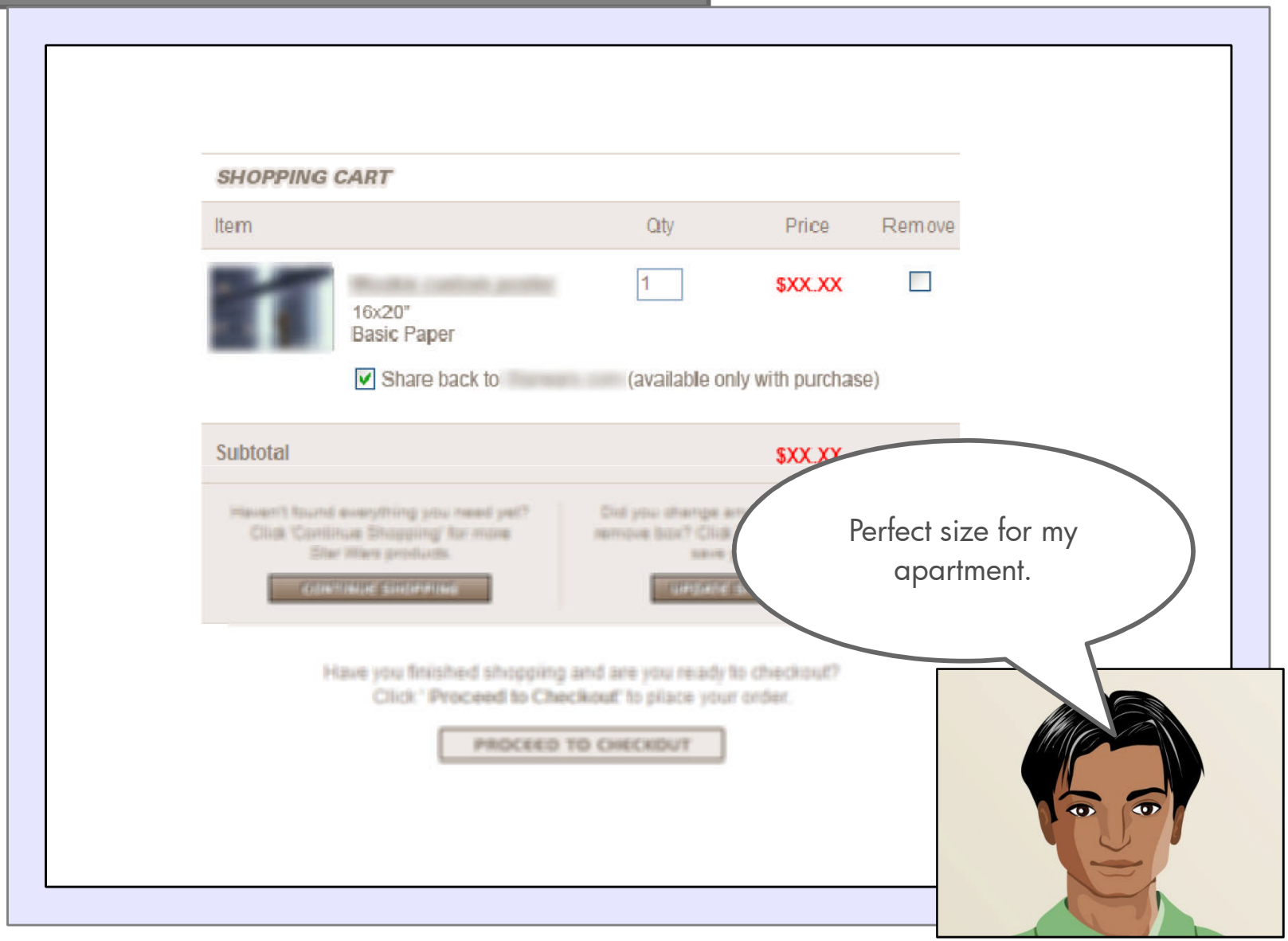
Update title

Add speech bubble

That looks awesome, just like a real movie poster!

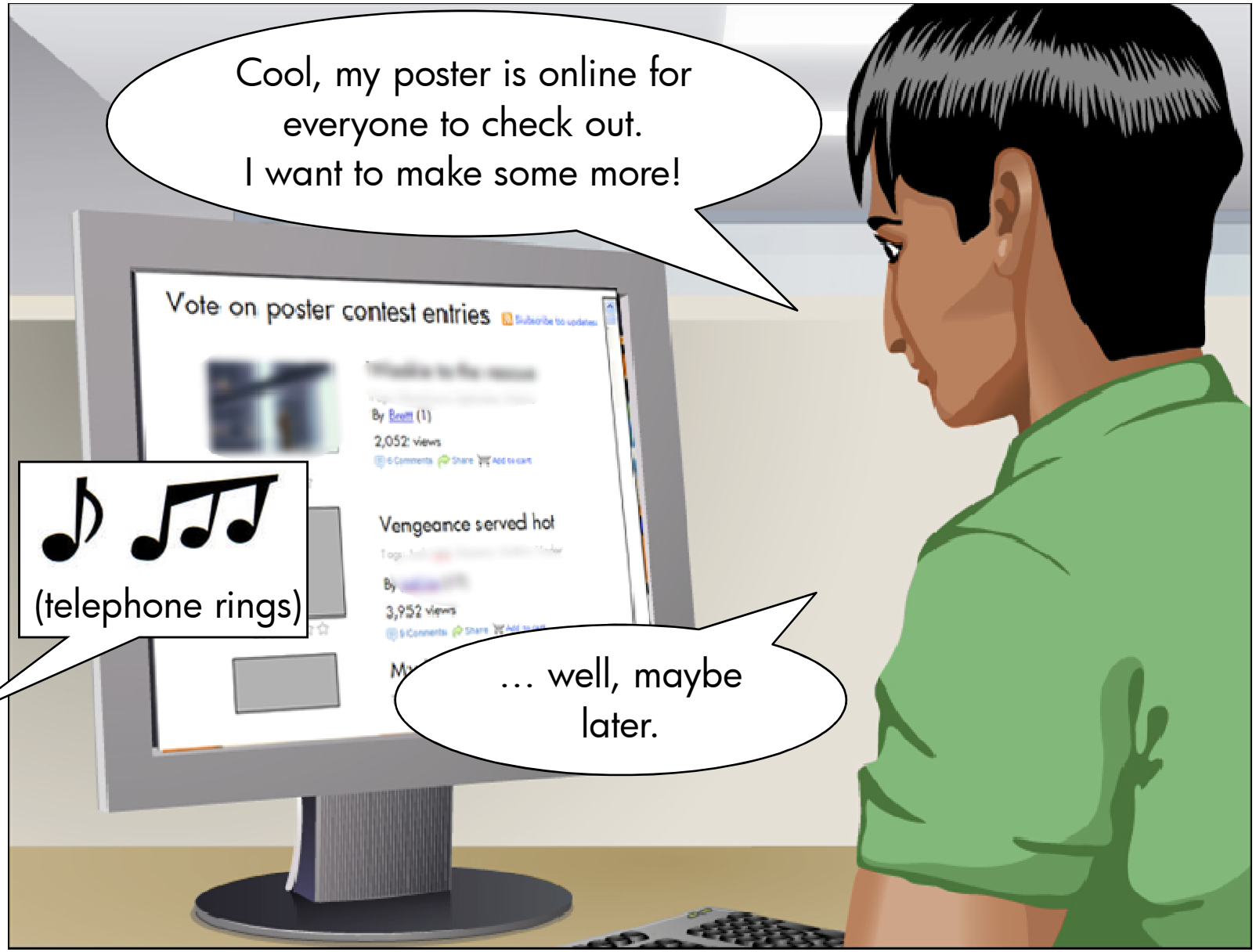
5. Purchase and share back

Time on task: 15 min



6. Purchase and share back

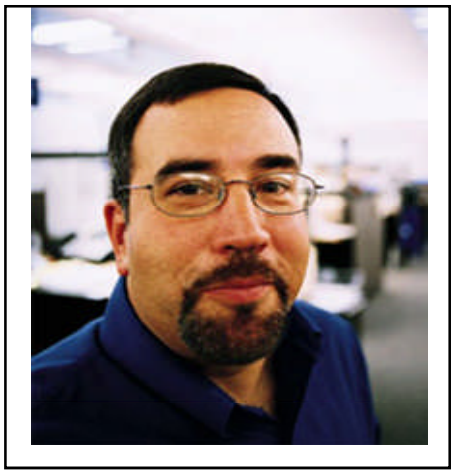
Time on task: 20 min



Paul, Hardcore [partner] Collector

Description

- 38 years old, single, works in a technical field.
- Visits [partner site] 4 - 5 times a month
- A gadget lover and early adopter who remembers seeing the first [partner] movie as a young child

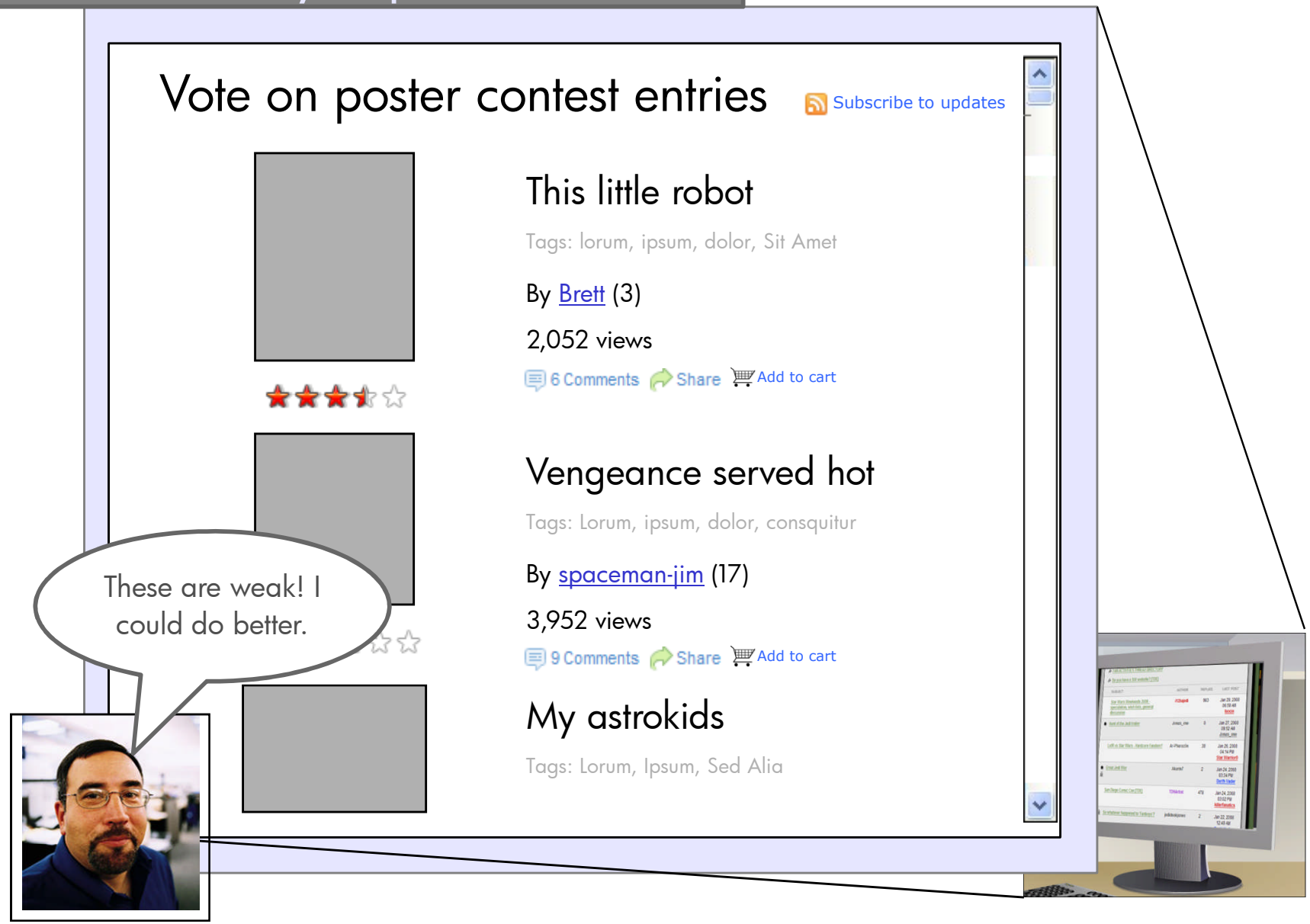


Goals

- Show off his proud collection of [partner] merchandise.
- Be among the first to try out and rate new online experiences.
- What he collects and how he displays it is **a personal expression**.

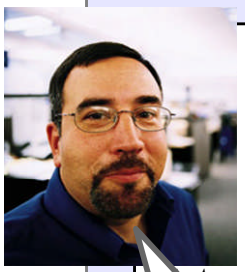
1. Community / poster contest

Time on task: 0 min



2. Choice of poster styles

Time on task: 2 min

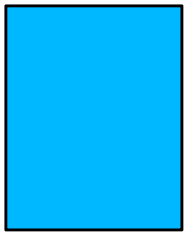


My buddy looks like a character. Can I put his picture in?

Choose from our poster styles

Movie marquee

Quick movie marquee-style posters

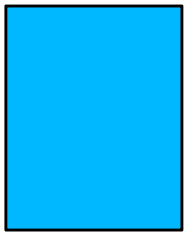


Create a scene

Choose a background, add characters and vehicles

Personalize the shot

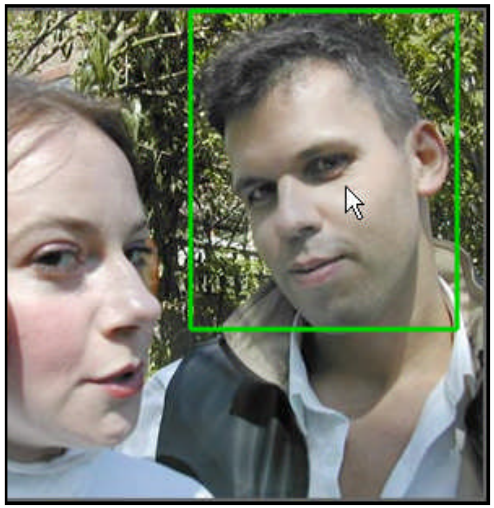
You're the star! Add your own image to a famous shot.



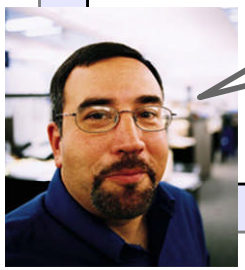
3. Upload user content

Time on task: 10 min

Who do you want to add to your poster?



I'm going to try using this photo … done, that was easy



4. Add text, photo filter FX

Time on task: 25 min

Preview

Title

Space Warriors

Select font ...

Update title

Add speech bubble

Photo effects

- [x] Weapon lens flare
- [ ] Remove background
- [ ] Figure glow

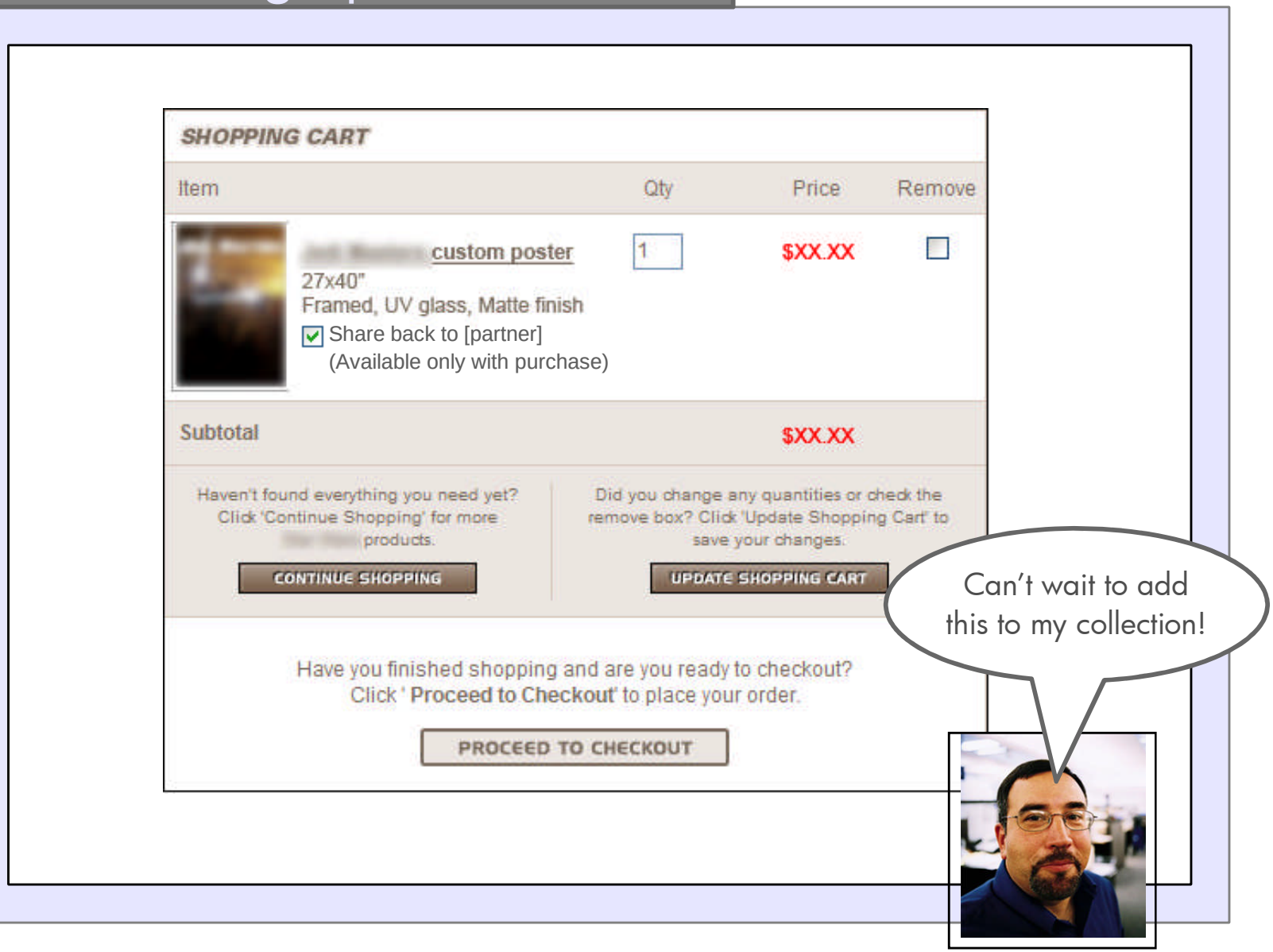
Apply effects

Good, I can tweak stuff … this is fun to mess around with

Done!

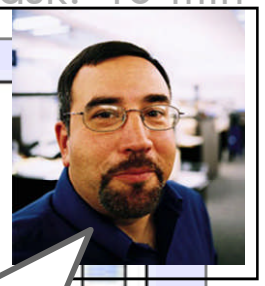
5. Cart, finishing options, frame

Time on task: 30 min



6. Share back to community

Time on task: 40 min



Now I'll invite my friends to vote me up!

No ratings yet. Rate this

By Paul (1)

3 views

0 Comments Share Add to cart

0 diggs

By Brett (1)

2,052 views

6 Comments Share Add to cart

143 diggs

digg it

Vengeance served hot

By (17)

3,952 views

9 Comments Share Add to cart

162 diggs

digg it