

My Line*

Visualizing and sharing Priceless moments on and around the High Line.

Team

Kimi Spencer, Interaction Design

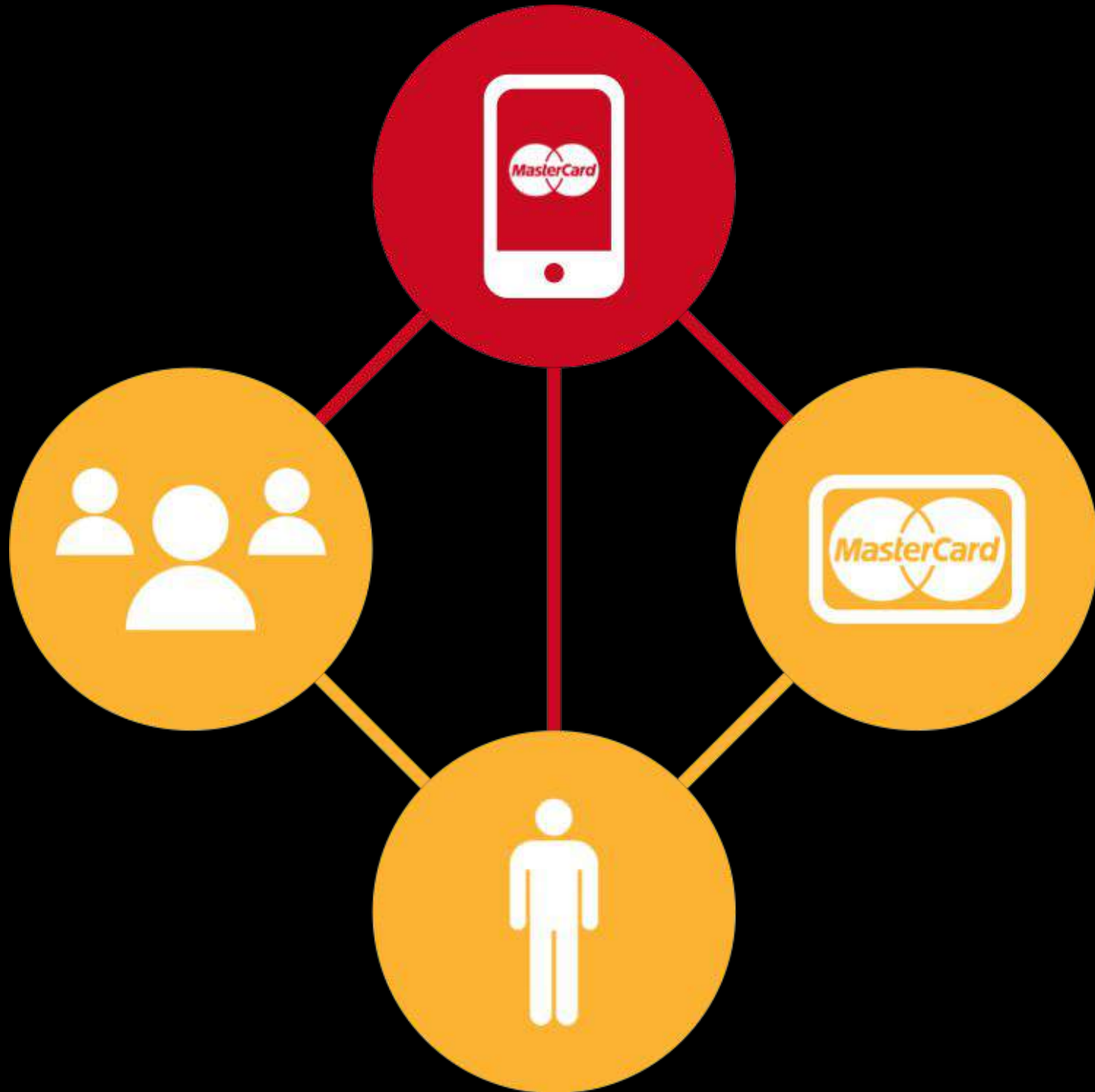
Lance Morales, Visual Design

Matthew Zaso, Technology

Susan Mihalick, Production

Background

MasterCard and the High Line





|THE HIGH LINE|

— 2011 —

Insight

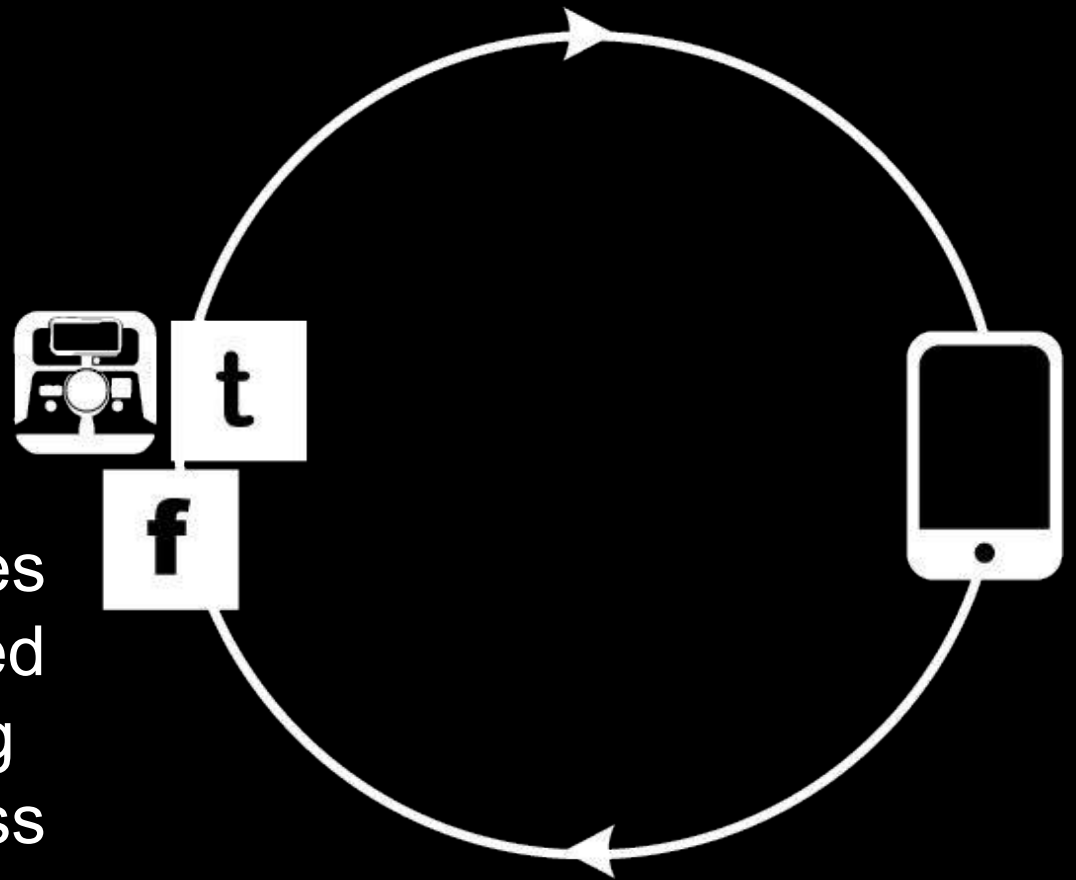
There is no right way to visit the High Line. Everyone has a unique way of experiencing its features, sparking new discovery, and finding priceless moments around every bend.

Proposal

A platform that visualizes and shares High Line experiences, sparks exploration both on and around the Line, and turns local discoveries into Priceless moments.

How it works

Shared High Line experiences are aggregated and visualized by the My Line app. Sparking new discoveries and Priceless moments.



Meet Los



Los discovers and downloads the High Line app

...image of High Line website with "Download our App" CTA

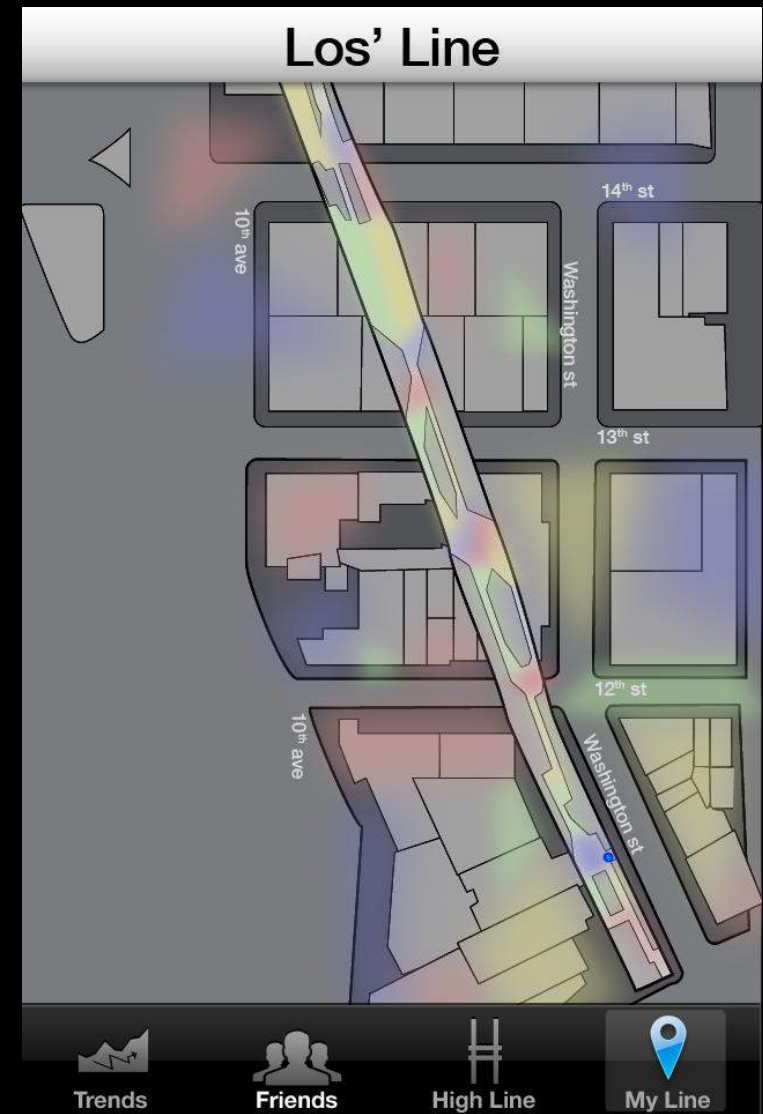
Los configures his profiles

Los can choose not to configure his social media profiles and still utilize the app but with limited features/content.



Los sees his My Line profile

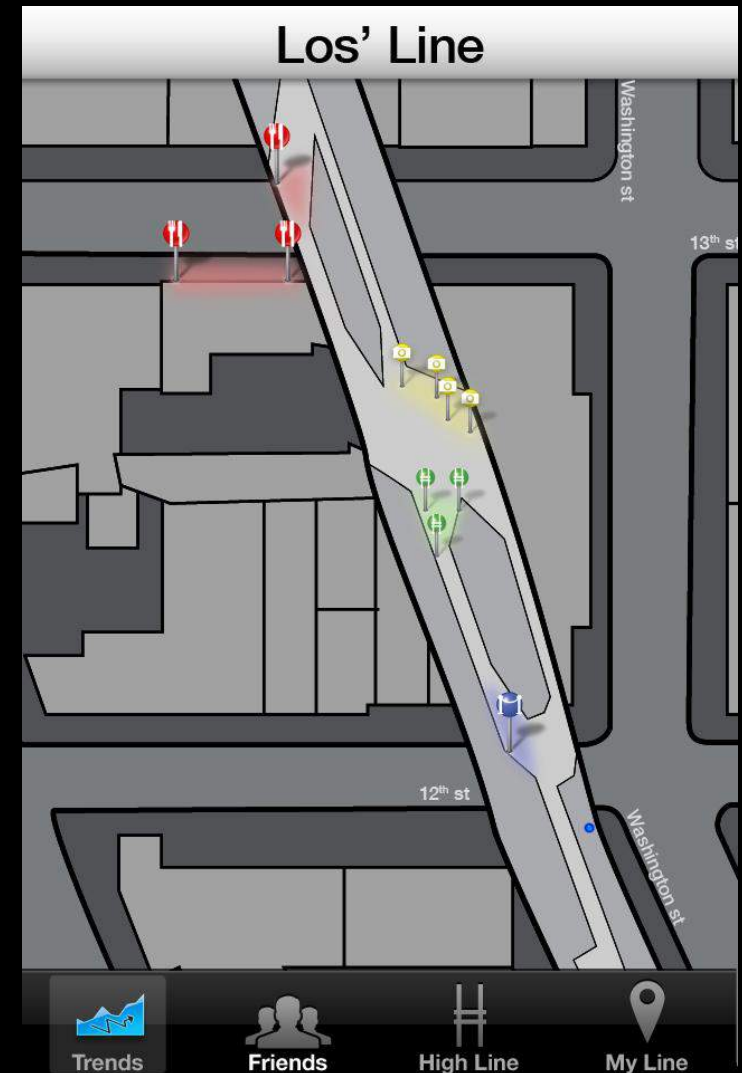
Content visualized from previous activities Los has published via Twitter, Facebook, Instagram, etc that are tagged to the High Line.



Los sees what's
trending on the HL

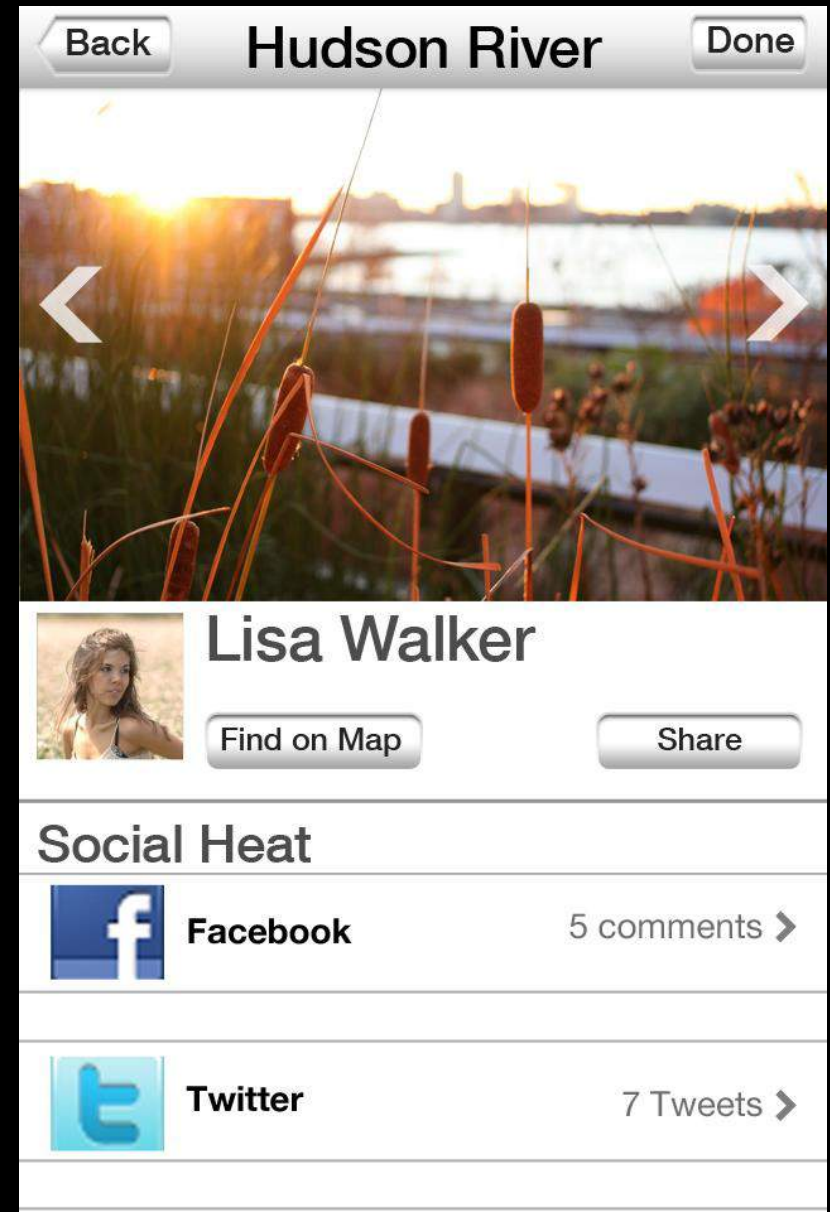


**Los sees that a lot of
pics are taken at a
particular spot**



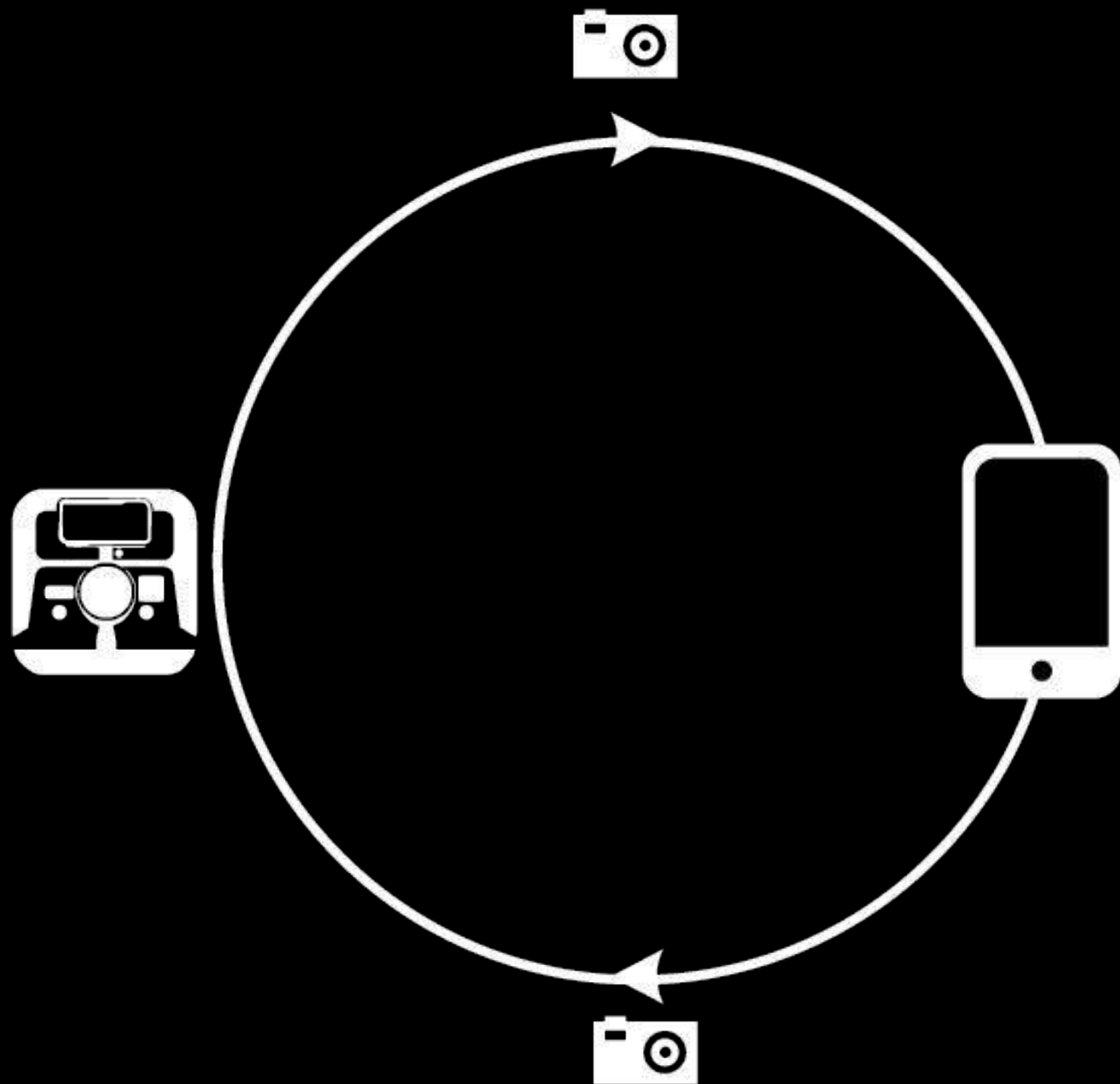
Los explores and sees an awesome photo

...flow through photos detail page



Los takes his own pic using his favorite photo app Instagram

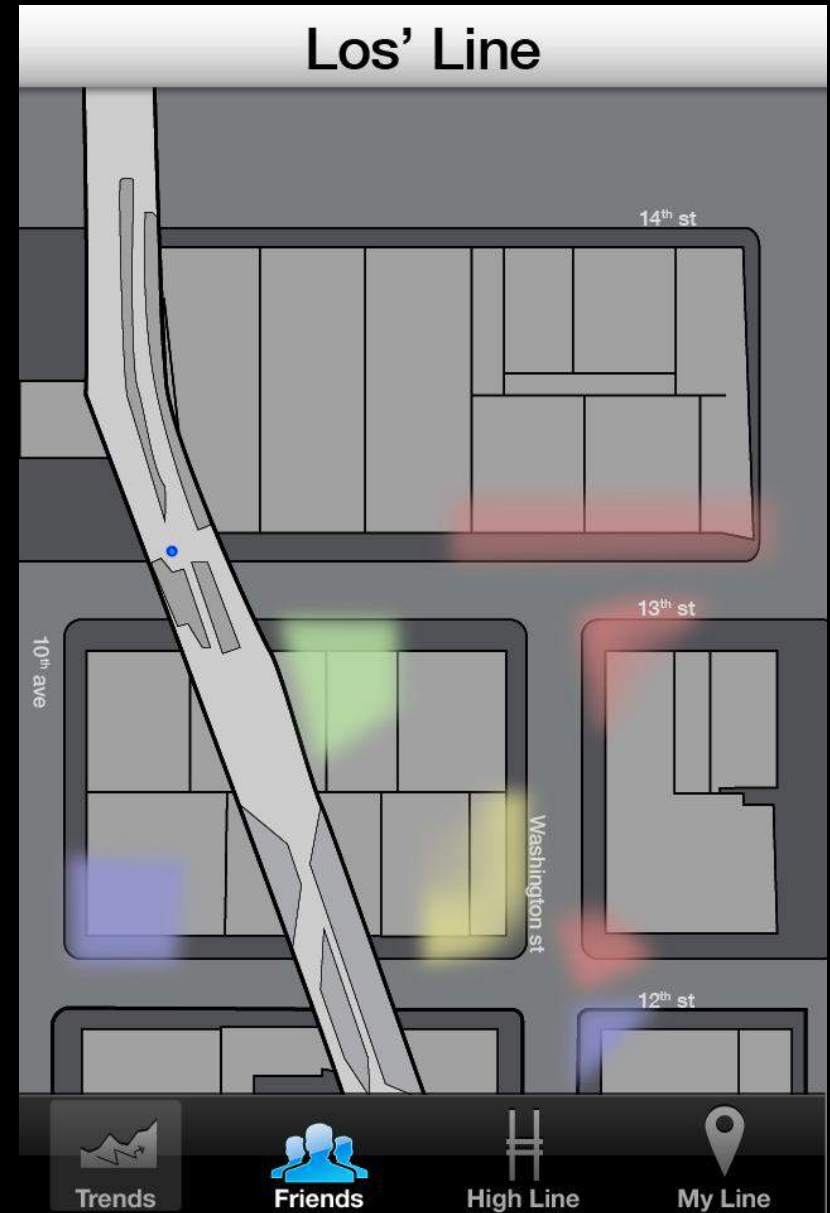
...image of Los using Instagram to take a photo while on the HL



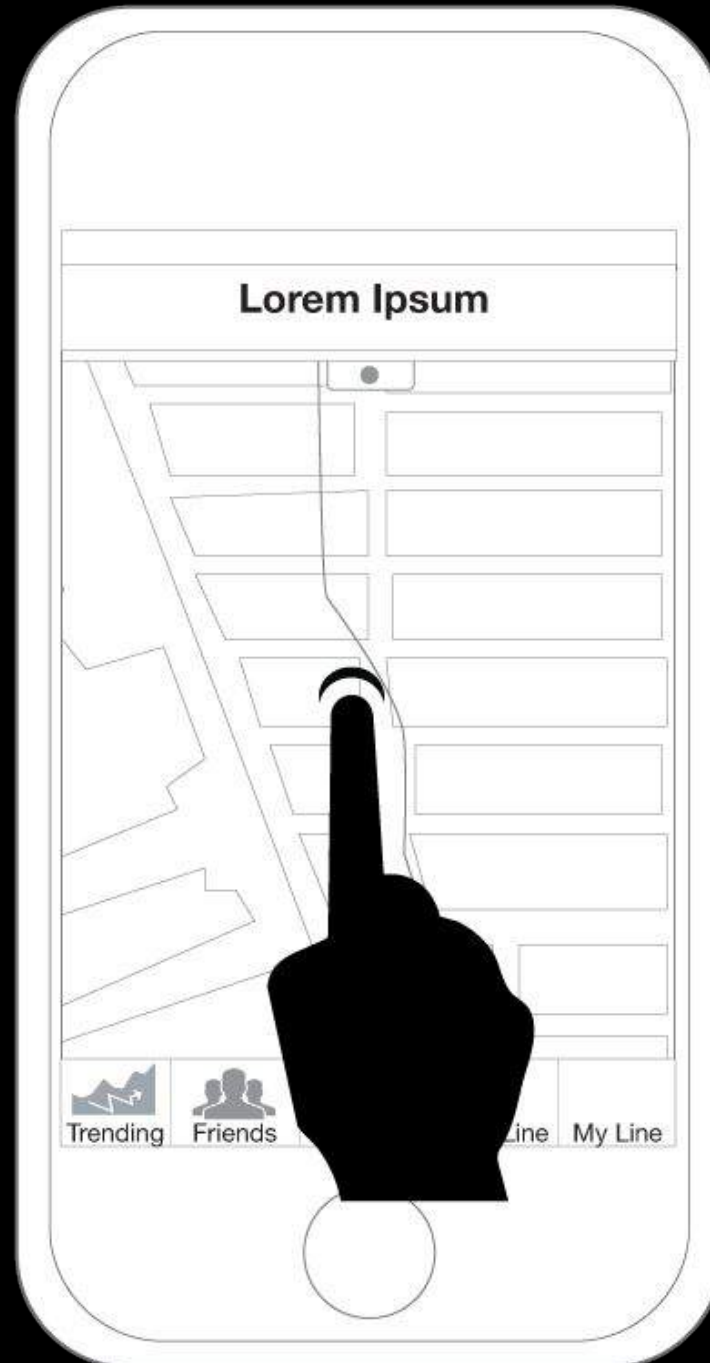
Los is leaving the High Line

...image of Los deciding what to do at an exit

Los decides to see what his friends have done around this High Line exit



Tap to Reveal Detail Page



Los discovers the High Line cocktail for MasterCard holders

Content Detail, MasterCard Priceless Offer



"The High Line Zephyr"

(made from Grey Goose vodka and sage grown right on the High Line)



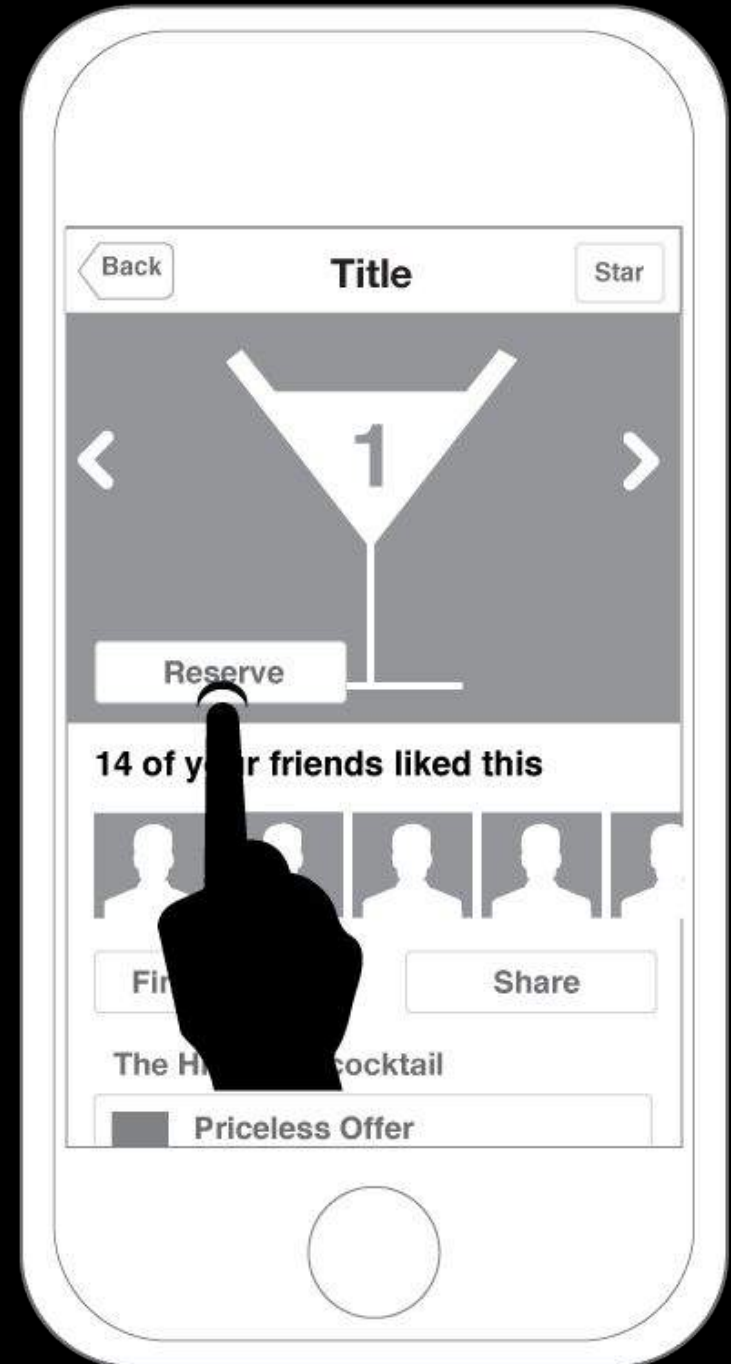
14 of Los' friends
have liked this
cocktail

Content Detail, MasterCard Priceless Offer



**Los makes a
reservation for
dinner right in the
app**

Content Detail, MasterCard Priceless Offer



Los enjoys dinner at the trendiest restaurant + a free High Line cocktail

...image of happy Los at a cool bar enjoying a cocktail

**Los shares his Priceless moment
with his friends**

facebook

Search

Home Profile Account



Chris Dumas

Creative Intern at Ogilvy Born on December 14 Lives in New York, New York
Studying Art Direction at Miami Ad School, San Francisco From Chester, New Jersey
Knows English, American English, California English, Sarcasm

Message

Poke

Wall

Info

Photos (237)

Questions (3)

Friends

Friends (559)



Hattie Hedén



Daniel F Sudler



Burç Sa.



Sally McCarthy



Josh Chua
Miami Ad school



Alejandro Castro
Araújo
Ogilvy



Share: Post Photo Link Video

Write something...



Chris Dumas check out my line brought to you by The High Line New York. **Chris'** |.



My line is an online platform for The highline. Allowing users to share and experience new content on and around The High Line.

Kaely Coon likes this.



June Mayo Nice, I love how all your check ins are at bars.

3 minutes ago



Gregg Kaysen Good tip about the Chelsea Market. I love the pulled pork sandwiches from there.

10 minutes ago

Write a comment...

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