

Colors

Monochromatic Color Palette

Primary #1B364D rgb(27, 54, 77, 1)	Secondary #336072 rgb(51, 96, 114, 1)	Accent #00B0C0 rgb(0, 176, 208, 1)	Active #E7704B rgb(231, 112, 75, 1)	Active Lite #F0C8E1 rgb(240, 200, 225, 1)
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Text Colors

Text Primary #333333 rgb(51, 51, 51, 1)	Text Secondary #666666 rgb(102, 102, 102, 1)	Text Reversed #FFFFFF rgb(255, 255, 255, 1)	Text Disabled #CCCCCC rgb(204, 204, 204, 1)
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System Status

Success #70C04E rgb(112, 193, 78, 1)	Warning #F0C8E1 rgb(240, 200, 225, 1)	Danger #E7704B rgb(231, 112, 75, 1)	Info #4A7983 rgb(74, 121, 131, 1)	Disabled #CCCCCC rgb(204, 204, 204, 1)
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Background, borders & dividers

Background #FFFFFF rgb(255, 255, 255, 1)	Background Alt #F0F0F0 rgb(240, 240, 240, 1)	Border #CCCCCC rgb(204, 204, 204, 1)	Divider #CCCCCC rgb(204, 204, 204, 1)
---	---	---	--

Aa Typography

Aa **Aa** **Aa** **Aa**

Avenir Light Avenir Book Avenir Medium Avenir Heavy

Heading 1

Avenir-Book / 60 px / 36 px Leading / #262626

Heading 2

Avenir-Book / 36 px / 36 px Leading / #262626

Title

Avenir-Book / 24 px / 36 px Leading / #262626

Subhead

Avenir-Book / 18 px / 36 px Leading / #262626

Paragraph

Avenir-Book / 15 px / 24 px Leading / #262626

Paragraph Bold

Avenir-Heavy / 15 px / 24 px Leading / #262626

Subtext

Avenir-Book / 12 px / 17 px Leading / #7D7F7C

Link

Avenir-Medium / 15 px / 24 px Leading / #0099CC

Hexicon Icons

Check, Check Round, Close, Close Round, Help, Info, Tablet, Mobile, Laptop, Desktop, Mickey Round A, Mickey Round B, Mickey A, Mickey B, User Group, List, Grid, Map A, Map B, Compass, Plus, Minus, Trash, Calendar, Settings, Alert, Refresh, Drag, Edit, Email, Filter, Sort, Bar Graph, Pie Chart, Pin, Target, Search, Zoom In, Zoom Out, Phone, Click Arrow Down, Click Arrow Left, Click Arrow Right, Click Arrow Up, Arrow Down, Arrow Left, Arrow Right, Arrow Up, Long Arrow Down, Long Arrow Left, Long Arrow Right, Long Arrow Up, Caret Down, Caret Left, Caret Right, Caret Up, Caret Down Small, Caret Left Small, Caret Right Small, Caret Up Small, Download, Upload, Menu, Photo Gallery, Photo, Dashboard A, Dashboard B, More Horizontal, More Vertical, Save, Lock, Unlock, Flag, Sound Off, Sound On, Star, Thumbs Down, Thumbs Up, Book, Bookmark, File, Music, Link, Page, Globe, Heart, Visibility On, Full Screen

Buttons

Types

Primary ✓ Primary ✓ Secondary ✓ Secondary ✓ Tertiary ✓ Tertiary ✓

States

Normal Hover Disabled

Sizes

Regular Small

Button Variations

Button Group

Normal: Action 1 Action 2 Action 3

Hover: Action 1 Action 2 Action 3

Selected: Action 1 Action 2 Action 3

Button Dropdown

Primary Secondary

Primary Secondary

Option 1 Option 2 Option 3 Option 4

Option 1 Option 2 Option 3 Option 4

Form Controls

Text Field

Name* Name*

Name* Address 2 (optional)
App, URL, State

Name* Name (optional)
App, URL, State

Name* John Doe Name*

Text Area

Comments

Dropdown

Select Select

Select Select

Group 1
Option 1
Option 2
Option 3
Option 4

Group 2
Option 5
Option 6

Date Picker

Jan 2016

Su Mo Tu We Th Fr Sa

1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 1 2 3 4 5

Multi-Select

Select Select

Option 1 Option 2 Option 3 Option 4

Option 1 Option 2 Option 3 Option 4

Group 2 Option 1

Checkbox

Label

Radio Button

Label

Switch

Label

Counter

0

1

Sliders

1 50 100

1 50 100

1 50 100

1 50 100

Upload Progress

File_name.mov
387 of 400kb
83%

File_name.mov
387 of 400kb
93%

File_name.mov
387 of 400kb
83%

Layout

Accordion

Option 1 >

Option 2 >

Option 3 >

Option 1 >

Option 2 >

Option 3 >

Option 1 >

Option 2 >

Option 3 >

Panels

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

Notification & Errors

Tooltips

Tooltip Tooltip Tooltip Tooltip

Badges

1 2 3 4 5

Tags

Tag 1 Tag 2 Tag 3 Tag 4 Tag 5

Tag 1 Tag 2 Tag 3 Tag 4 Tag 5

Progress Bar

Progress Bar

Popover

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cancel Save

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cancel Save

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cancel Save

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cancel Save

Modal

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Secondary Primary

Notification Box

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cancel Save

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cancel Save

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cancel Save

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cancel Save

Cards

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Panel Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Navigation

Tabs

Option 1 Option 2 Option 3

Option 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.

Option 2

Option 3

Data Display

Data Truncation

Table Name Total results: XX

Table Name

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4	COLUMN 5
value	value	value	value	value
value	value	value	value	value
value	value	value	value	value
value	value	value	value	value
value	value	value	value	value
value	value	value	value	value
value	value	value	value	value
value	value	value	value	value
value	value	value	value	value
value	value	value	value	value

Tables

Table Name Total results: XX

Facet 1 (2) Facet 2 (1) Facet 3 More Filters Search

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4	COLUMN 5	COLUMN 6
value	value	value	value	value	value
value	value	value	value	value	value
value	value	value	value	value	value
value	value	value	value	value	value
value	value	value	value	value	value
value	value	value	value	value	value
value	value	value	value	value	value
value	value	value	value	value	value
value	value	value	value	value	value
value	value	value	value	value	value

Lists

List Name

PROPERTY 1	PROPERTY 2	PROPERTY 3	PROPERTY 4
Primary Value Secondary Value	Value	Value	Value
Primary Value Secondary Value	Value	Value	Value
Primary Value Secondary Value	Value	Value	Value
Primary Value Secondary Value	Value	Value	Value
Primary Value Secondary Value	Value	Value	Value
Primary Value Secondary Value	Value	Value	Value

List Name Search Sort

PROPERTY 1	PROPERTY 2	PROPERTY 3	PROPERTY 4	ACTIONS
Primary Value Secondary Value	Value	Value	Value	edit delete
Primary Value Secondary Value	Value	Value	Value	edit delete
Primary Value Secondary Value	Value	Value	Value	edit delete
Primary Value Secondary Value	Value	Value	Value	edit delete
Primary Value Secondary Value	Value	Value	Value	edit delete
Primary Value Secondary Value	Value	Value	Value	edit delete

Filter & Sorting

Horizontal Filters Toolbar

Facet 1 Facet 2 Facet 3 More Filters Search

Vertical Filters

Filter by Clear All

Category 1

Option 1 Option 2 Option 3 Option 4

Category 2

Option 1 Option 2 Option 3 Option 4 Option 5 Option 6 See More

Category 3 >

Category 4

Option 1 Option 2 Option 3 Option 4

Slide-in Filter Panel

Filter by Clear All

Category 1

Option 1 Option 2 Option 3 Option 4

Category 2

Option 1 Option 2 Option 3 Option 4 Option 5 Option 6 See More

Category 3 >

Category 4

Option 1 Option 2 Option 3 Option 4

Mobile Filter Screen

Reset XX Results Done

Category 1

Option 1 Option 2 Option 3 Option 4

Category 2

Option 1 Option 2 Option 3 Option 4 Option 5 Option 6 See More

Category 3 >

Category 4

Charts & Graphs

Color Scheme

#34A823 #7DD334 #1E8449 #7449B1 #8D10E0 #6C2E73 #2E86FF #F1433D #F07171 #FED930

Column Chart

Chart Name

Year	Value
2010	700
2011	500
2013	600
2014	800
2015	300

Bar Chart

Chart Name

Facet	Value
Set One	450
Set Two	400
Set Three	450
Set Four	200
Set Five	150

Line Chart

Chart Name

Set	Value
Set One	800
Set Two	400
Set Three	600
Set Four	500
Set Five	800
Set Six	100

Pie Chart

Key

Set One Set Two Set Three Set Four Set Five

Donut Chart

Key

Set One Set Two Set Three Set Four Set Five

Grid List

List Name Sort

Panel Title	Panel Title	Panel Title
Panel Title	Panel Title	Panel Title

Buttons

Default Types

There are three default types of buttons. Each type can be formatted in three different styles representing different levels of emphasis.

1. Label

Clearly communicates the action meaning, aids discovery and reduces ambiguity. [↗](#)

Example



```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary label -->
<button class="btn btn-primary">Primary</button>

<!-- default regular secondary label -->
<button class="btn btn-secondary">Secondary</button>

<!-- default regular tertiary label -->
<button class="btn btn-tertiary">Tertiary</button>

```

2. Icon

Compact enough to allow multiple actions in a relatively small space. Also it can enhance the aesthetic appeal of a design. [↗](#)

Example



```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary icon -->
<button class="btn btn-primary">Primary</button>

<!-- default regular secondary icon -->
<button class="btn btn-secondary">Secondary</button>


<!-- default regular tertiary icon -->
<button class="btn btn-tertiary">Tertiary</button>

```

2. Icon & Label

Given enough space a combination of icon and text can be a good alternative. [↗](#)

Example



```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary icon -->
<button class="btn btn-primary">Primary</button>

<!-- default regular secondary icon -->
<button class="btn btn-secondary">Secondary</button>

<!-- default regular tertiary icon -->
<button class="btn btn-tertiary">Tertiary</button>

```

For Buttons Design Guidelines, Usage Recommendation and Best Practices [Actions](#)

States

Buttons have four distinct states to demonstrate response to user interaction for each style. [↗](#)

Example	Example	Example
<p>Primary</p> <p>Normal #00ADD8</p> <p>Hover #005F8B</p> <p>Focus #3970AB</p> <p>Disabled #D4D4D4</p>	<p>Secondary</p> <p>Normal #FFF Font #00ADD8 Stroke #00ADD8</p> <p>Hover #FFF Font #005F8B Stroke #005F8B</p> <p>Focus #FFF Font #3970AB Stroke #3970AB</p> <p>Disabled #FFF Font #D4D4D4 Stroke #D4D4D4</p>	<p>Tertiary</p> <p>Normal #FFF 0% Font #00ADD8</p> <p>Hover #FFF 0% Font #005F8B</p> <p>Focus #FFF 0% Font #3970AB</p> <p>Disabled #FFF 0% Font #D4D4D4</p>

```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary label -->
<button class="btn btn-primary">Primary</button>

<!-- default regular secondary label -->
<button class="btn btn-secondary">Secondary</button>

<!-- default regular tertiary label -->
<button class="btn btn-tertiary">Tertiary</button>

```


Sizes

Buttons have two distinct sizes to fit on a variety of layouts.

1. Regular

Given enough space the regular button should be the preferred size. [↗](#)

Example



```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary label -->
<button class="btn reg btn-primary">Primary</button>

```

2. Small

The small button could be used for interfaces with more elements. [↗](#)

Example



```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary label -->
<button class="btn sm btn-primary">Primary</button>

```

Button Groups

There are 2 variations of button groups that combine multiple related actions into sets.

- ⚠ An additional active class should be added to your button group to represent the selected state.

1. Single Selection

Only one button can be selected at a time. [↗](#)

Example



```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary label -->
<button class="btn sm btn-primary">Primary</button>

```

2. Multiple Selection

Multiple buttons can be selected at a time. [↗](#)

Example



```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary label -->
<button class="btn sm btn-primary">Primary</button>

```

Button Dropdown

There are 2 variations of the dropdown button

1. Standard

Toggleable button with a singular action that allows the user to choose one value from a predefined list [↗](#)

Example



```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary label -->
<button class="btn sm btn-primary">Primary</button>

```

2. Split

More complex variation because it acts as two distinct buttons in one. to display an exposed primary action plus related secondary ones. [↗](#)

Example



```

<!-- requires http://hex.wds.io/2.0.0/css/studio-tech-theme/bootstrap-4-hex-ui.css -->

<!-- default regular primary label -->
<button class="btn sm btn-primary">Primary</button>

```

Buttons

Types

Label
Icon
Icon + Label

States

Sizes
Regular
Small

Button Groups

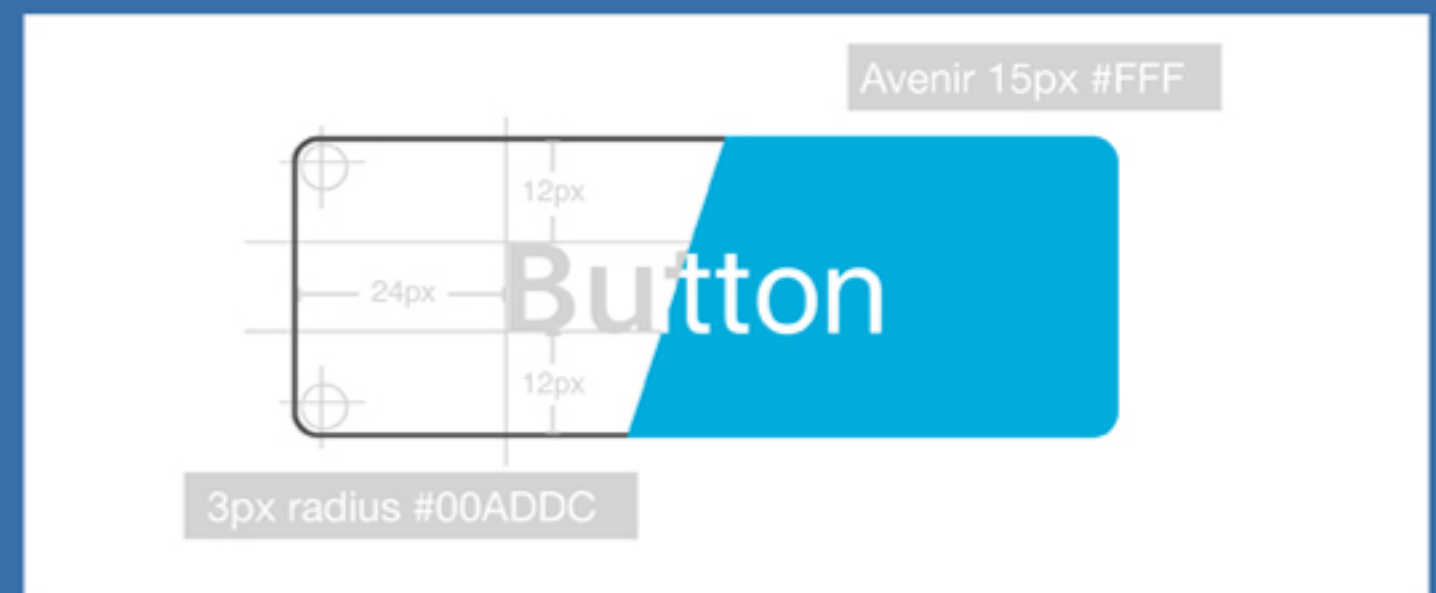
Single Selection
Multiple Selection

Button Dropdown

Standard
Split

Actions

Use buttons to represent actions. Choosing the appropriate button depends on the importance of the action, the number of elements on the interface, and the screen layout.



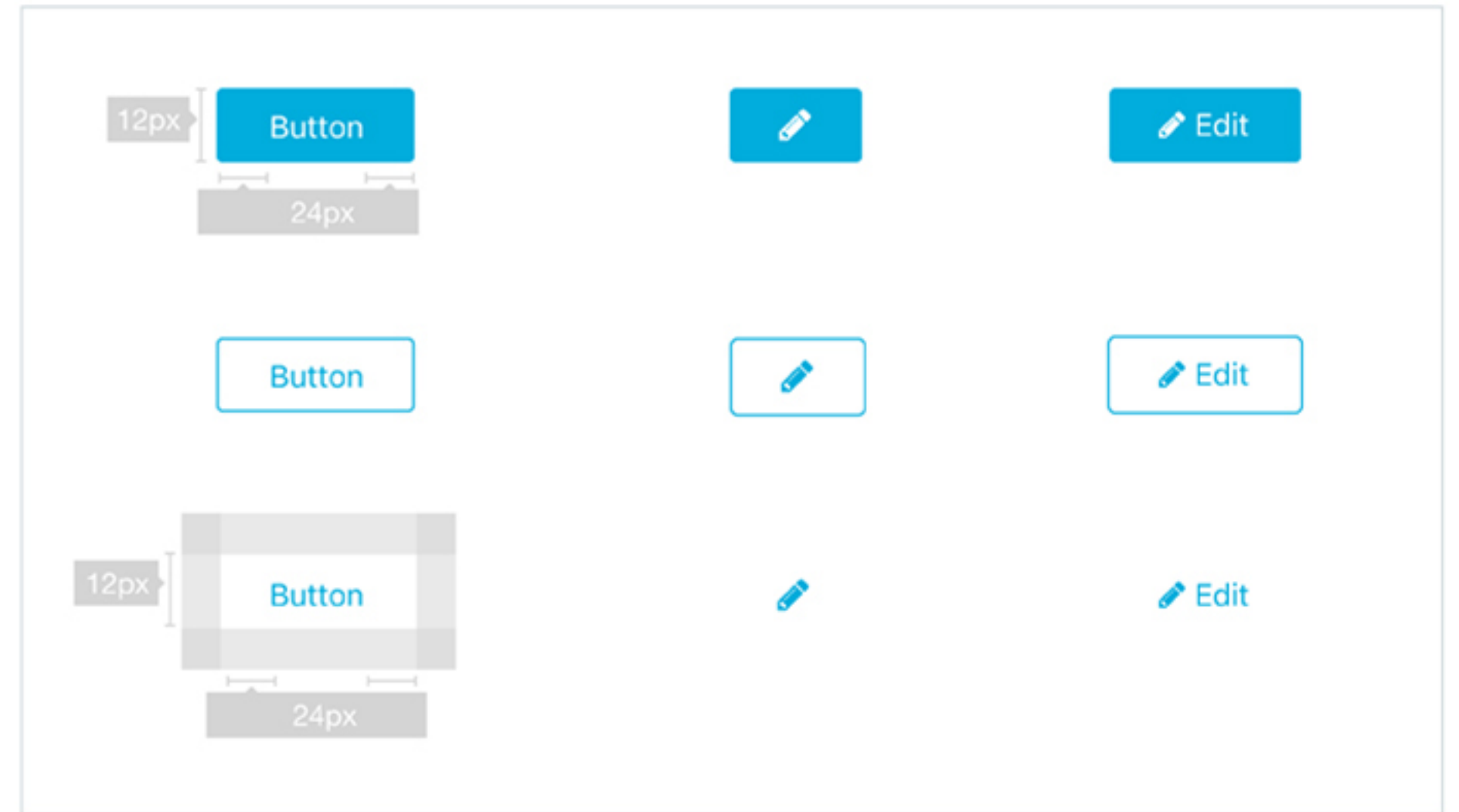
- Priority
- Visual Cues
- Accessability

Priority

It's key to understand the user objectives to define which tasks are the most important. The right button style and format will help the users completing these tasks intuitively.

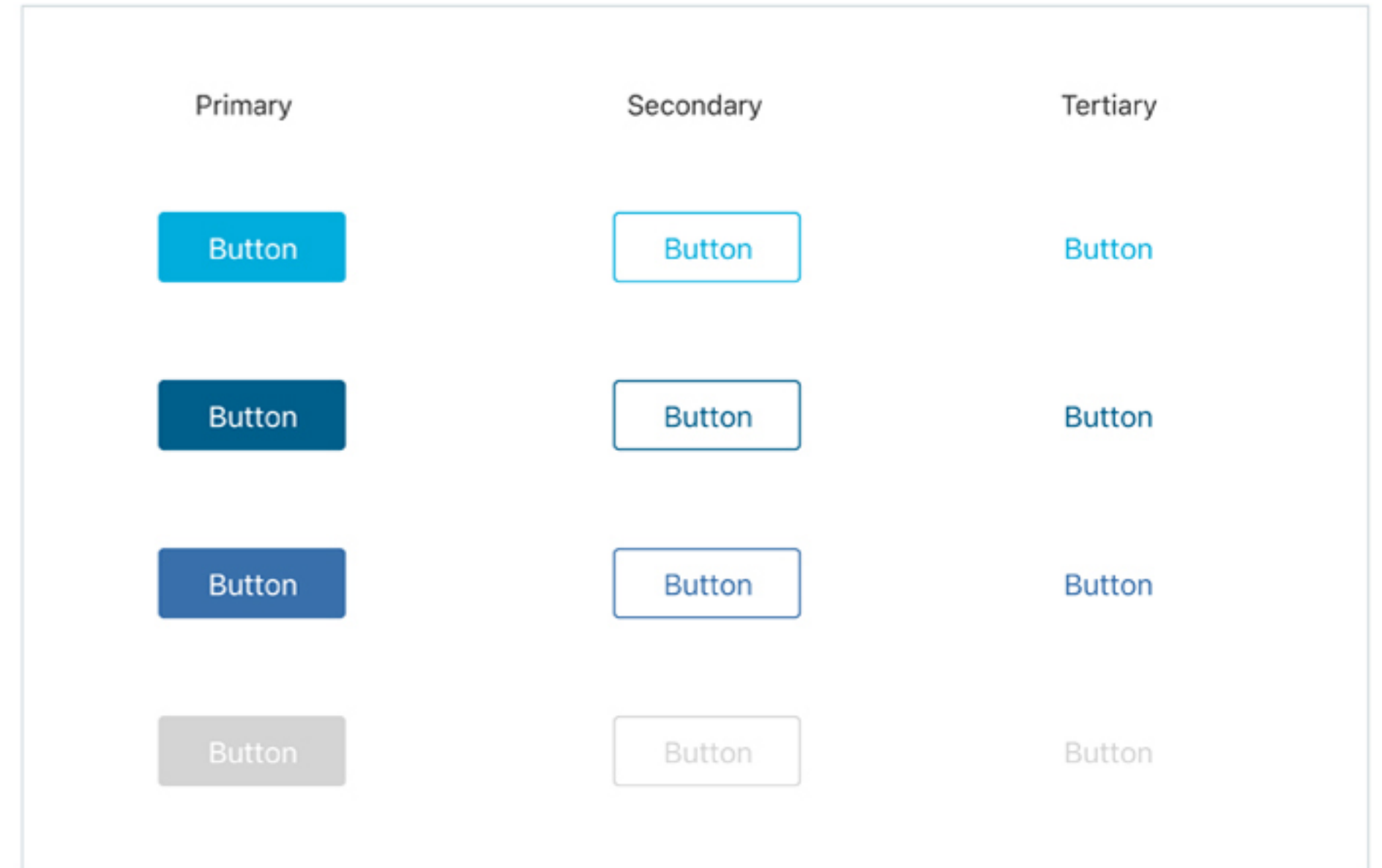
Content

- Label** : In most cases the Label buttons are necessary to communicate the meaning and reduce ambiguity for primary actions.
- Label and Icon** : If space allows, icons combined with text can be used to add visual interest and may also improve the scanability.
- Icon** : If screen real-estate is at a premium, icon buttons is an alternative. When this is the case, use tooltips to show users the labels on mouse hover. Avoid using icons for abstract actions.



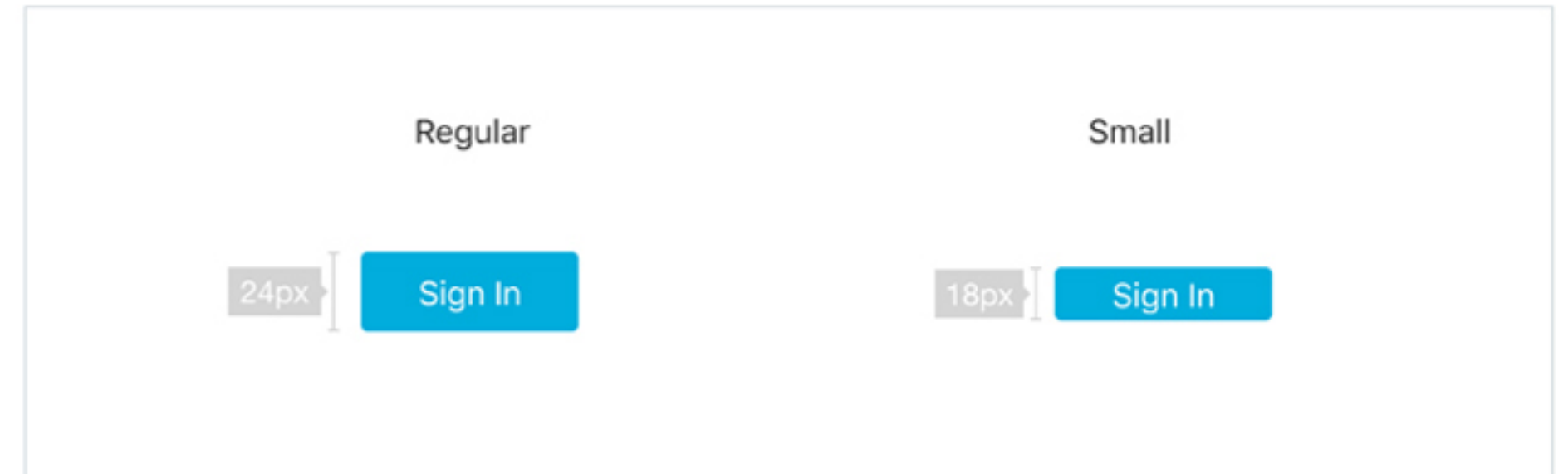
Types

Visual weight is used to emphasize importance. Primary actions on your interface should have the strongest visual weight and that secondary actions have the weakest visual weight.



Sizes

Visual weight is used to emphasize importance. Primary actions on your interface should have the strongest visual weight and that secondary actions have the weakest visual weight.



States

Buttons have four distinct states to demonstrate response to user interaction for each style.

Example	
	Primary
	Normal #00ADDC
	Hover #005F8B
	Focus #3970AB
	Disabled D4D4D4

Example	
	Secondary
	Normal #FFF Font #00ADDC Stroke #00ADDC
	Hover #FFF Font #005F8B Stroke #005F8B
	Focus #FFF Font #3970AB Stroke #3970AB
	Disabled #FFF Font #D4D4D4 Stroke #D4D4D4

Example	
	Tertiary
	Normal #FFF 0% Font #00ADDC
	Hover #FFF 0% Font #005F8B
	Focus #FFF 0% Font #3970AB
	Disabled #FFF 0% Font #D4D4D4

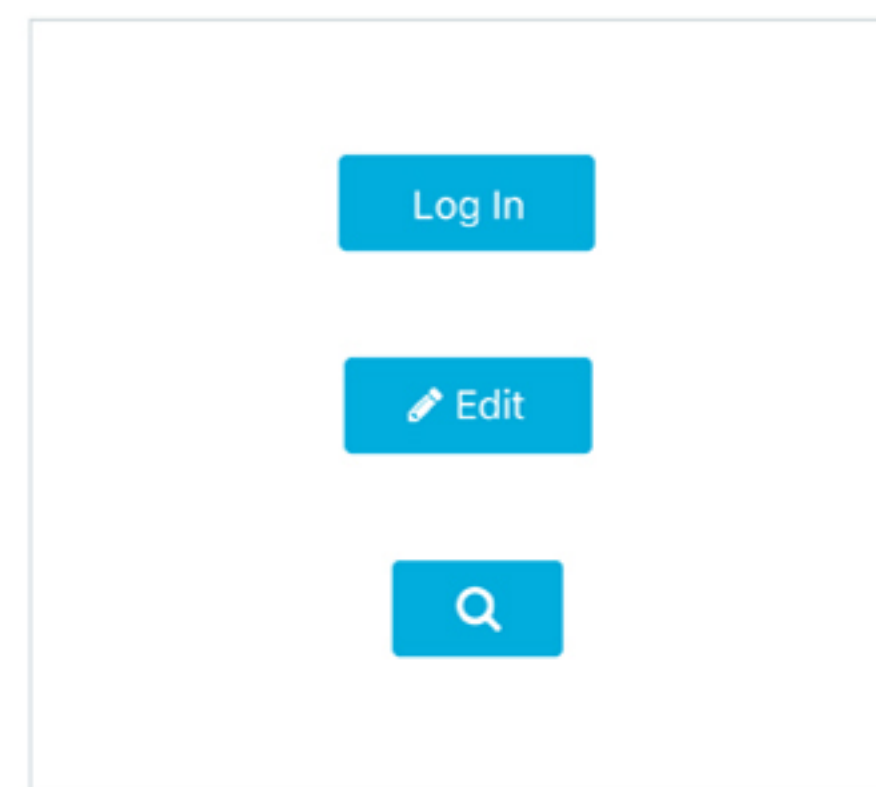
Visual Cues

Labeling

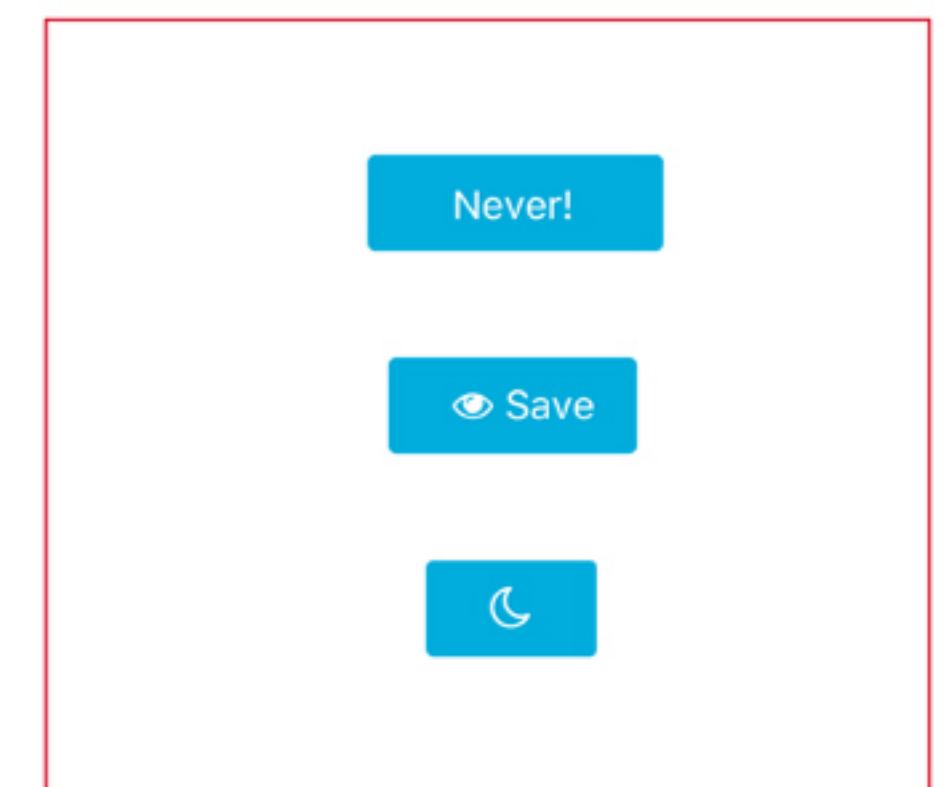
Using the right words reduces the friction of your key tasks. Make sure your actions match the users mental model.

- Buttons are for actions, therefore the text on the button should be action-oriented.
- Always label buttons with the name of the action that the user is performing.

Do



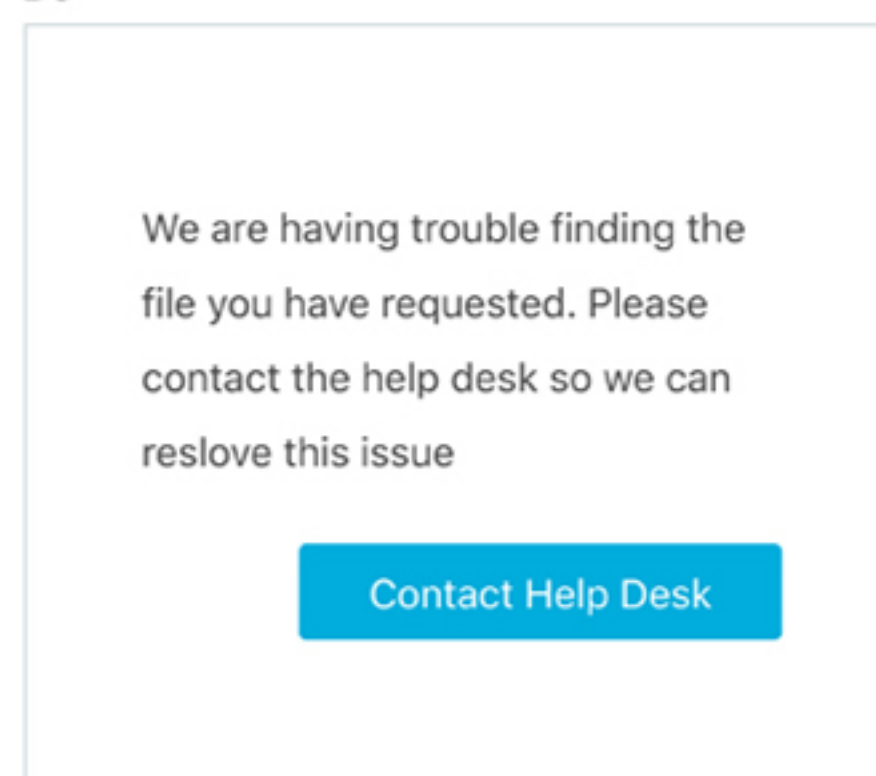
Do Not



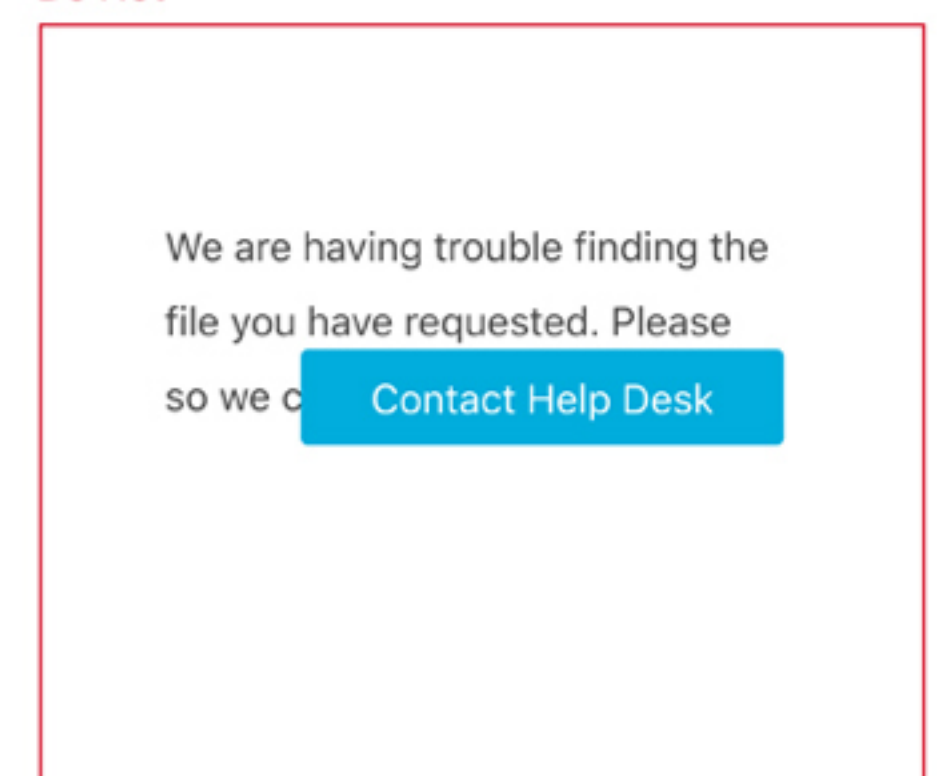
Placement

The effectiveness of your buttons will be affected by your choice of position for it. Efficiency is gained by removing clutter from the page and placing the button in the content area.

Do



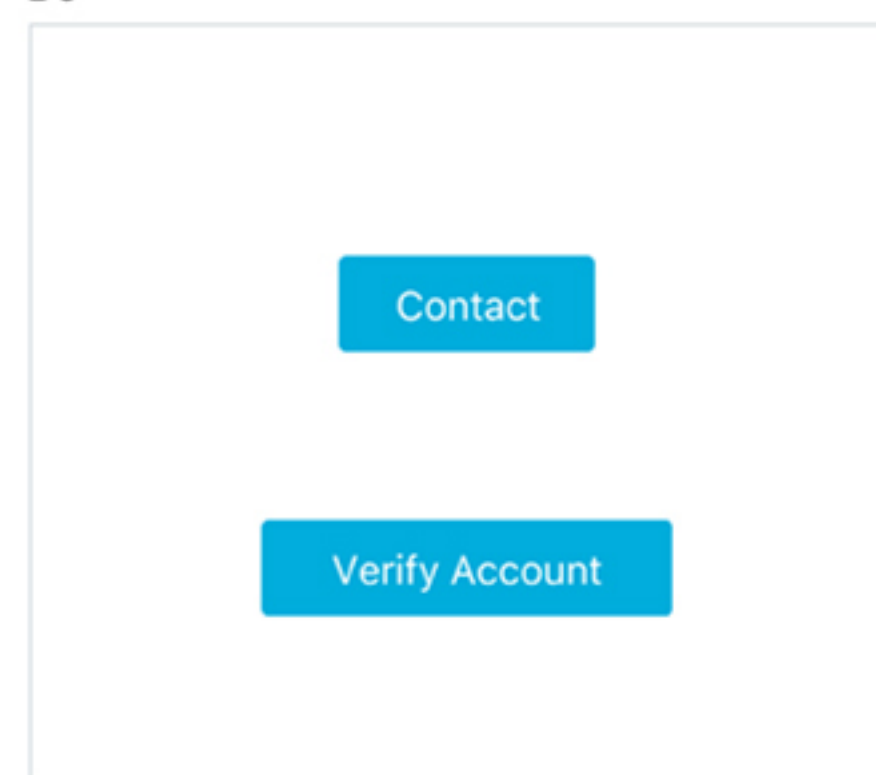
Do Not



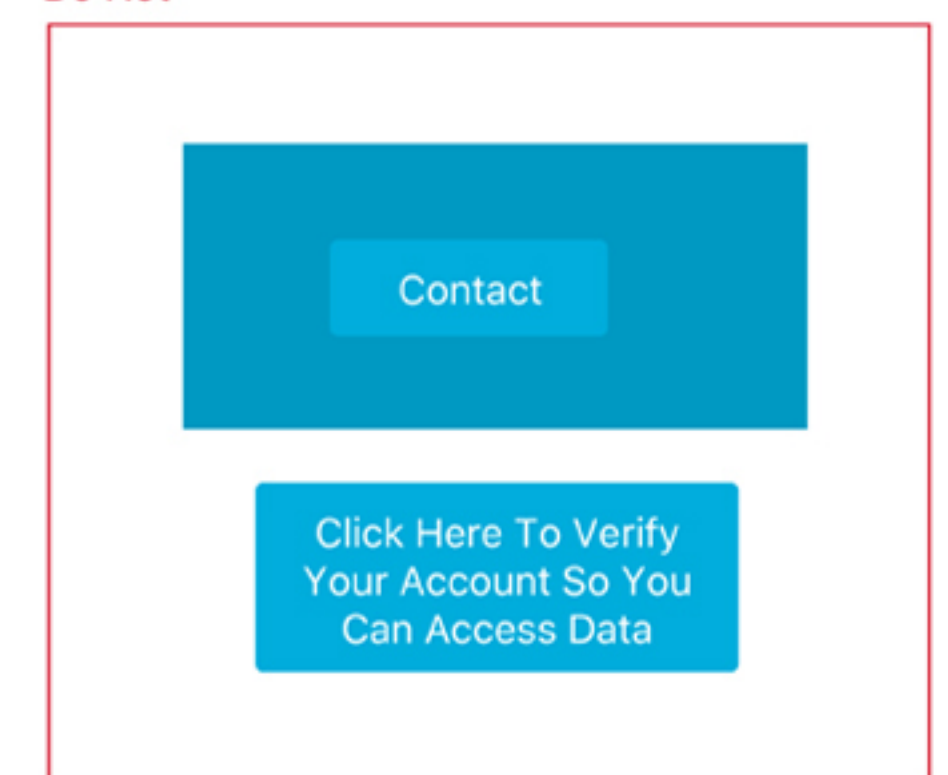
Affordance

The main point with buttons is that they need to look buttony to make them stand out from the background and other interface elements and look clickable.

Do



Do Not



Accessibility

- Buttons are interactive controls, and therefore must be focusable.
- Buttons need to be operable by mouse users, touch users as well as keyboard users.
- Buttons always need to have an accessible name. For most buttons, this name will be the same as the text inside the button.
- For icon buttons, the accessible name can be provided through an aria-label or aria-labelledby attribute.
- Screen readers should announce the element as a button and describe its accessible name.
- Speech recognition software should allow the button to be activated by saying "click" followed by the button's accessible name.

Data Input - Standard

The standard input field is the most used size

Email

Inactive

Email

Things?

Things?
This is some stuff about whatever this thing is. There can be a lot of info here.

Comments

Email

Email

Must use a proper email address

Email

Location

United States

Los Angeles

San Francisco

New York

Europe

London

Comments

274/500

- Maybe Yes
- Maybe No
- Maybe Everything

- Maybe Yes
- Maybe No

How Many?

- 0 +

How Many?

- 42 +

Data Input - Large

The large data input fields just increase the font size by 3pts from 15pts to 18pts

Email

Inactive

Email

Things?

Things?
This is some stuff about whatever this thing is. There can be a lot of info here.

Comments

Email

Email

Must use a proper email address

Email

Location

United States

Los Angeles

San Francisco

New York

Europe

London

Comments

274/500

Data Input - Sliders

The standard input field is the most used size

1 50 100

1 50 100

1 50 100

1 50 100

Start Middle End

Data Input - Date Picker

< June 2016 >

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Data Input - Standard

The standard input field is the most used size

Annotations for standard input fields:

- Email:** text-color: #262626 100%, font-size: 15px, font-face: Avenir-Medium
- Email (optional):** text-color: #CBCBCB 1px, font-size: 15px, font-face: Avenir-Medium
- Location:** 1px color: #3970AB
- Things? (text box):** text-color: #CBCBCB 100%, font-size: 15px, font-face: Avenir-Medium
- Comments:** text-color: #262626 100%, font-size: 15px, font-face: Avenir-Medium
- Form Elements:** radius: 2px #CBCBCB, fill: #E5E5E5, fill: #CBCBCB, fill: #999999, fill: #7ED321, radius: 100px, fill: #262626 100%, font-size: 15px, font-face: Avenir-Medium, fill: #999999 100%, fill: #262626 100%, font-size: 15px, font-face: Avenir-Medium, fill: #CBCBCB 100%, fill: #999999 100%, fill: #7ED321 100%, radius: 100px

Data Input - Large

The large data input fields just increase the font size by 3pts from 15pts to 18pts

Annotations for large input fields:

- Email:** all formatting and styles remain constant except for the font size, text-color: #262626 100%, font-size: 18px, font-face: Avenir-Medium
- Form Elements:** text-color: #262626 100%, font-size: 18px, font-face: Avenir-Medium

Data Input - Sliders

The standard input field is the most used size

Annotations for slider controls:

- Slider 1:** tick marks at 1, 50, 100
- Slider 2:** tick marks at 1, 50, 100
- Slider 3:** tick marks at 1, 50, 100
- Label:** 75, Middle

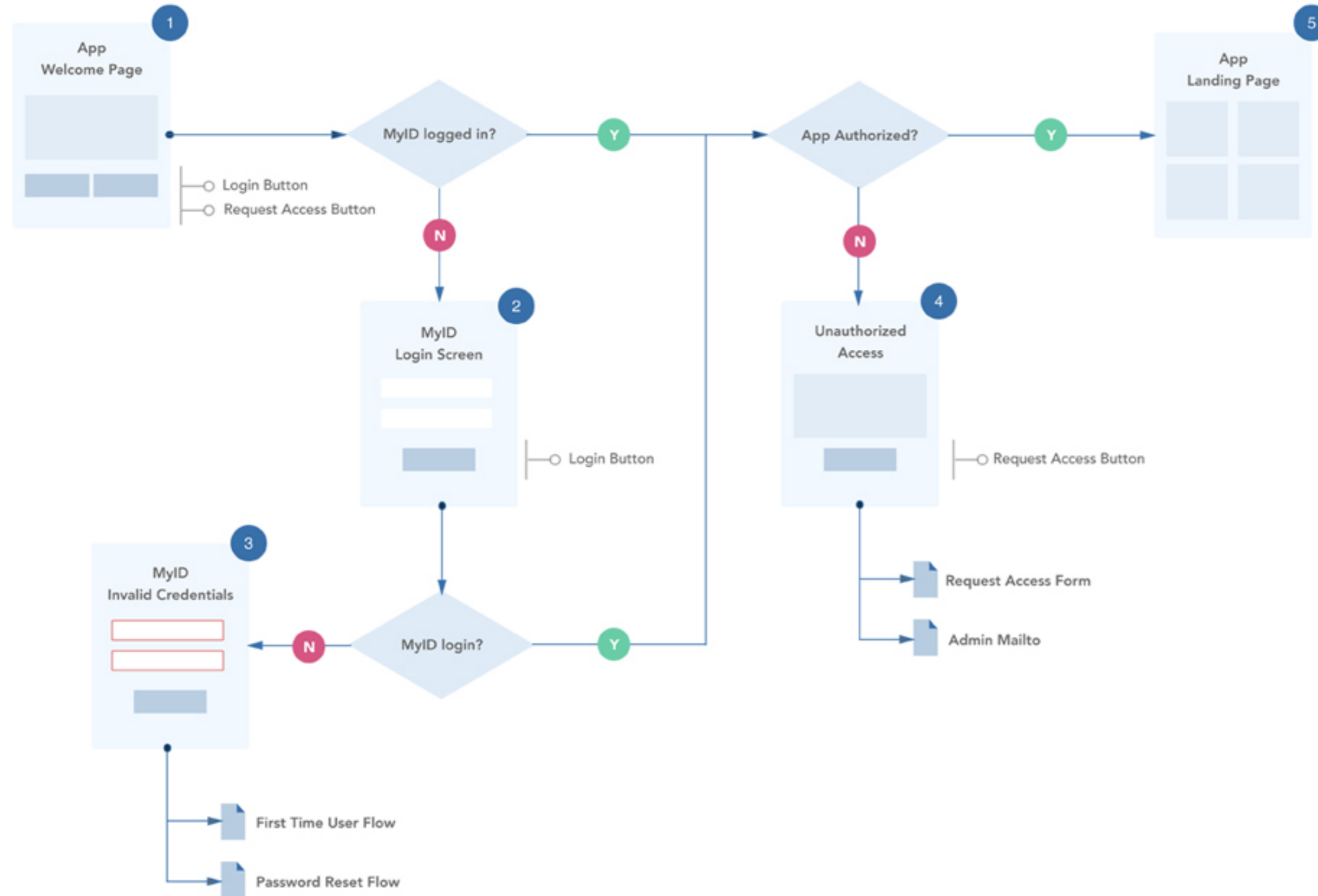
Data Input - Date Picker

June 2016 calendar grid:

<	June 2016						>
Su	Mo	Tu	We	Th	Fr	Sa	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	1	2	3	4	5	

Single Sign-On (SSO) Flow

Current HUB ID Validation



Notes

- 1 The user enters the application URL and lands on the application Welcome screen. The user then is prompt to sign in with MyID or Request Access to the application.
- 2 If the user is not logged into MyID SSO he will be redirected to the MyID SSO login screen to enter the HUBID and password.
- 3 If the HUBID and password are not valid the user will be prompt to correct the invalid credentials, to register "first time user" or to reset the password. This process is controlled by MyID.
- 4 If the HUBID and password are valid and the SSO login is successful the application will lookup the authorized users data base and validate the credentials on an application level.

If the user is not authorized to access the application he will see the Unauthorized Access screen. The app request access process is controlled by the product team.
- 5 If the user credentials are valid for both MyID and the application the user then will access the application landing page (dashboard)

Note: By logging out of an application you will be automatically logged out of all Disney SSO applications.



LEGEND

- Home Page
- Top Level Categories
- Sub Level Categories
- Content Sections
- Release 1
- Release 2
- Release 3
- Release 4
- Release 5



“I want to reduce development time & cost and make sure the product meets deadlines and business & user requirements ”

Overview

Bob plays a key part in bringing new products to live. He works hard to understand the user and customer needs and the business goals, and collaborate with the development team and the stakeholders.

Knowledge



Key Characteristics

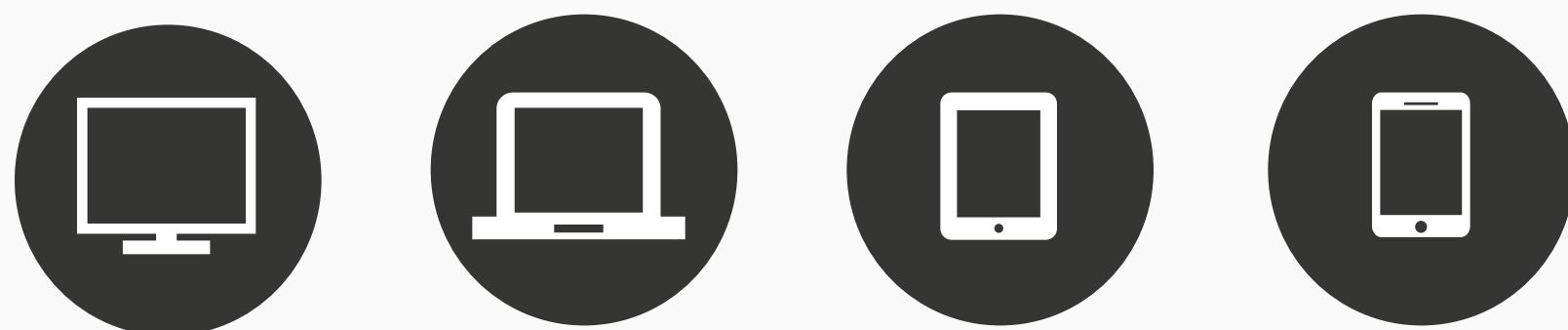
- Is the "go to" person for domain information working closely with key stakeholders throughout the organization.
- Prioritizes requirements, defects, and other work items for the team
- Provides timely information and decisions

Robert Penn

Age: 43

Occupations: Product Owner

Key Touch Points



70% 20% 5% 5%

Goals

- Maximize the ROI of the product development effort
- Reduce risk of product failure at later stage.
- Ensure that the goals and needs of the business and users are met

Pain Points & Frustrations

- Long development cycles
- Communication gap between teams members
- Lack of positive support from executives and on down


Melissa Menon

Age: 27

Occupations: UI / UX / Visual Designer

Key Touch Points



40%



40%



10%



10%

“I want to be able to create the best design solution possible while making sure that fits into Disney’s standards”

Overview

Melissa spends her days solving tough interaction design challenges for the Studio’s enterprise apps.

Melissa tries hard to keep up with the latest trends and design the most useful solutions to satisfy the application’s users.

Knowledge



Key Characteristics

- Creates design decisions alongside with her team members to solve business needs.
- Solid understanding of how web applications are architected and built
- Detail oriented, intelligent, and has high standards for herself and teammates

Goals

- Ensure that the design is optimal to solve the user and business needs
- Save time and effort when creating a new design solution
- Ensure that the design presented is aligned with Disney best practices and standards

Pain Points & Frustrations

- Not knowing if the design is matching Disney’s standards
- Spending too much time researching and designing visual and interactive solutions from scratch
- Inconsistency on the solutions presented based on the lack of standards