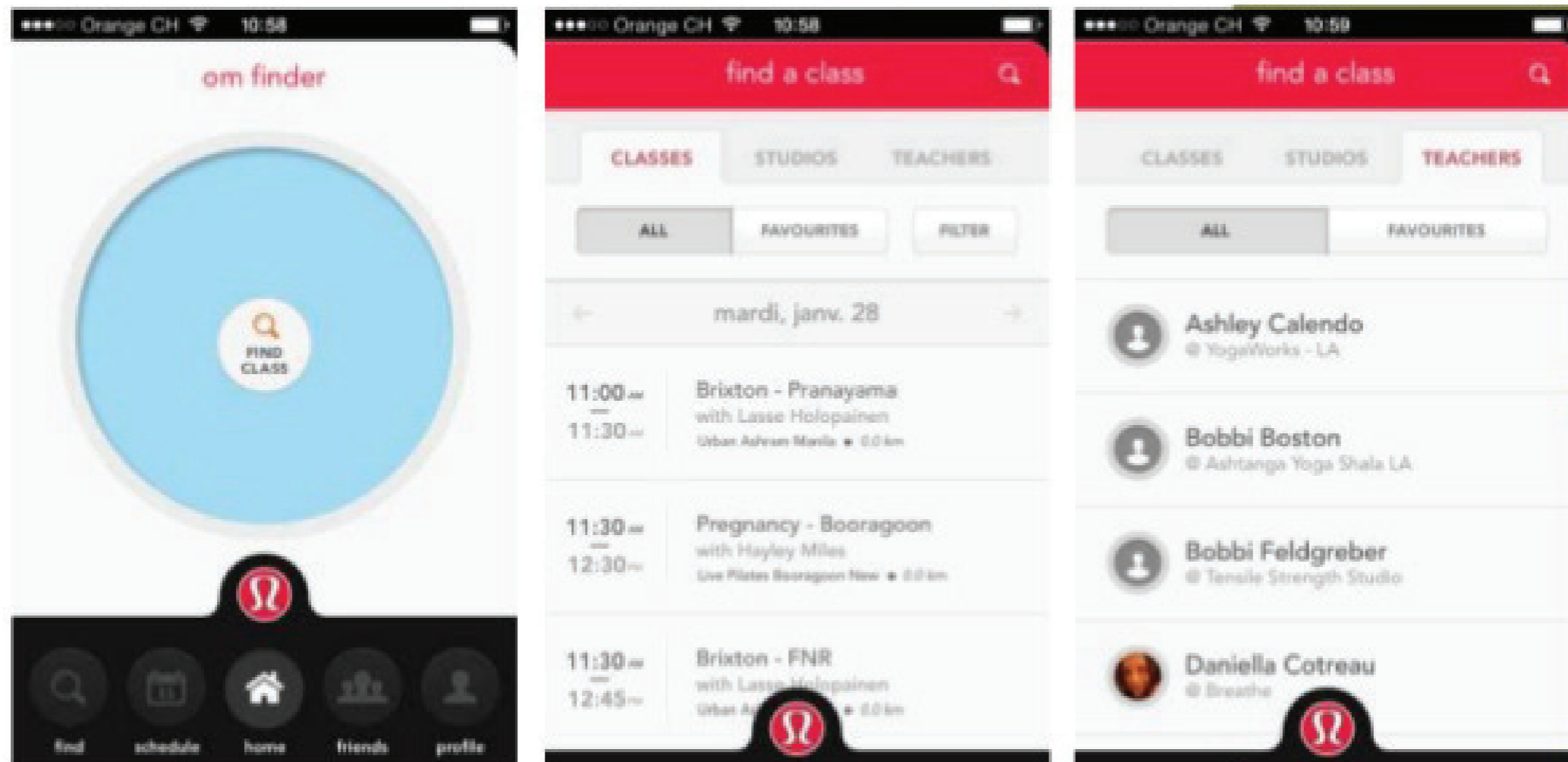
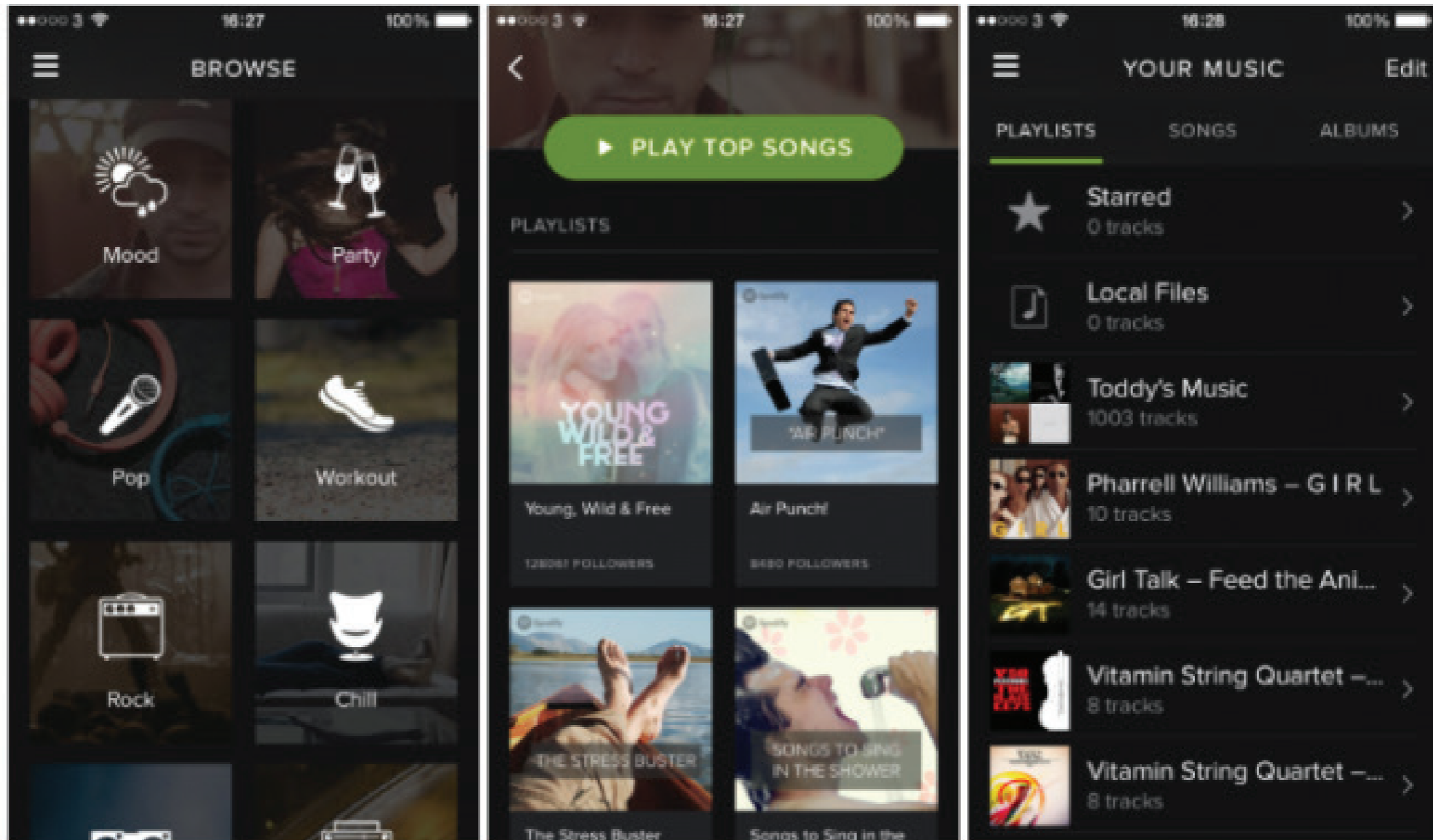




**Provide a service** - Grub Hub Food Delivery  
Uses Map on Phone to find local restaurants  
Communicates in a funny/light-hearted way



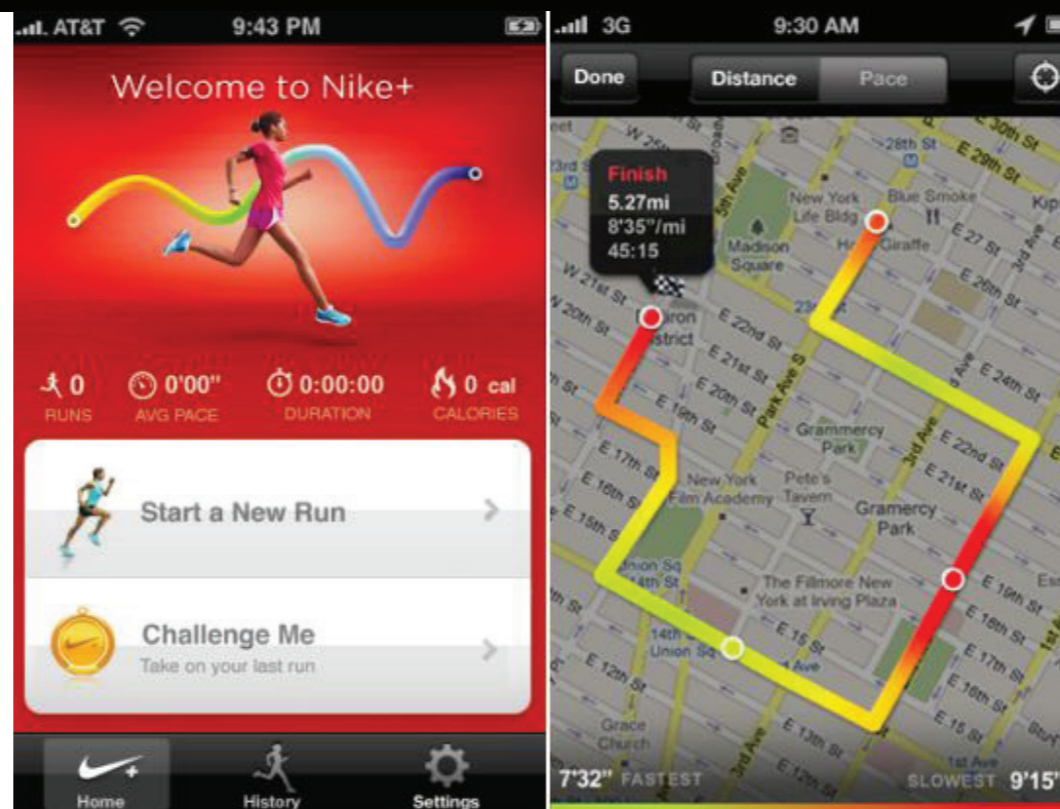
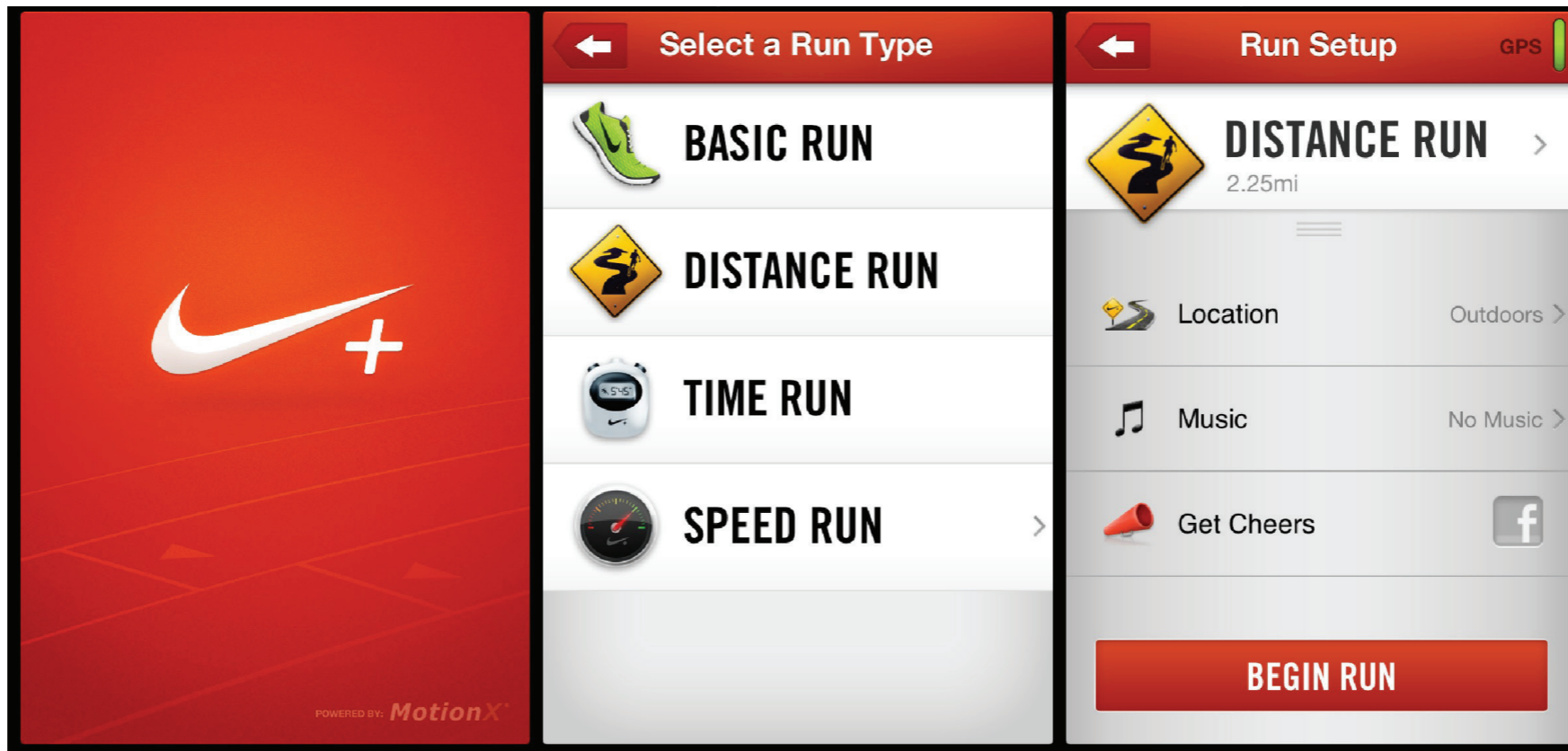
**Connect with a community/other businesses** - Lulu Lemon "OM Finder" Yoga Studio Finder  
Uses Map on Phone to find local studios  
Connects with the Yoga community, makes a personal connection with users



## Entertainment - Spotify

Uses Headphone jack to play music

Provides playlists for different activities, allows for custom playlists, develops a community of users



## Motivation/Goal Tracker/Activity - Nike +

Uses Map on Phone to track runs and progress

Keeps track of goals, motivates runners, makes exercise fun and measurable

gofundme Search Help Start a Fundraiser

SHARE TWEET DONATE

## Michael's Tumor Fighting Fund



SAN JOSE, CA MEDICAL

**\$8,600** of \$10k

Raised by 107 people in 13 months

**Donate Now**

SHARE ON FACEBOOK

gofundme

350 SHARES

SHARE TWEET

Created February 20, 2015  
Michael A Kocher

UPDATE #7 9 MONTHS AGO 107 DONATIONS RECENT

gofundme

Set your goal below

\$ | USD

Enter your campaign title... 30

Enter your ZIP or Postal Code...

Green

**Next**

You can make changes to your campaign at any time.

OPTIONS

gofundme

Ana's Medical Expenses

**\$103,975**

Edit View Share

Post an Update!

Write your update here, then choose a photo on the next step...

**Next Step**

## Campaign Fundraising - Go Fund Me

Make instant donations for Health / Projects/ Friends / Activism

Raise funds quickly and virtually

Connect via other social media

Connect with other campaigns



## Role Playing Game - Kim Kardashian: Hollywood & Katy Pery

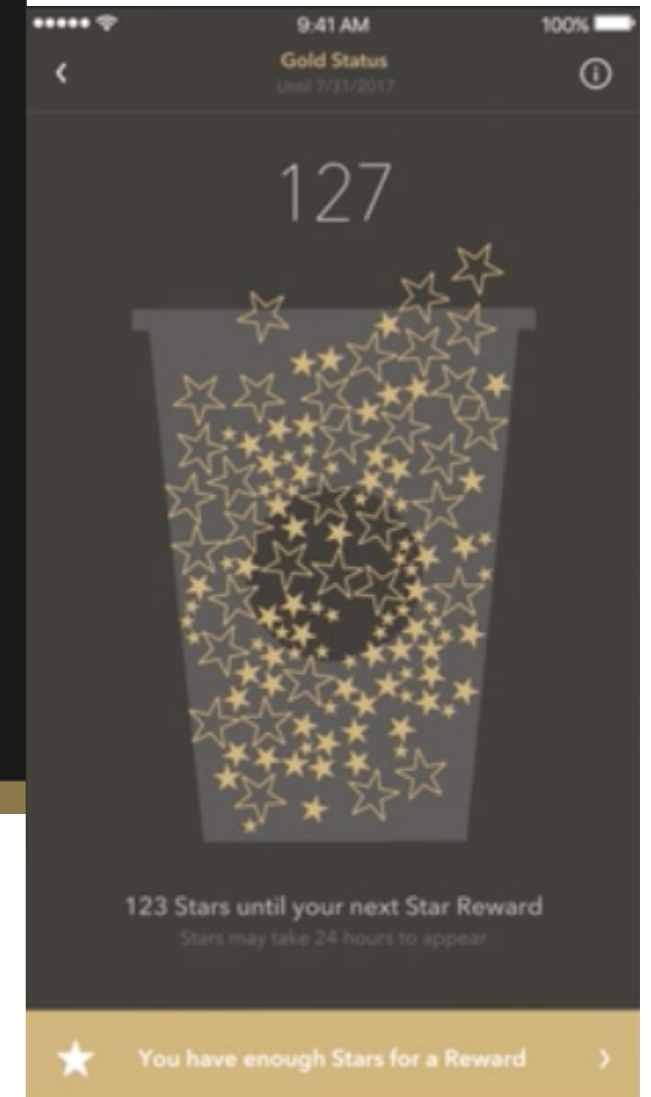
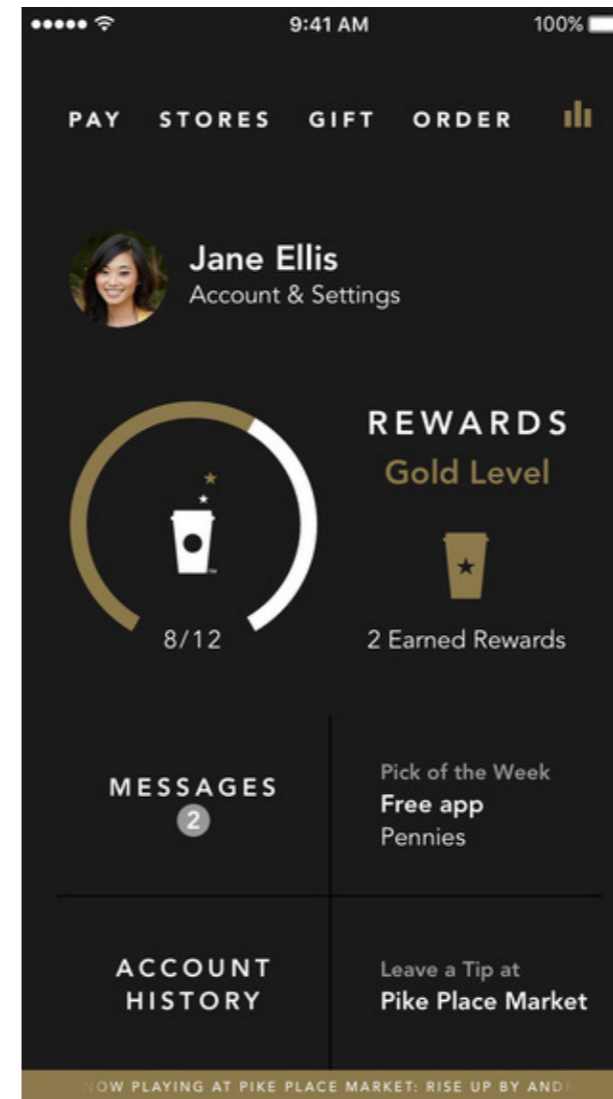
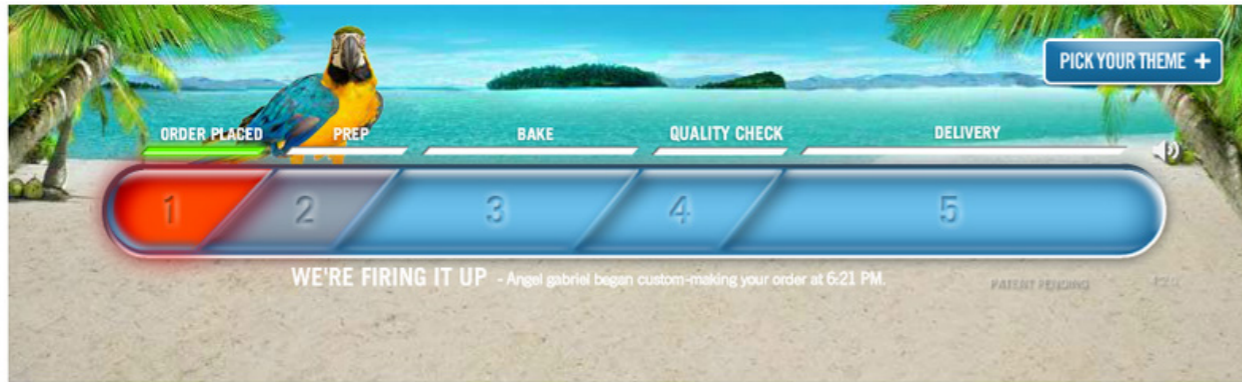
Customize Diverse character traits

Earn points, goal based, long playing game

Detailed drawings and animation

Connect on social media

Connects with Celebrity/Artist career and projects



## Customer Engagement - Domino's Pizza Tracker & Starbucks

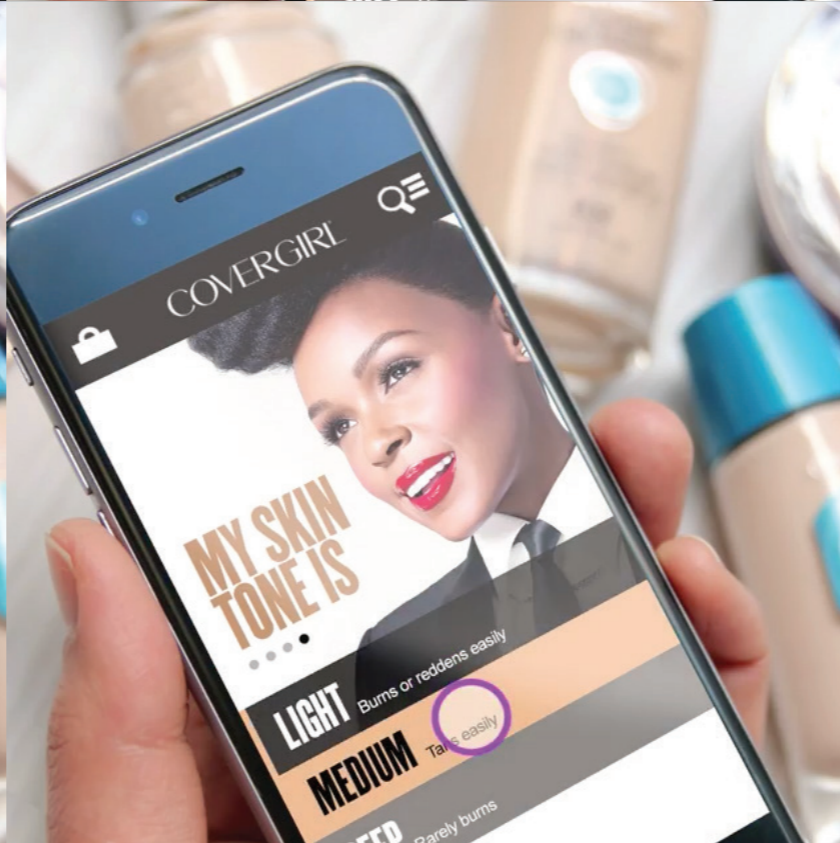
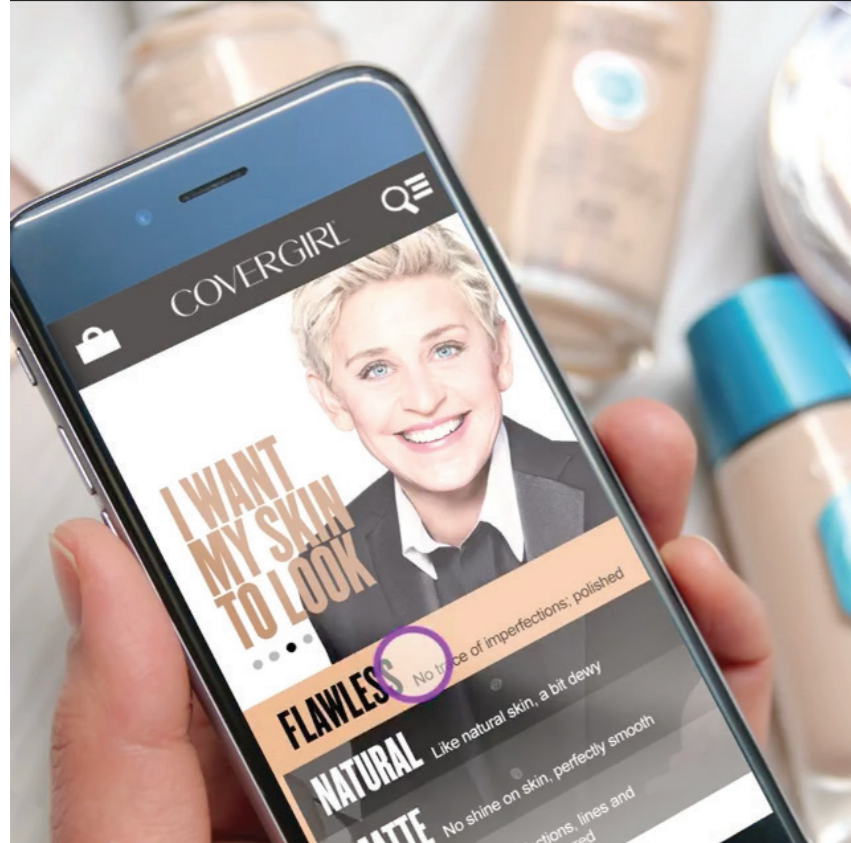
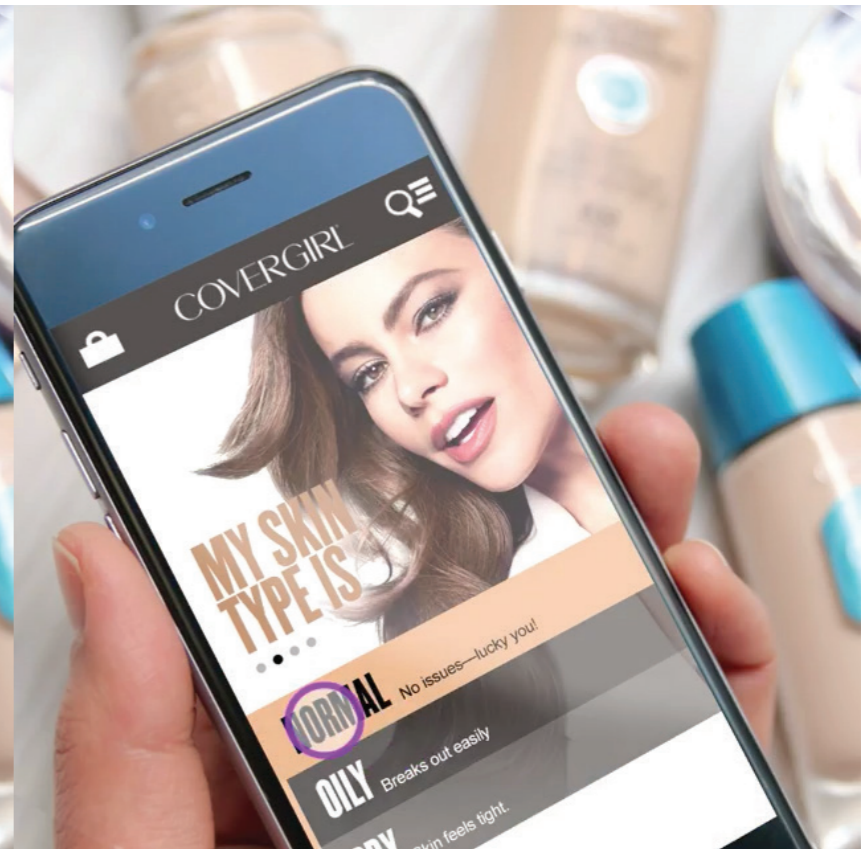
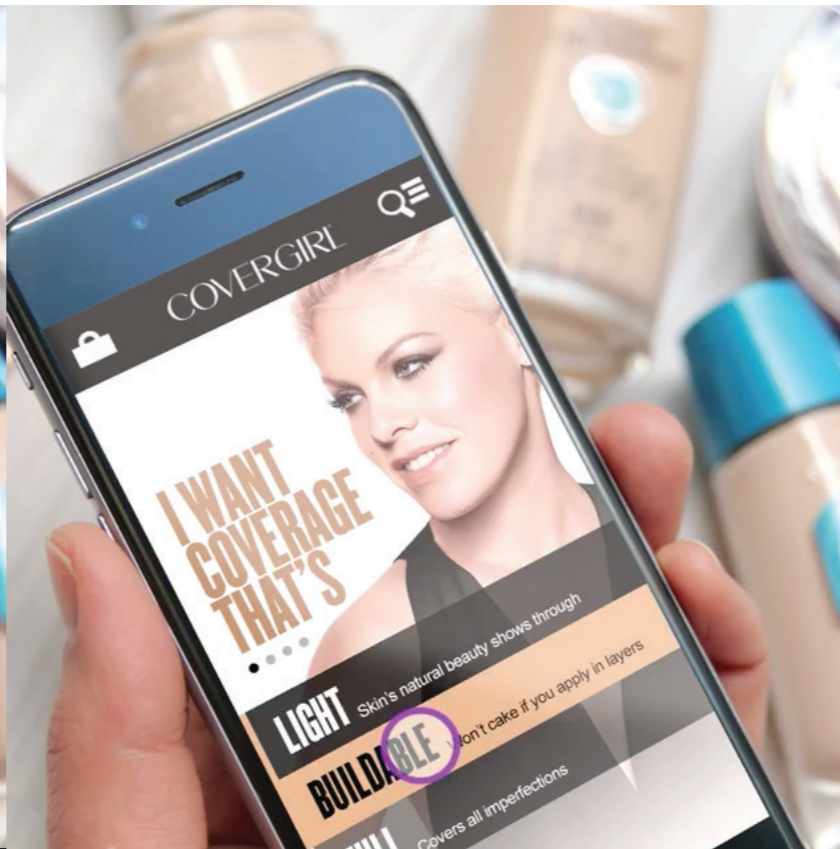
Provide ordering services for customers

Display order progress

Allow for profile creation

Awards and Incentives

Customizable animation and games



## User Interface & Experience COVERGIRL example

- Images reflect diverse group
- Words are positive/reaffirming
- 'Dot Menu' invites swiping
- Clicked links change color
- Allows users to interact/discover before shopping
- Purple dot shows path of clicks
- Consistent use of transparency, color palette & type
- Menu/Cart accesible on all pages