DOLPH.ME

Randolph Colon
randolph.colon@infosys.com

Queen Latifah Show

CASE STUDY:

Project lead: Dolph

Summary
Working with Digital Kitchen, Dolph aligned and coordinated strategy, creative and sales. The result was an experience that substantially increased email click through and boosted site retention in 4 months.

By optimizing UI, creative and leveraging digital real estate, user interaction with content tripled – especially on mobile.

Achievement
Optimized user flow based on user needs and priorities. Using data, we identified main user persona 'Raven' to focus decision-making. Our mission was to:

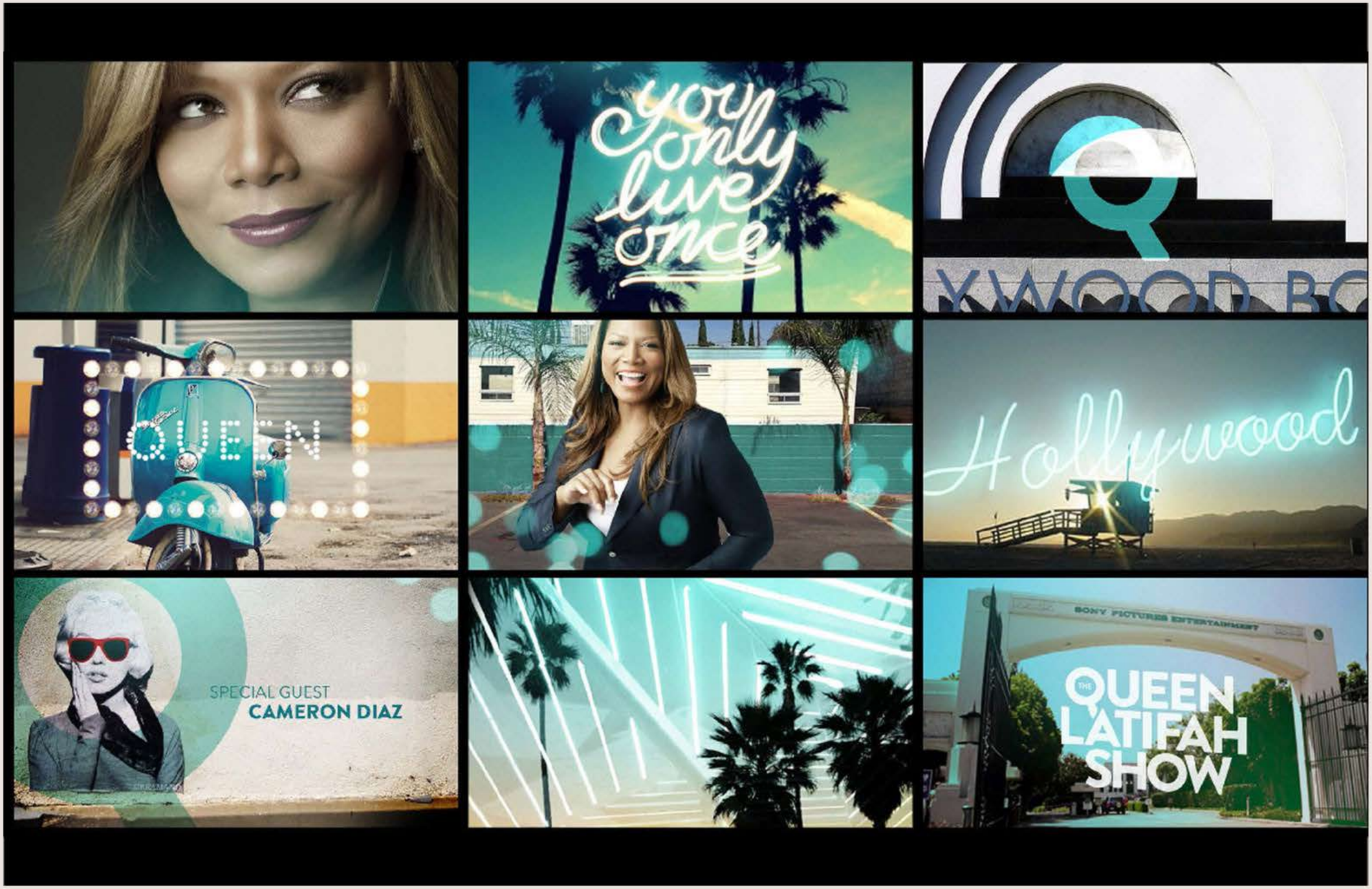
- Encourage the Raven persona to sign-up for email updates
- Inspire them to interact with site and participate in community
- Drive users to sign-up for free live viewing tickets

Achievement
Created multiple revenue streams from email list and developed a passionate user base.

Achievement
Optimized UI to align with and communicate brand ideals and attributes.

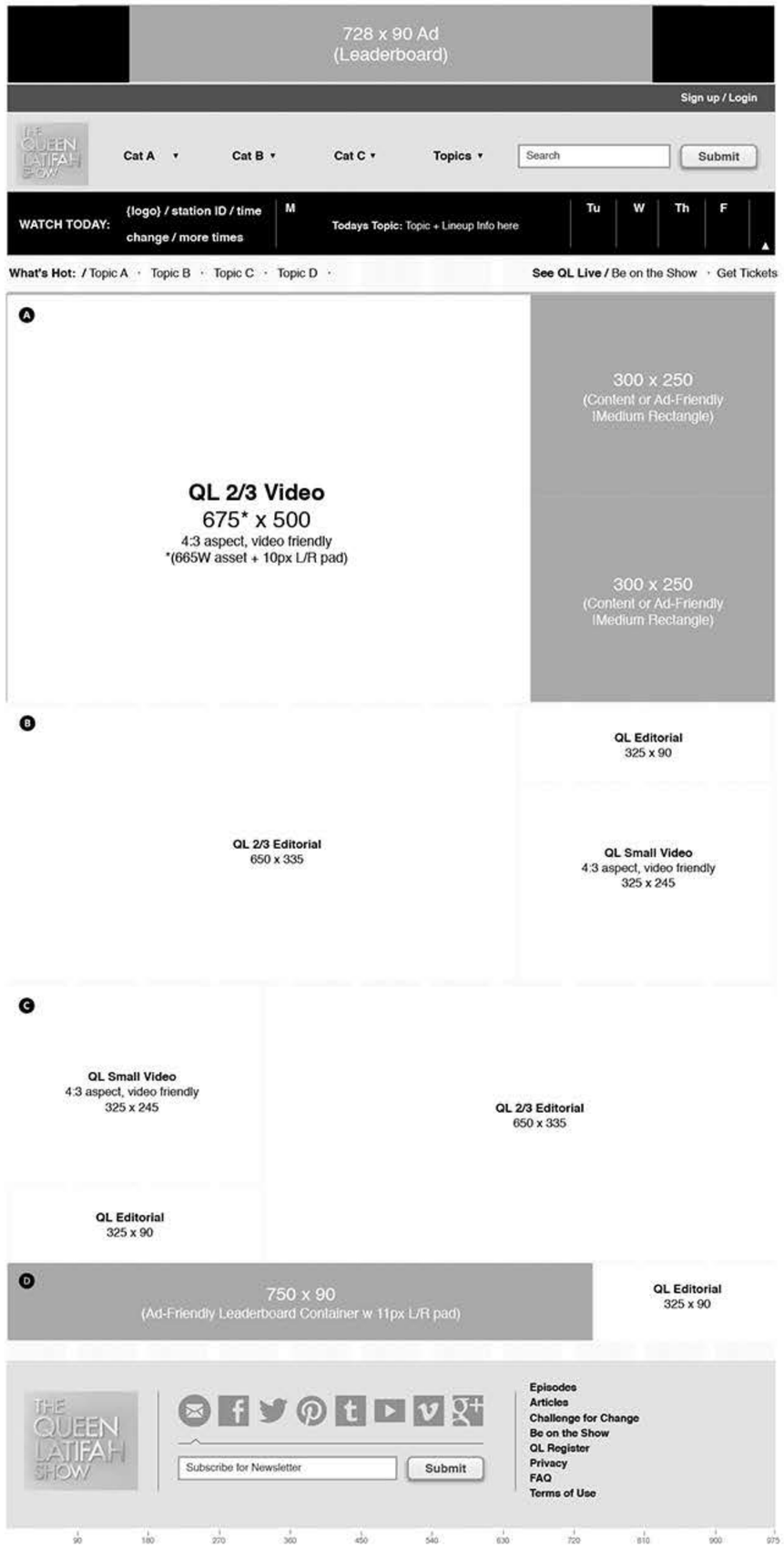
Queen Latifah Show

Queen Latifah - Dana Owens | Clients: **Digital Kitchen, SONY, Dana Owens.**



Queen Latifah Show

Grid A: Homepage.



Applied to:
· *000 Homepage*

A Seamless "Wallpaper."

Note: *Units shown here are roughly true to actual proportions on the grid, based on multiples of 15px.*

13 75-px columns with no gutters… built out of repeating "clusters" of pre-determined dimensions.

There are four examples of these "clusters" illustrated at left; additional clusters will be developed so the page may be built from "mixed and matched" clusters of content. This approach will also define the shape of the Publishing tool, as well—namely, how to assign assets to a certain size, and how these assets "cascade" in importance depending on what else is on the page.

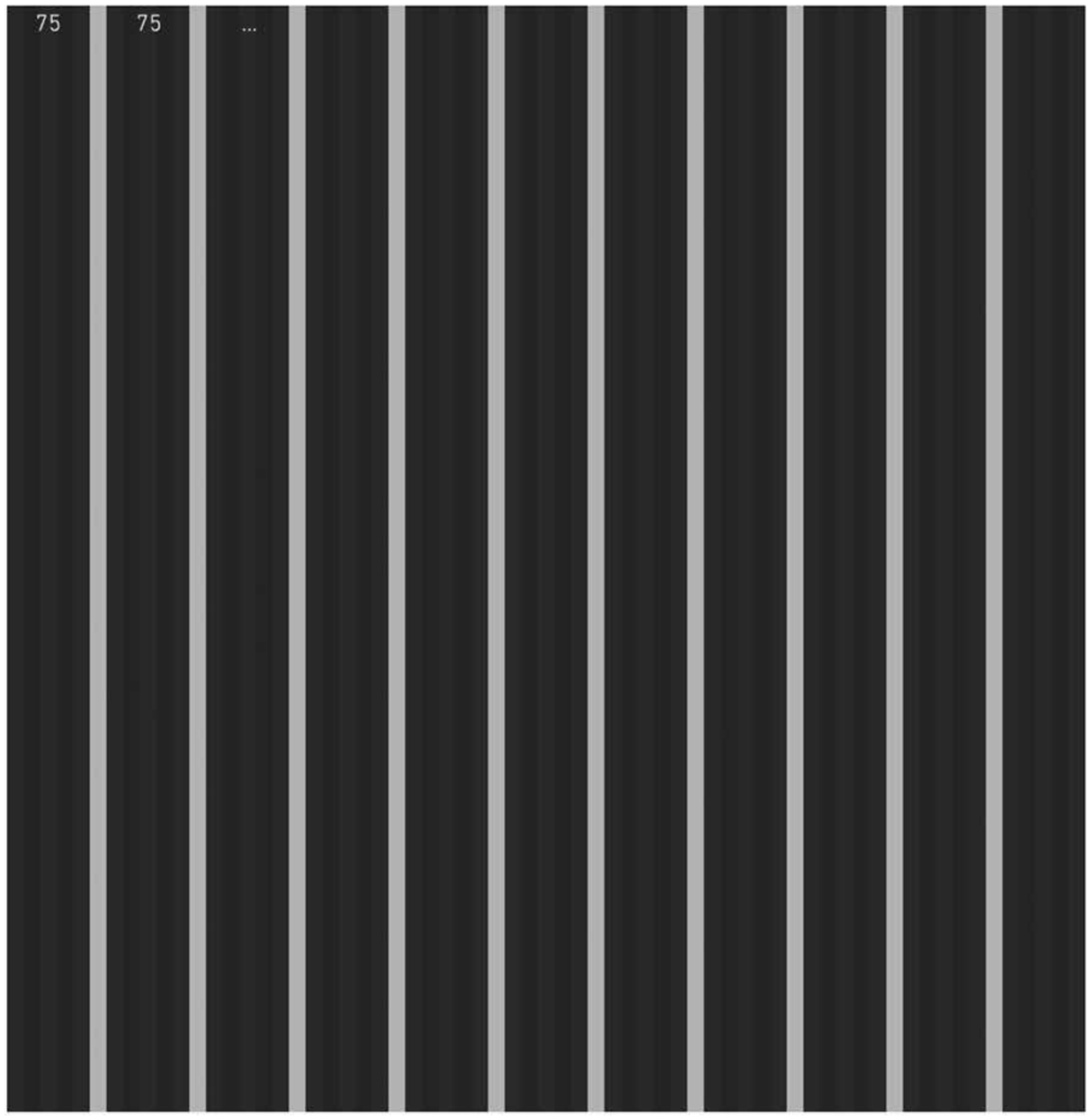
A
This cluster is built from one video block next to two stacked medium rectangles; this is the closest proportion in a 4:3 aspect that would allow potential ad sales along side the Video Unit.

B+C
This cluster is built from a "small" Video 4:3 block and filled with two Editorial blocks. Editorial blocks will always be a width of a multiple of 25px.

D
This cluster is built from a Leaderboard-friendly block and filled with another Editorial block to finish the row. This row—as with all rows—may be mirrored in order to continue to build organic-seeming arrangements.

Queen Latifah Show

The Master Grid.



975px Base Grid: 11 75px columns with 10 15px gutters

The Queen Latifah master grid has a Base Unit of 15 pixels wide; by using this unit in 5-unit "chunks" of 75px, a flexible 975-pixel grid can be built of the following proportions:

11 75px columns, separated by 10 15px gutters

The 15px Base Unit / 975px grid also cleanly accommodates the majority of iAB ad unit widths:

- 600 x 400 = 40 15px units
- 300 x 250 = 20 15px units
- 120 x 600 = 08 15px units
- 160 x 600 = 10.66 (11) units
- 728 x 90 = 48.5 (49) units

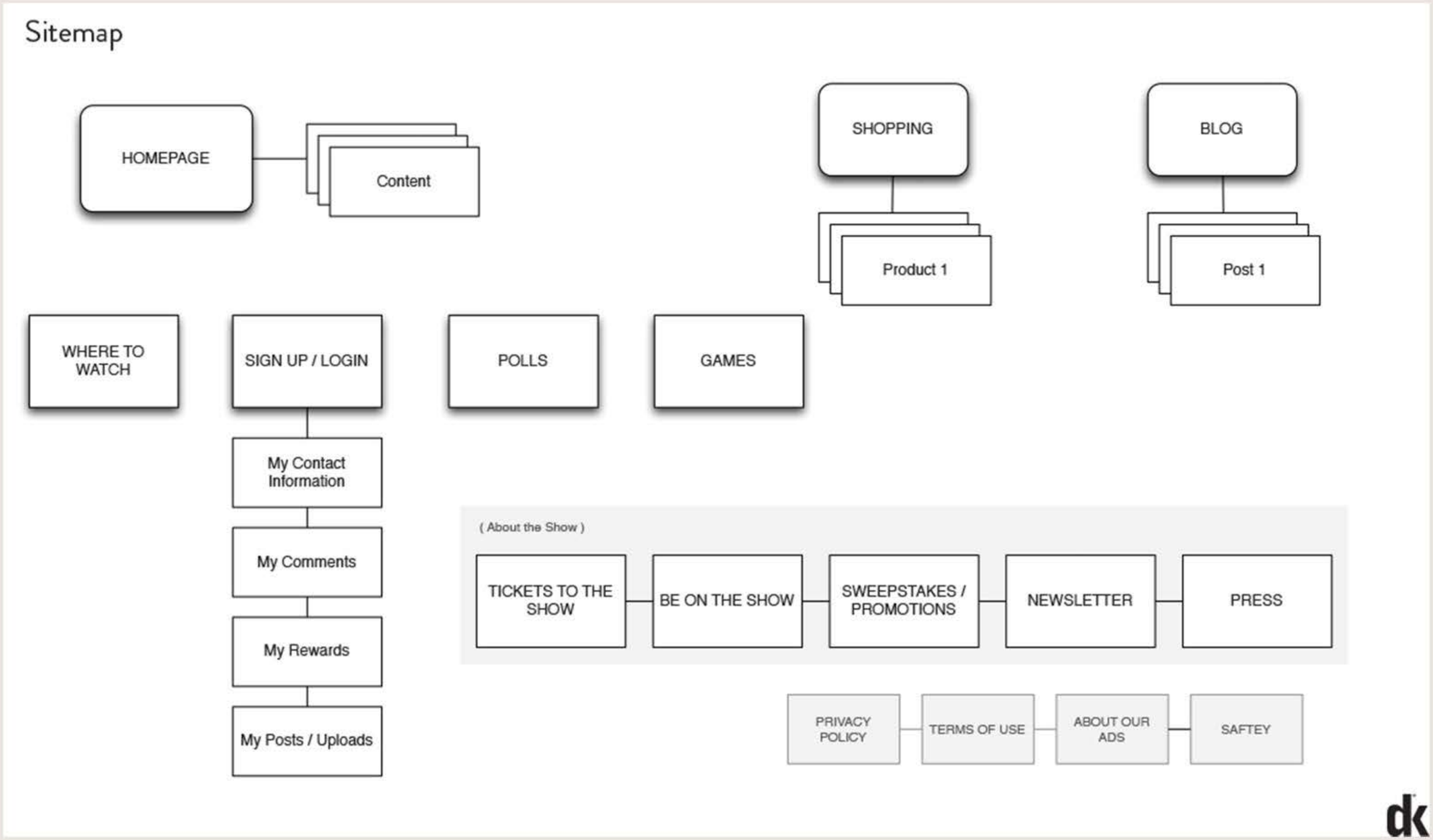
There are several other benefits with this underpinning: this grid could run "gutterless" to build "image walls," or extend the grid 31 additional units for a 1440px optimized grid.

Designing responsive website, and taking advantage of real-estate space to promote other brands and monetize it.

Queen Latifah Show

Sitemap

Initial sitemap and ideas for website and content

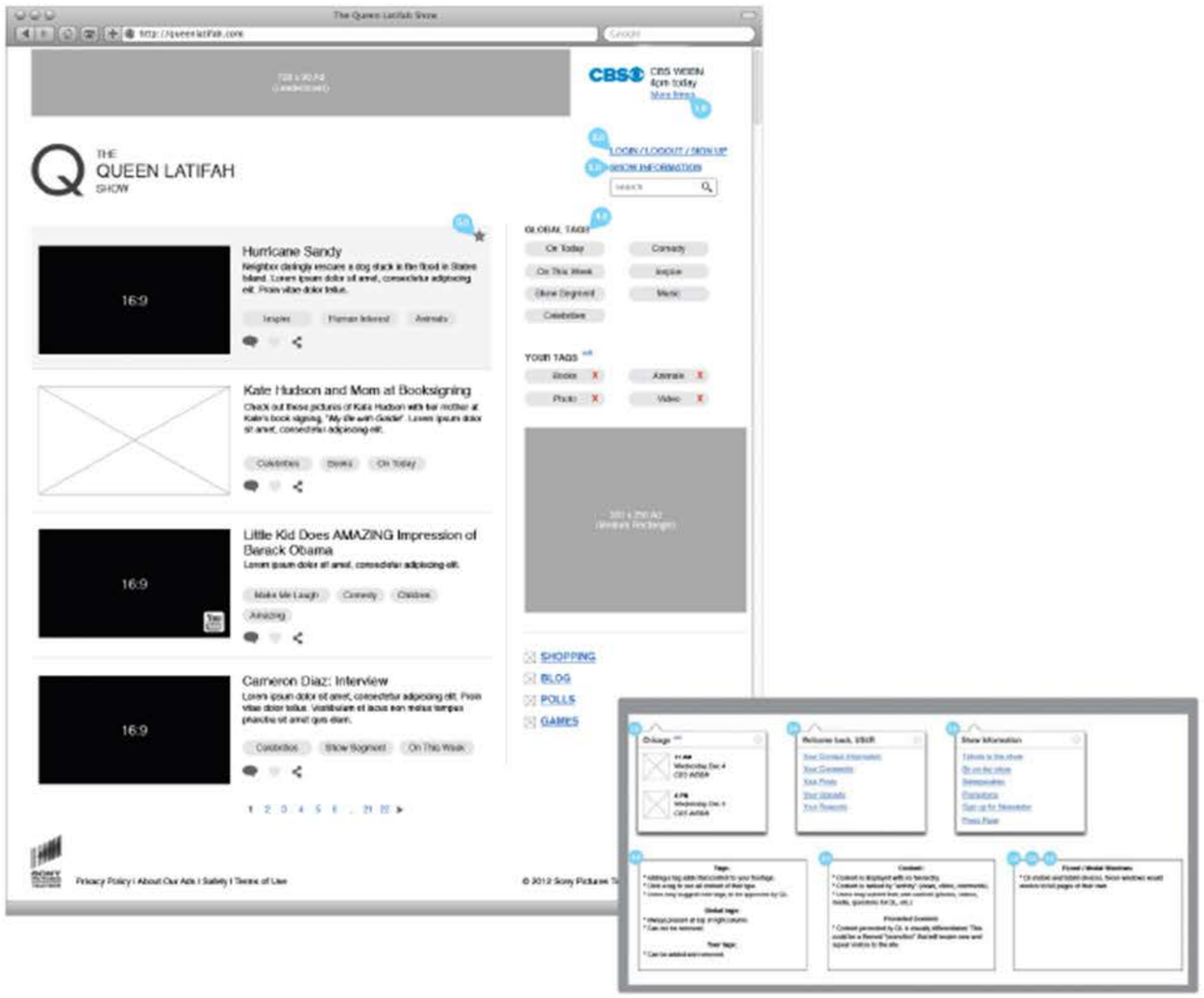


Queen Latifah Show

Wireframes

After A/B testing we defined the heirachy of items on a screen and communicated what the items on the page should be based on.

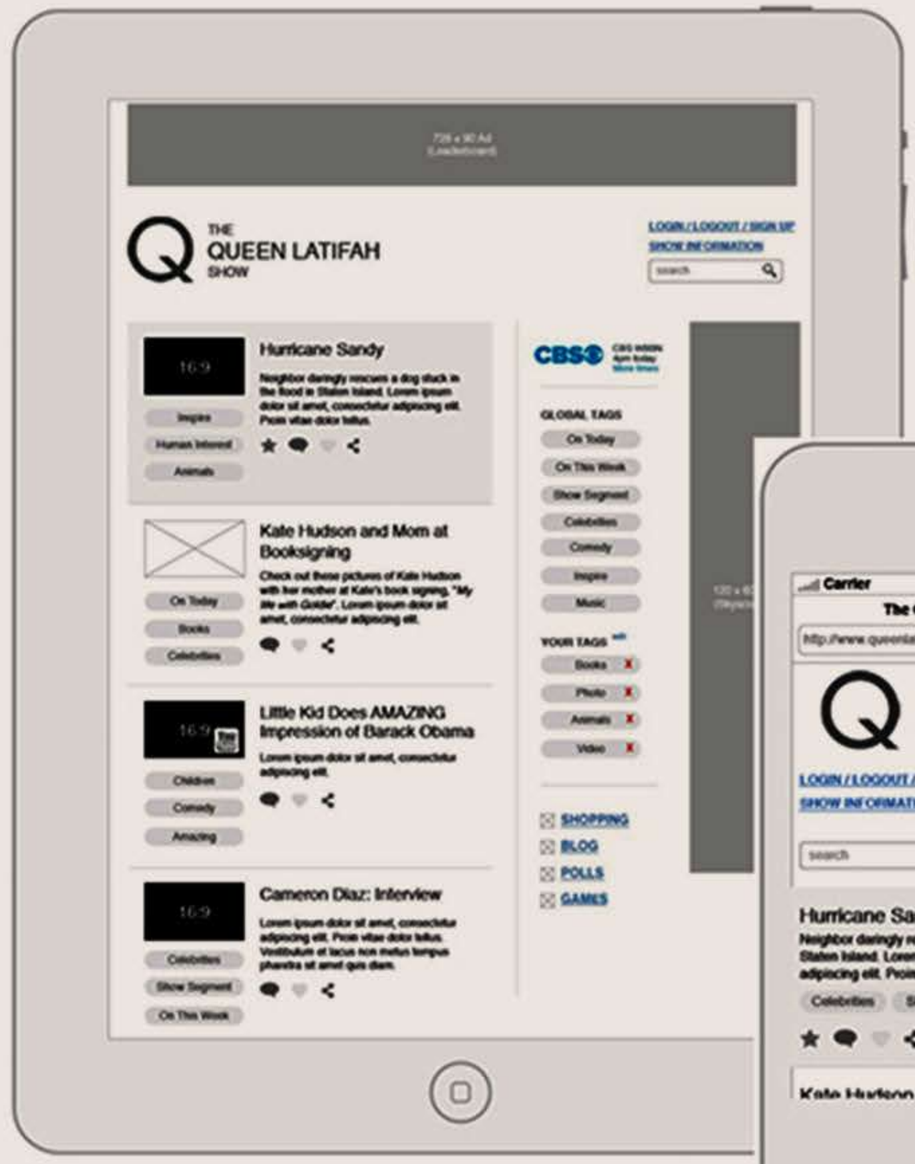
Website Wireframes

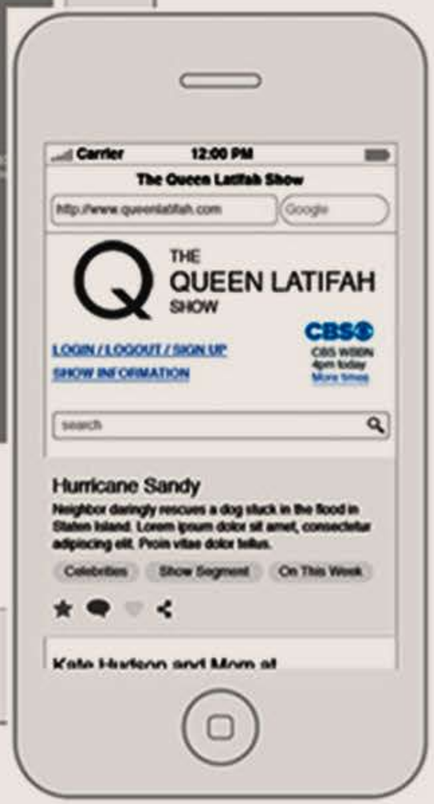


Queen Latifah Show

Wireframes

After A/B testing we defined the heirachy of items on a screen and communicated what the items on the page should be based on.





PlayStation 4

CASE STUDY:

Project lead: Dolph

Summary
Working with Kenichiro Yoshida, the PlayStation Team and The Famous Agency, we optimized the user flow for video submissions to build buzz before and after the PS4 launch.

Achievement
Starting just 2 months before the PS4 launch, Dolph led agency and internal teams to create high fidelity prototypes, A/B test, then develop a functioning beta. The project involved:

- Streamlined goals and design to achieve aggressive launch date
- Design that supported a strong market penetration strategy

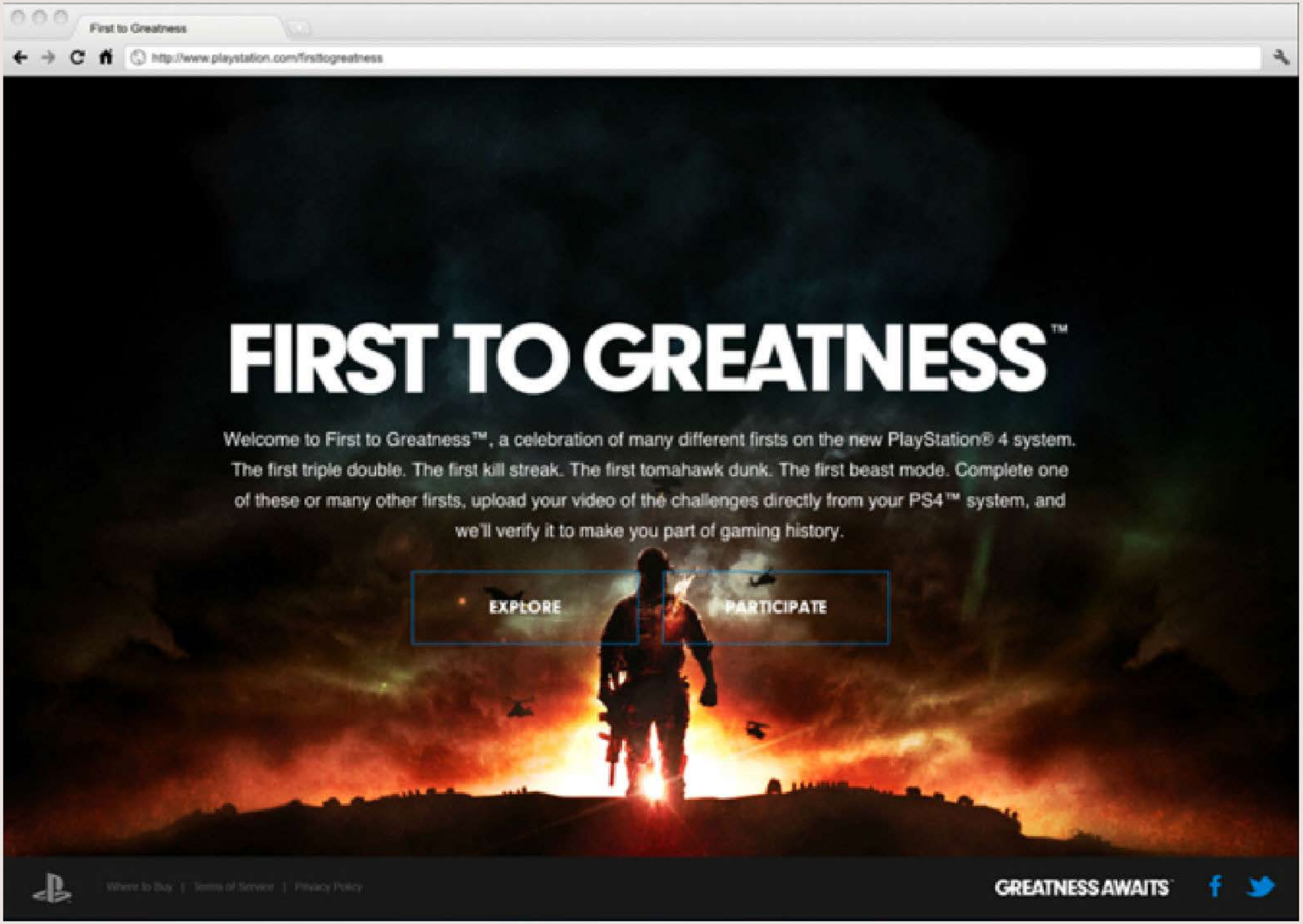
Achievement
- New design increased conversions via a strategy to incentivize gamers for participating in challenges

Achievement
Quadrupled user base by encouraging new targets – including college students – to beta test PS4 and the First To Greatness App, and generate buzz.

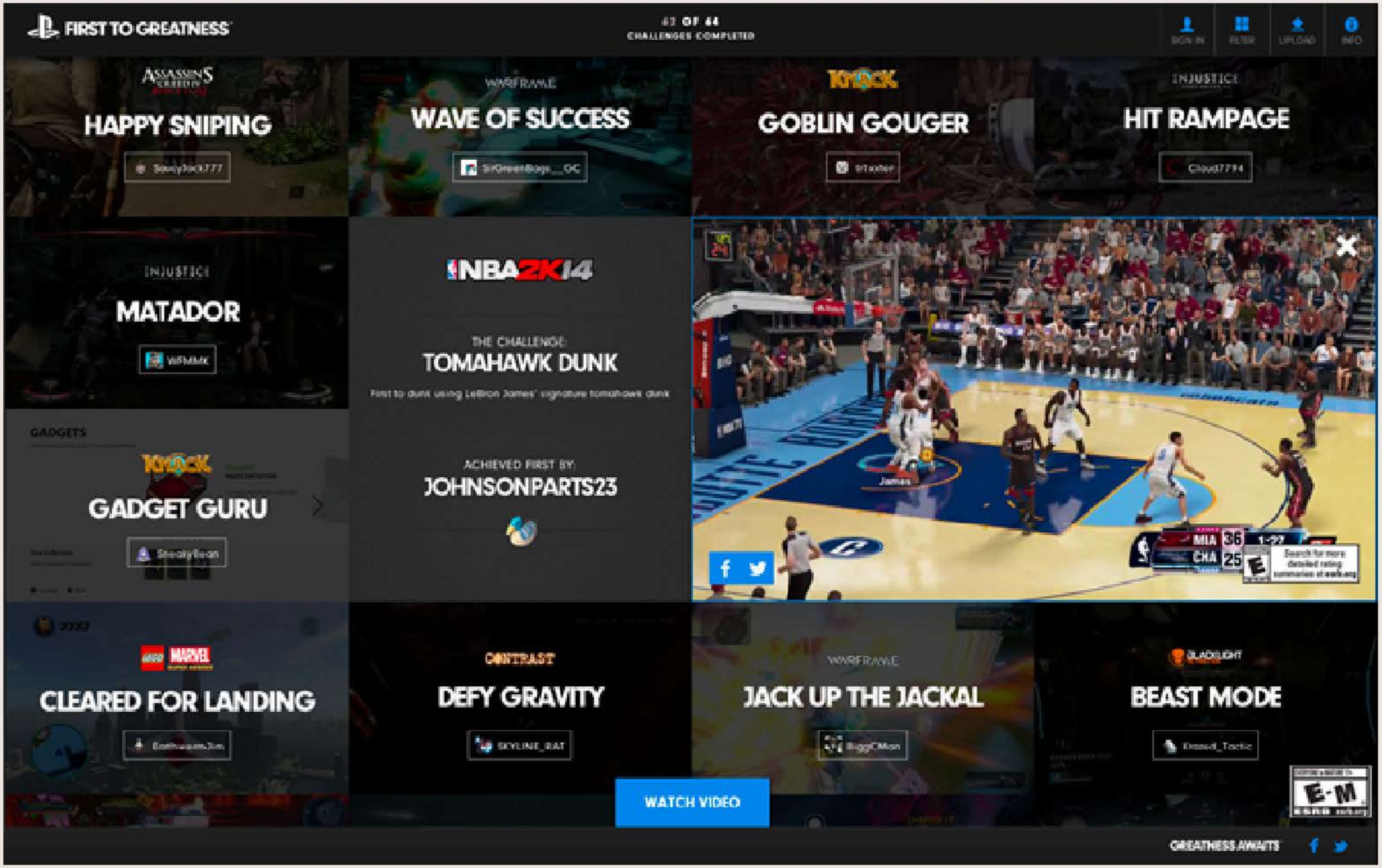
PlayStation 4

Clients: **The Famous Agency for PlayStation 4**

PS4 attempts on giving you the chance to become a part of
PS4 history by performing fantastic feats, and recording them.



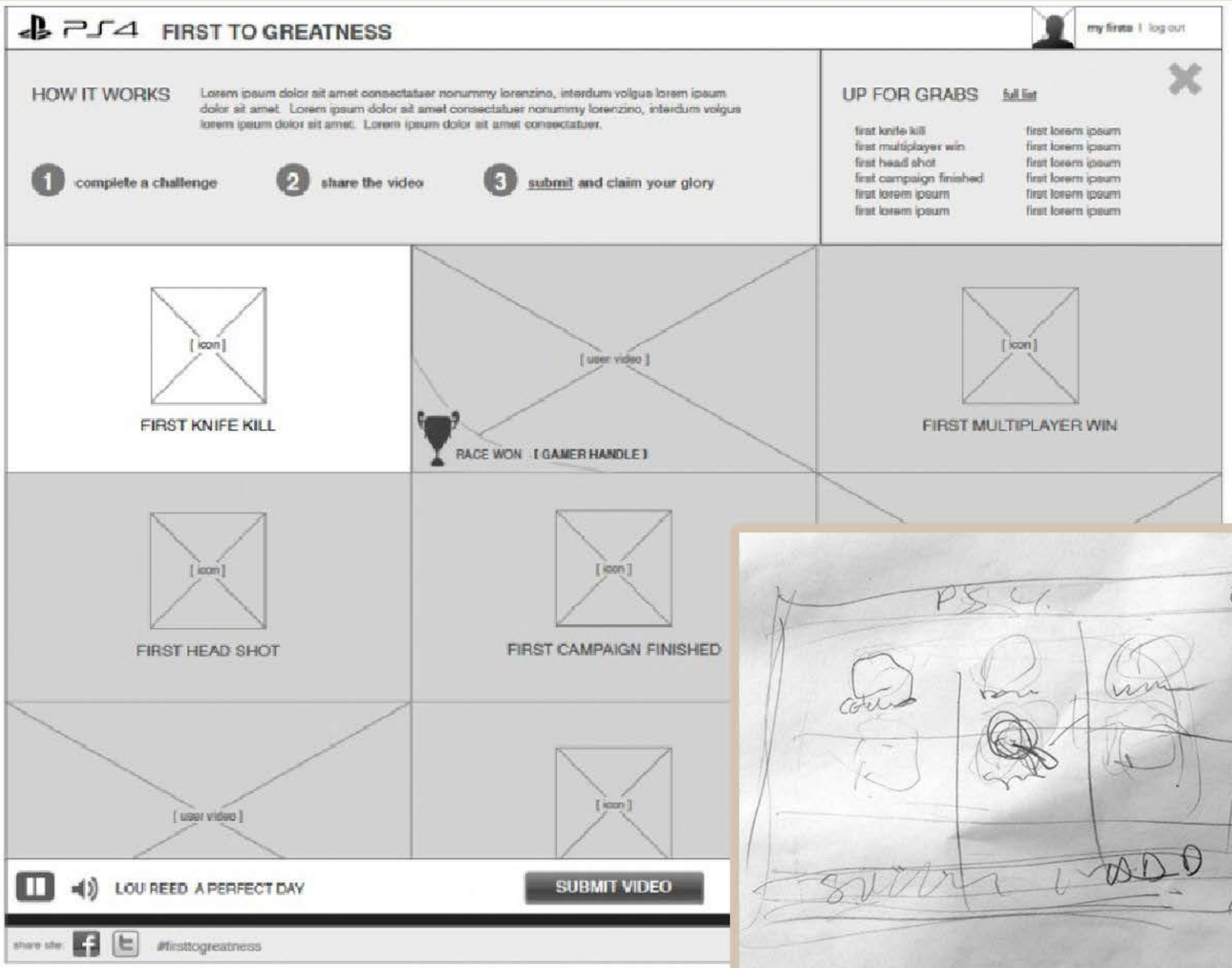
PlayStation 4

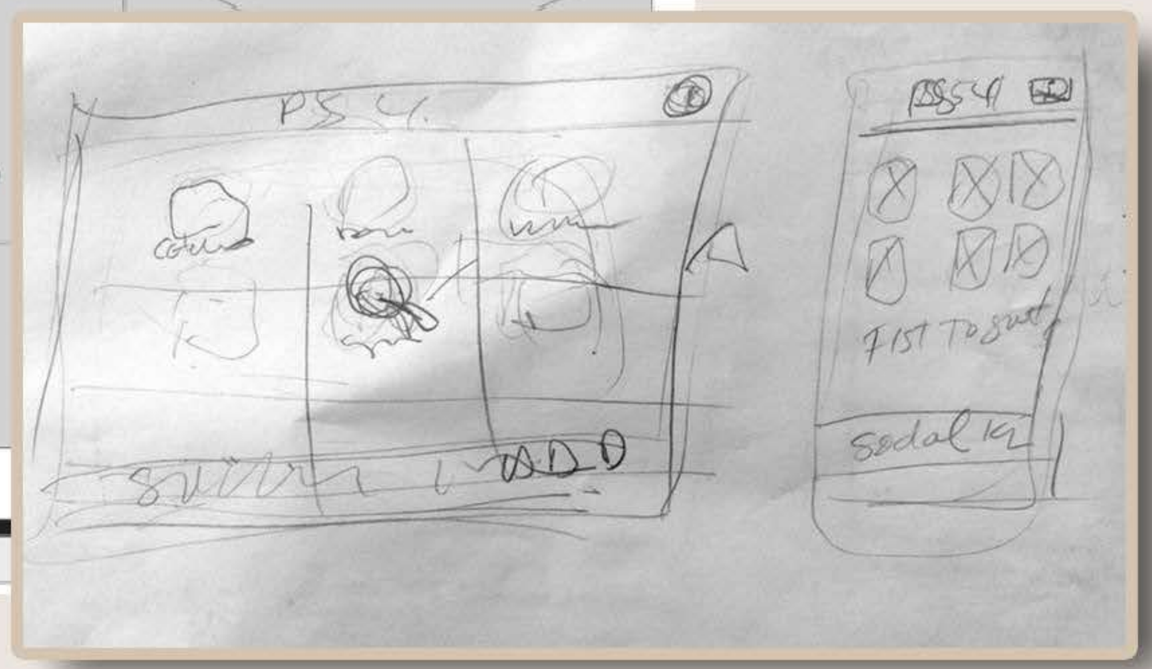


USER FLOW: VIDEO SUBMISSION

Since the video submission process depends on users sharing content from their PS4, submissions will not be possible until after the launch of the PS4 on November 15. At this point, users will be able to upload content directly from their PS4 to their Facebook account. The final step will require users to return to the site, authenticate with both their PSN and Facebook account, and select the appropriate video. Since some users might be capturing video from their PS4 using a specialized video capture device, users will also be able to upload videos directly to the site or pull in a video from YouTube instead of connecting with Facebook.

PlayStation 4





PlayStation 4

HOME PAGE

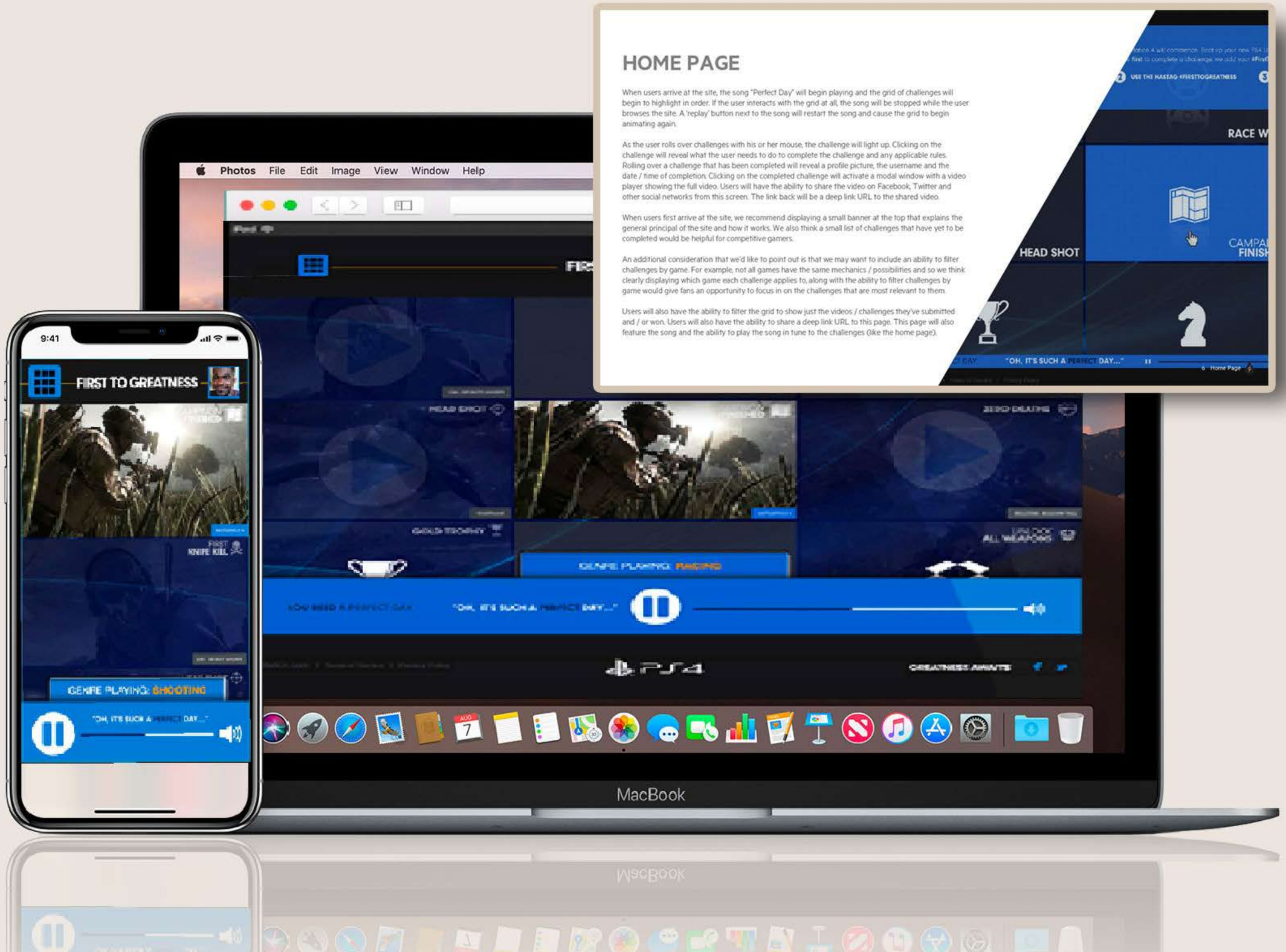
When users arrive at the site, the song "Perfect Day" will begin playing and the grid of challenges will begin to highlight in order. If the user interacts with the grid at all, the song will be stopped while the user browses the site. A 'replay' button next to the song will restart the song and cause the grid to begin animating again.

As the user rolls over challenges with his or her mouse, the challenge will light up. Clicking on the challenge will reveal what the user needs to do to complete the challenge and any applicable rules. Rolling over a challenge that has been completed will reveal a profile picture, the username and the date / time of completion. Clicking on the completed challenge will activate a modal window with a video player showing the full video. Users will have the ability to share the video on Facebook, Twitter and other social networks from this screen. The link back will be a deep link URL to the shared video.

When users first arrive at the site, we recommend displaying a small banner at the top that explains the general principal of the site and how it works. We also think a small list of challenges that have yet to be completed would be helpful for competitive gamers.

An additional consideration that we'd like to point out is that we may want to include an ability to filter challenges by game. For example, not all games have the same mechanics / possibilities and so we think clearly displaying which game each challenge applies to, along with the ability to filter challenges by game would give fans an opportunity to focus in on the challenges that are most relevant to them.

Users will also have the ability to filter the grid to show just the videos / challenges they've submitted and / or won. Users will also have the ability to share a deep link URL to this page. This page will also feature the song and the ability to play the song in tune to the challenges (like the home page).



BUREAU

CASE STUDY:

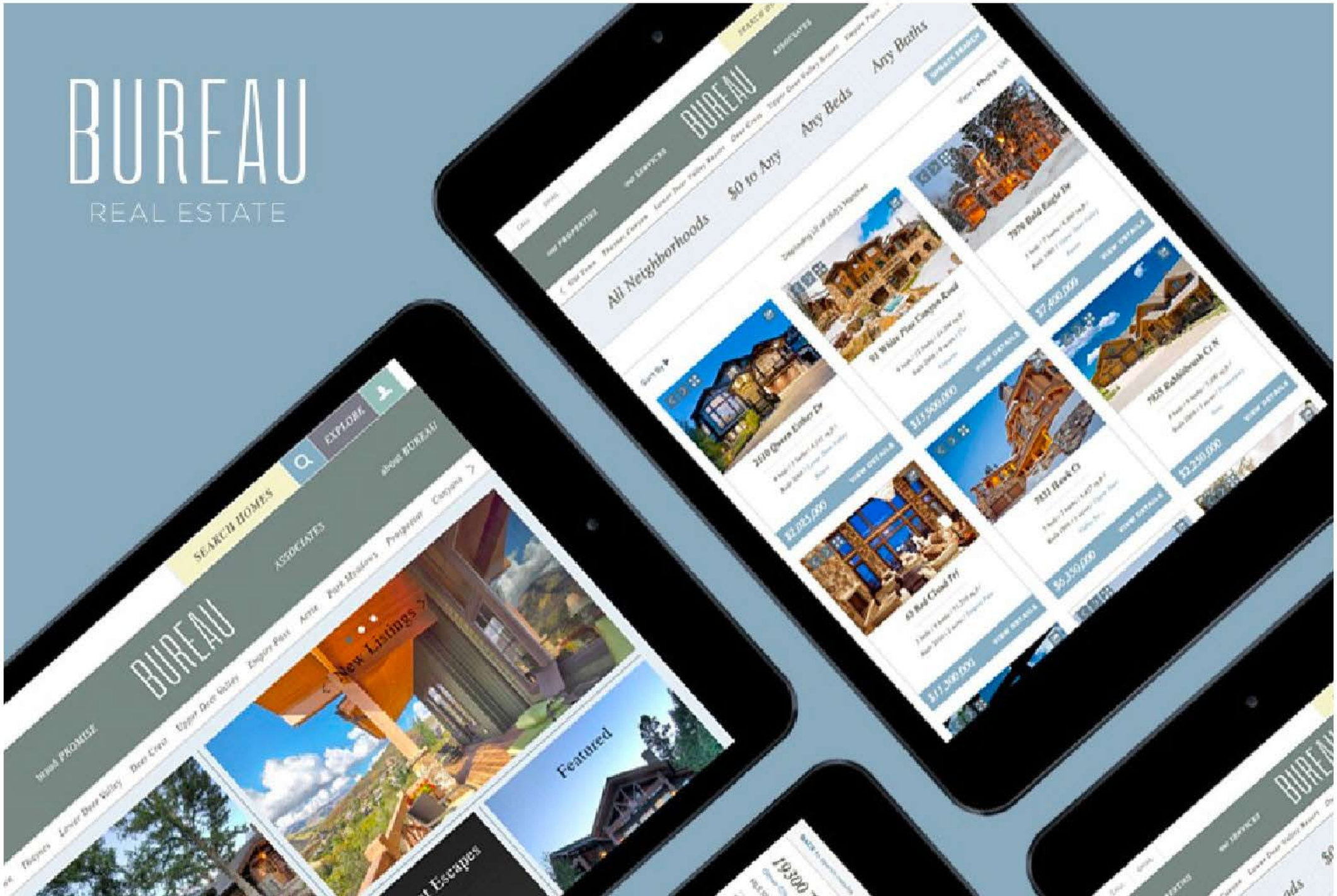
Project lead: Dolph

Summary
Working with Andy Warhol's Marc Balet and his creative team we created a website for high-end real estate buyers looking for a space that was clear and easy to use. We also wanted strong PV-DNA (Primary Visual DNA) in other to create brand style guideliness that would attempt to buy visual "mind-shares."

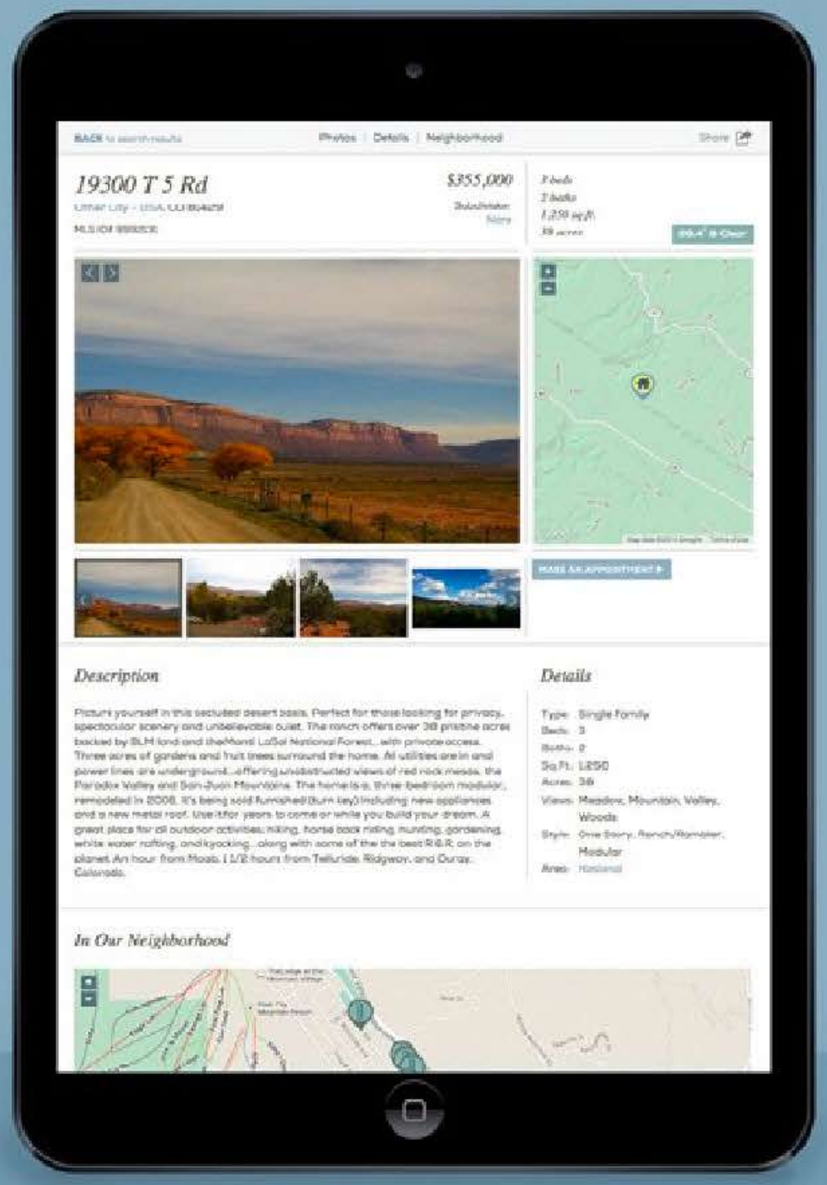
Achievement
The development of a cohesive PHT fixed the problem of mixed marketing messages. PHT development allowed Bureau to be clear with it's followers as to who the demographics of the website attempted to target.

Achievement
Logo, color palette, typography, layout, links, navigation was optimized by having a very clear Persona, PHT and Visual Hierchy (VH) that included A/B testing graphic icons and imagery/photography of real estate. This created buzz among NYC realtors and brand awarness increased by almost 600%.

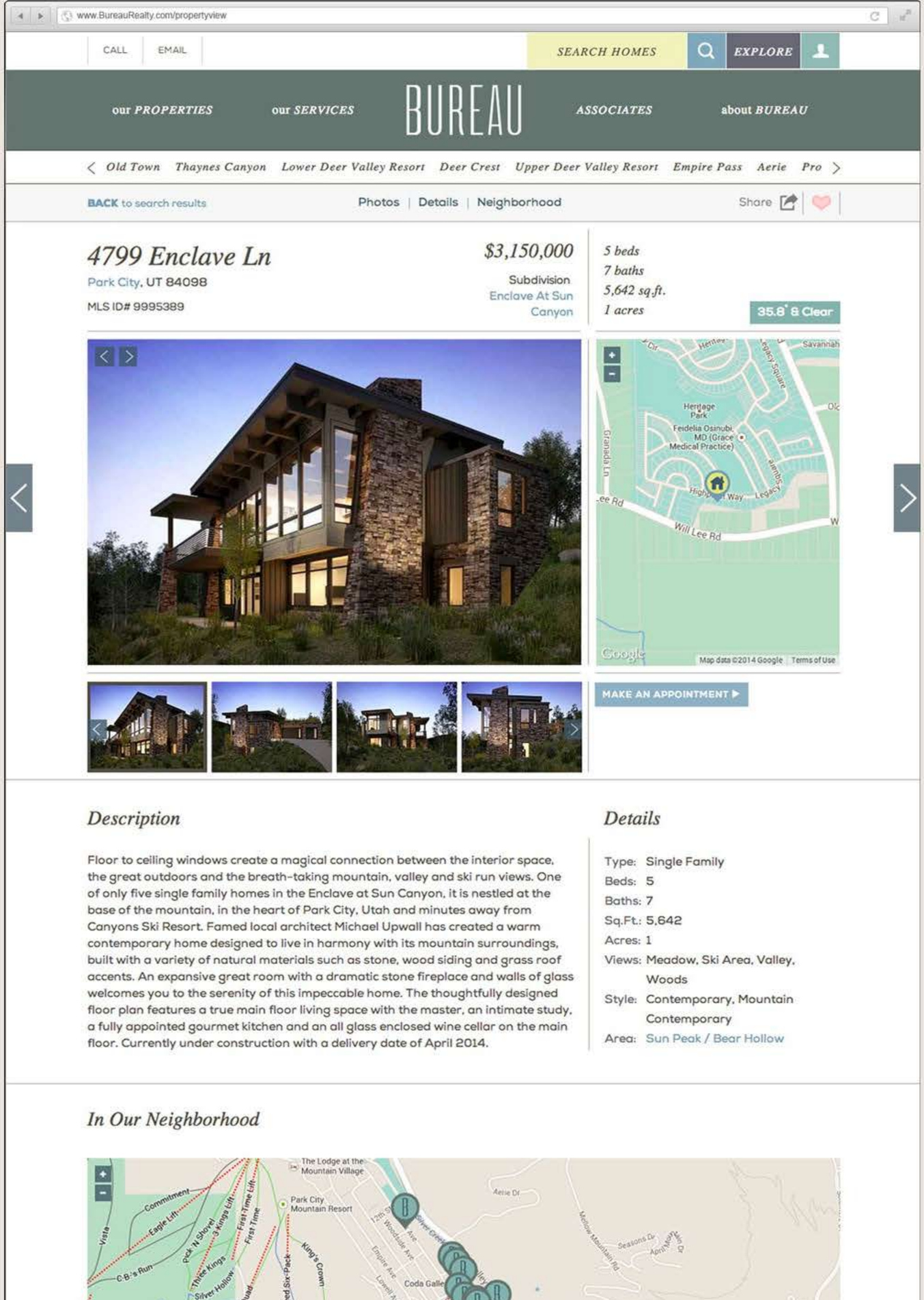
BUREAU


BUREAU
REAL ESTATE
BUREAU
Any Baths
Any Beds
$0 to Any
All Neighborhoods
BUREAU
SEARCH HOMES
EXPLORE
New Listings
Featured

BUREAU


19300 T 5 Rd
$355,000
Description
Details
In Our Neighborhood

BUREAU



GOAL: To safeguard and promote the public interests in REAL ESTATE MATTERS through licensure, regulation, education and enforcement.

Description

Floor to ceiling windows create a magical connection between the interior space, the great outdoors and the breath-taking mountain, valley and ski run views. One of only five single family homes in the Enclave at Sun Canyon, it is nestled at the base of the mountain, in the heart of Park City, Utah and minutes away from Canyons Ski Resort. Famed local architect Michael Upwall has created a warm contemporary home designed to live in harmony with its mountain surroundings, built with a variety of natural materials such as stone, wood siding and grass roof accents. An expansive great room with a dramatic stone fireplace and walls of glass welcomes you to the serenity of this impeccable home. The thoughtfully designed floor plan features a true main floor living space with the master, an intimate study, a fully appointed gourmet kitchen and an all glass enclosed wine cellar on the main floor. Currently under construction with a delivery date of April 2014.

Details

Type: Single Family
Beds: 5
Baths: 7
Sq.Ft.: 5,642
Acres: 1
Views: Meadow, Ski Area, Valley, Woods
Style: Contemporary, Mountain Contemporary
Area: Sun Peak / Bear Hollow

In Our Neighborhood

BUREAU

Branding Collaterals to assist in brand awareness.

@60”

CASE STUDY:

Project lead: Dolph

Summary
Helped at60inches.com become a leading ecommerce platform for emerging art and design. Using innovative design and strategy, we sought to boost awareness, build credibility and create and maintain a style that was distinct yet flexible.

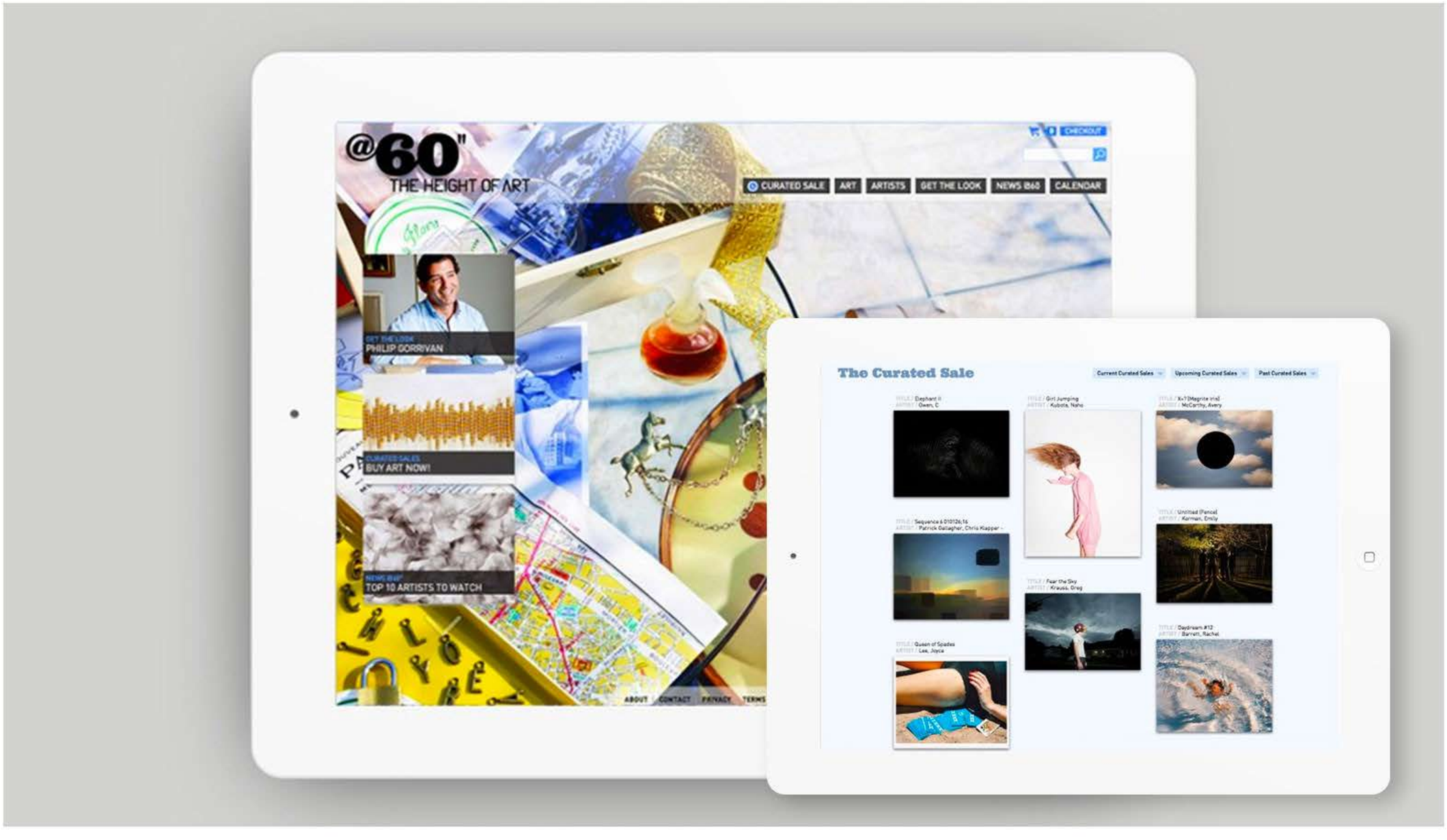
Achievement
To become a leading resource for introducing emerging and mid-career artists and designers to top collectors and art professionals, we were able to:

- Continuously increase weekly sales
- Launch an art-sampling program that generated substantial incremental revenue
- Increased revenue by introducing a line extension with an offering for interior designers

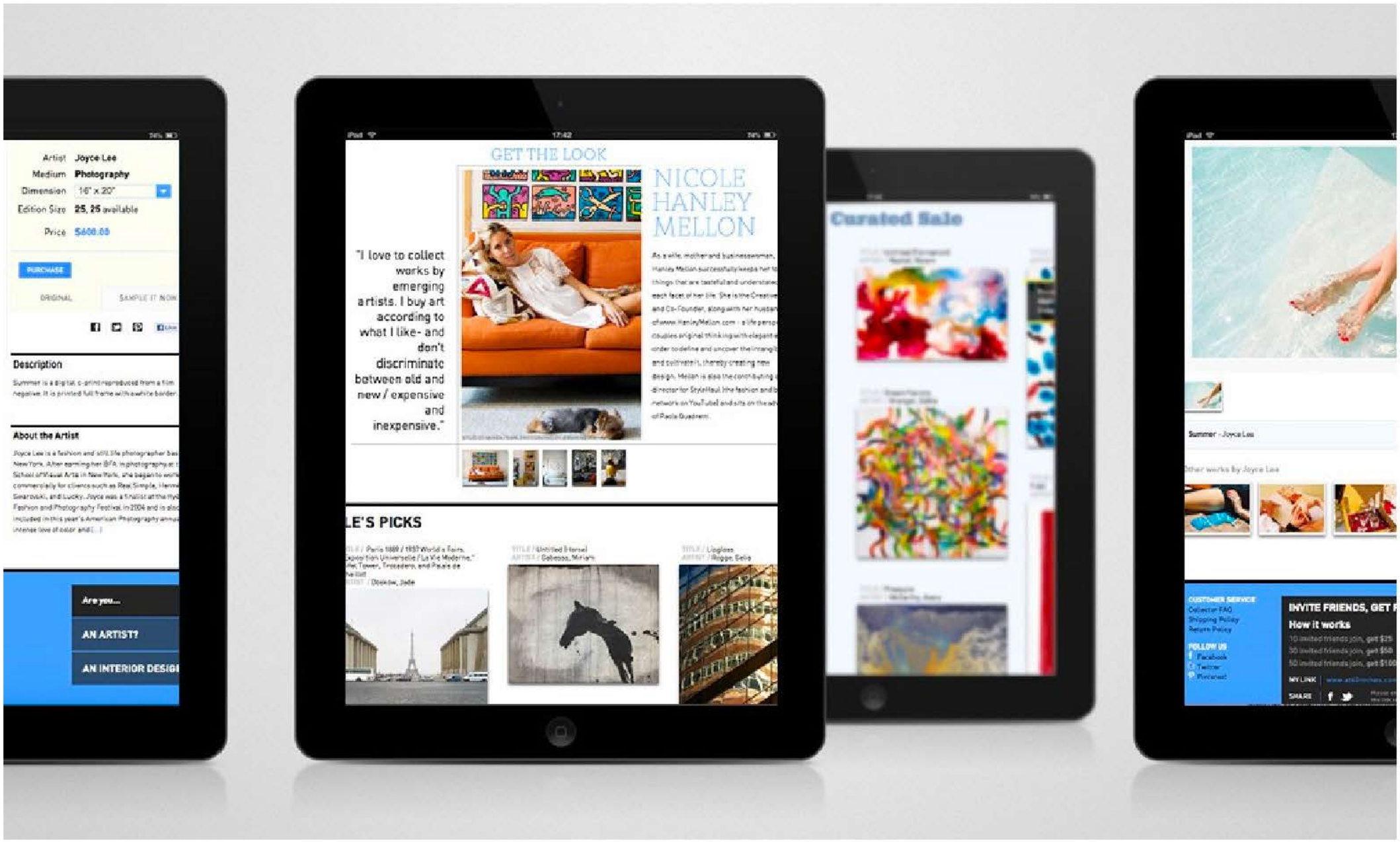
Achievement
We gave the new brand a digital style guide that was:

- Strong, cohesive voice and tone for creatives
- Able to increase market buzz by selling desirable branded items
- Appealing to a demanding and visually savvy demographic

@60

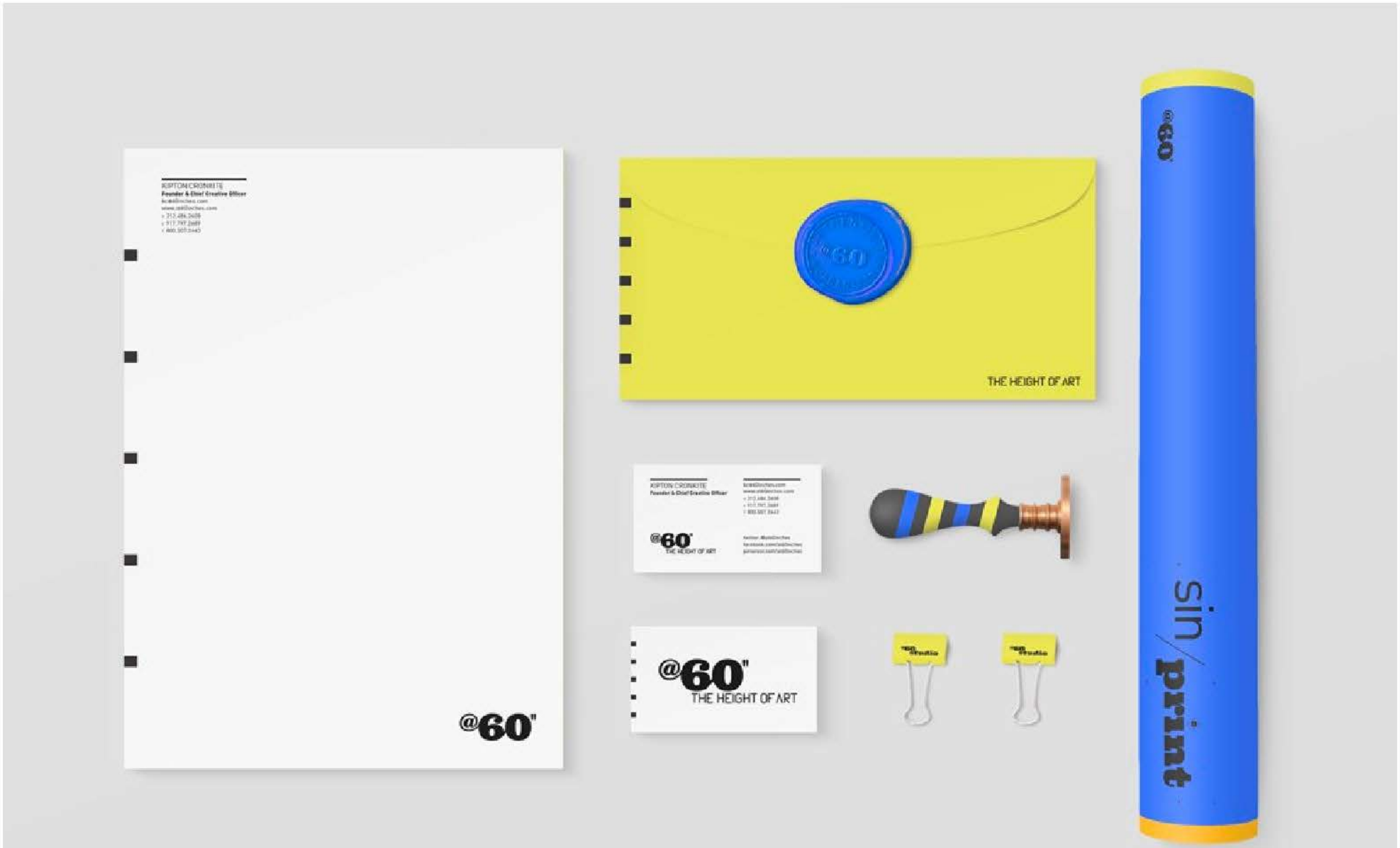

@60"
THE HEIGHT OF ART
CURATED SALE
ART
ARTISTS
GET THE LOOK
NEWS @60
CALENDAR
PHILIP GORRIVAN
BUY ART NOW!
TOP 10 ARTISTS TO WATCH
ABOUT
CONTACT
PRIVACY
TERMS
The Curated Sale
Current Curated Sales
Upcoming Curated Sales
Past Curated Sales

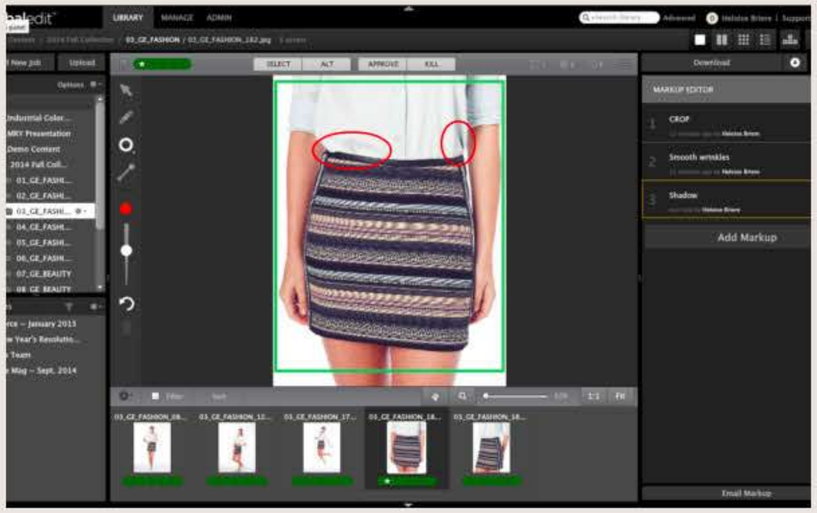
@60


Artist Joyce Lee
Medium Photography
Dimension 16" x 20"
Edition Size 25, 25 available
Price $600.00
PURCHASE
ORIGINAL
Description
About the Artist
Are you...
AN ARTIST?
AN INTERIOR DESIG
GET THE LOOK
NICOLE HANLEY MELLON
"I love to collect works by emerging artists. I buy art according to what I like- and don't discriminate between old and new / expensive and inexpensive."
LE'S PICKS
Curated Sale
Summer - Joyce Lee
INVITE FRIENDS, GET
How it works
FOLLOW US
Facebook
Twitter
Pinterest

@60

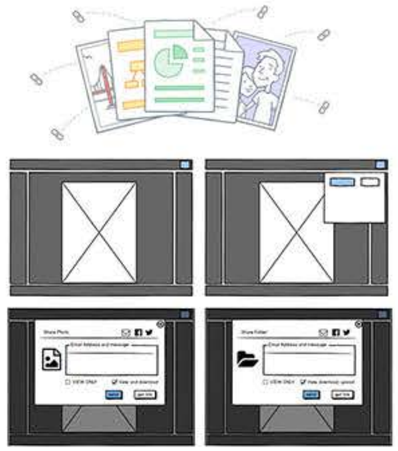
Branding Collaterals to assist in brand awareness.





CONSIDERATION: PERMISSIONS, NOTES...

EVERYONE WILL GET A LINK...
You can create a link to any file or folder. These links can then be sent to anyone (even people whithout GlobalEdit)



Creating an *Easy Share Box (Folder)* allows for permission to create the virtual share folder.

Once your "box" has been created, you can right-click on ANY photo or folder and "SHARE"

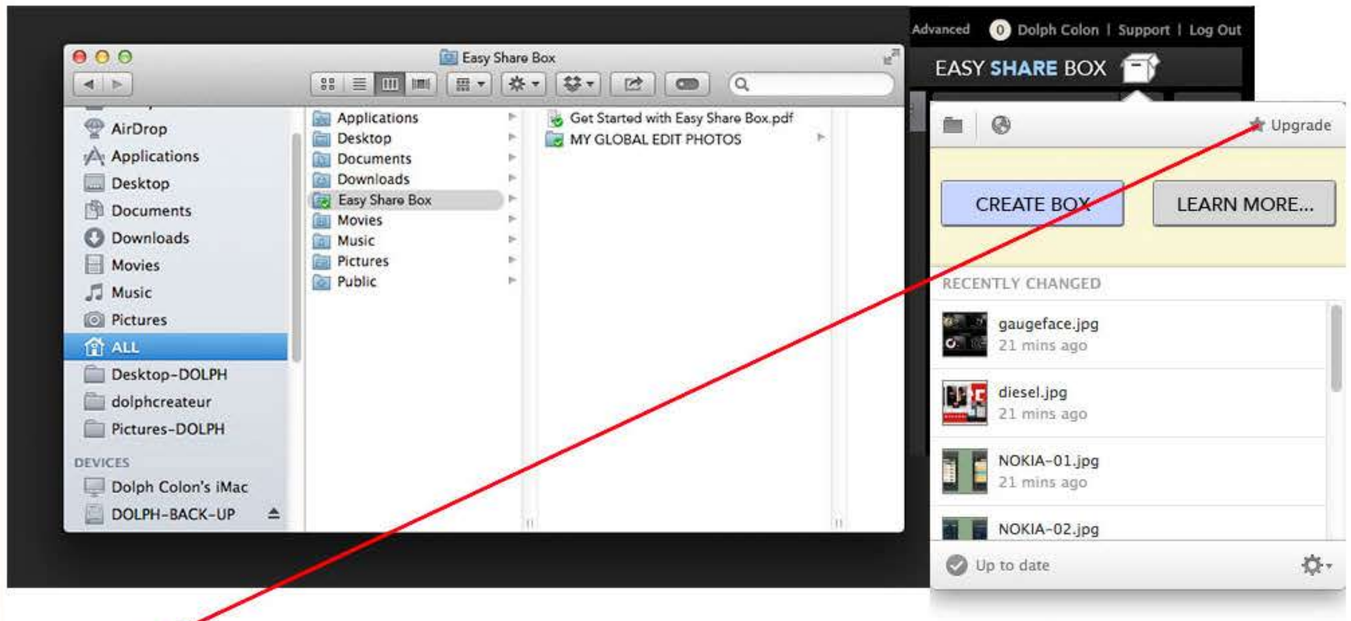
You can also choose "Duplicate in Easy Share Box" and a virtual copy will appear on your MAIN – *Easy Share Box (Folder)*. No matter what, anything you share will be stored under a history section within your Easy Share Folder.

Once you choose a folder/photo from the actual program or Easy Share Folder a **PERMISSIONS** box will pop-up (Light-box style) that allows you to **SEND A EMAIL MESSAGE, CONTROL PERMISSIONS, COPY A DIRECT LINK (FOR CHAT), OR SHARE ON MAJOR SOCIAL NETWORKS.**

Revenue Streams

GOAL: Find spaces within application that can lead to additional revenue streams

PC BROWSER VERSION

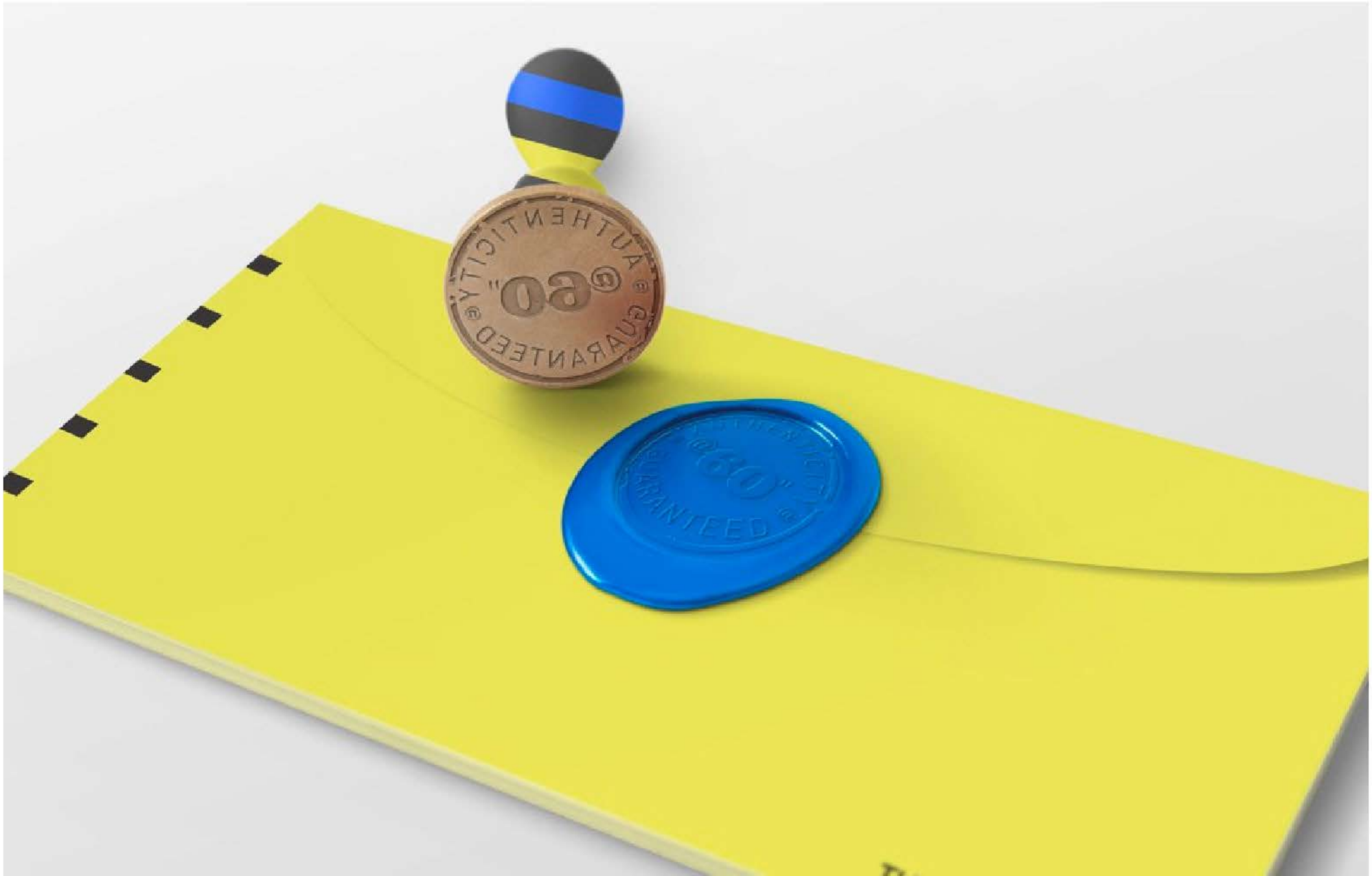


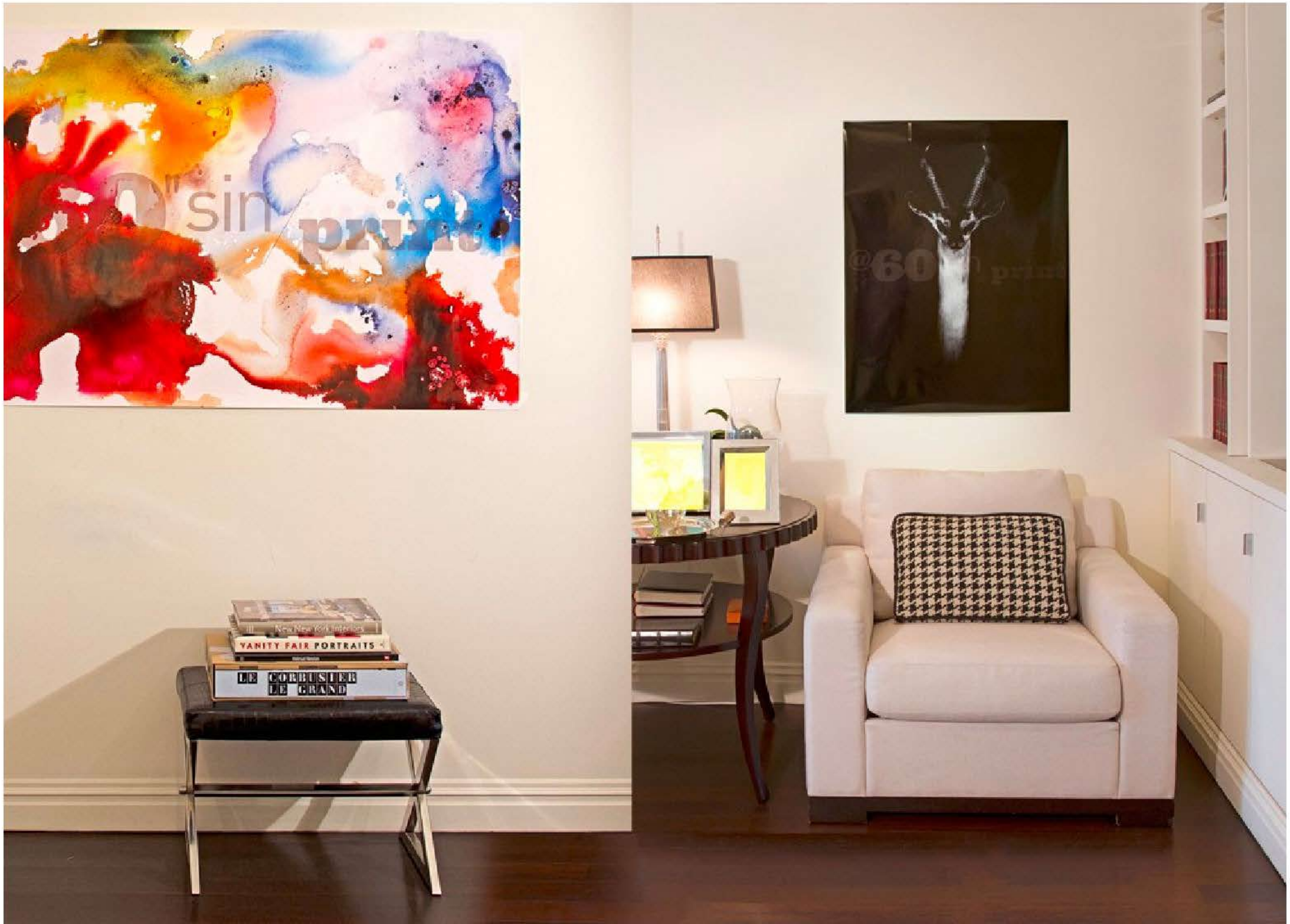
Upgrade allows for another revenue stream and/or upsell.

EXAMPLE:
2gig FREE | 10 Gig $10/month | 50 Gig $20/month
1 tera $60/month | Unlimited Corporate Plus / contact us

@60

Branding Collaterals to assist in brand awareness.



@60

Branding Collaterals to assist in brand awareness.