Experience Design Engineering

Be Disruptive™ | April 2019

Level 11 is a user experience and software development firm that helps transform how customers interact with your company and brand.
Level 11 is an experience design and software development company.
WE CREATE

Connected ecosystems

By curating innovative, personalized experiences on a contextually-aware, seamless experience platform that bridges disparate systems.
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Experience Design Engineering is Level 11’s way of working.

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Level 11’s experience platform leverages context

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Level 11 has a proven track record of successfully delivering transformative new experiences and system integrations.
Experience Design Engineering is Level 11’s way of working.

**orchestr8™**
Level 11’s experience platform leverages context.

**Case studies**
Level 11 has a proven track record of successfully delivering transformative new experiences and system integrations.
Level 11’s Experience Design Engineering (XDE) team has developed transformational guest experiences for the biggest brands in the world, including Walt Disney World, Carnival Cruise Corporation, and Starbucks.

Each engagement has given us the opportunity to refine our approach to connected ecosystems.
It’s all about the experience.

The technology is there to support the in-person relationship.

Extend the relationship. Engage guests before, during, and after their visit.
Magic happens with interdisciplinary teams.

Delivering compelling experiences for complex ecosystems takes teamwork.

Our teams combine design and engineering under one roof.
It pays to focus on the experience.

Guest experiences are scalable. Our methodology works at venues of all sizes.

Don’t be afraid to disrupt your own business.
Experience Design Engineering is Level 11’s way of working.

Level 11’s experience platform leverages context.

Case studies
Level 11 has a proven track record of successfully delivering transformative new experiences and system integrations.
orchestr8 leverages context to create experiences
Platform architecture
**Powered by a collection of components...**

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Some ready to deploy, others ready to customize, all able to accelerate and de-risk development

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<td>Level 11 has developed similar capabilities; some code available for reuse</td>
<td>Substantial experience building these capabilities for other clients, plus reusable code</td>
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CASE STUDY

MagicBand xConnect system

Launched in 2013, MagicBand is recognized as one of the largest and most successful launches of a consumer wearable technology in a connected ecosystem. Over 30 million guests and 100,000 daily visitors have experienced the xConnect system, which powers over 250,000 events per second.
CASE STUDY

My Disney Experience

My Disney Experience wirelessly locates you, steams, plans and shares your vacation, at home and on the go. My Disney Experience gives you the tools to easily manage your vacation so you can connect with everyone in your travel group to work on and share plans together, including FastPass+ selections. Once you've your Disney experience, hit the road and start planning your trip.

Park Entry

The Park Entry removes the barriers to Disney parks and turns the magic into a magical experience. The new, themed design system allows families to enter together and enter the Park as one, flowing through and around architectural elements instead of being barriers. A revolutionary experience, the Park Entry experience provides a total seamless model, allowing the guest to interact with the Park as they enter, as well as handling issues when and where they occur. The Disney resort Hotels redefines the current standard, transforming those necessary transactions into welcoming, routine, engaging, brand-specific experiences for all.

Be Our Guest Restaurant

Make reservations at home or on the park, even choose your seats ahead of time. You are welcome to Our Guest Restaurant with your MagicBand, do dinner at 5PM, and your food will magically appear.

Personalized Interactions

Waiting your MagicBand allows you to find more personalized and magical interactions while at Walt Disney World Resort. Cast members and characters will be able to interact with you by name as well as being able to celebrate with you, on your special day, your birthday, anniversaries, and even your first visit.

MagicBand

The MagicBand drives the core of the Disney Magic system. Shaped by the desire for a seamless, highly interactive experience within the theme parks and resorts environment, the MagicBand consolidates room, park, dining, FastPass+, and other core and credit card into one beautiful and function device.

FastPass+

With FastPass+, your vacation is better than ever. It allows you to reserve access to some of your favorite Walt Disney World experiences before you even land here. Using the My Disney Experience planning page or mobile app, you can lock in some of your must-do attractions and entertainment experiences, so you can relax and enjoy the moment with your family. If plans change, you can update your FastPass+ selections while you go so you can relax and enjoy the moment with your family.

My Disney Experience Mobile

Plan and print your next Disney World vacation, at home or on the go, with the My Disney Experience mobile app.

Payment

The payment device provides guests the opportunity to easily pay for merchandise and services with their MagicBand or credit card, all with one compact, iconic form factor. This singular and iconic device provides parks and resorts with a consistent transaction experience that interacts every touch point within the MagicBand system.

Memory Maker

The most incredible way to capture and share your vacation memories. With Memory Maker your entire family can be in the picture at Disney Park locations, attractions, and dining establishments throughout Walt Disney World Resort. Step into a new world of memories, with MagicBand you can capture the magic. Experience the power of your family photography through Memory Maker, capturing your vacation moments, sharing them instantly with family and friends, and relive the magic every time you look back.
Level 11 operated as skunkworks for Disney’s Next Generation Experience team designing and developing the system that made the data from MagicBand actionable.

Level 11 was instrumental in rethinking how to manage the volume and scale of the events expected from more than 20 million annual guests and design a resilient system with a high degree of maintainability.
Level 11 built the xConnect system that manages all MagicBand events: contact readers, long-range readers, mobile payments, and the Administrative xConnect dashboard.
Medallion Class

Since 2014, Level 11 has partnered closely with Carnival Corporation to create the world’s largest, most revolutionary guest experience platform. Ocean is the first ever to fully deliver on the promise of personalized experiences based on location, identity, and context.

The Ocean Medallion and Ocean Compass were designed to create seamless IoT integration, location-based services, and unprecedented guest service and personalization. Level 11 has played key roles in all phases of Ocean development, ranging from early ideation to technical engineering and solution deployment.
Level 11 has built technology that enables seamless movement throughout and beyond the ship.

By enabling guests to plan their trip ahead of time and authenticate themselves at home, boarding the ship is now hassle-free: simply walk onboard as your Medallion positively identifies you to security personnel and crew.
The IoT-connected ships will not only empower guests to create their dream vacation, but will empower crew to understand every moment of the customer journey. They can view real-time individual, group, and ship-wide analytics.

From embarkation and boarding times, to luggage location and handling, to housekeeping and emergency management, the OCEAN Compass provides service delivery and operationalization to an unprecedented depth and scale.
“There seems to be no shortage of folks that suggest ‘they actually did it’ with respect to these innovations, but the reality is most have had little to nothing to do with ‘doing it.’

However, I will share that Level 11 has been an invaluable strategic technology partner on the toughest and most critical project elements at Disney and Carnival. The Level 11 team is the best and brightest in their space - always delivering amazing solutions.”

JOHN PADGETT
Chief Experience and Innovation Officer, Carnival Corporation

John has been central to the most significant innovations in the theme park, destination, and cruise industries for the last 15 years. They all blend strategy, creativity, technology and operations centered on the Guest: Disney’s FastPass, MagicBand, Magical Express, and Be Our Guest; Carnival’s OCEAN Medallion, and others.
CASE STUDY

Mobile order & pay

Level 11’s Mobile Order & Pay solution enables Starbucks’ busiest stores to move more customers, thereby driving incrementally and significantly more transactions, while helping to improve customer satisfaction.
In order to make ordering from Starbucks painless and fast while increasing throughput and drink production, Starbucks launched one of the first QSR pre-order systems in the world.
CASE STUDY
Level 11’s working prototype proved out key technology stacks to facilitate speedy and accurate delivery.
Level 11 designed the operational processes for both drive-through and in-store.

Level 11’s design leadership cast the philosophy that shaped the implementation, rollout, and ultimately the remarkable public adoption of the new ordering platform.
“Level 11 was a key player in helping Starbucks truly transform our guest experience with Mobile Order & Pay. Their work on developing and prototyping the experience—which now accounts for over 16% of Starbucks revenue—demonstrated best in class creativity and innovation.”

ARTHUR RUBINFELD
former Chief Creative Officer,
President Global Creative and Evolution Fresh retail at Starbucks
Lumify mobile ultrasound

Lumify is the world's first app-based ultrasound system. Philips' ultramobile point-of-care group disrupted healthcare imaging by providing low cost ultrasound available to a new and broad customer base.
CASE STUDY

Level 11’s role was to bring Lumify – a portable, bring-your-own-device, subscription-based mobile ultrasound solution – to market.

We were involved in core areas of the solution, including:

- Customer facing eCommerce platforms
- Purchase and payment
- Integration with enterprise fulfillment and distribution systems
- Online device provisioning
- Activation and event management
- Ongoing cloud-based image management
- Web app design and development

Read related white papers
The heart of the system is a scalable, robust, web-service architecture that serves as the cloud backend for all Lumify medical devices.

Level 11 worked in close collaboration with Philips team to define, engineer, and implement the full Lumify backend.

We provided a skilled team of developers, quality engineers, DevOps engineers, UX and UI designers, and project management who worked to support, augment, or function in place of Philips’ internal teams.
“Philips was first-to-market with the Lumify connected ecosystem thanks to our collaboration with Level 11. The disruptiveness of both the subscription-based business model and the product offering itself has been embraced by customers looking for a connected, mobile ultrasound solution. Level 11 has been our ally every step of the way, enabling us to focus on bringing Philips’ outstanding image quality to a brand new type of customer.”

TONY GADES, PHD
Philips Lumify Director of Technology
Global Good is a collaboration between the Gates Foundation and the innovation lab of Intellectual Ventures. Together, they’re developed a solution that mends gaps in the “cold chain,” the refrigerated vaccine supply chain, which occur because power is unreliable or minimal in many parts of the world.

Level 11 was asked to develop a solution to centralize data from equipment in the cold chain and create visualization tools, resulting in a significant reduction in waste and cost. Level 11 also created a mobile app called “Varo”, which extracts 30-day temperature data from a “Fridge-Tag” monitoring device.
Level 11 developed a ‘Data Interchange’ to segment information and deliver only relevant data to appropriate parties.

Global Good was also able to use this data to increase government oversight and insight into distribution, which was completely absent prior.
Global Good initially chose Level 11 as the partner best suited to solve a specific problem in their cold chain.

As the program evolved and new needs were discovered, Level 11 pivoted along with the Global Good, delivering solutions at every stage.

In the end, this flexibility and thought leadership resulted in a successfully deployed solution, which surfaces data that has never been available before.
Heatstress monitoring

McDermott International is a premier, fully-integrated provider of technology, engineering and construction solutions to the energy industry. Wanting to use Smart Space technology as a way to leapfrog their competitors, McDermott launched a “Global Digital Yard” initiative, focused on Smart Assets, Materials Management, Integrated Operations, the Connected Worker and Safety & Productivity.

As an initial step on the Journey, Level 11 was asked to develop an heat stress monitoring and early warning intervention system for industrial workers in high-stress environments.
We leveraged ergonomic and PPE-compliant biometric monitoring equipment over an LTE connection to remotely analyze, in real-time, workers’ heart rates for signs of heat stress.

The result was unprecedented insight into the real-time health and safety of McDermott's workers.

Level 11 is now working on next-step Digital Yard projects, such as proximity sensing and alerting; and personnel tracking for mustering and worker safety during weather events.
When we have a problem to solve, Level 11 is able to leverage their experience and technical expertise to propose unique and innovative solutions — without handholding or prompting.

At the same time, McDermott has appreciated that each solution will fit within the vision of our larger goals and objectives.

Level 11 has become an invaluable partner for McDermott’s Digital Yard and Connected Worker initiative, creating quick and useful proofs of concepts, while also delivering ‘future proof’ solutions.
Thank You

Level 11 is ready to partner with your company to bring your experience to life. Contact us at info@level11.com.