Experience Design Samples

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.
Whether you are starting a whole new project or have legacy guest experiences in play, our designers expertly craft seamless experiences in your brand voice.

We have found that every client has unique opportunities and constraints that color the type and depth of design work we are able to embark on. Level 11 has a “full-stack” design team encompassing the disciplines of Information Architecture, BA Research, UX Design, Interaction Design, and Visual (UI) Design.

The following designs are proprietary solutions for individual clients and should be understood in that context.
This presentation is just a taste of some of Level 11’s recent experience design work.
Level 11’s UX Design team is equipped to evaluate existing business processes and propose improvements for both staff and guest experiences.
Satisfying key scenarios in the user experience ensures that guests are able to understand and derive value from new functionality from the first release.

WHAT'S NEXT?
“Don't make me think! Tell me what the next best thing is for me.”

WHAT SHOULD I PLAN FOR?
“I didn’t plan before arriving, but now that I’m here, help me get the most out of my stay.”

HELP ME DIAL IT ALL IN.
“Tools were meant to be put to work and I expect modern workflows to organize every aspect of my stay, digitally. Don’t make me actually talk to anyone.”
Times have changed with how guests interact with photos. Gone are the days when printing a glossy 8x10 earned a business the right to demand $25 dollars to savor the memory. We have been working closely with Photography SMEs at Carnival to help them re-imagine the photo sharing experience inside the Compass app we built for them. *(AppleTV companion app on the next slide)*

https://vimeo.com/319099418/3a00b9a5fa

SERVICES: BA | UX | UI (OCEAN Branded) | FE DEV | BE DEV
OCEAN MEMORIES
APPLE TV APP

An Apple TV app syncs with a guest's Ocean account and provides a viral storytelling canvas as a theatrical way to relive the cruise.

https://vimeo.com/329471593/681d5d1cdd

SERVICES: BA | UX | UI (OCEAN Branded) | FE DEV | BE DEV
Property App

A mixed retail and amusement property, much like a self-contained Las Vegas. Our integrations between Loyalty Systems, Parking, Ticketing, and Food & Beverage all surfaced in this guest-facing app which also includes our indoor blue dot wayfinding solution.

https://vimeo.com/318904231/a6b9148204

SERVICES: UX | UI | FE DEV | BE DEV
Shift workers run on a different schedule than most people. We had the opportunity to work with Philips Healthcare and a special research group to create an app for a national sleep study in Australia. We tied into the health center data from iOS in order to build participants an automatic sleep score and scheduler for nurses. Users were able to receive individualized coaching reported behavior.

https://vimeo.com/329469989/f5e1d6bd42

SERVICES: UX | UI (Philips Branded) | FE DEV | BE DEV
Thank You