

Digital Objectives

Our Goals:

What we mean:

How we'll get there:

Be Holistic

Share the entire story.

Build integrated digital experiences.

Mobile First

Be where they are.

Create a best-in-class mobile experience at all owned touch points.

Be Social

Have meaningful conversations.

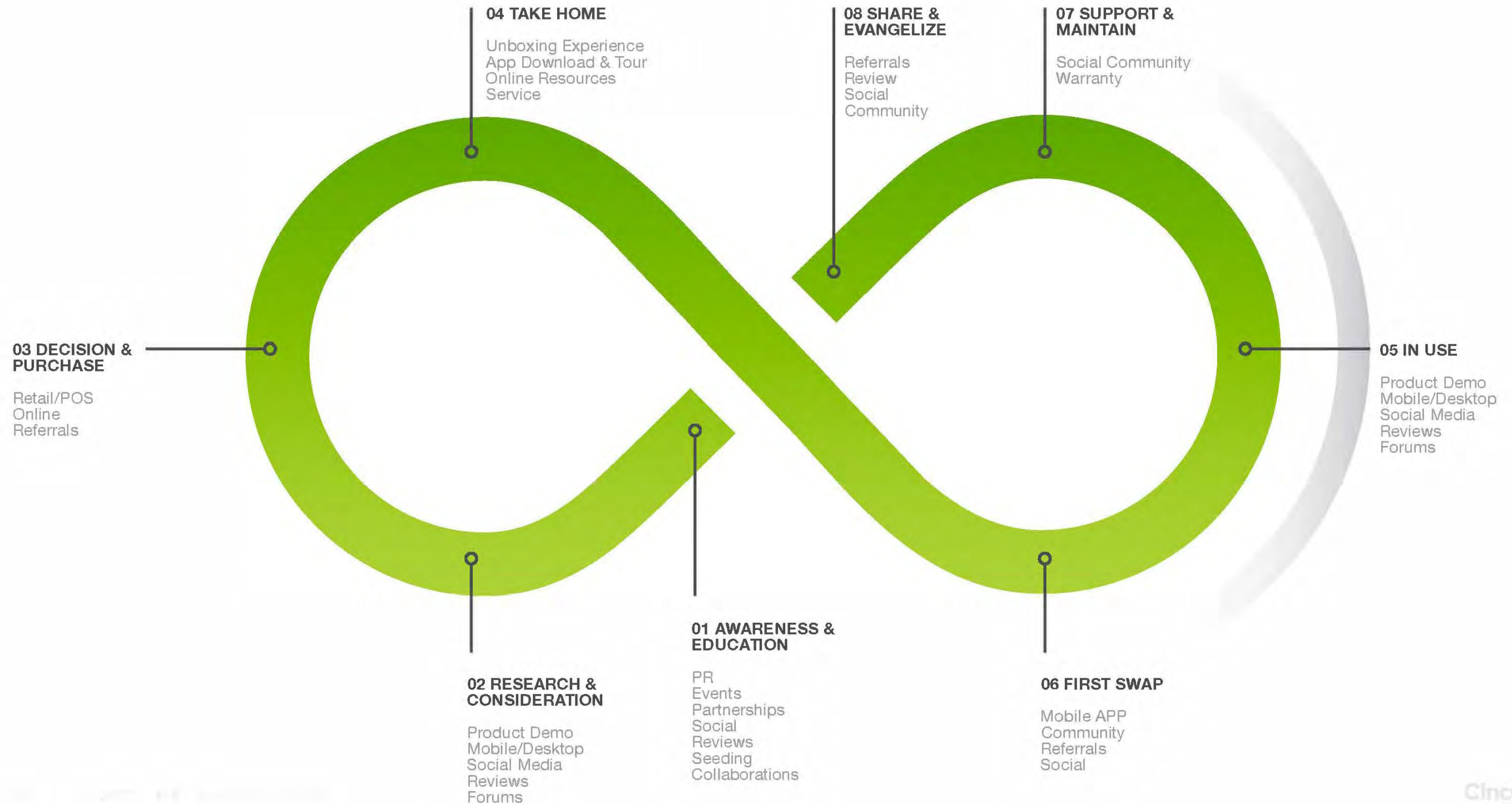
Develop globally focused and locally-relevant programs and social strategy, centered around one-to-one relationships.

Build Community

Build an affinity and love of the brand.

Convert consumers into enthusiasts.

Consumer Journey



Ecosystem

ENTRY POINTS

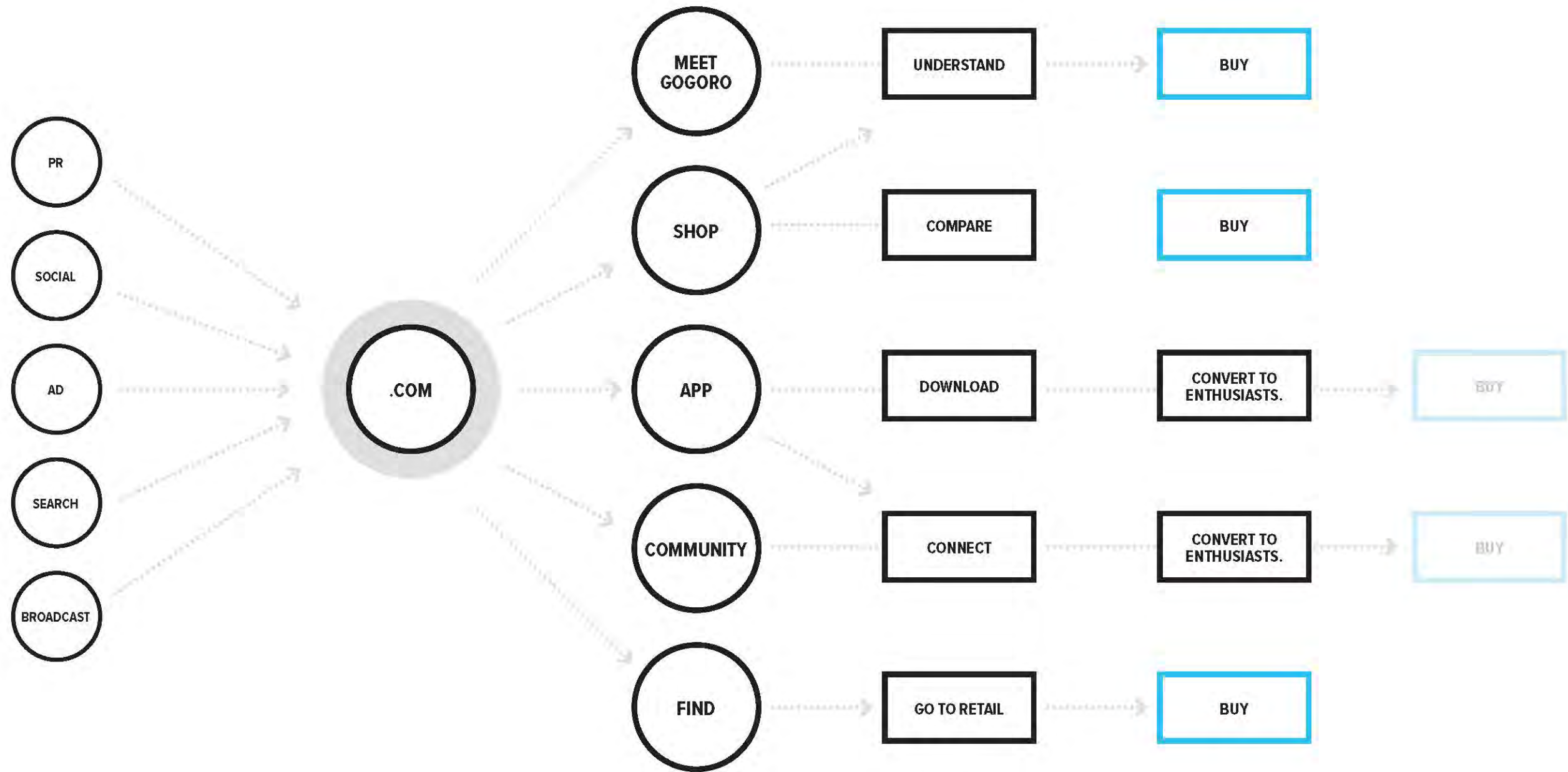
HUB

STAGE 01

STAGE 02

STAGE 03

STAGE 03

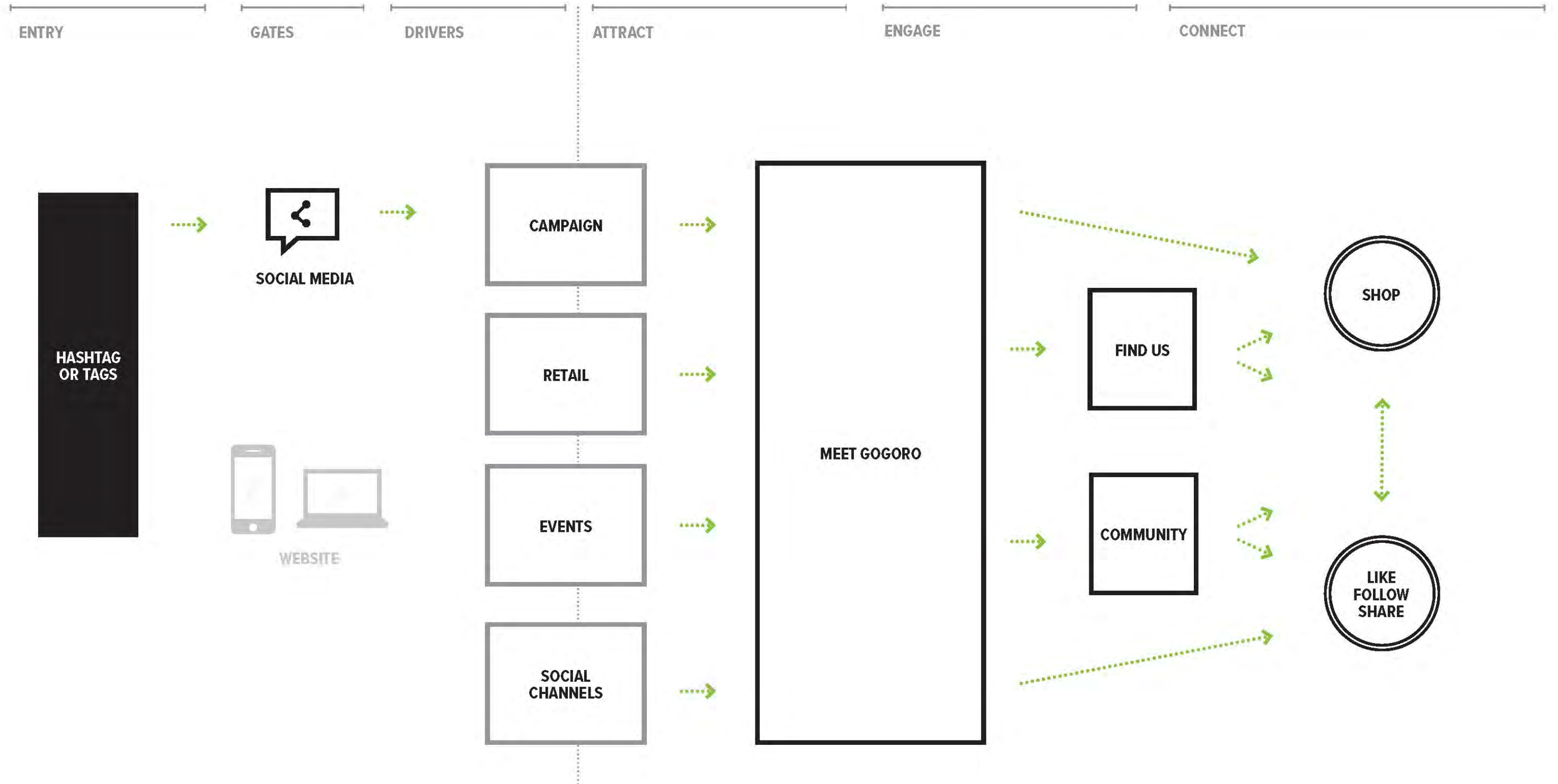


Explore the Brand

MINDSET

ENTRY POINT GOALS:

LIKE, FOLLOW, SHARE, SHOP



Explore the Brand

MINDSET

ENTRY POINT GOALS:

REGISTER, SHOP, DOWNLOAD, LIKE, FOLLOW, SHARE, BUY



KEYWORD SEARCH & ADWORDS

SOCIAL MEDIA



WEBSITE

REGISTRATION INCENTIVE

MEET GOGORO

APP
DESIGN
FEATURES
STUDIO

REGISTRATION INCENTIVE

SHOP
SCHEDULE RETAIL APPT

FIND US

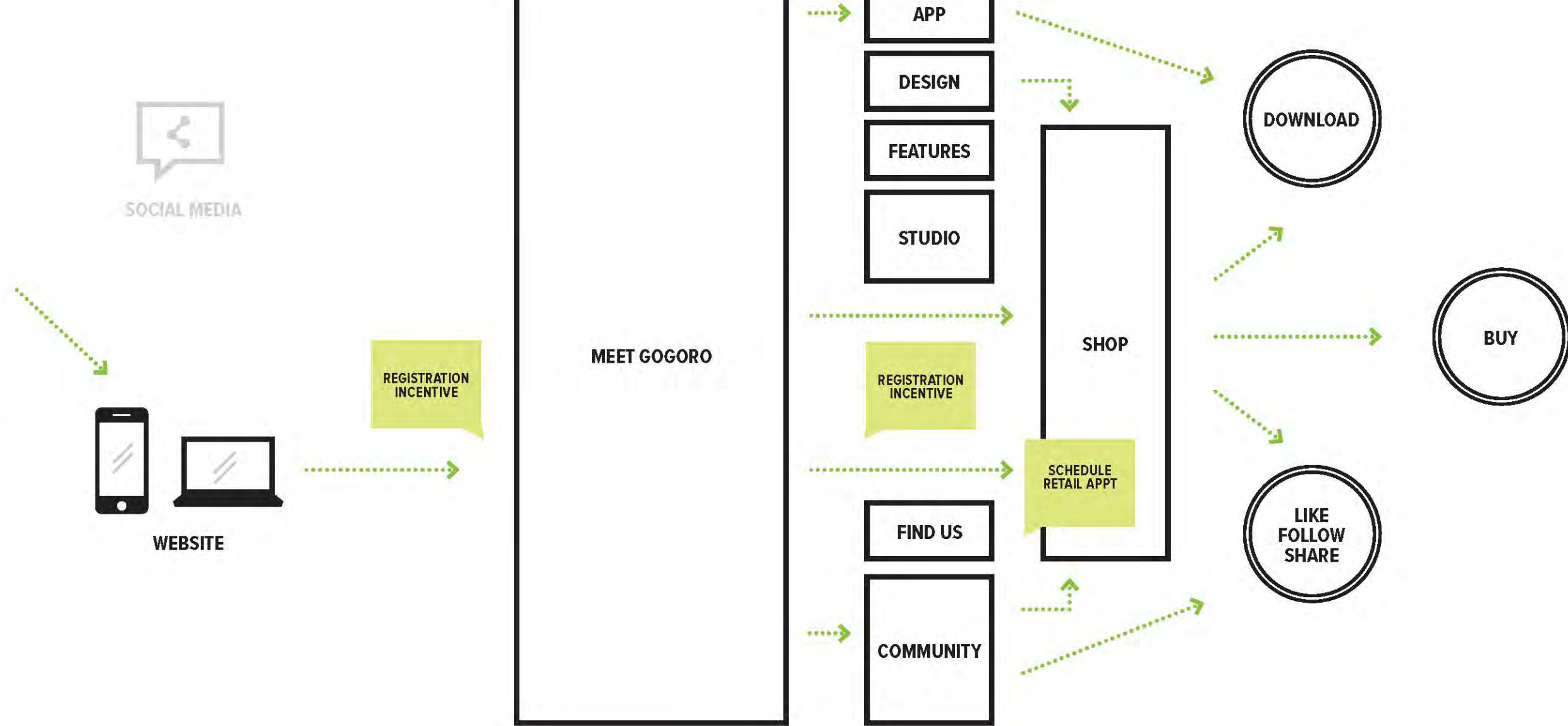
COMMUNITY

DOWNLOAD

BUY

LIKE FOLLOW SHARE

PERSONAL ASSISTANT



DigispHERE

Trends

We have audited key automakers in the hope of gaining key insights into how they market their product in a growing and everchanging landscape of electric vehicles. We found that they each address consumer doubts in slightly different ways.

01 Tesla

02 Smart Car + Car2go

03 Nissan Leaf

04 Toyota Prius

Tesla



HOLISTIC DIGITAL MARCOM

“ZERO EMISSIONS. ZERO COMPROMISES. Introducing a car so advanced it sets a new standard for premium performance.”

Give the most advanced and premium experience possible to its consumers.

Digitally they show how they have the best product, the best product experience, the best service, etc. all in an effort to push the car industry and standards forward.

HOLISTIC RATING



MOBILE

Integrated app to understand the car from anywhere.

Tesla Motors app puts Model S owners in direct communication with their cars anytime, anywhere. Owners can check charging status, start or stop charging, lock or unlock the car, flash lights or honk horn, heat or cool the car before entering and more.

Teslamotors.com is not mobile responsive.

MOBILE RATING



HOLISTIC

Interactions online and in showrooms provide situational context and data to better understand the “true cost of ownership” so benefits are clear.

Present “Top 5 Questions” at a high level and answer them thoroughly and with beautiful, interactive visuals.

Premium content demonstrates just how technical innovation works to benefit a driver.

User profiles and financial calculators provide a robust and easy vehicle configuration process.

HOLISTIC RATING



SOCIAL & COMMUNITY

Active corporate social involvement online and on the ground allow authentic stories to bubble up.

Entire “Enthusiast” section dedicated on the website available for owners to connect, evangelize, and ask questions.

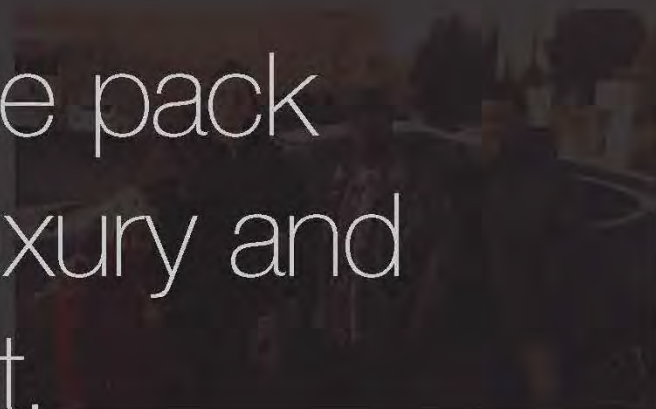
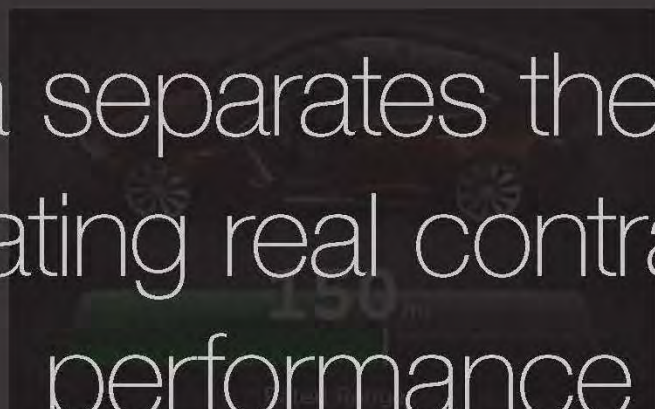
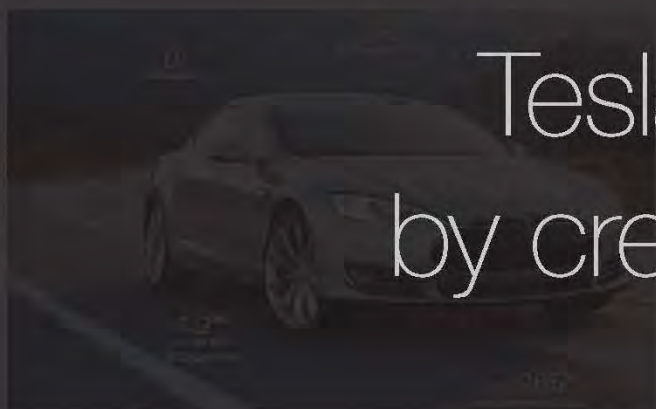
Tesla’s network of charging stations and next-level service substantiates owner pride.

A system of travel routes around stations provides activities for a community while igniting shareable and editorial content.

SOCIAL & COMMUNITY RATING



KEY TAKEAWAY



Tesla separates themselves from the pack by creating real contrast in terms of luxury and performance in the EV market.

HOLISTIC DIGITAL MARCOM

MOBILE

HOLISTIC

SOCIAL & COMMUNITY

"ZERO EMISSIONS. ZERO COMPROMISES. Introducing a car so advanced it sets a new standard for premium performance." Give the most advanced

Integrated app to understand the car from anywhere. Tesla Motors

Interactions online and in showrooms provide situational context and data to better understand the "true cost of ownership" for Tesla. Present "Top 5 Questions"

Active corporate social involvement online and on the ground allow authentic stories to bubble up. Engage "Enthusiast" section

Data drives insights that help tell the performance story. This all addresses doubts by eliminating compromises.

Nissan Leaf



HOLISTIC DIGITAL MARCOM

“Wouldn't it be cool if you never had to stop for gas again?”

They are presenting a new driving behavior. By creating comparisons with traditional experiences, Leaf shows us how they've re-imagined and engineered the driving experience.

Its not just practical, it can be fun too.

HOLISTIC RATING



MOBILE

Web experience is mobile ready, integrated app is available as well.

Integrated app experience is solid for owners and non owners alike, allowing the platform to function as a marketing piece.

With a subscription, the app allows owners to check battery charge, driving range, charge complete time, and car climate control.

Mobile web experience isn't great, but adequate.

MOBILE RATING



HOLISTIC

Advanced on the inside as well as the outside. Explain the technical benefits with tangible context.

Drivers are presented practical information in terms of savings, commute and self-service at home or on the go.

Web landing page presents cost, trim packages, and other purchase options.

HOLISTIC RATING



SOCIAL & COMMUNITY

Amplified owner stories.

Owner testimonials and stories are elevated into marketing communications, creating a lifestyle association for consumers.

Social feeds are bubbled up into marketing material online.

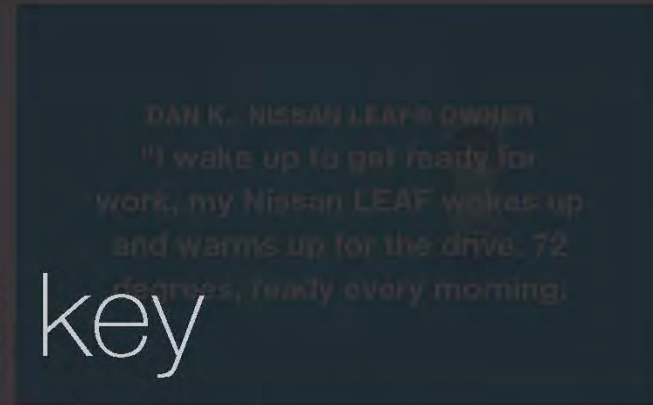
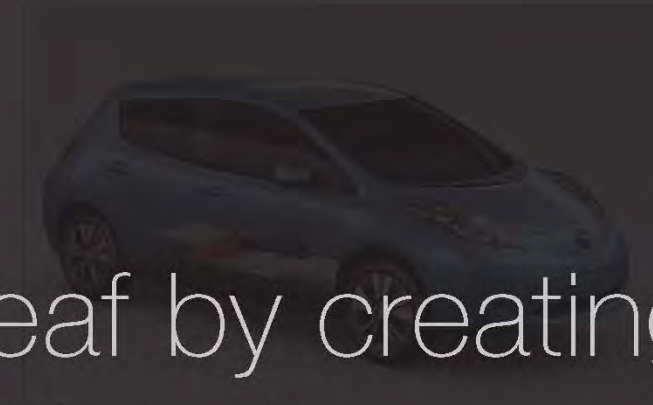
SOCIAL & COMMUNITY RATING



KEY TAKEAWAY

Marketing - 2012

Nissan Leaf



Nissan markets Leaf by creating key comparisons with traditional car experiences.

HOLISTIC DIGITAL MARKETING

"Wouldn't it be cool if you never had to stop for gas again?"

They are presenting a new driving behavior. Ev. is a different experience. It's not just practical, it can be fun too.

It's not just practical, it can be fun too.

Web experience is mobile ready, integrated app is available as well.

Integrated app experience

With a subscription, the app gives owners

Mobile web experience isn't great, but adequate.

Advanced on the inside as well as the outside. Explain the technical benefits with tangible context.

Drivers are presented practical information

Leaf provides utility that anticipates the drivers' daily needs.

Amplified owner stories.

Owner testimonials and stories

©2012 NISSAN

©2012 NISSAN

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Smart Car



HOLISTIC DIGITAL MARCOM

Watts of fun.

Marketing was primarily about “Fun” and “Expressive” touchpoints. With an additional emphasis on safety.

Prominent click placements, promotional incentives and visual inventory.

Explained what to expect while guiding them through the purchase process.

HOLISTIC RATING



MOBILE

Quite a few app touchpoints, with considered mobile web experience.

Multiple apps to both learn about and function with the car, both US specific and globally.

Mobile web experience is the best of this group.

MOBILE RATING



HOLISTIC

Communication, tone and interaction design create and elevate brand personality.

“Fun” interactions around personal expression drive user path around the feature benefits.

Hero benefits are aimed to create confidence for a consumer accustomed to larger and stronger automobiles.

HOLISTIC RATING



SOCIAL & COMMUNITY

A Forum and social networks generate brand evangelism.

Forums celebrate the DIY mindset and provides extensive resources for the community.

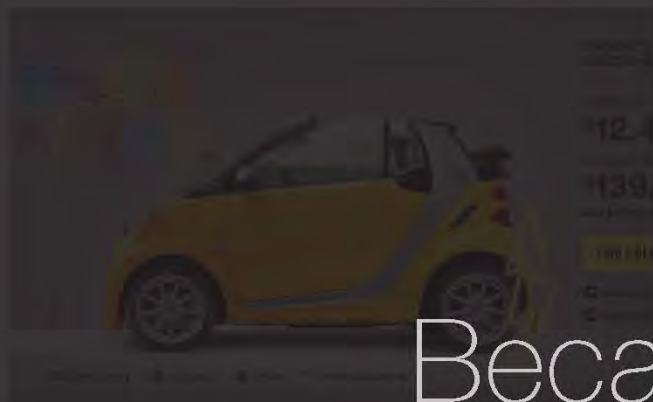
Brand position “tiny car, big world” gives fodder to extensive user generated content.

SOCIAL & COMMUNITY RATING



KEY TAKEAWAY

Smart Car



Because of size, they focus on fun and expression with customization options.

HOLISTIC DIGITAL MARKETING

Watts of fun.

Marketing was primarily about "Fun" and "Expressive" touchpoints. Will be adding touchpoints on early.

Prominent click placements.

Explained what to expect

MOBILE

Quite a few app touchpoints, with considered mobile web experience.

Multiple apps to walk you about and function. Mobile web experience is the best of this group.

Mobile Website

HOLISTIC

Communication, tone and interaction design create and elevate brand personality.

"Fun" interactions

Brand helped us to create confidence

Brand Website

SOCIAL & COMMUNITY

A Forum and social networks generate brand evangelism.

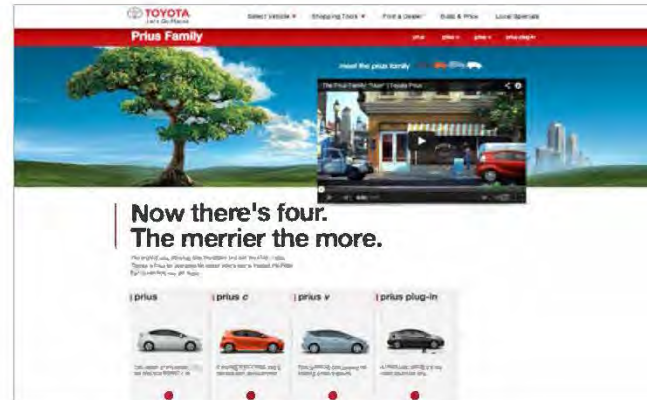
Forums celebrate the DIY mindset

Brand position

Community Forum

Just by purchasing the car, you are joining a club, entering into a D.I.T. mindset.

Toyota Prius



HOLISTIC DIGITAL MARCOM

**“Now there’s four.
The merrier the more.”**

More car options from the “one that started it all” both stating originality and now diversity. The plug-in hybrid is called an “overachiever” in the sense that it can be all electric or a hybrid.

Visuals are bright, crisp, and expansive with a no-nonsense focus on product.

Overall impact across the board is light. Only place to really interact is on their website.

HOLISTIC RATING



MOBILE

App allows owners to feel in control anywhere.

Toyota’s Entune app allows owners to check vehicle’s state of charge, find nearby charging stations, turn on the vehicle’s air conditioning, locate your vehicle, or track your ECO Driving Score remotely.

Mobile web experience isn’t great, but adequate.

MOBILE RATING



HOLISTIC

Upfront about their mileage and what lifestyle each model would be good for.

Big mileage numbers upfront, once you dive in to each model they offer additional information.

Not as interactive as some of the other brands.

Some of the information buckets are hidden, and the user doesn’t always know what will come next when you hit “Next”.

HOLISTIC RATING



SOCIAL & COMMUNITY

Global regions are socially active, but US market is pretty quiet.

Twitter accounts exist for Prius lovers in India, and Thailand, among others. Web experience carries no consumer stories or forums.

Clearly displays user reviews and KBB ratings along with other key awards for each vehicle.

SOCIAL & COMMUNITY RATING



KEY TAKEAWAY

TOYOTA PRIUS

Toyota targets the mass market with their diversity of product and a message of modest change.

HOLISTIC DIGITAL MARCOM

MOBILE

HOLISTIC

SOCIAL & COMMUNITY

They've entered the EV market without actually giving up gasoline.

The result: Toyota allows consumers to find one that fits their lifestyle.

Digital Products & Services

We looked at products and services that provided effortless mobile interactions and transactions that benefited users while proving to be influential throughout the digital landscape.

01 Uber

02 Nest

03 Square

Uber Personal Service



DIGITAL & MOBILE TECH

Transparent pricing. With prices being handled on the back-end, users can get quotes, split fares, get receipts, and know when surge periods start/end easily and transparently.

Virtual currency. Provides an effortless way to pay a driver, or split the cost with a rider, as well as schedule, pick a destination, rate and reconnect to find lost items.

Real time notifications. During surge times, the app notifies users of times where cost will be higher, as well as when costs come back down.



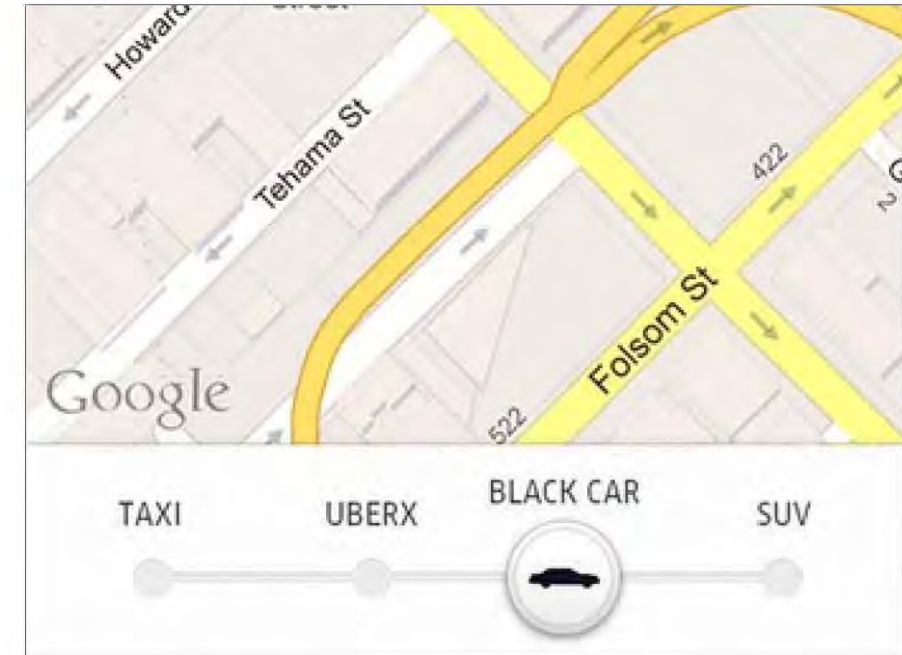
PLATFORM & SERVICES

Drives connections between users.

Uber allows a rider and a driver to connect through its service.

Connected transportation. The app provides a way for the rider to decide what kind of car they want, where they want to go, and a way to pay the driver without needing cash.

Empowers drivers. Uber just isn't about riders, drivers can basically run their own business, connecting to customers through Uber. It also ensures drivers will get paid, and get paid well during surge times.



USER BEHAVIOR

Makes the complex simple. Simplifies the process for anyone needing a ride anywhere. Payment happens automatically, they don't need cash, and they don't even need to know addresses.

Global unified experience. Connected with one app/service, a user can expect to connect with a driver with ease, no matter where they go in the world.

Empowers users. Every rider knows they'll have a tailored and premium experience, and is confident if they don't, feedback is easily given through app.

KEY TAKEAWAY

The most benefit comes when requiring the least amount of effort from users.

Services built around user's daily activities hold the most long-term value.

Nest Product & Connected Home Service



DIGITAL & MOBILE TECH

Learns from patterns. The Nest learning thermostat is a smart, connected thermostat that learns from your patterns and can sense when you are away.

Cloud connected. It auto updates its software, knows weather to predict how to heat/cool home and can be controlled by your phone or other device.



PLATFORM & SERVICES

Connected home. Nest Learning Thermostat is a hardware/software cloud-connected service that helps you save energy by connecting to you and multiple data points to automatically adjust your heating/cooling.

Automatic reporting. It provides a monthly energy recap, giving you advice on how you can save more. Nest products can talk to each other to improve efficiency.



USER BEHAVIOR

Empowers users. Nest thermostat uses a leaf to guide users into saving energy. Through monthly reporting, users can access information and tips so they can modify their behavior to save energy.

Real time notifications. It also notifies you of maintenance needs (filter) so that your system can be efficient.

Unified service. You can control multiple Nest thermostats and Nest Protects in one home or multiple homes with one app.

KEY TAKEAWAY

The ability to act on data from their environment empowers users on a personal level.

A winning service should anticipate the user's needs.

Square Financial Service



DIGITAL & MOBILE TECH

Virtual Currency. Transfer money through mobile devices by any two people simply and easily.

Unified experience. Even with multiple touch-points through multiple vendors, experience is familiar.

Location services. Pushing the boundaries of money transactions with Wallet knowing where you are and letting you pay by speaking your name to a cashier.

need is your debit
easy, and safe.

\$1 Try it. We'll email you a dollar.

PLATFORM & SERVICES

Diverse product structure. Many ways for a customer or seller to engage with each other through Square.

Design centered. All of their apps and hardware are approached with design in mind.

App only service. Now with wallet and cash, square is positively affecting the lives of the individual user, with no need for any kind of hardware.

SELL ONLINE IN
SQUARE MARKET

START SELLING ONLINE

USER BEHAVIOR

Peace of mind. Users experience money transactions as simple and secure. Not just at a place of business, but also between individuals.

Predictive. With Wallet, it will offer up places to go in your area, or pre-order a purchase at a vendor when you walk in.

Making the complex simple. Hardware and software are minimal, focusing on just what is important. No physical card is needed for payment. With wallet or cash, you can pay with stored credit card.

KEY TAKEAWAY

Virtual transactions are more human when they are one-to-one.

A simple way to pay creates confidence.

Purchase Planning Trends

Deciding on “the right” item, especially when it’s a larger investment, requires the consumer to spend time with options, consider their applications and make plans for payment. We looked at digital trends from relevant brands to gain insight on this user flow for Gogoro.

01 Moto X

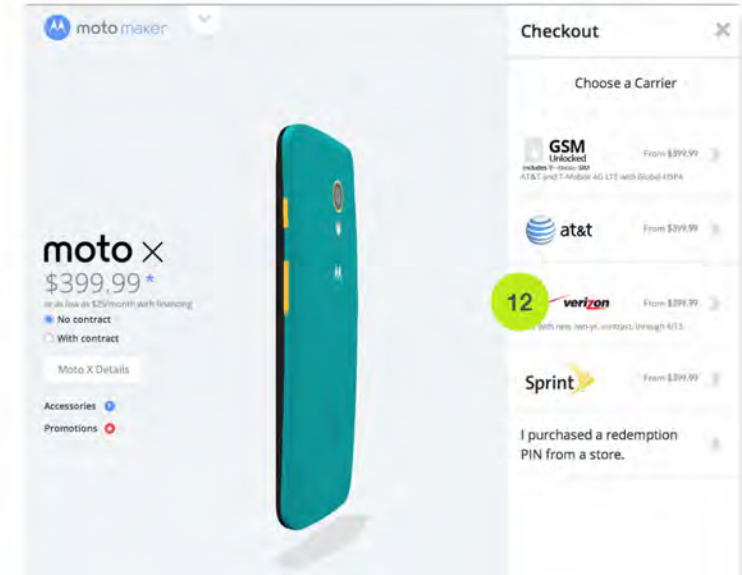
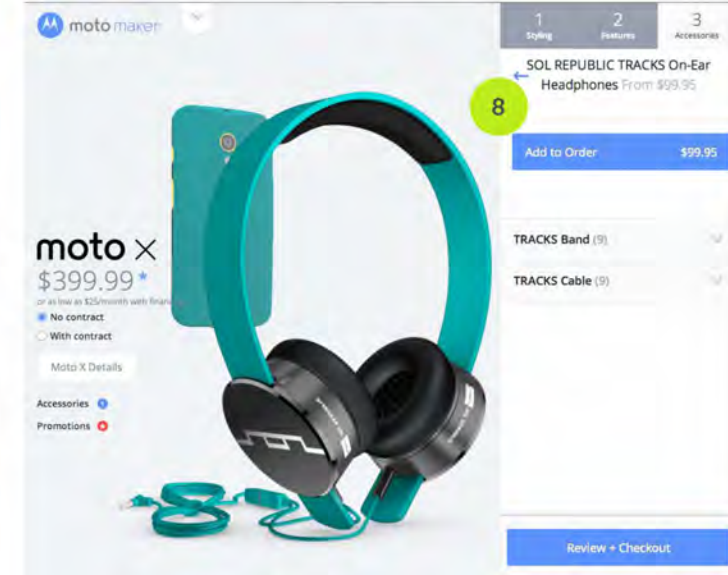
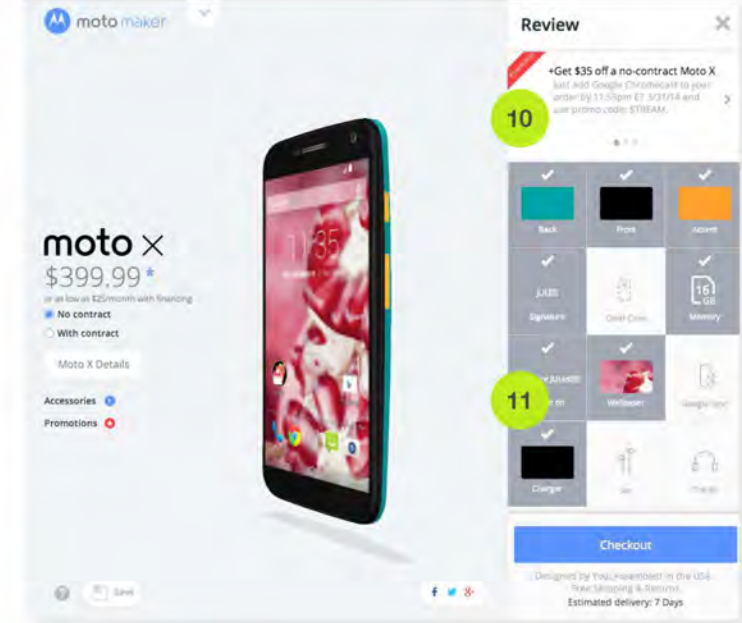
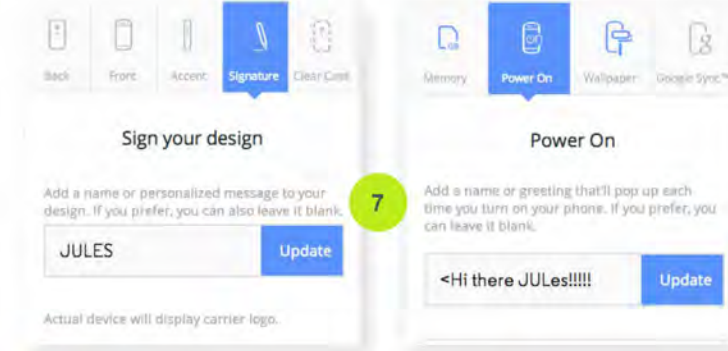
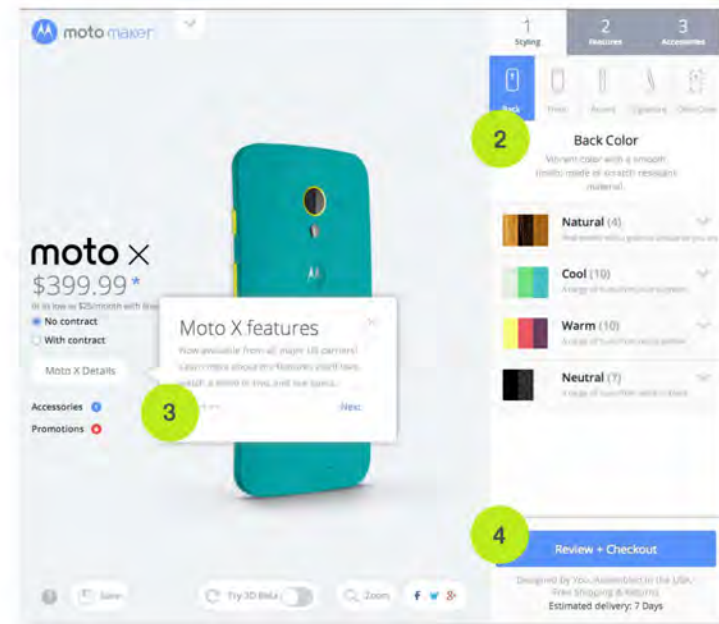
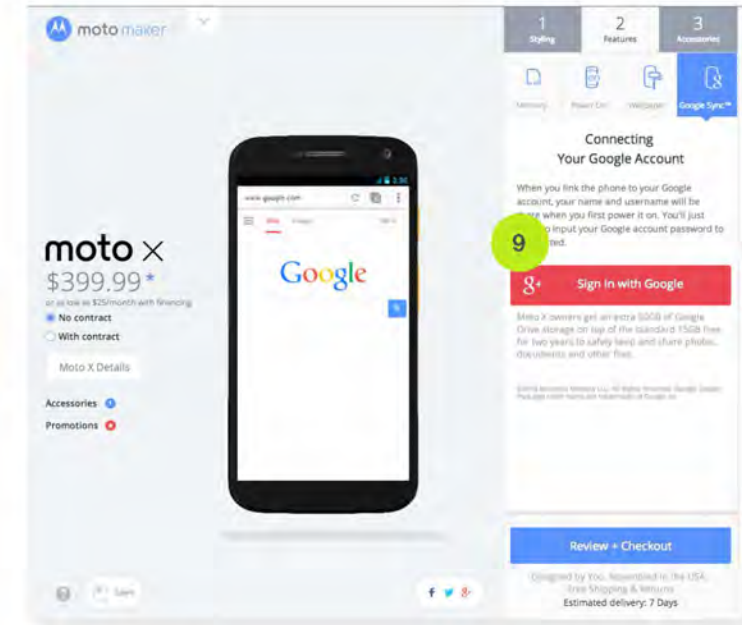
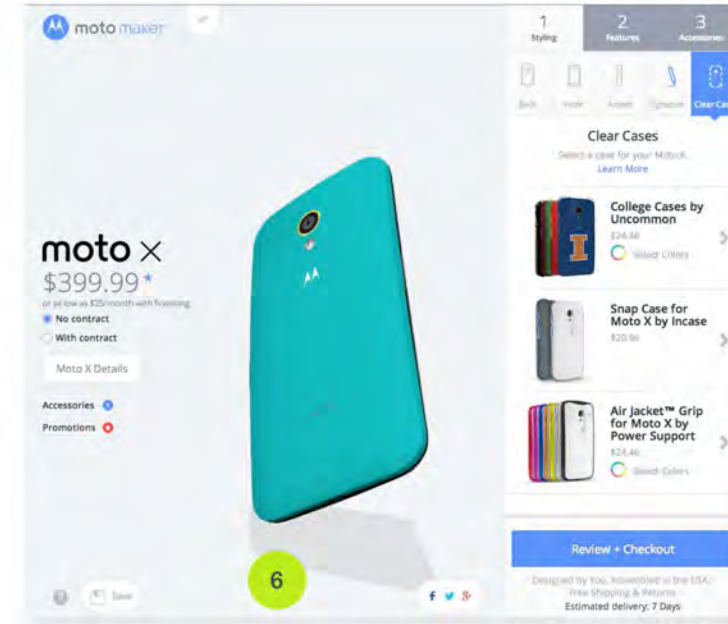
02 Audi

03 Smart Car

Moto X

Moto X provides an immersive, single screen experience that lets users configure their phone with color, accessories and carrier options. The interactions let you make it personal with case and screen customizations and the ability to sync it with your Google+ account prior to delivery.

- + 1. Landing**
Image represents a result of the product in use. A "selfie" of the product
- + 2. Configuration GUI Bar**
Iconography and clean information architecture providing preference options from color accessories and customization
- + 3. Info Modal Prompts**
Provide access to important information in nested surface modules.
- 4. Manufacture & Delivery Timing**
- + 5. Rich Media Feature Module**
Scrollable overlay, complete with messaging, videos and imagery.
- + 6. 3D Viewing & Utilities**
For viewing, sharing and saving.
- + 7. Live User Input Customizations**
For back panel & start screens that appears on image of product
- + 8. Shop & purchase matching accessories**
Configure your whole mobile set up
- + 9. Connectivity with Google+**
Enter your credentials and your phone is already synced when you receive it.
- + 10. Deals & Programs**
Prior to check-out, deals and programs are reiterated at top in info hierarchy.
- + 11. Configuration Review**
- + 12. Choosing your carrier to complete the purchase.**



Audi

+ 1. Search

Largest impression and highest priority in top tier pages

+ 2. Product Models

+ 3. Model Option Overlay

Large, stark & clear decision path

+ 4. Model Landing

Pristine and striking header imagery leads cues up benefit driven messages kicks off configuration & feature benefit discovery.

+ 5. Imagery Usage

Hero imagery varies in scale, crop and angle. Informative nodes on feature areas

+ 6. Configuration Components

Rich & textured swatches, product package imagery works in tandem with sub nav to configure model upgrades and associated pricing.

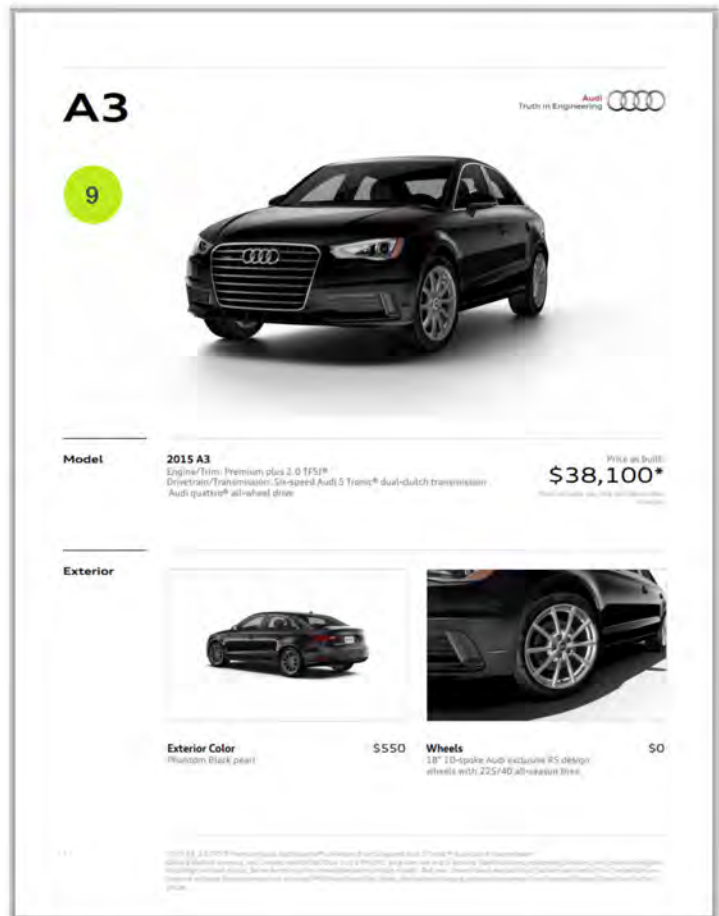
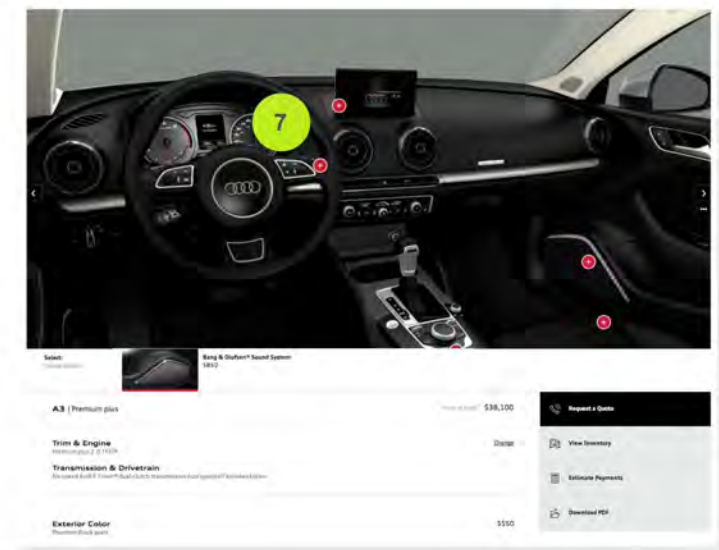
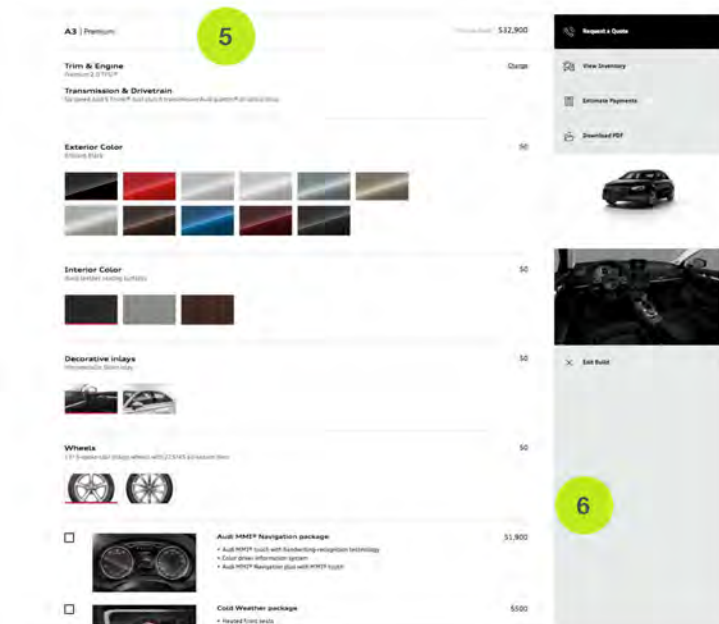
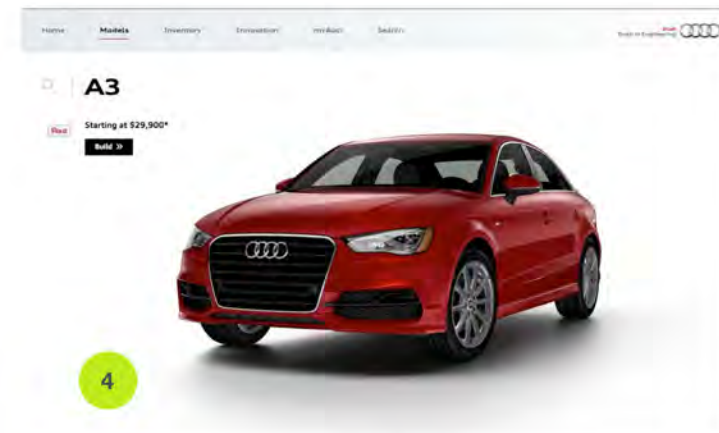
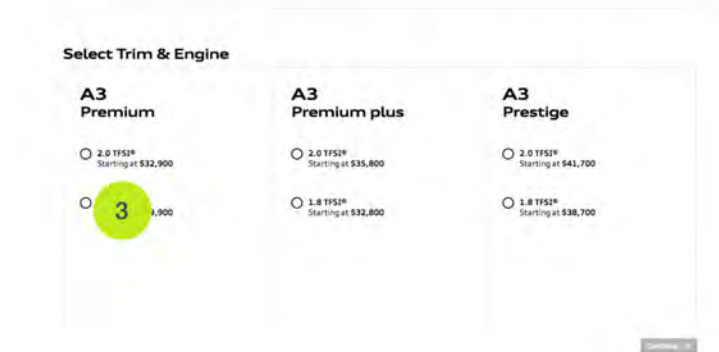
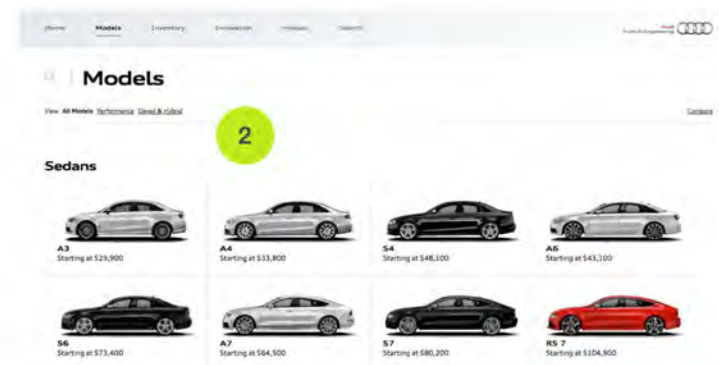
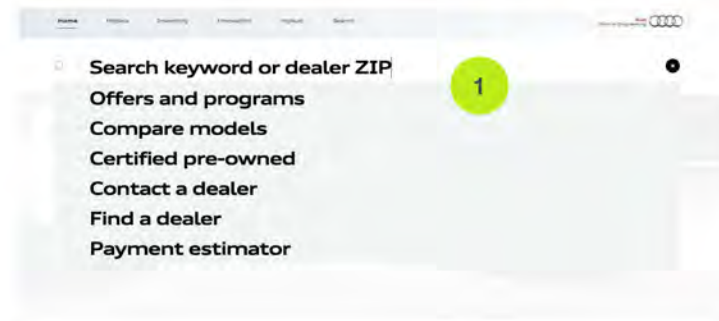
+ 7. Option Hot-Spots on Imagery

Select a point on the image and can change and configure with a horizontal GUI depicting the inventory of options.

+ 8. Model Configuration PDF

Elegantly designed comprehensive document of features, packages and cost for personal and dealer reference.

Audi provides a thoughtfully designed experience that amplifies the aesthetic qualities of their cars. They present a search feature tool useful for users researching and discovering products and features. The simple and intuitive configuration GUI provides users elegant and easy way to create their perfect car.



(Click on imagery to launch site in browser.)

Smart Car

Smart Car's utility driven site provides the cost, informative materials and configuration options and purchase drivers in an easy and fun manner. A persistent utility bar throughout lets users navigate through all content with ease.

1. Landing

Price is top tier, 3rd in overall visual hierarchy to hero product and Find a Dealer CTA.

2. Utility GUI

Provide a fun way to discover information valuable information while entertaining user and mimicking a customization tool,

3. Custom Gallery

Showcases custom purchases with captions from owners/users.

+ 4. Find a Dealer

CTA drives here with message rally the user down paths to explore the visual inventory of special offers and incentives programs and get in contact with a dealership

+ 5. Build Your Own

Step by step, messages explain why the steps are important and set expectations for continuing journey at dealership.

6. Model Selection

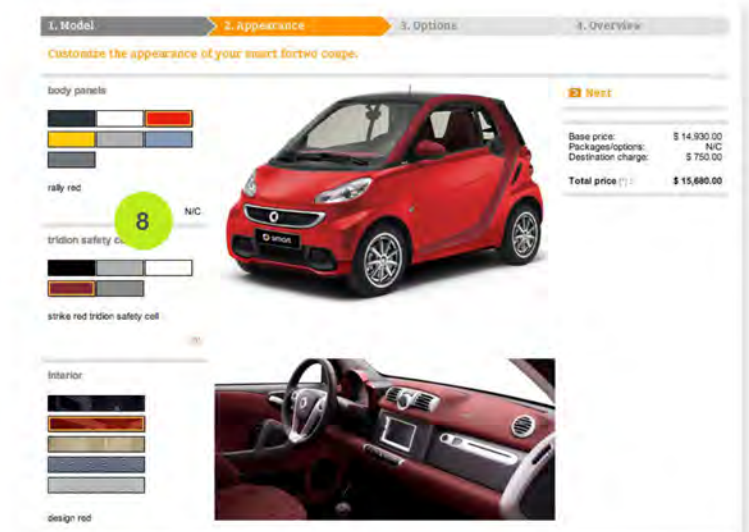
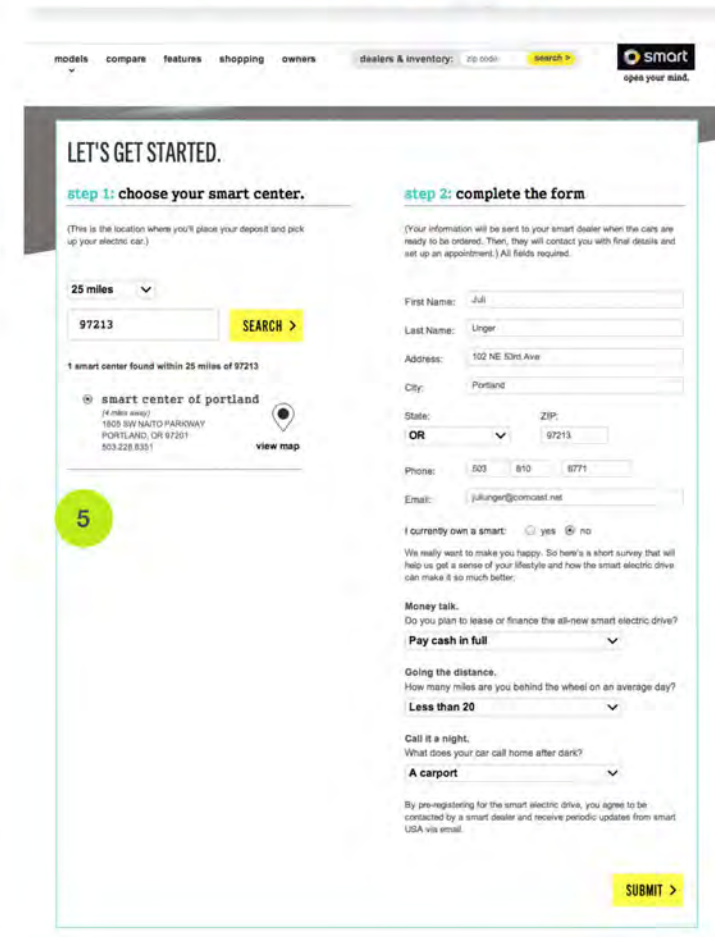
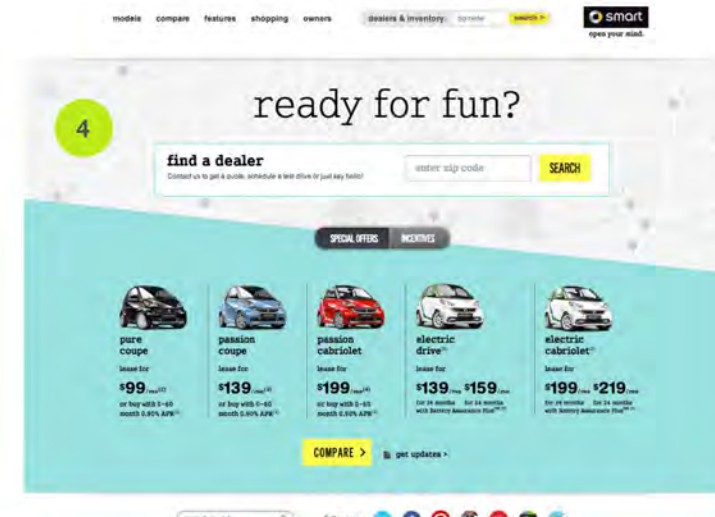
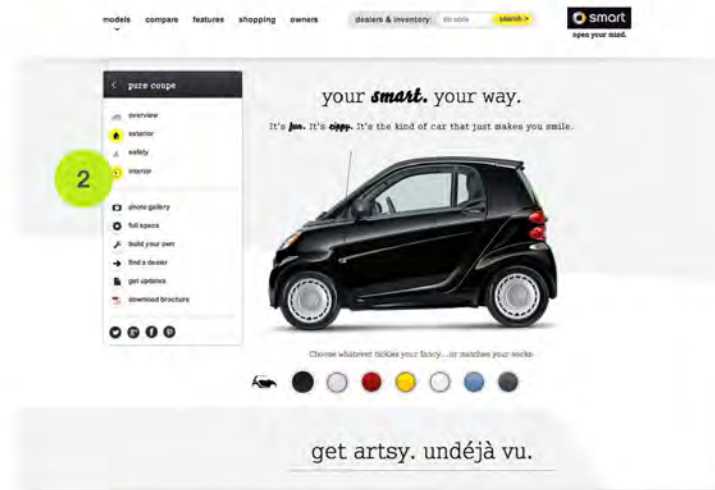
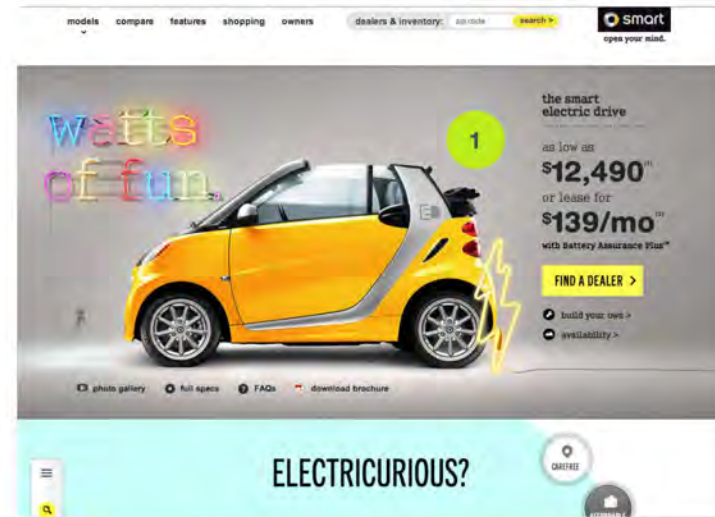
Visual continuity is disrupted by a "spreadsheet" experience.

7. Configuration

Select color combos, and bumper housing with clinical visuals

8. Model Configuration PDF

Documents your car selection & chosen components and cost.



(Click on imagery to launch site in browser.)

KEY TAKEAWAY

Every click and scroll should reveal another reason to fall in love **with** our brand.

Let users research by doing and surprise them along the way.

Arm them with confidence and a tool for sealing the deal offline.

E-Commerce Trends

We audited winning e-commerce journeys to help inform the digital purchase process for the Gogoro audience.

01 Anyi Lu

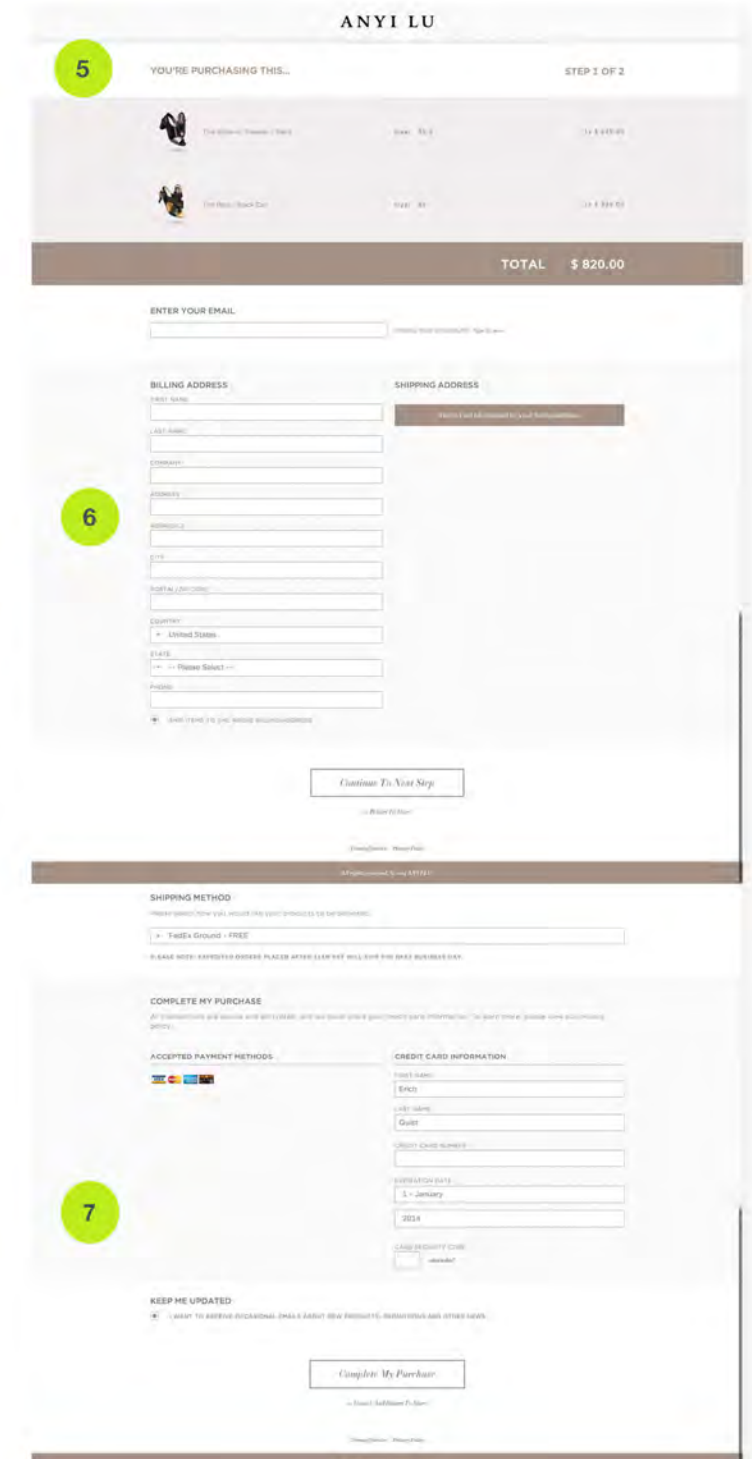
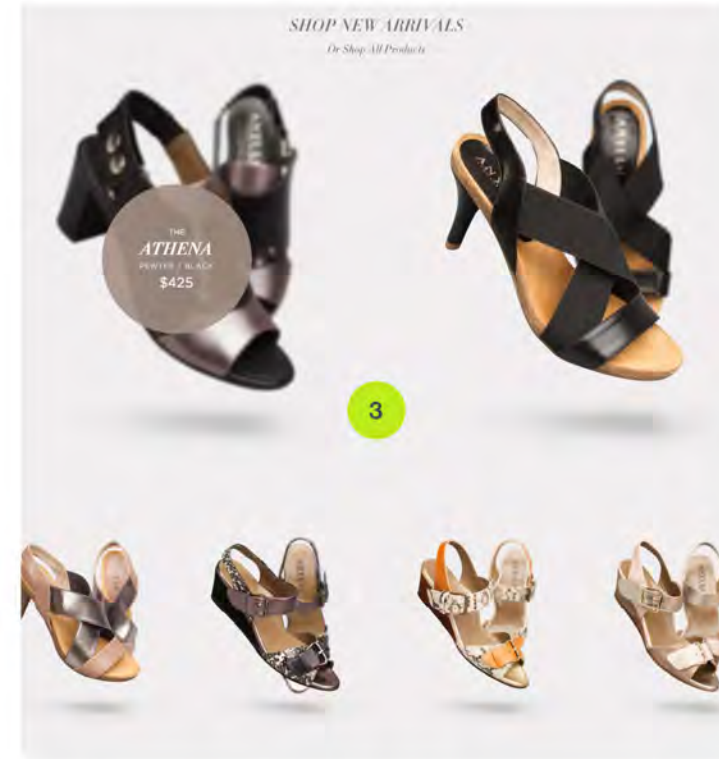
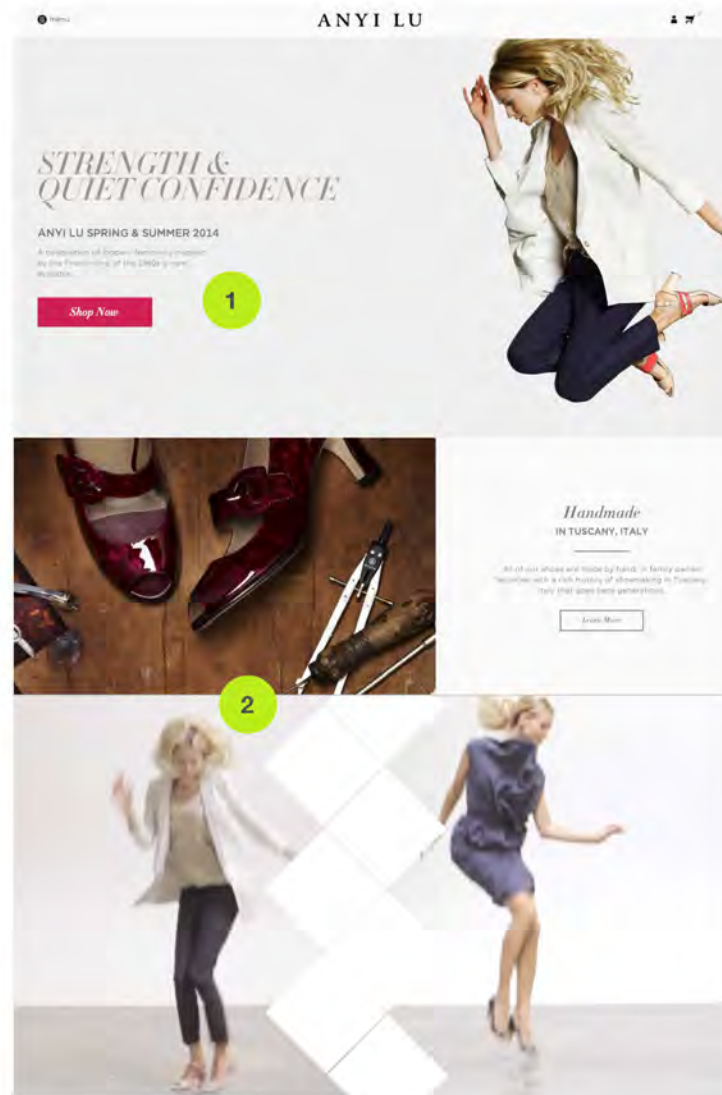
02 Frank & Oak

03 Everlane

ANYI LU

ANYI LU creates an entertaining and energetic product experience with sophisticated and clean design language that employs continuous scrolling for storytelling and a breezy e-commerce journey for visitors.

- + 1. Landing**
Strong "Shop" CTA.
- + 2. Landing Video**
Showcases product in surprising clips of activity.
- + 3. Shopping Landing**
Premium imagery & art direction puts the product on higher level.
- + 4. Product Page**
Large images, video of the shoe in use, and opportunity to purchase above "the fold".
- 5. Cart**
View the products in the cart, increase/decrease quantity, remove products
- 6. Sign In / Register**
Create account, apply information directly under the cart. Prompt to complete "Next Step"
- 7. Complete Checkout**
Enter payment information and complete purchase.



(Click on imagery to launch site in browser.)

Frank & Oak

On entry, Frank & Oak want visitors auto-populate their purchase profile and sizing to improve the purchase power as they browse products. Providing two ways of shopping, bundled products or single products, lets the site tailor the journey based on visitor preference.

+ 1. Sign In / Register

Connect with Facebook. Gets the boring part of the experience out of the way by addressing it off the bat.

+ 2. Item Preferences

Anticipatory behavior tailored to specific user needs.

+ 3. Experience Preference

Empowers the user to choose a path and tailors to taste.

+ 4. Category Filters

Thoughtful range of filter selections with waterfall interaction

+ 5. Shopable Lookbook

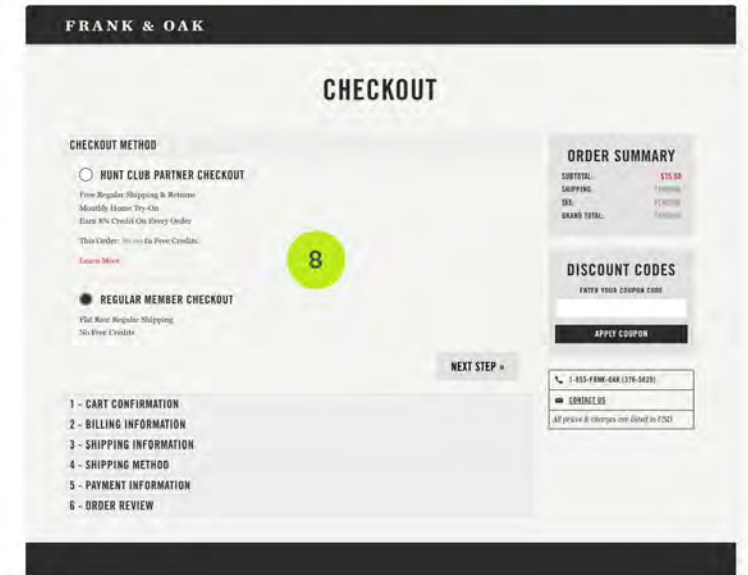
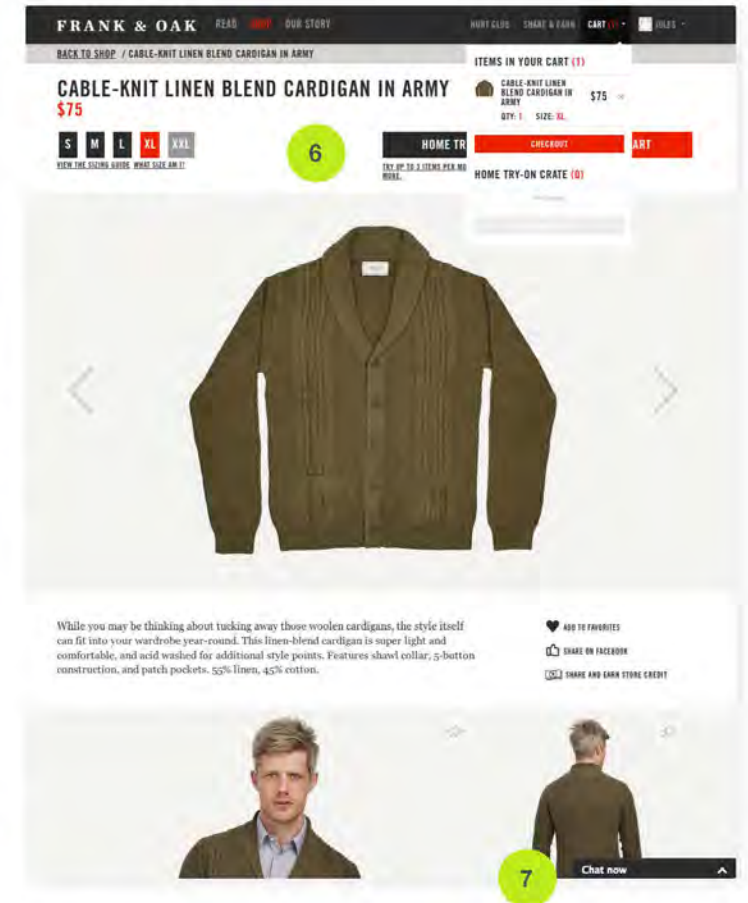
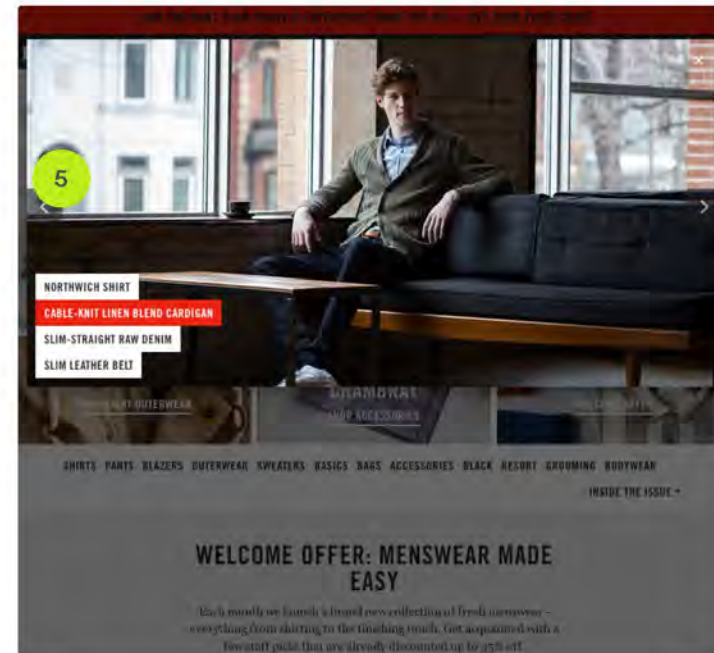
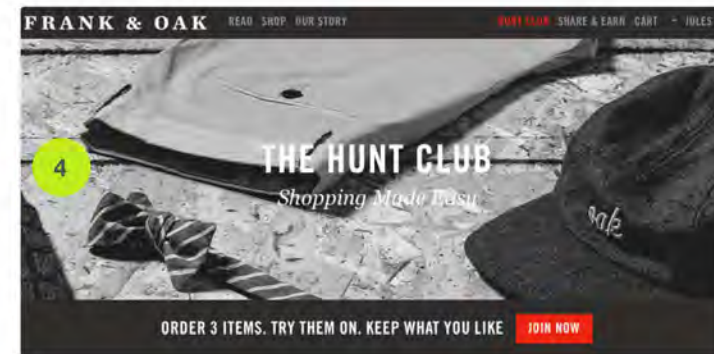
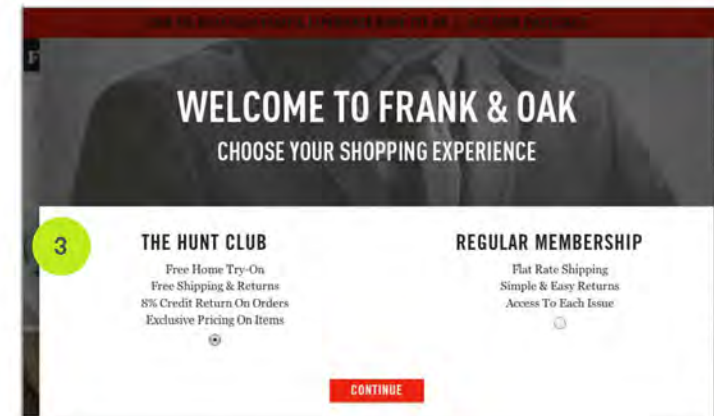
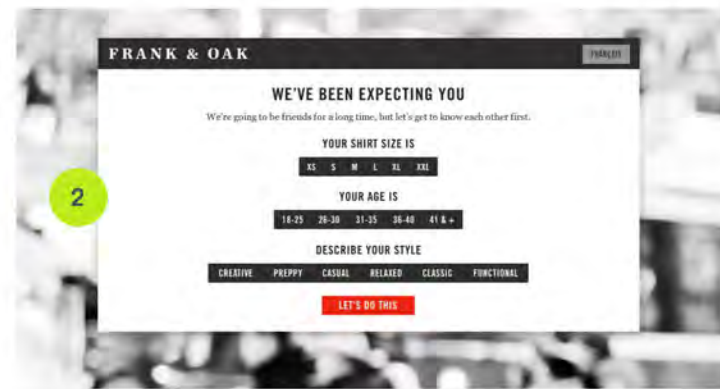
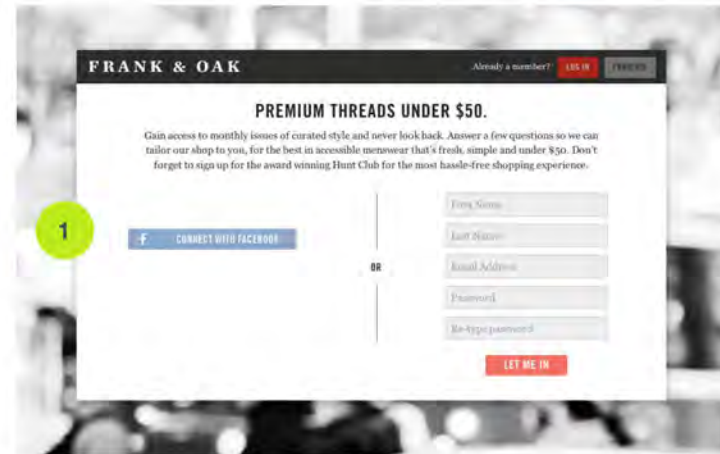
Actionable secondary nav for experience and cart drop down.

+ 7. Persistent Chat

Virtual shopping assistance

8. Check Out Staging

Provides complete overview of status, options and process to complete order.

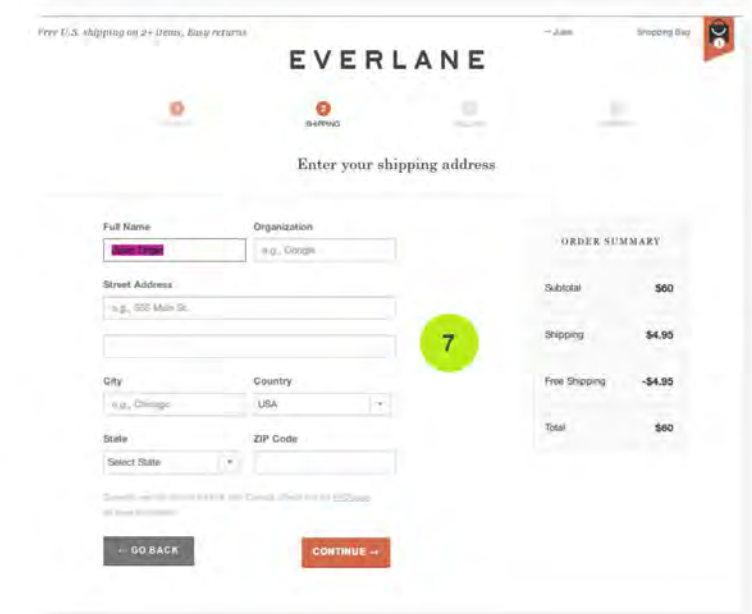
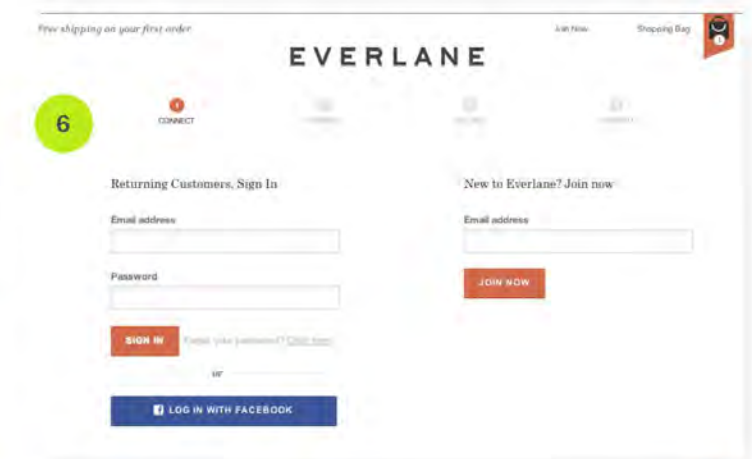
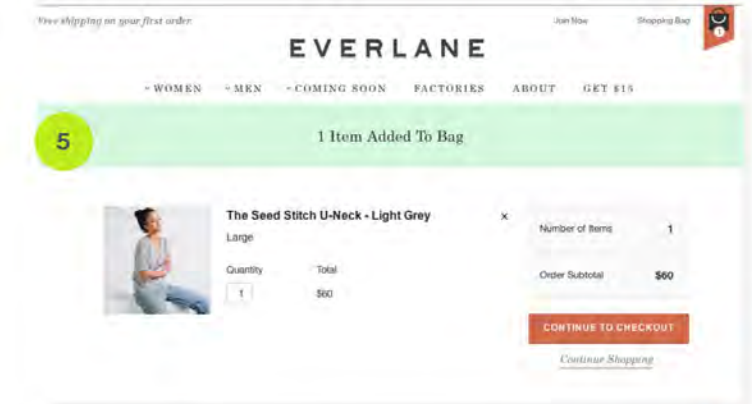
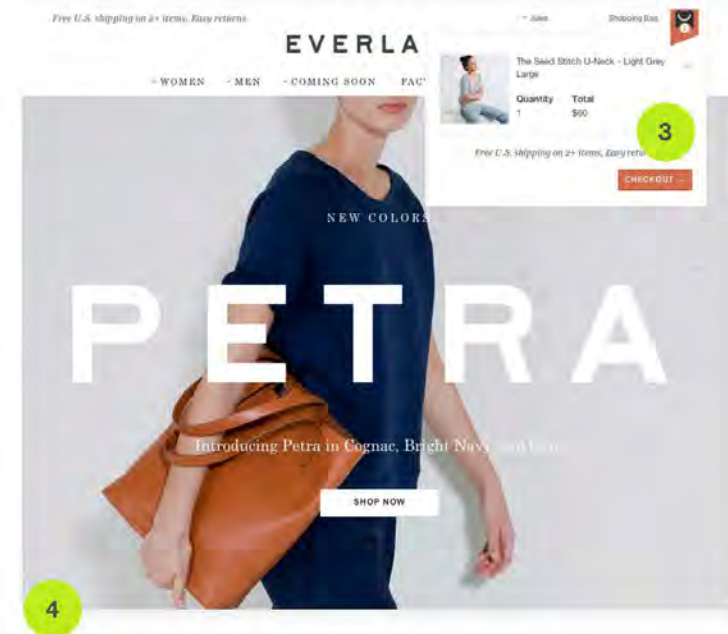
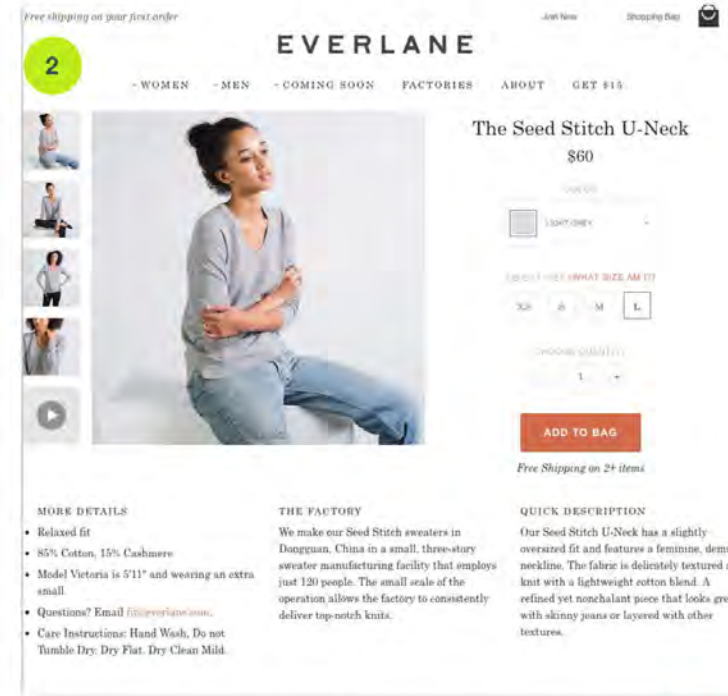
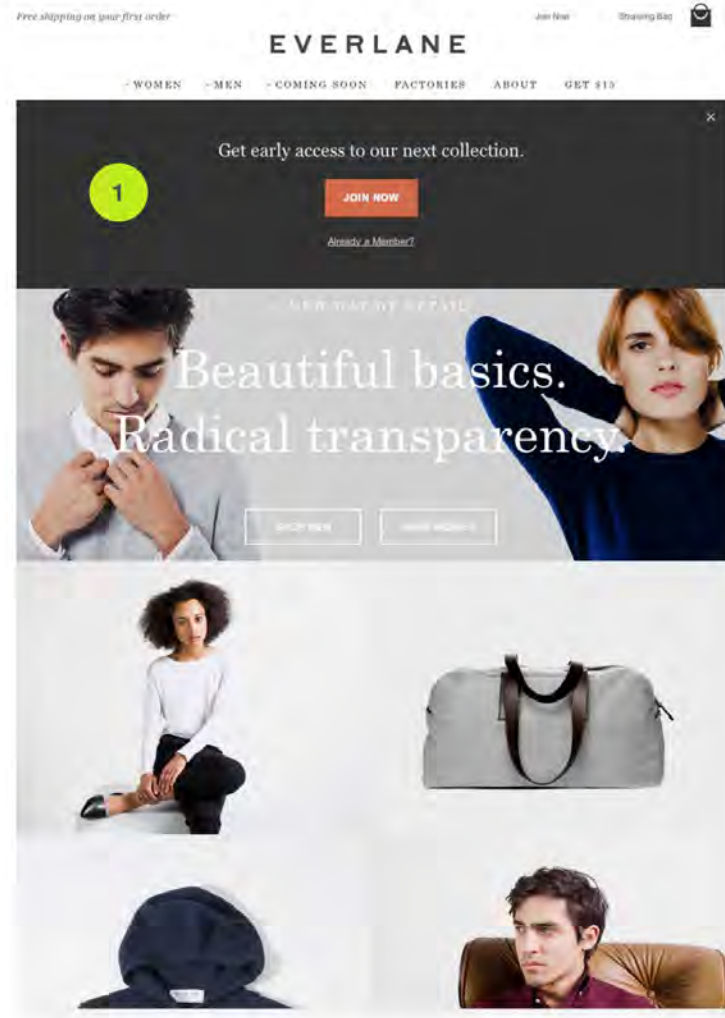


(Click on imagery to launch site in browser.)

Everlane

Everlane provides a refreshing journey. They provide users a real incentive for registration, provide various insitu imagery for products and tailor a gender experience based on activity. A clean cart provides nice visual hierarchy and makes purchasing easy.

- 1. Sign In / Register Prompt**
Provides a compelling incentive to register.
- + 2. Product Page**
Model imagery variety, clear decision path.
- + 3. Cart Modal**
Strong graphic cart indicator.
- + 4. Perceptive Home**
Gender based home after initial engagement into womens products.
- + 5. Cart Confirmation**
Clear visual prompt and indicator.
- + 6. Sign In / Register**
- + 7. Check Out Staging**
Connect with Facebook option. Provides complete overview of status, options and process to complete order.



(Click on imagery to launch site in browser.)

KEY TAKEAWAY

Acknowledge who they are to get out of their way.

Be helpful and human so it's more personal.

Let the stories function, and drive the purchase.

Let simple be comprehensive.

Digital Micro Trends

- 01 Smart Behaviors
- 02 Effortless Interactions
- 03 Social Web

Sensitivity to Context

A welcomed sixth (or seventh) sense.

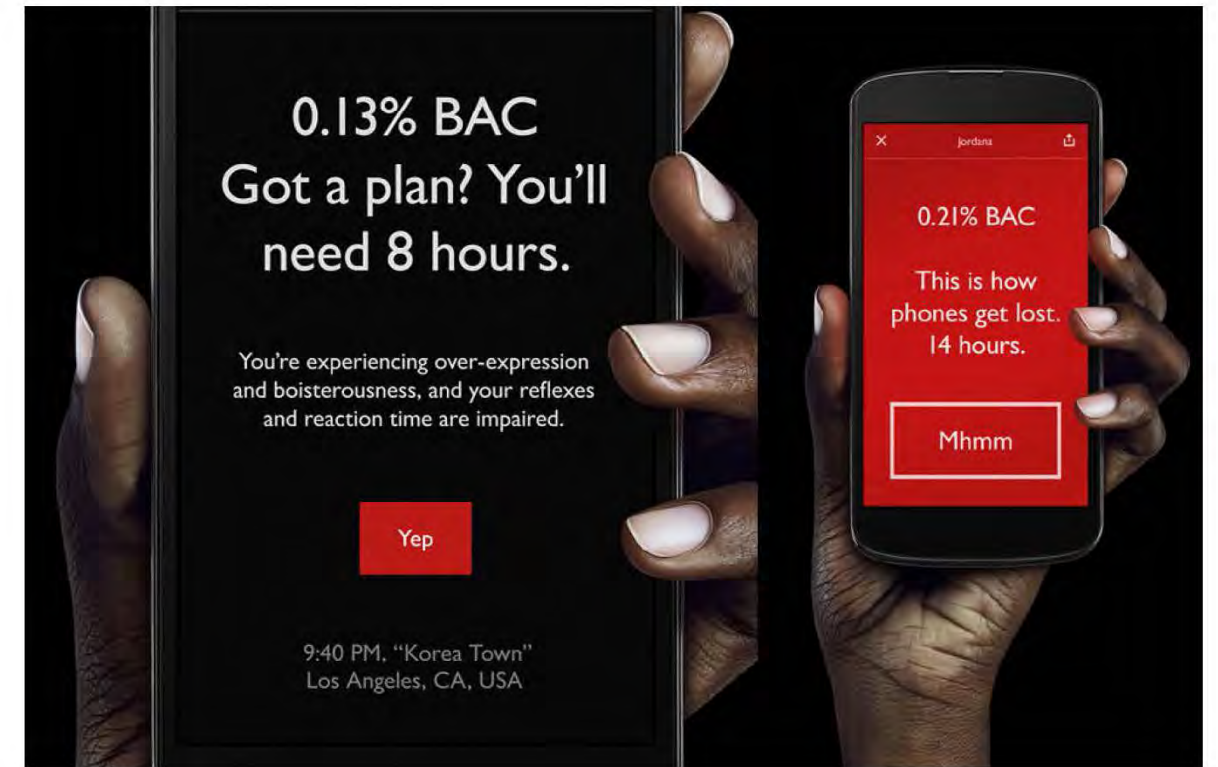
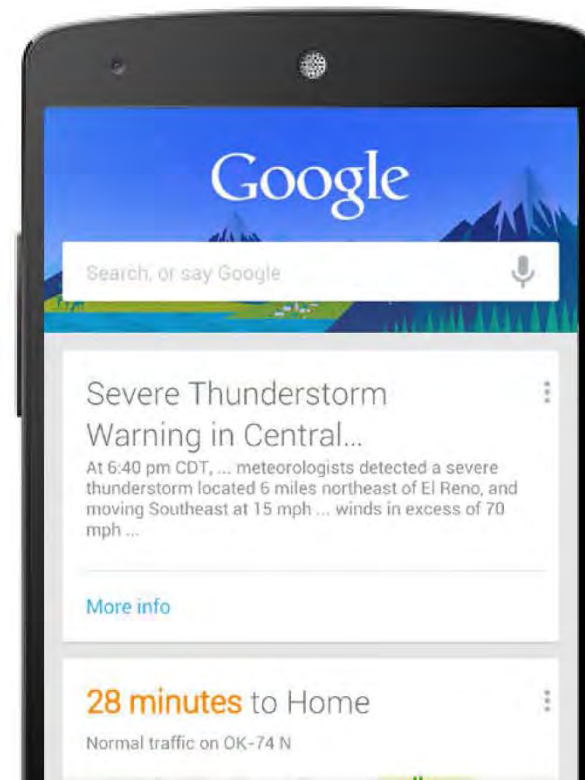


Aether Cone Speaker

Cone picks up on user nuances and contextual clues to play music you want to listen to without the need for complex button systems.

Google Now

Location, preferences and digital activity aware, so when any new information comes, you'll know.



Lapka BAM

A breathalyzer that connects with your phone to gives you a reading, provides behavior context or suggestions and service based on reading.



Moves App

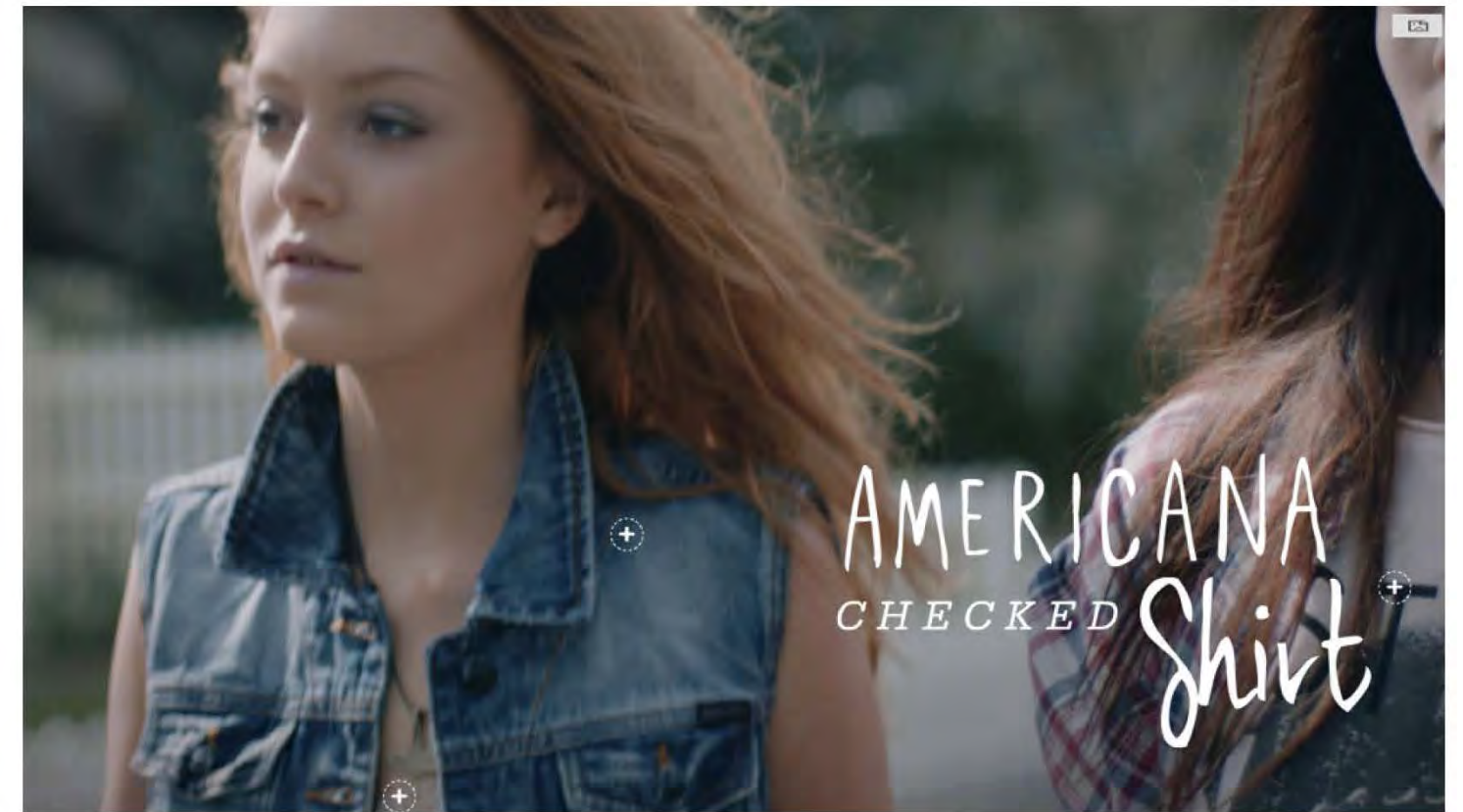
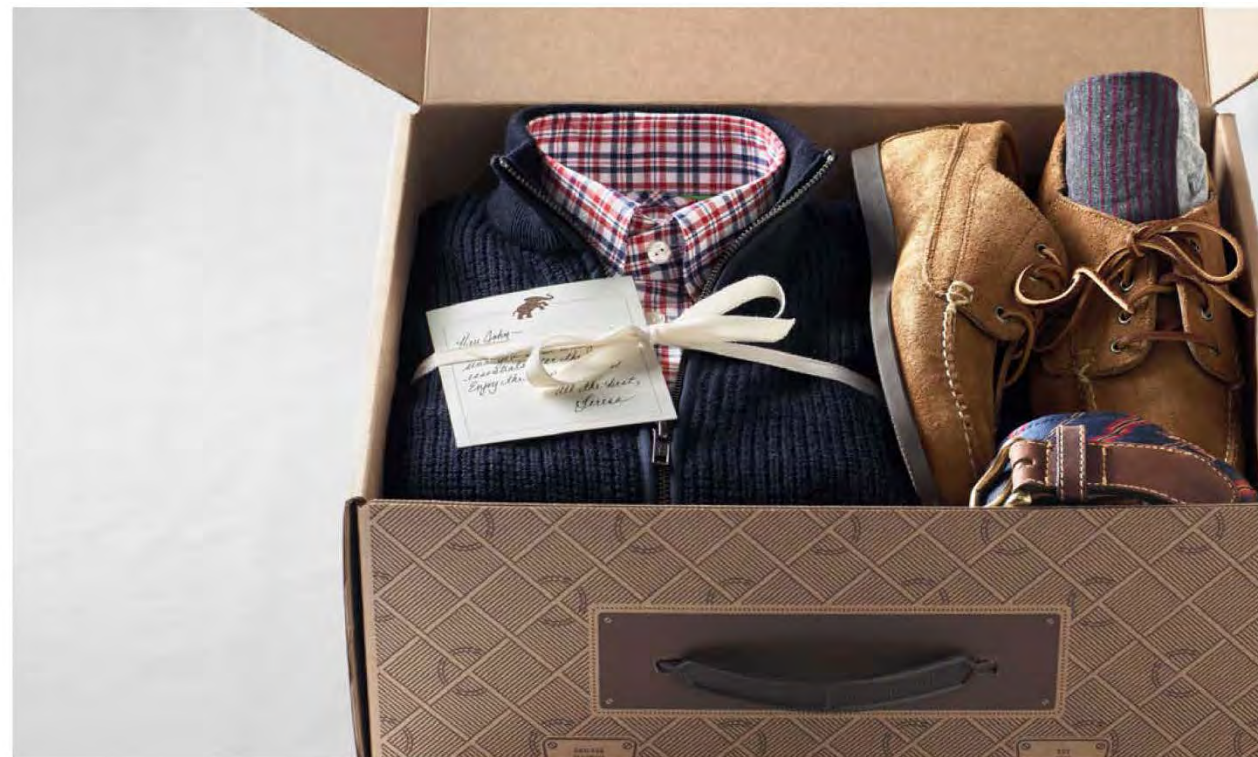
Automatically records any walking, cycling, and running you do. The activity tracker is always on, so there's no need to start and stop it and can aggregate data from your other tracker apps.

Smart Commerce

New pathways to purchase.

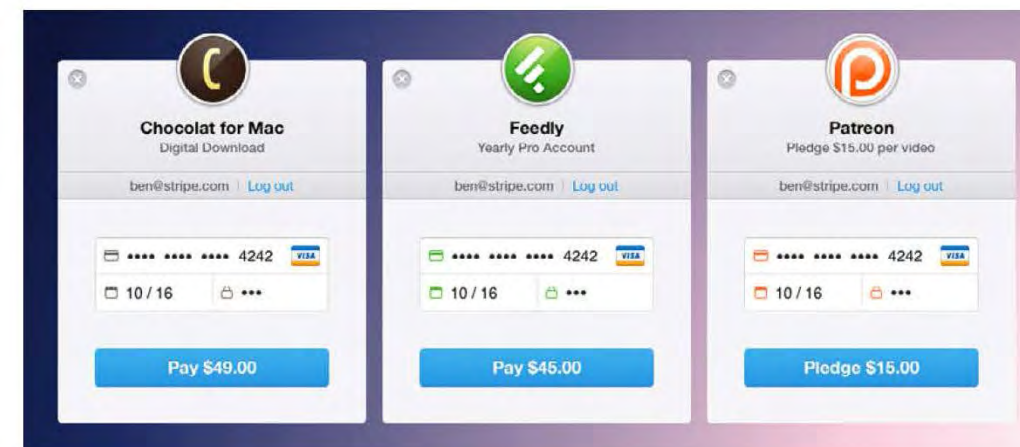
Trunkclub

Online clothing stylist service for men.
You get stylist service, clothes sent to your door, and you only pay for what you keep.



ONLY Because we can.

Live action video, click on any scene to shop the clothes on screen.



Stripe Payment

Simple and universal way to implement checkout without leaving the page, or putting in your info every time.

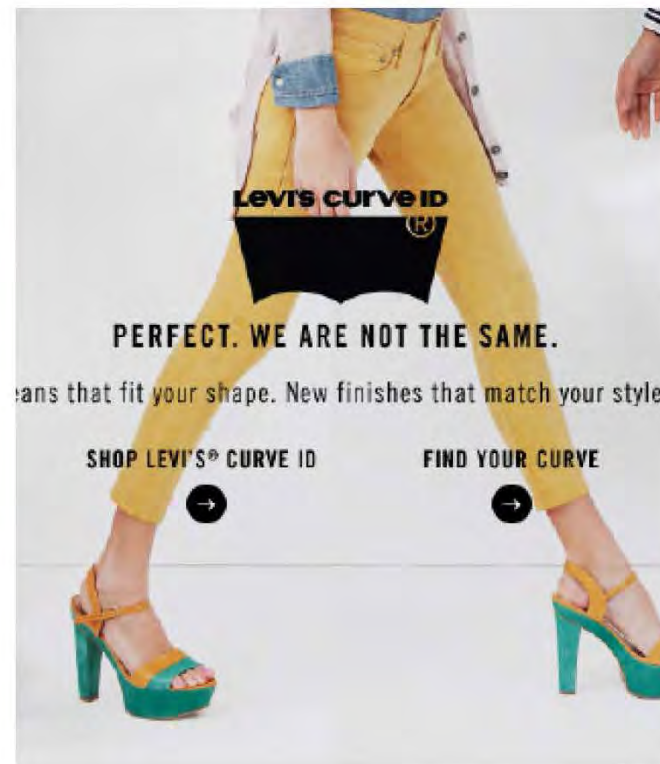
Make the Complex Simple

Because life is complicated enough.



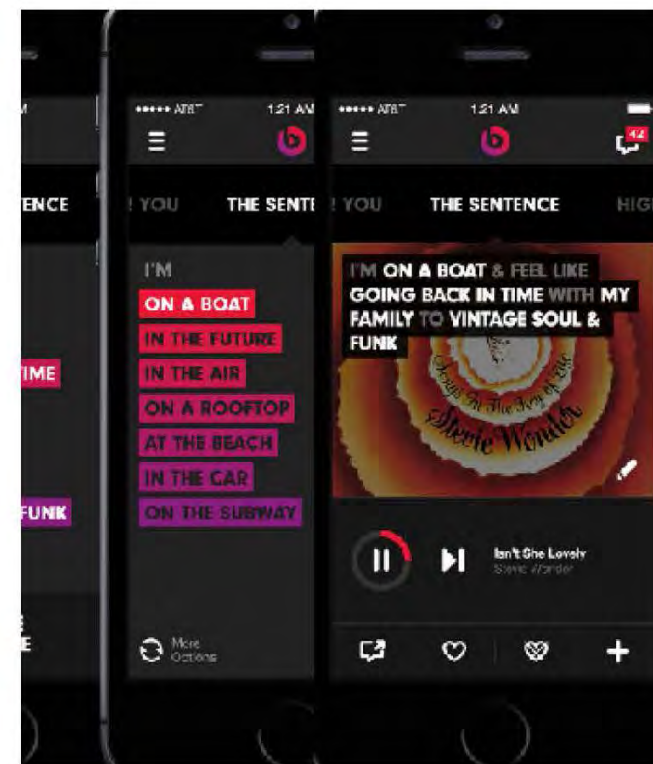
Nike Fuelband

Upon unboxing, users are prompted to go online, where guided steps and a video helps them set up their device with ease.



Levi's Curve ID Curve Finder

Two simple questions, supported by visuals, lead women to purchase the best fitting jeans for their body type.



beats Music

Tell Beats Music where you are, what you're feeling and who you're with and we'll serve you a unique stream of music that fits your situation perfectly.



Everlane

Beautiful basics, radical transparency. Simple and honest explanation on craft, materials and business practice. So you know exactly what your getting. The preference is yours.

Unified & Seamless at Any Size

Guarantee a seamless experience from desktop to mobile and back again.

MONOCOLUMN
Culture / Food & Drink
30 April 2013


Making a meal of it

The crowning of El Celler de Can Roca as the world's best restaurant is a deserving win but let's not confuse tasty cuisine with high culture.

The food sections of newspapers around the world are today plastered with photographs of chefs in tuxedos. The Spanish Roca brothers have done it – their restaurant El Celler de Can Roca has been named the best restaurant...

Adrian Craddock
London

THE SHOP
Shop / Accessories
Oyuna Large Check Scarf



London-based Oyuna's range of cashmere accessories are all ethically made in the designer's native Mongolia.

Buy this item
Visit Shop

Monocle Online

Turns the content grid of the desktop experience to a linear feed of all site content.

RADIO
24
ON AIR NOW

MUSIC: THE PACIFIC SHIFT


The Pacific Shift brings you music from around the Pacific Rim, Asia and beyond. J-pop, K-pop, T-pop and more, Monocle is...

Up next
Section D, 1:04

The Pacific Shift
Listen Live

VISUAL SUPPLY

VSCO FILM CAM KEYS



VSCO FILM

The gold standard of digital film emulation for Adobe Lightroom, Adobe Camera Raw & Aperture.

LEARN MORE


VSCO

To highlight VSCO's impressive imagery, the mobile site takes advantage of every pixel.

RedBull Music Academy

The mobile and tablet experiences shrink down the original experience without losing any of the content.

RBMA Radio
Interviews & Features



Q-Tip

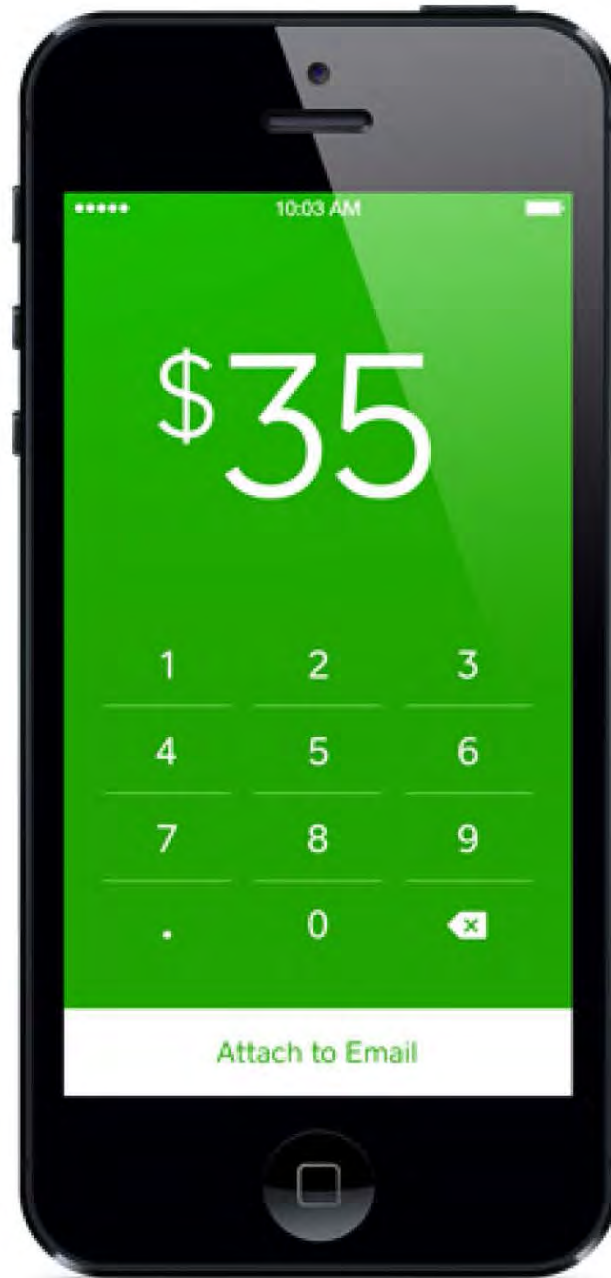
One of hip hop's greatest producers and MCs tells his story: from A Tribe Called Quest to Kamaal The Abstract and beyond.

Julia Holter
LA's pop experimentalist in the chat.

Slimzee
UK Garage Classics.

Effortless Payment

True purchasing power.



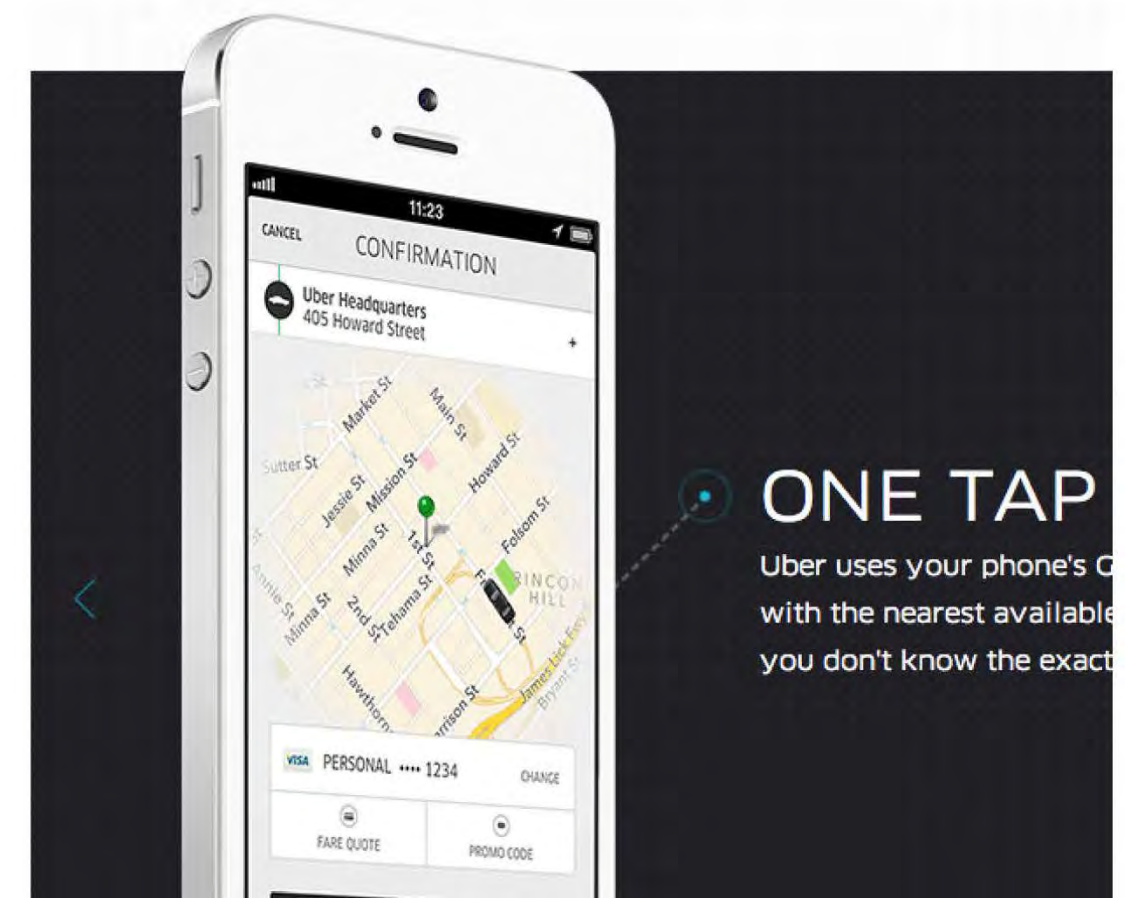
Square Cash

Makes sending and requesting money as easy as composing an email. All it takes is a debit card to send and receive with your bank account – all for free.



Coin

Coin is a new device that can be used like the cards you already carry. The new credit card consolidation device Coin has a lot to offer consumers who carry loads of plastic: convenience, lighter wallets and security features.



Uber Payment

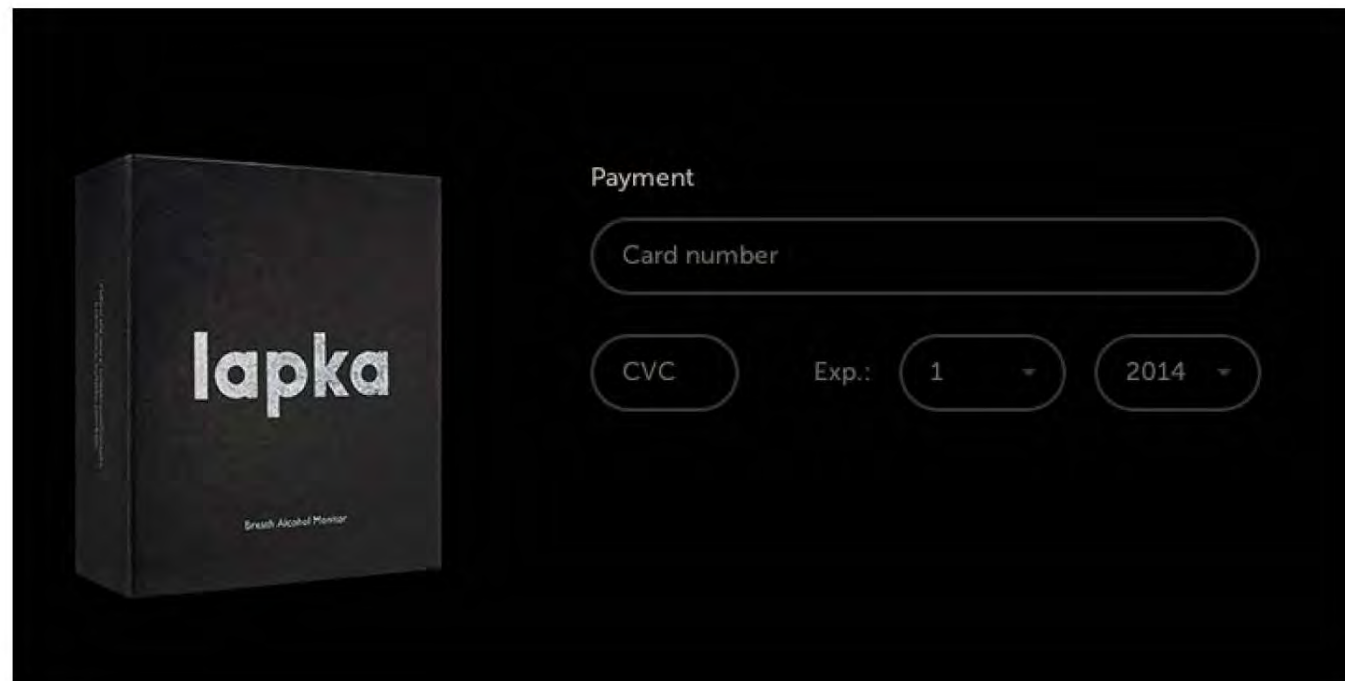
Payment system embedded in service for both users and drivers.

ONE TAP

Uber uses your phone's location to find the nearest available driver. You don't know the exact location of the driver, but you don't know the exact location of the driver.

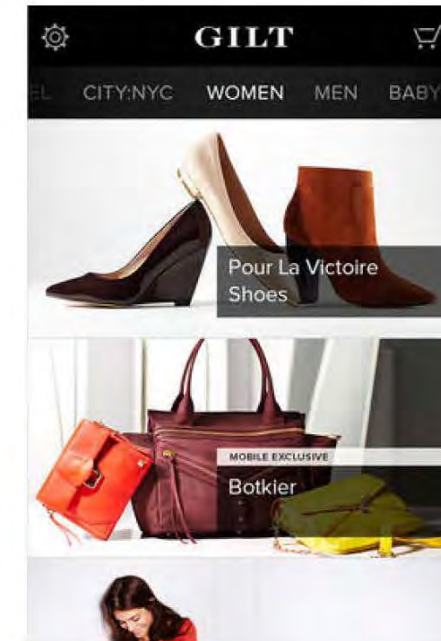
Get Out of Their Way

They get it, so let them get to it.



My Lapka

Minimal text and clear CTAs. No need to leave the PDP to start the purchase process.



Gilt

Timed shopping cart and clear CTAs encourage fast decision making. Mobile responsiveness makes it accessible anywhere, anytime.

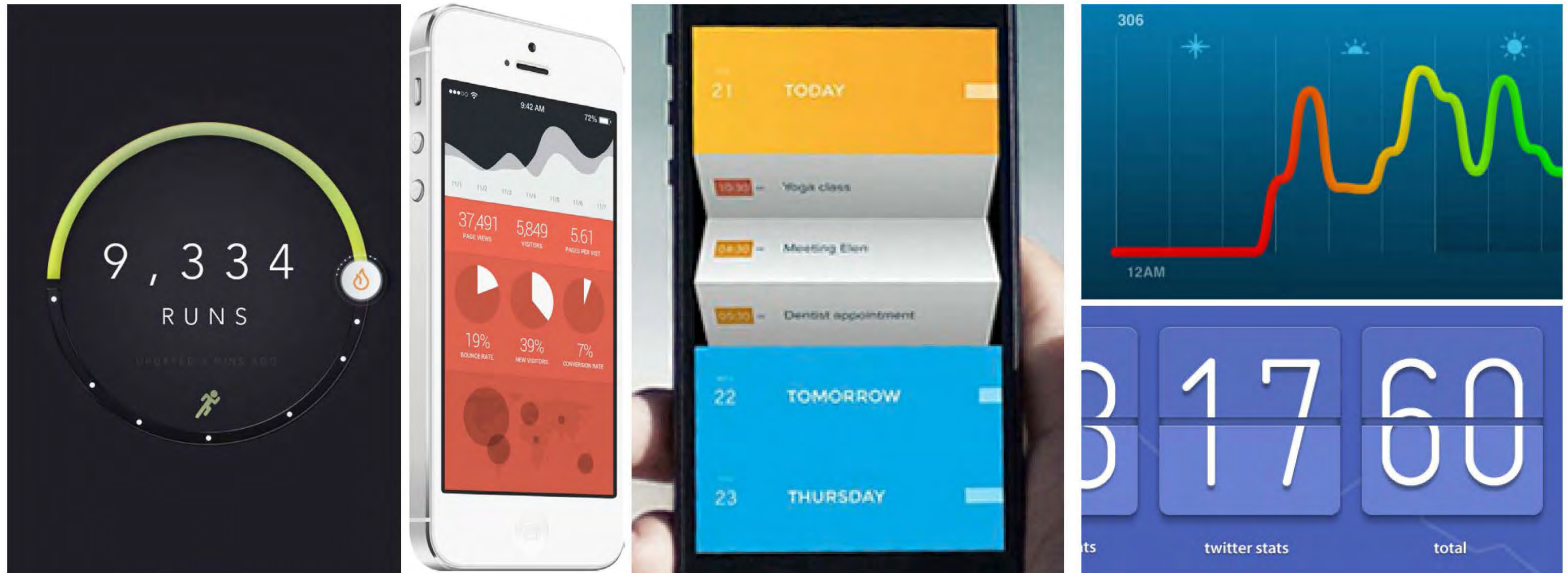


Simple Bank

Branch banking without the branch. Powerful budgeting and savings tools built right into your account—all accessible via web and mobile.

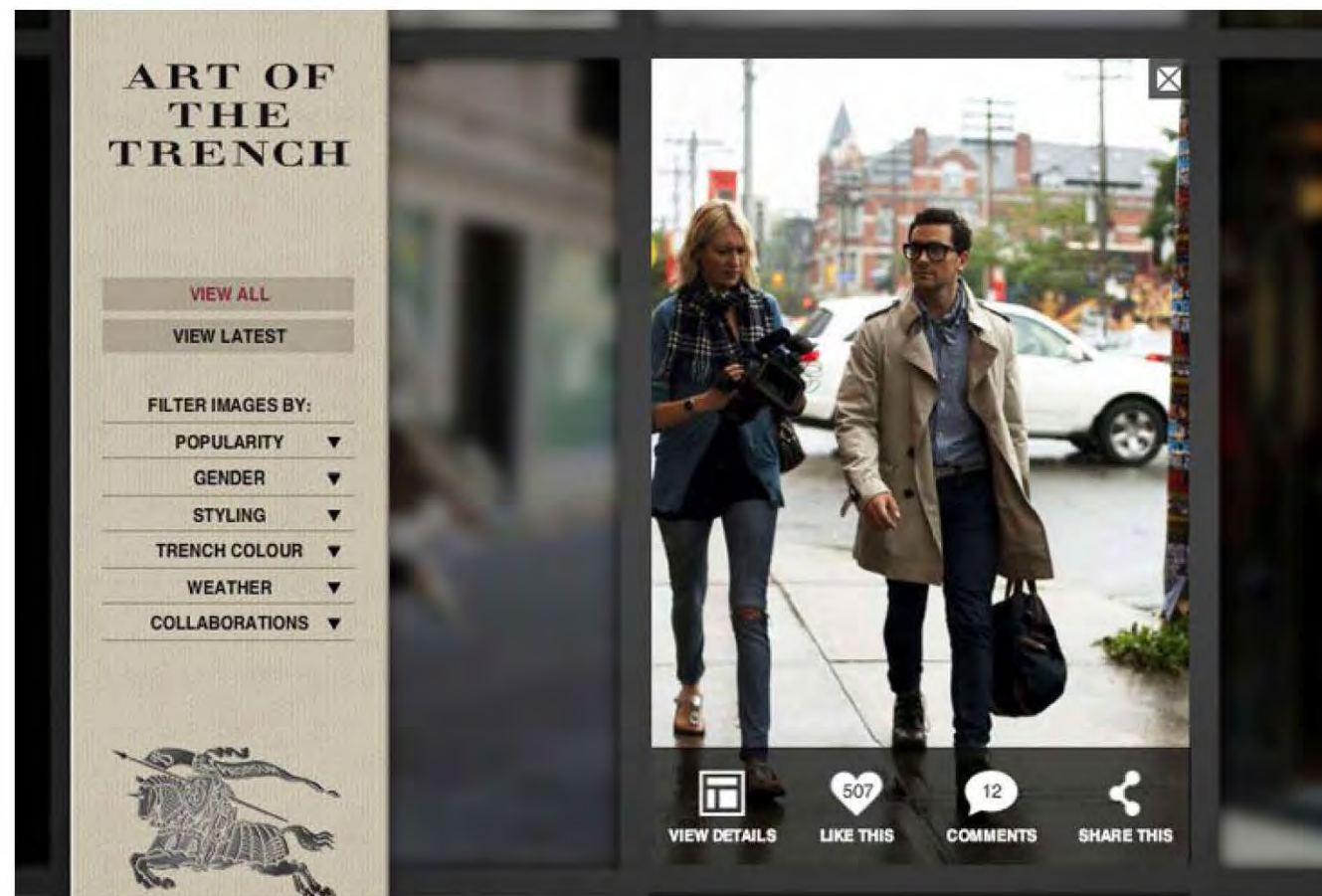
Flat Dimensional

Minimalistic designs with flat saturated hues.



Empower your enthusiasts.

Create a following.



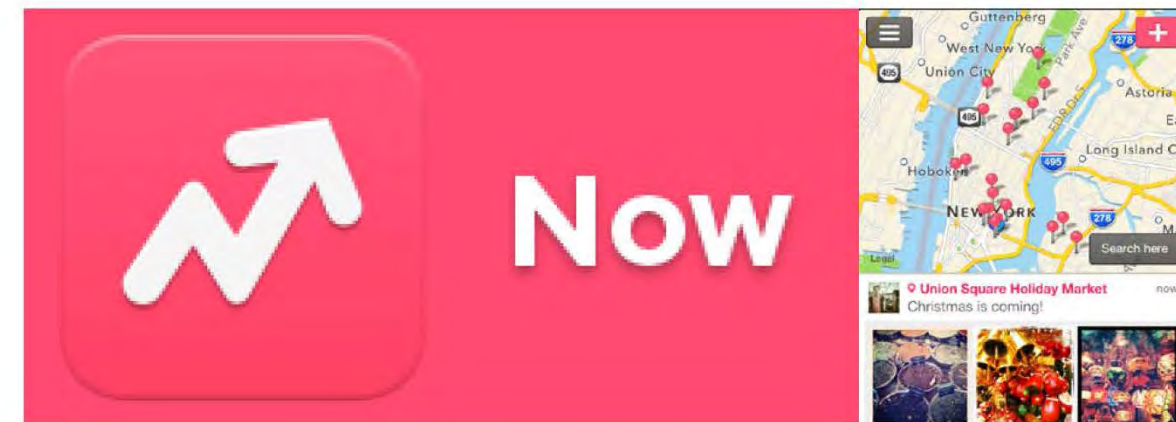
Burberry *ArtoftheTrench.com*

A social microsite with street style photos of people in their Burberry trench coats. This co-lab with The Sartorialist is connected to Burberry's FB Fan Page and allows users to post their own Art of the Trench.



Rapha *Regional Activations*

Rapha Social Chapters are the placement of Rapha Coffee House, sponsored events and social platform activations for brand loyalists and enthusiasts.



Now App

Lets you see what is hot & happening in your city based on crowd sourced photos.

SmileDrive by Volkswagen

Connect your car's bluetooth with Google+ and SmileDrive to measure the fun factor of your drive. The app records your route and key stats, unlocks stickers along your routes, lets you connect and share with SmileCast, and collect "Punches" when you encounter other VW vehicles. Once you're where you need to be, review, share and save your Smilecast on SmileDrive.

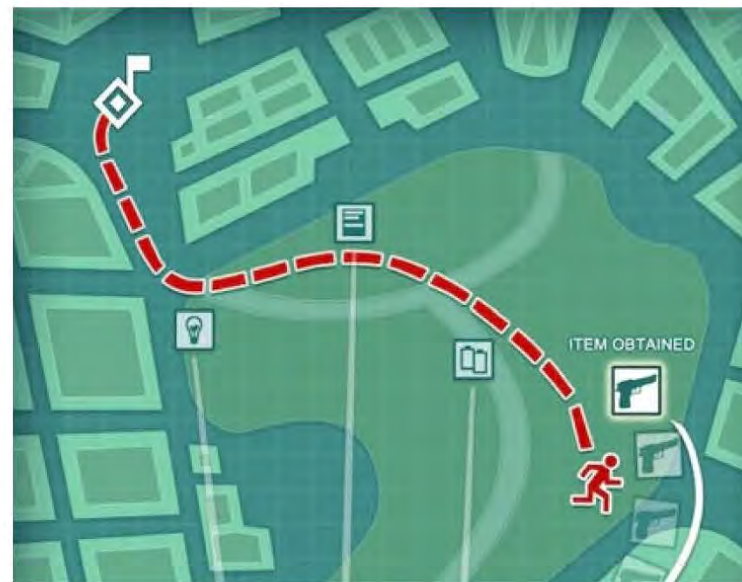
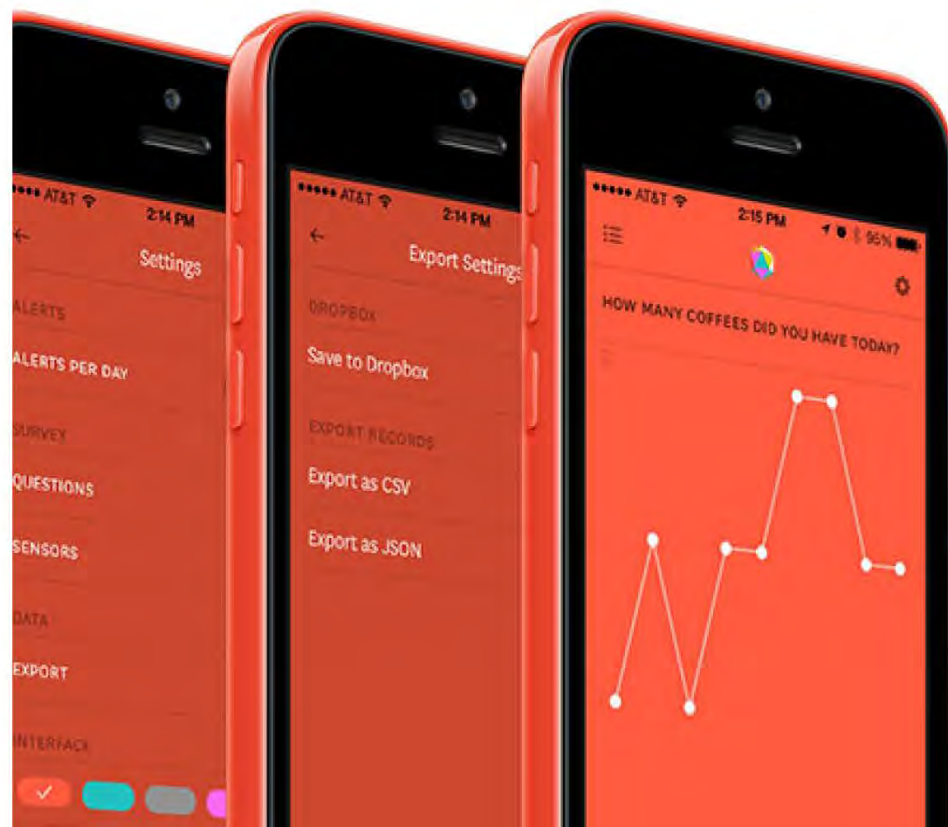


Challenges & Rewards

Reward their behavior and activity with social currency.
Or cash money.

Reporter App

Reporter is a new application for understanding the things you care about. With a few randomly timed surveys each day, Reporter can illuminate aspects of your life that might be otherwise unmeasurable.



Zombie Run App

Zombies, Run! works anywhere and at any speed. The user completes and advances in the game by jogging in a park, running along a trail, walking to work, or even running on treadmills.



bing rewards

Search Bing. Earn free rewards. Earn credits searching the web with Bing. Redeem credits for popular gift cards or even donate them to a charity of your choice.



Chevy Volt Driver's Challenge App

A community of Volt owners engaged in friendly competition. You can track the efficiency of your Volt and set goals to maximize it. Then one-up other Volt drivers to earn achievements, scorecards and a spot on the leaderboards.

Achievements

Be helpful and human.

Give them the best experience possible.



Warby Parker *At Home Try On*

A free service that gives users time to try on glasses, get feedback, and make the right purchase decision without stepping into an optical shop.



3 reasons you need a Very Personal Stylist

Here are five situations in which a *Very Personal Stylist* comes in handy, but we can help create your own appointment too.



JCREW

Very Personal Stylist works with your schedule, shows you how to style, and delivers to your door. They do it all and it's complimentary.



Don't have time to check 49,357



Escape Flight

A travel booking service that allows users to filter their "escape" by Price, Hassle, or Weather, as well as what the destination has to offer from a cultural or scenic standpoint.



Airbnb Concierge

Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions.

Airbnb Concierge

Always at the desk and happy to help

