



Case Studies

A collection of agency and in-house work



Owner & Creative Director

Revised: June 12 '21



PROJECT **ARguide**

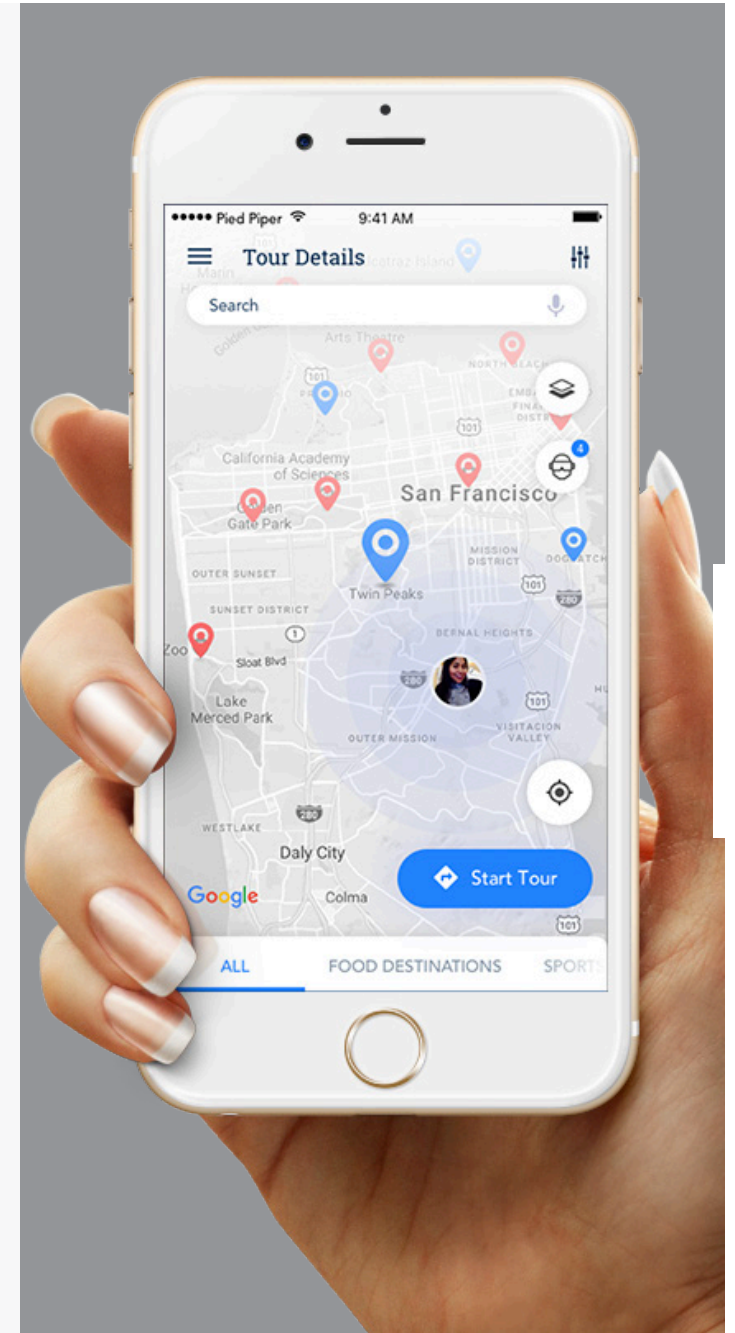
Product Design/Branding/UX/UI /Naming/Concept

Daniel Brooks Moore

Introduction

WHAT IS ARGUIDE? / SUMMARY

ARguide is an app where people can choose from hand-picked sights and activities curated by locals, celebrities, family and friends. Select a tour guide and explore the city, while enjoying an AR enabled location map.



Problem

WHY DO WE NEED ARGUIDE?



1

Finding points of your personal interest can be difficult, while visiting a new city.

I'd like to follow family, friends and celebrities' points of recommendations in cities they know well. There's a good chance that people I'm interested in will be able to offer recommendations to places I'm most interested in.



2

Problem

WHY DO WE NEED ARGUIDE?

3

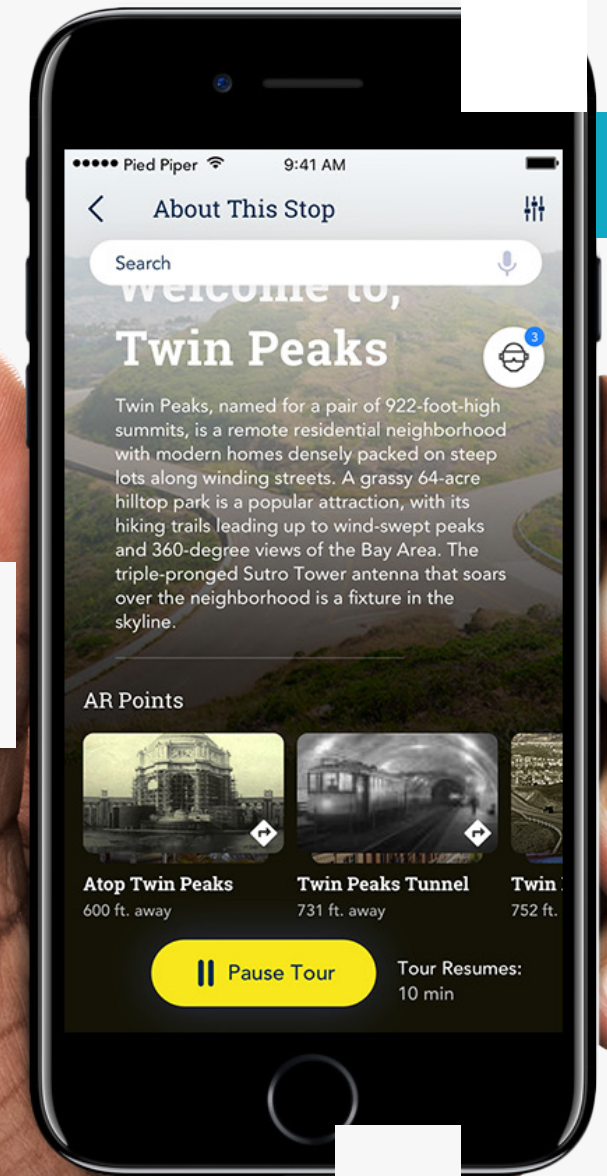
I'd like to take photos in front of historical points of interest in real time and in the past.

The Product

USER EXPERIENCE

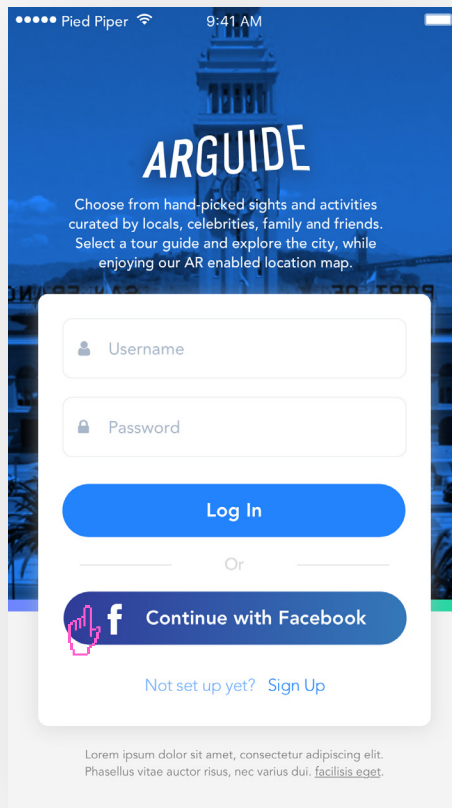
Discover new cities through the lens of family, friends, and celebrities

and enjoy custom AR points you can use to share.



Select, Define, Tour & AR

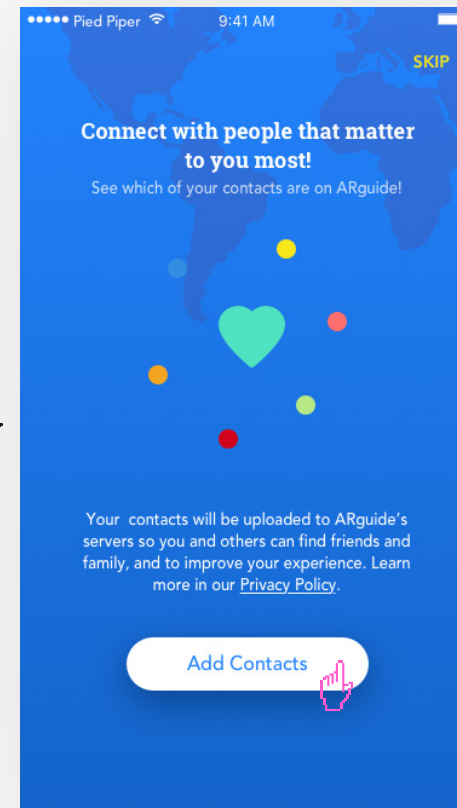
Choose from hand-picked sights and activities curated by locals, celebrities, family and friends. Select a tour guide and explore the city, while enjoying our AR enabled location map.



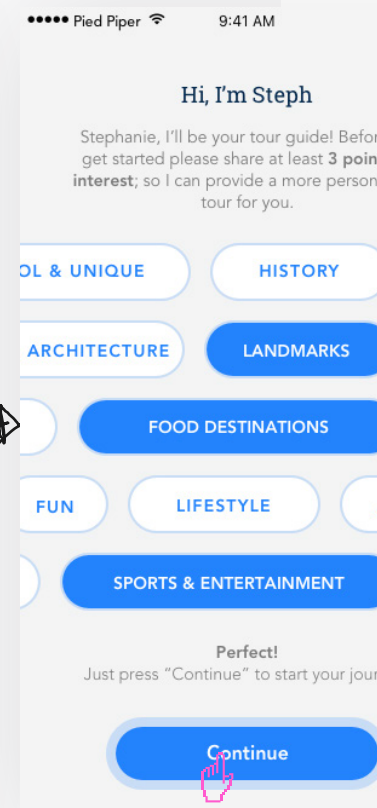
Sign in with Facebook (to add friends of yours who also use ARGuide)



Select a city

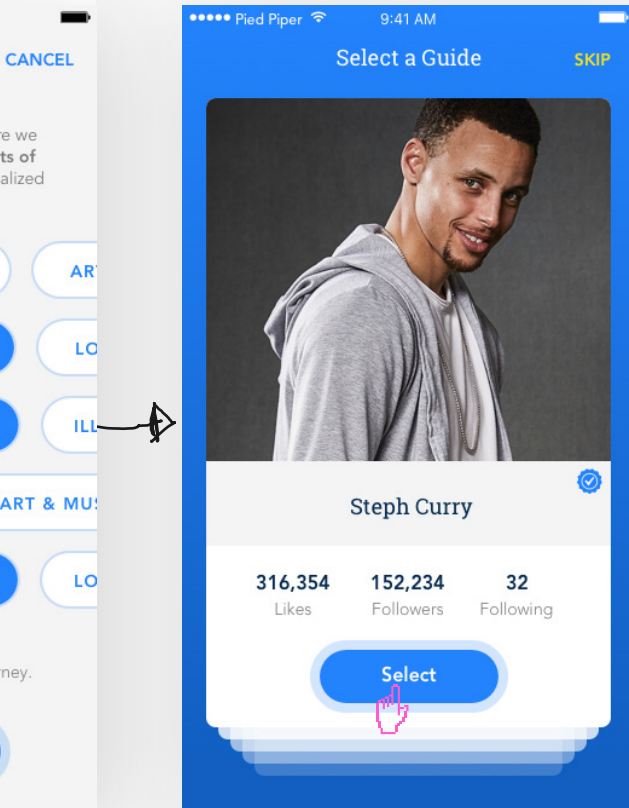


Add family and friends from your contact list

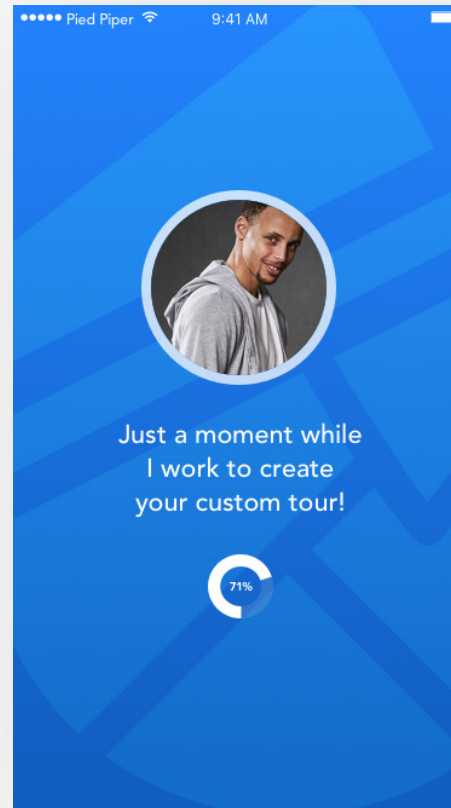


Add a minimum of 3 points of interest

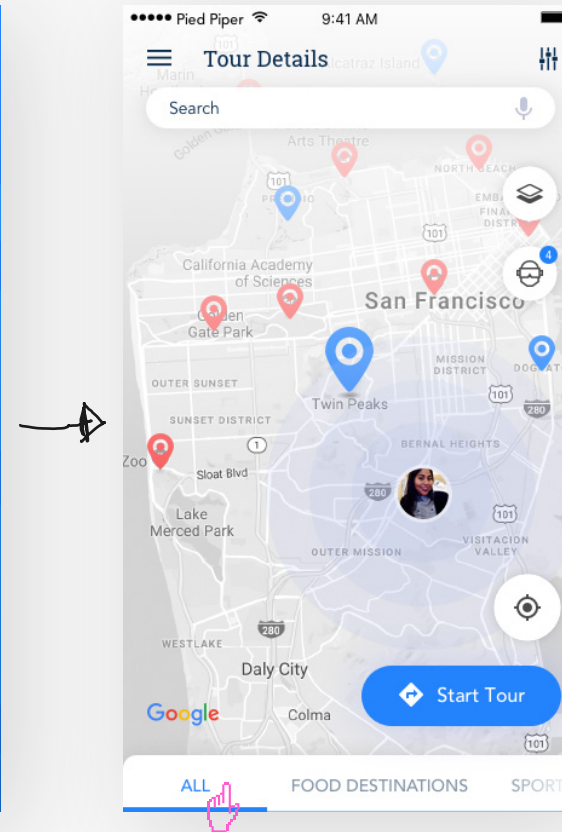
Select, Define, Tour & AR



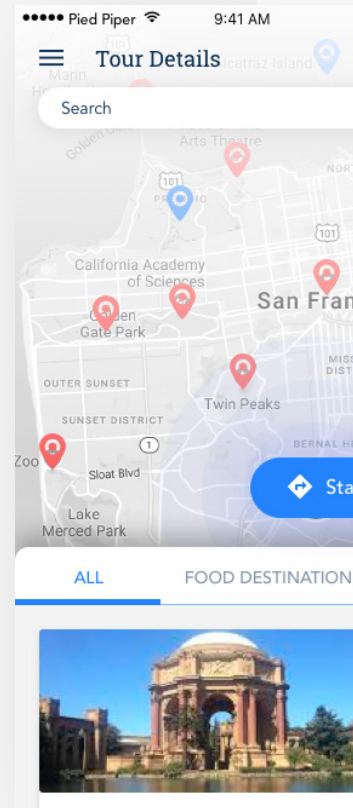
Choose from a list of family, friends and celebrities guides that know the city well!



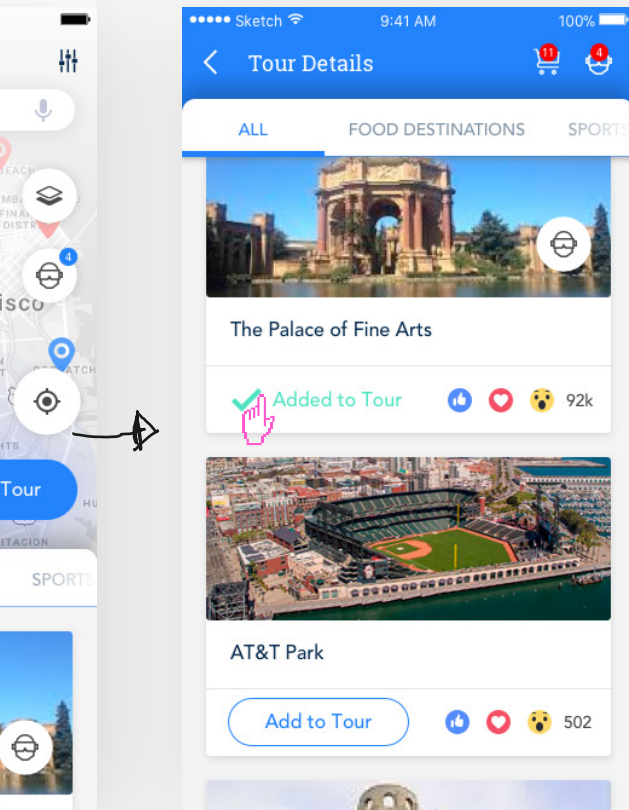
Just a moment while we create your custom tour!



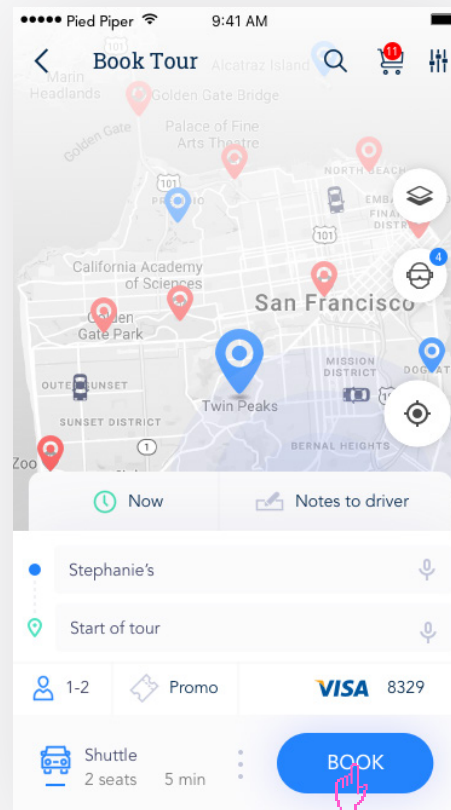
You can start your tour from here if you'd like - AR points are defined in blue.



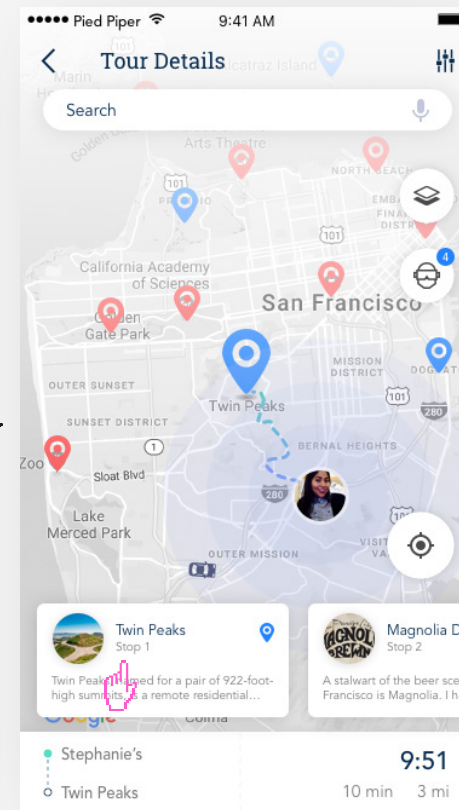
Select, Define, Tour & AR



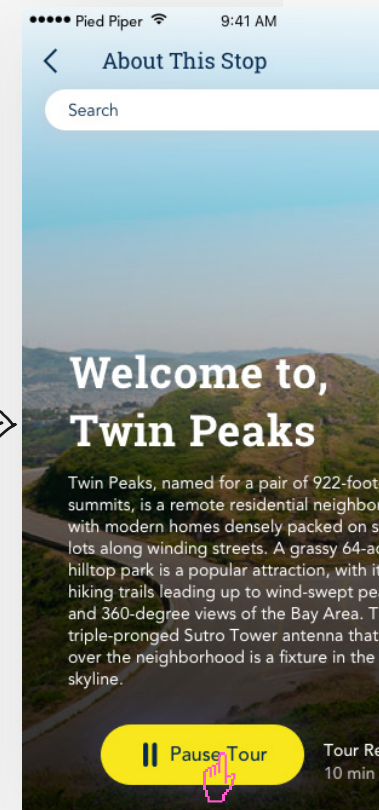
Sort through, add, and edit locations and view them by category



Now that I've edited my tour, all I have to do is request a car and prepare for an amazing experience!

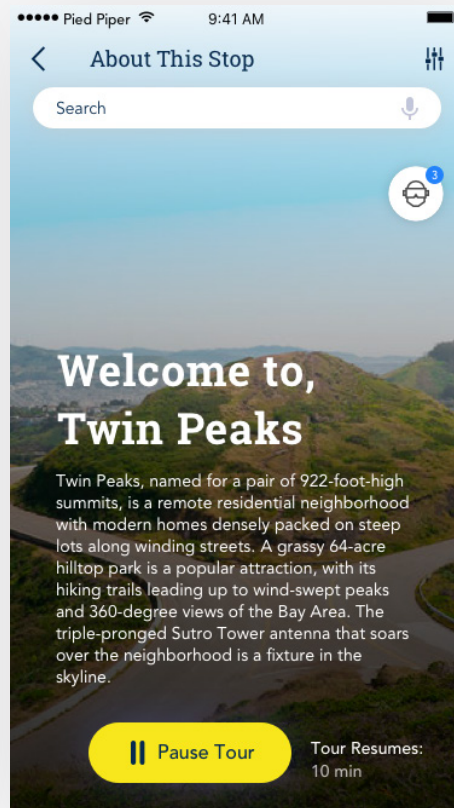


Let's check out details about the first stop on my tour of San Fransisco while I wait to arrive. Wow! An ARpoint.

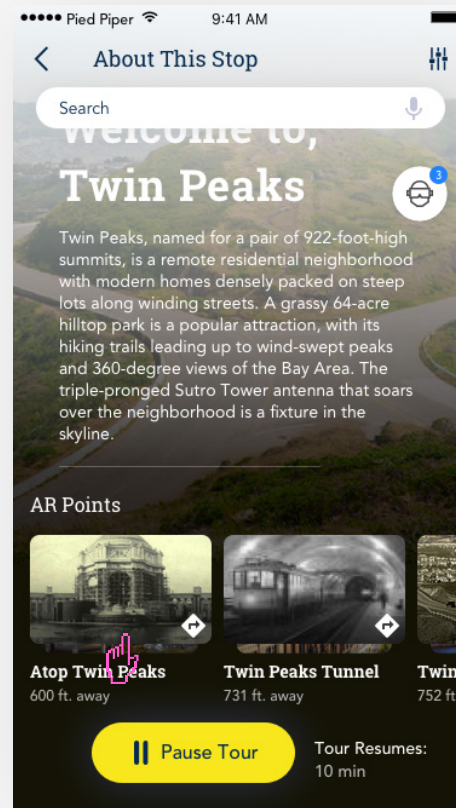


We've arrived at the first stop. From here I can choose ...

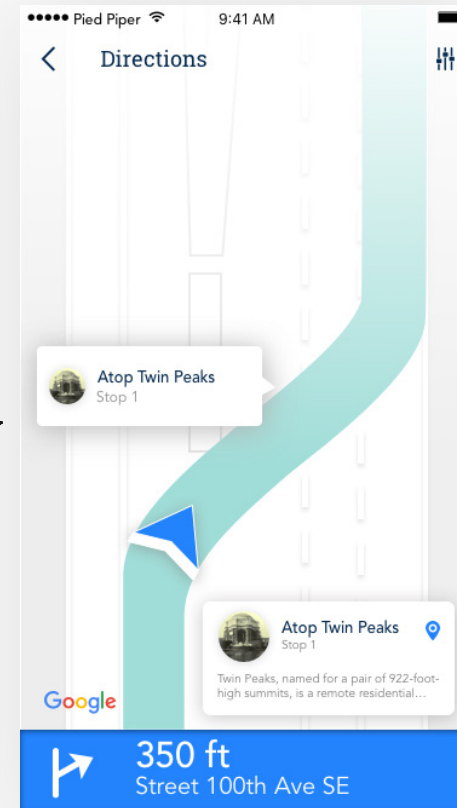
Select, Define, Tour & AR



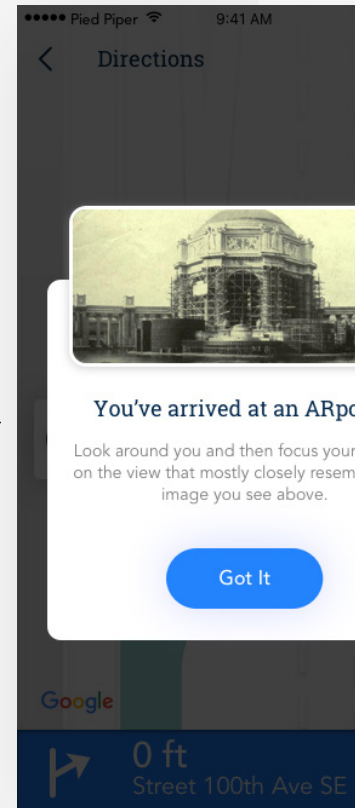
to pause my tour, release the driver and begin again by simply requesting another car to continue



I want to learn more about this stop. Look at all the different ARpoints at this stop!



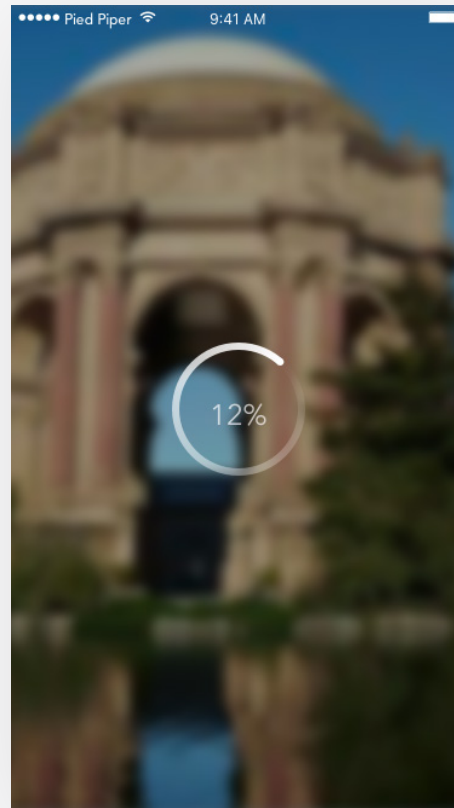
I want to take some photos while I'm here and I noticed there's an ARpoint here. Let's check it out. I'm curious to see how this works!



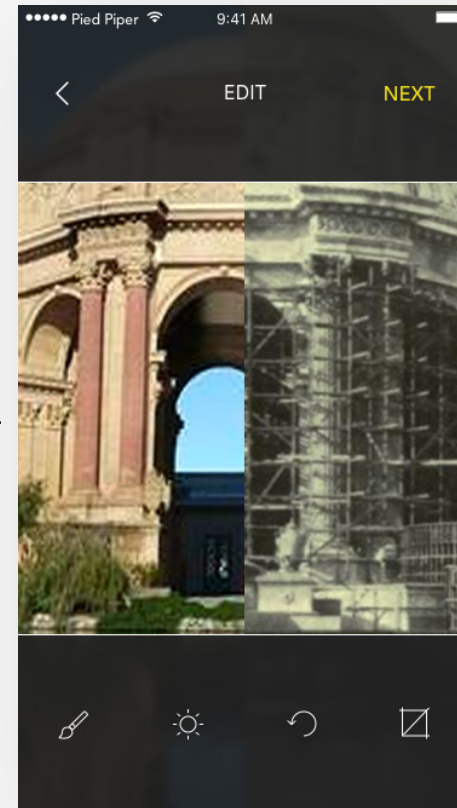
Select, Define, Tour & AR



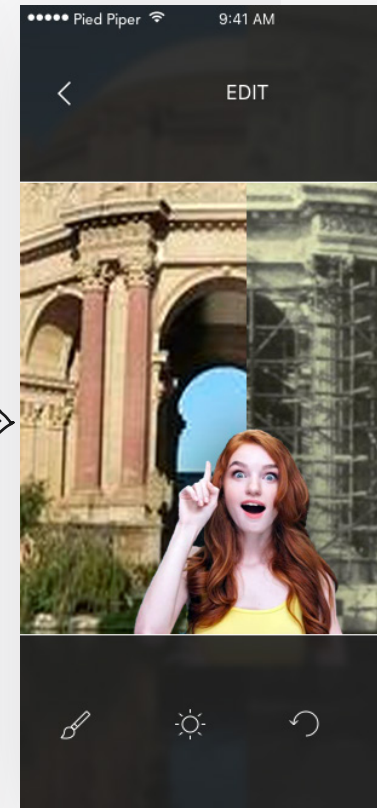
Okay, it looks like I arrived at my first ARpoint. I've located the point of interest in real time with my camera!



Waiting... to see what happens next!

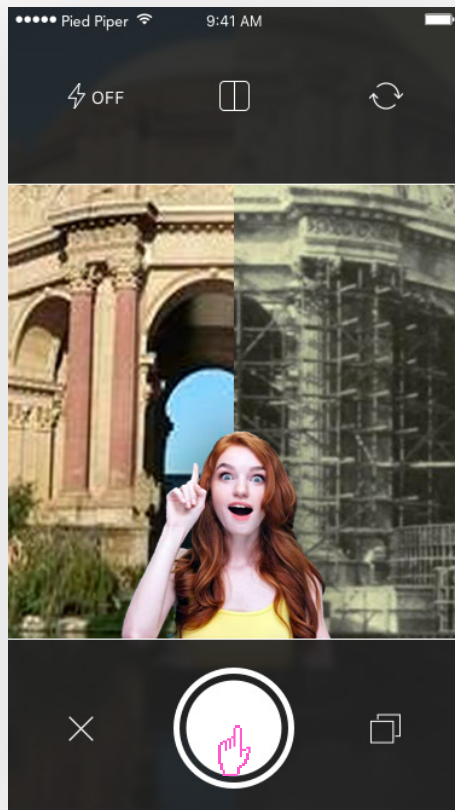


Oh wow! I can view this location in real time and what this location looked like in history. This AR thing is kinda cool!

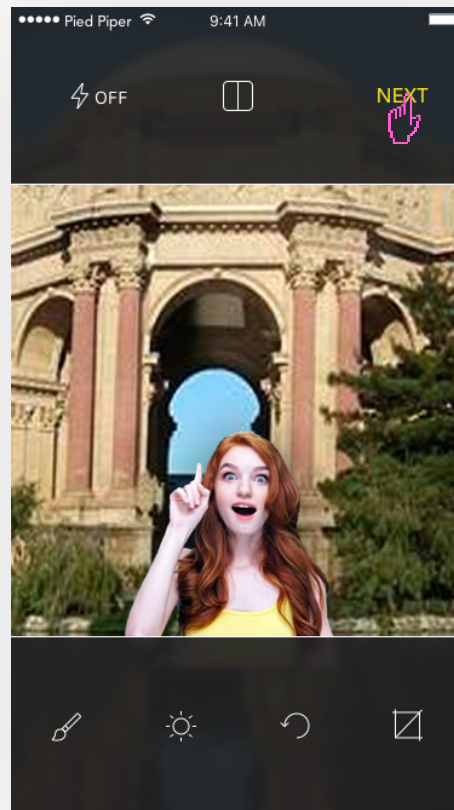


My friend, Emily wants to take a photo using AR...

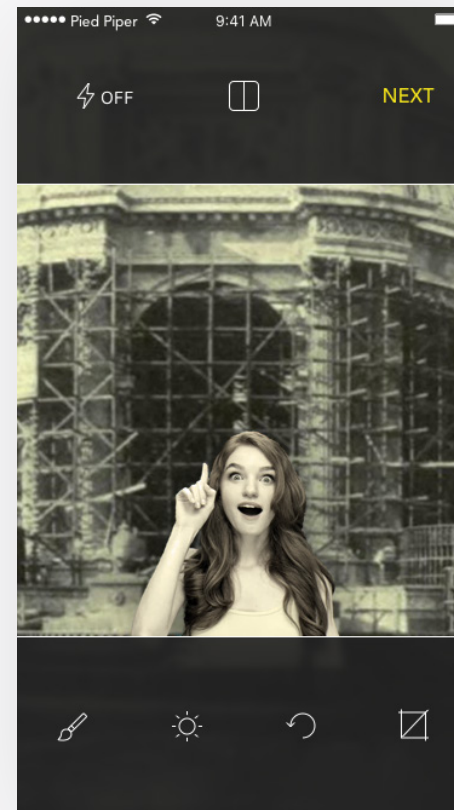
Select, Define, Tour & AR



Let's take a photo now and see what happens...



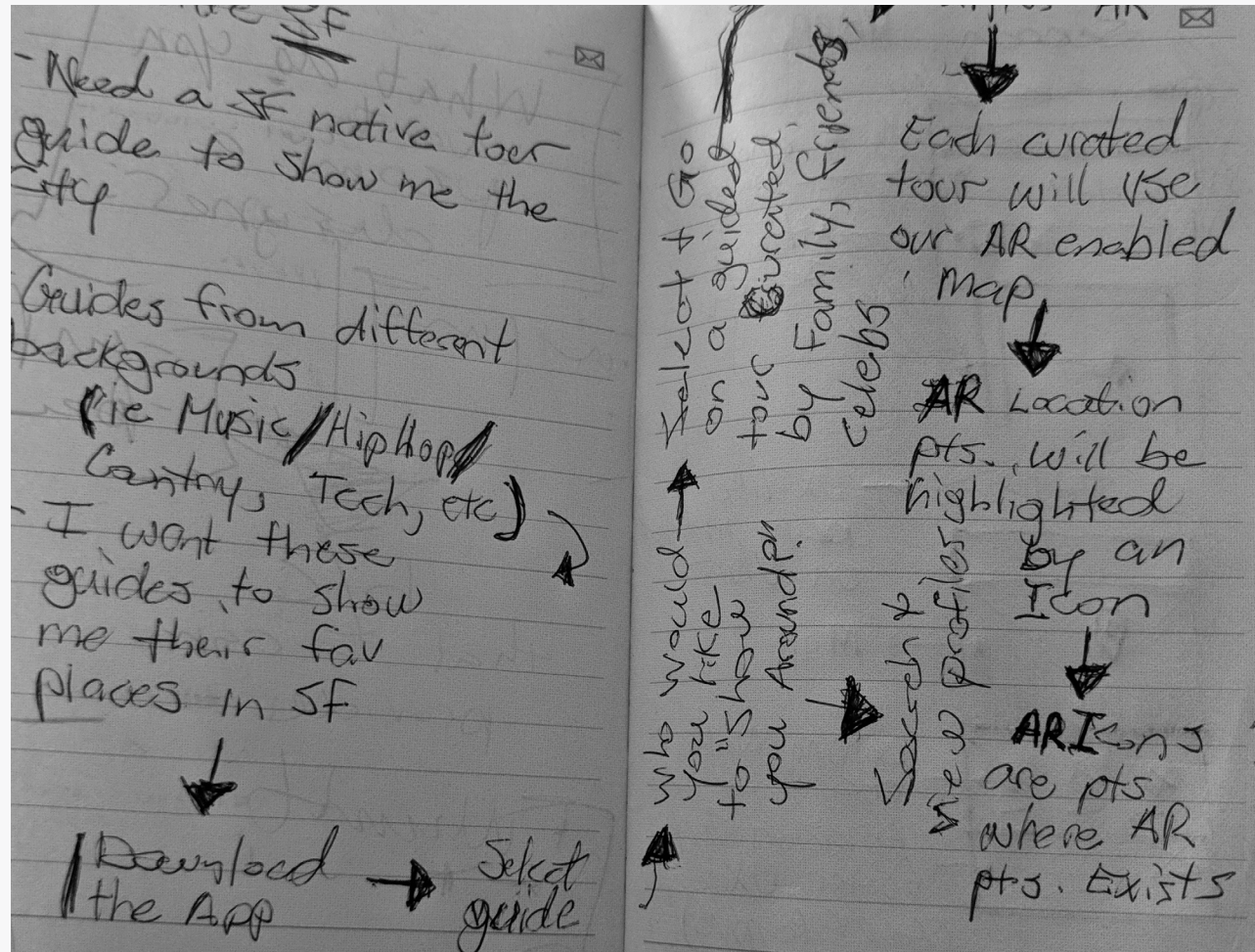
With just one click I see 2 photos: 1 of Emily in real time and the other in AR!



This is cool! I can see what this location looked like many years ago. Capturing photos with ARguide makes it seem so realistic and I can learn about the history of this location

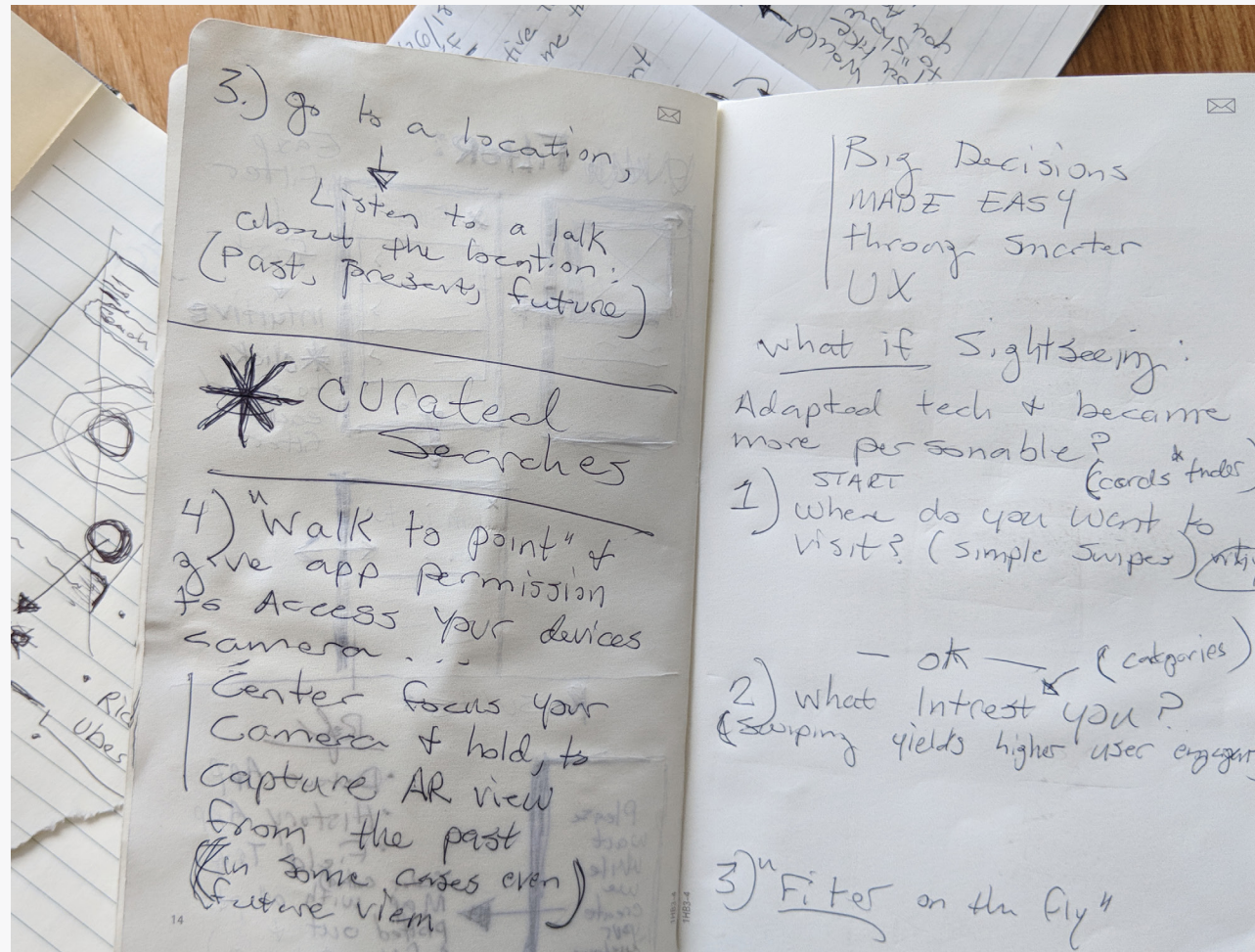
Process

ORIGINAL SKETCHES



Process

ORIGINAL SKETCHES





wishlist.

PROJECT **Wishlist**

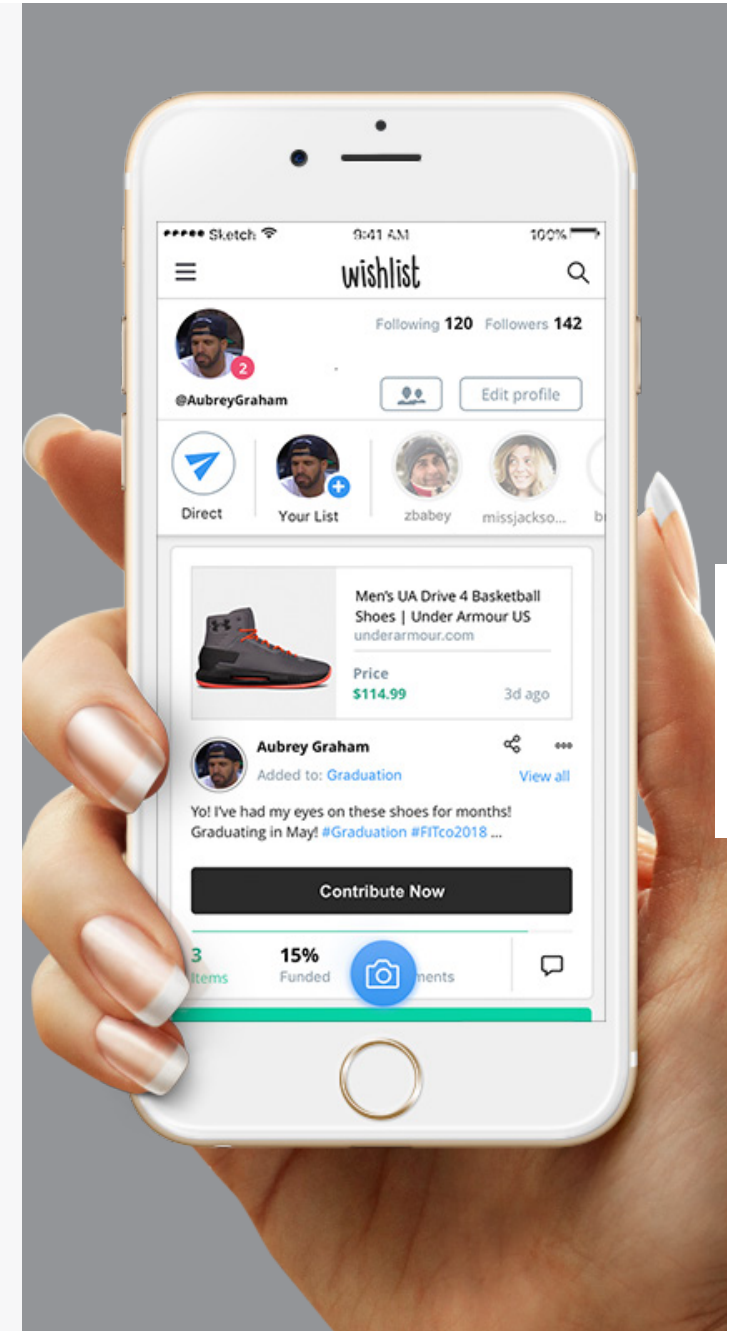
Product Design/Branding/UX/UI /Naming/Concept

Daniel Brooks Moore

Introduction

WHAT IS WISHLIST? / SUMMARY

Wishlist is an application that allows users to crowdsource their wishlist with family and friends. The app is designed to help users monitor spending behavior, motivate users to save and spend money wisely.



Problem

WHY DO WE NEED WISHLIST?

1

Treating yourself for special occasions can be **expensive**.

Saving money for things we want can be **difficult**.

*And shouldn't have to be accomplished alone.

2

3

It's difficult to know **the right gift to give** to friends and family.

Solution

WHAT DOES WISHLIST SOLVE?

1

Remove the **guess work**
from gifting

Crowdsource things we want by
creating wishlists for special occasions
that we can share with family and
friends

2

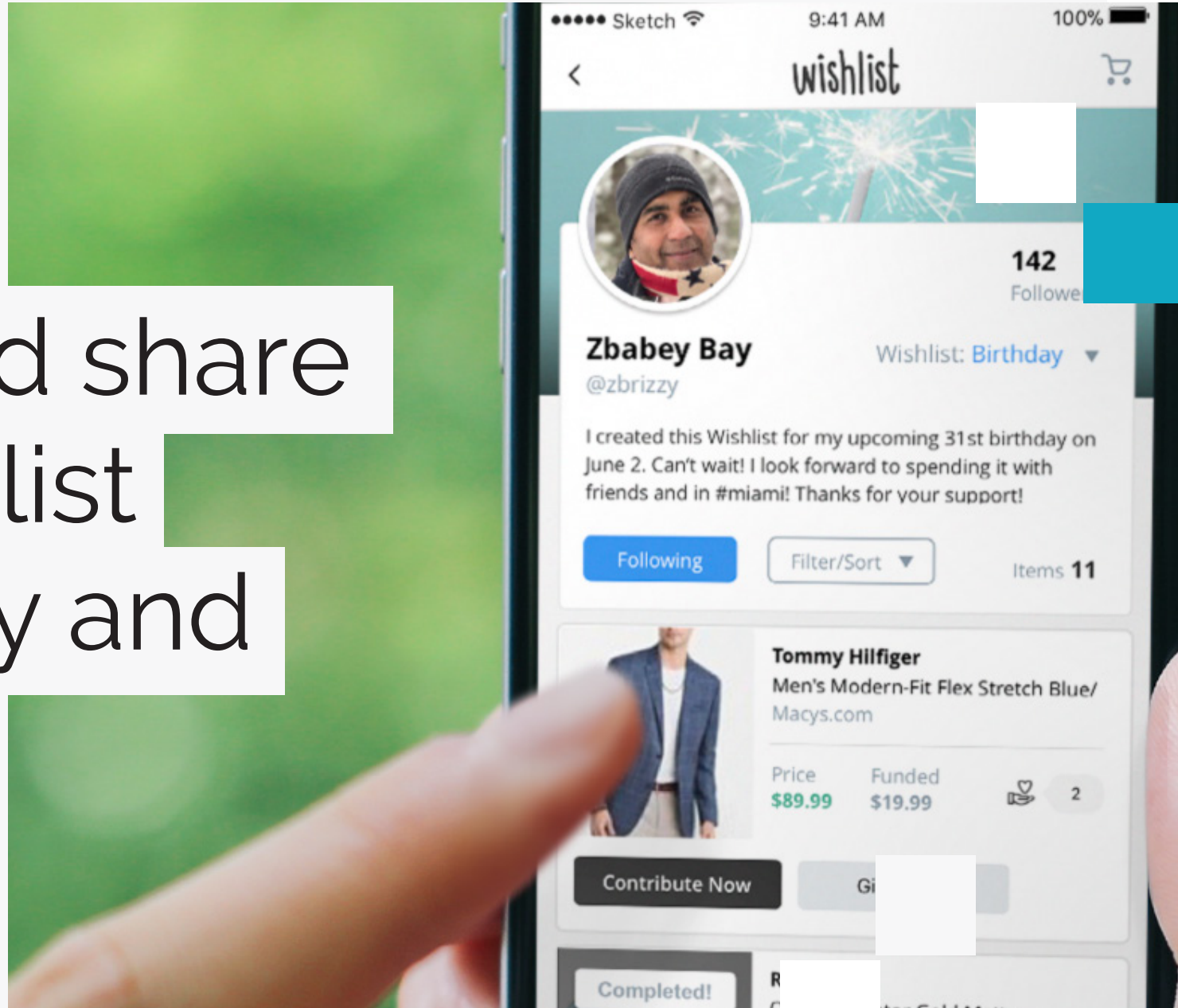
3

It's **easy** and **fun** to make
smart **spending decisions**

The Product

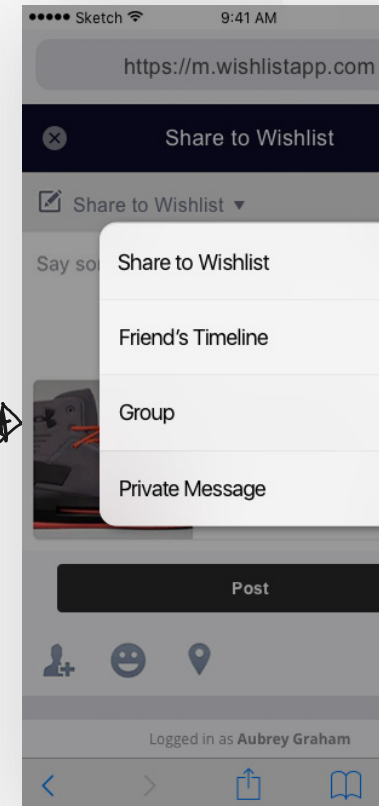
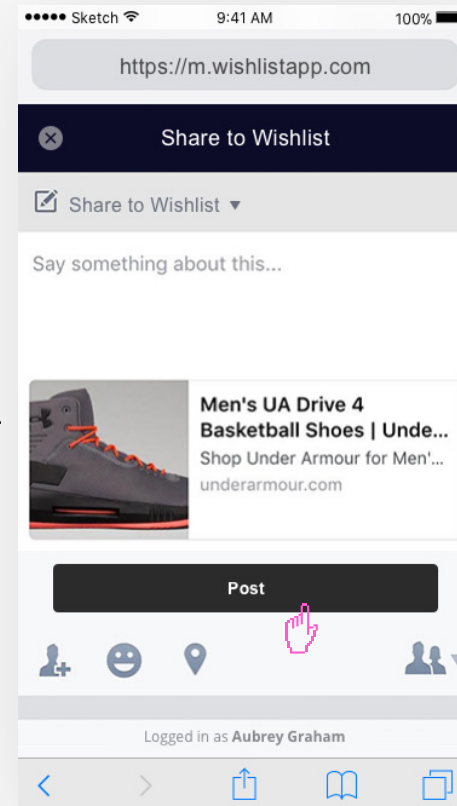
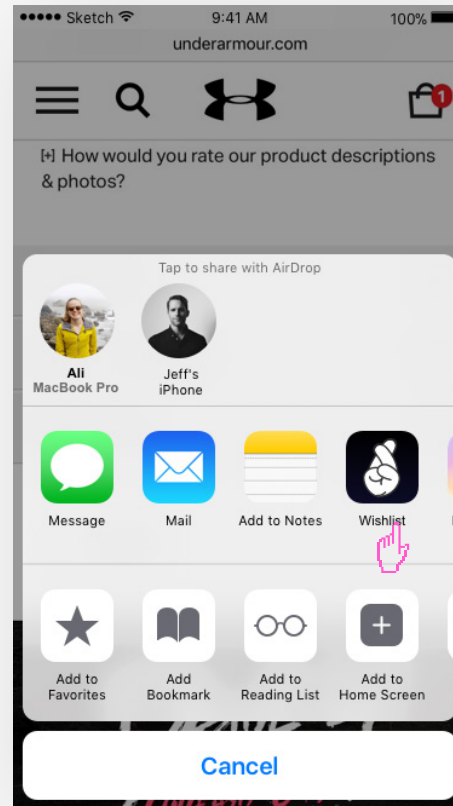
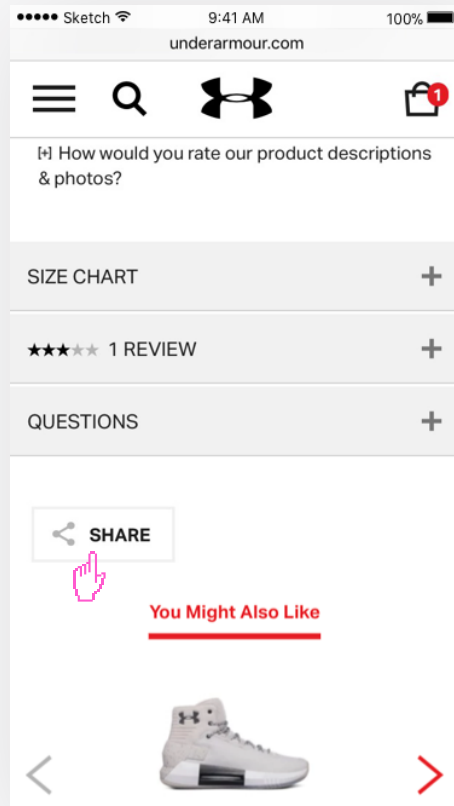
USER EXPERIENCE

Create and share
your Wishlist
with family and
friends.



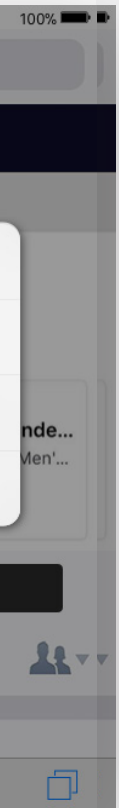
Find it ,Group & Post it

Simply, find and share products and services you find online that you'd like to share to Wishlist

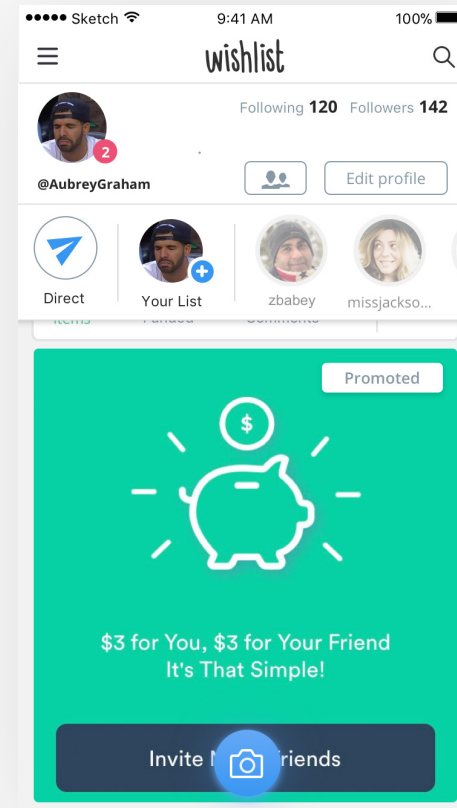
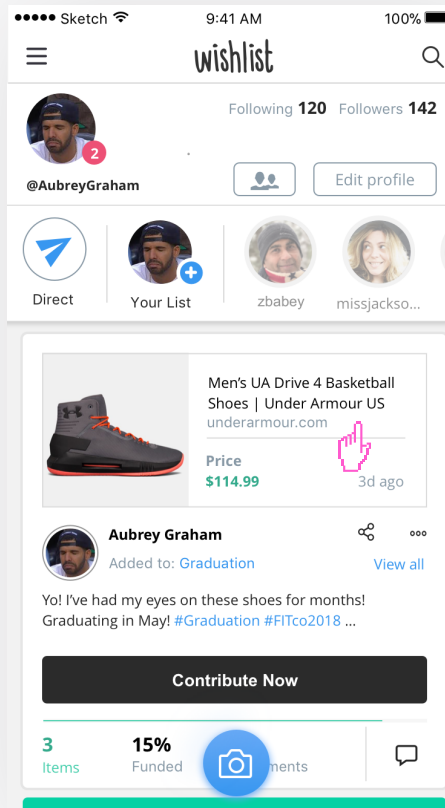


Find it ,Group & Post it

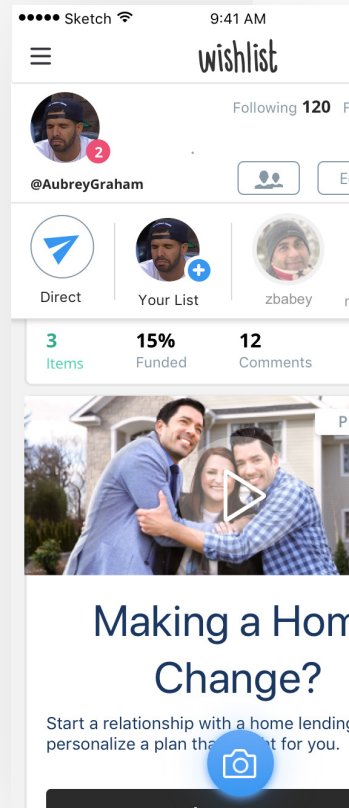
Determine a Wishlist you'd like to add your selected product or service to ...and just like that, your item appears in your feed!



Post online or UPC



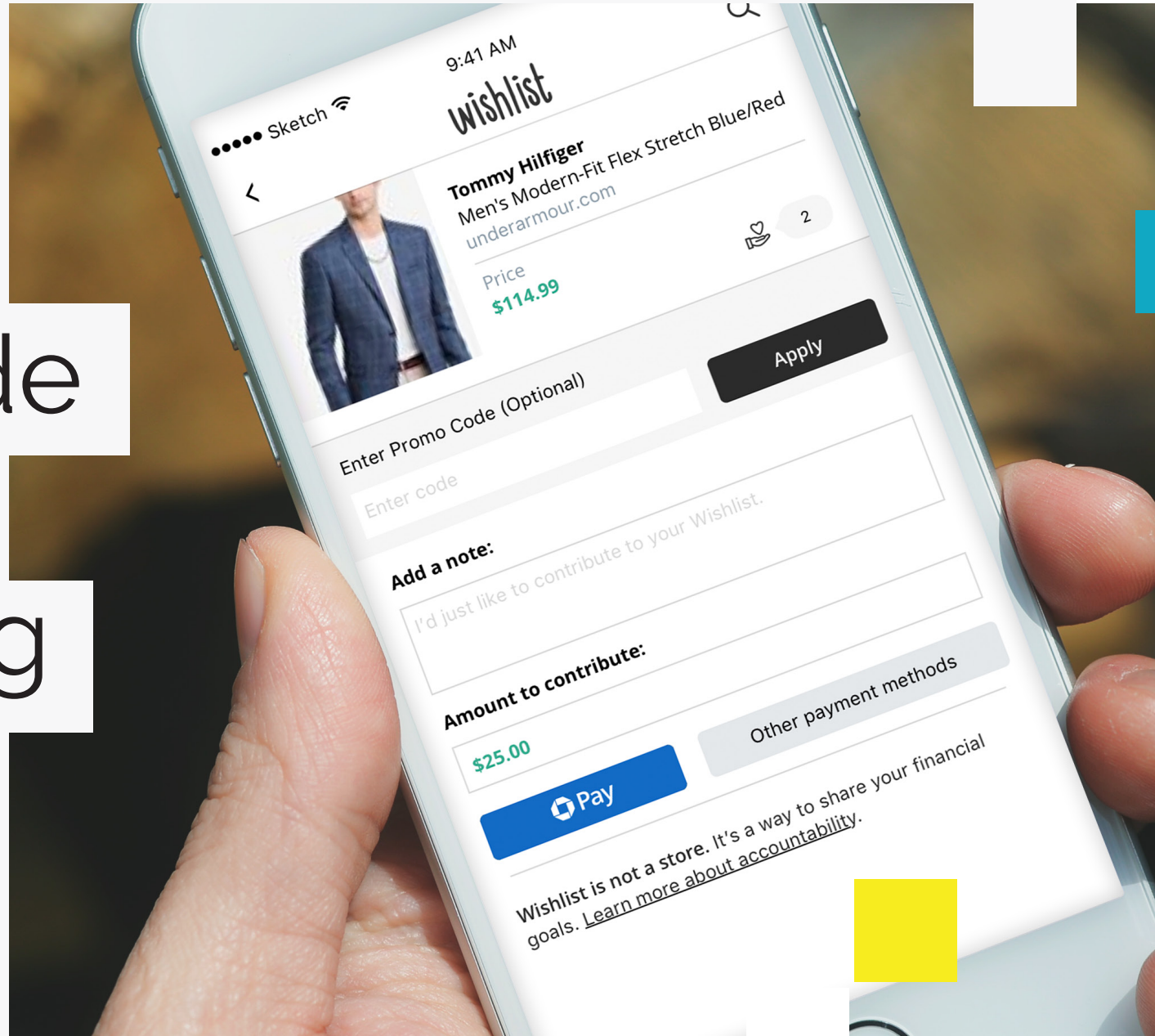
Various feed views



The Product

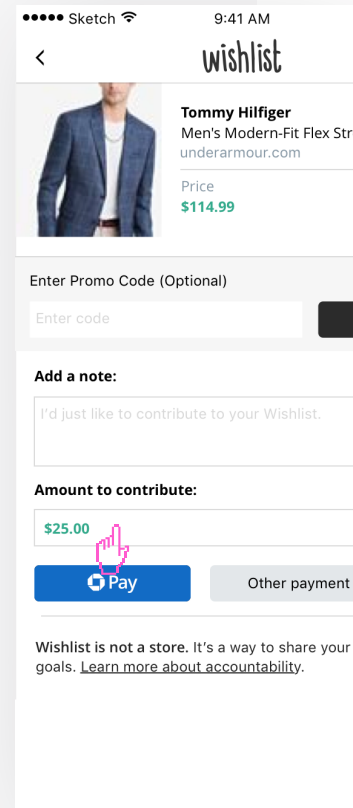
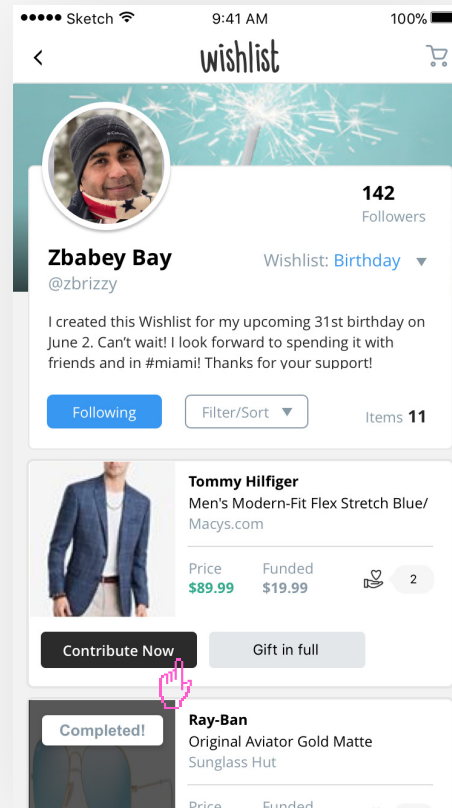
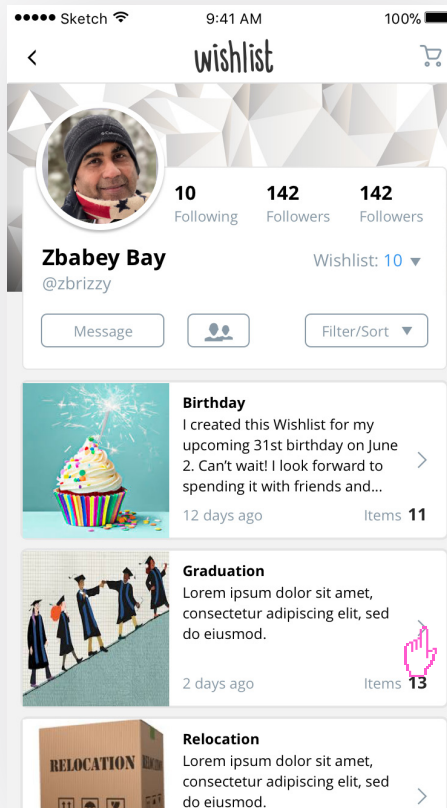
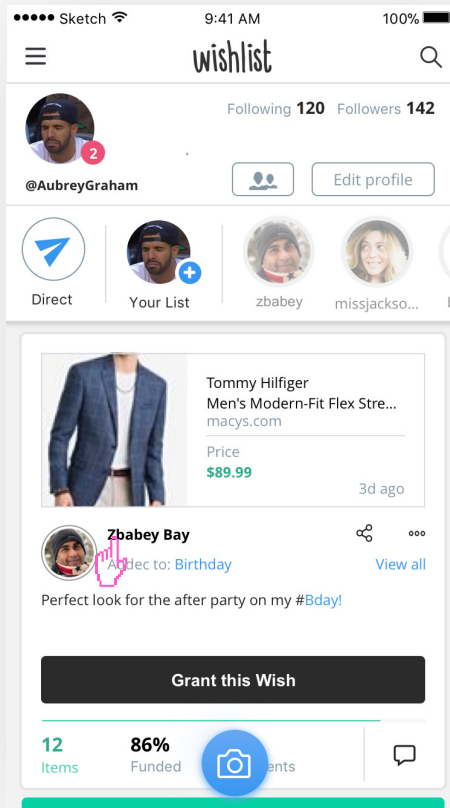
...WAIT, THERE'S MORE!

We've made
sharing &
contributing
easy



Gift and contribute with ease.

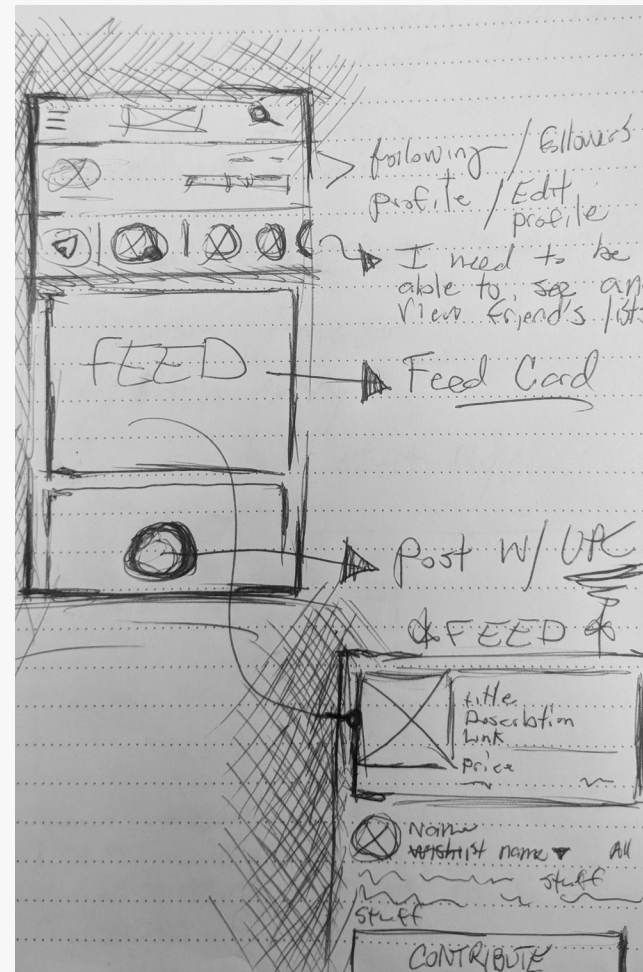
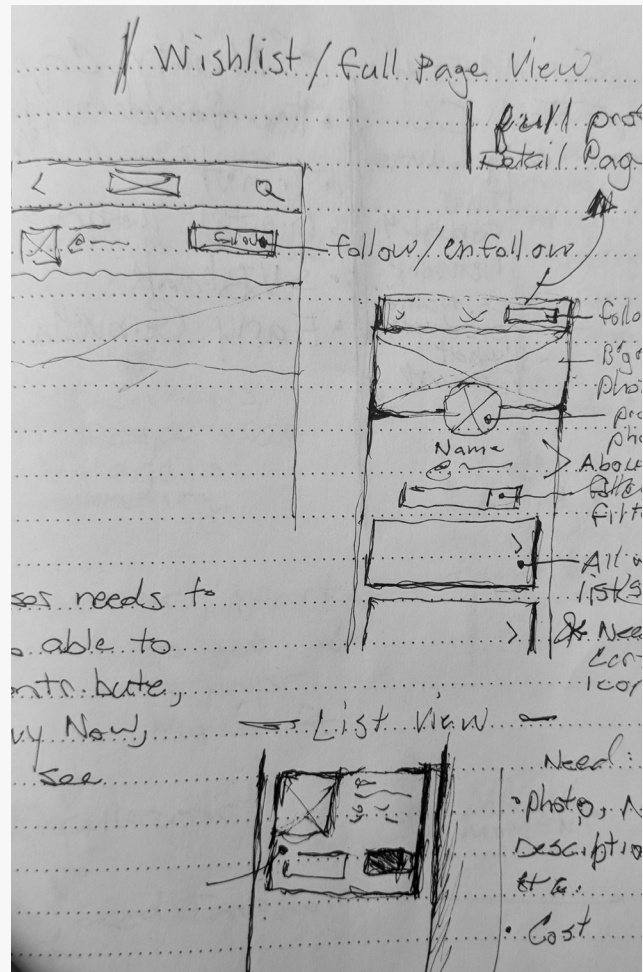
We've made contributing to and buying items for family and friends a breeze.



Or, jump to the checkout experience from "feed view" - by selecting "Grant this Wish"

Process

ORIGINAL SKETCHES



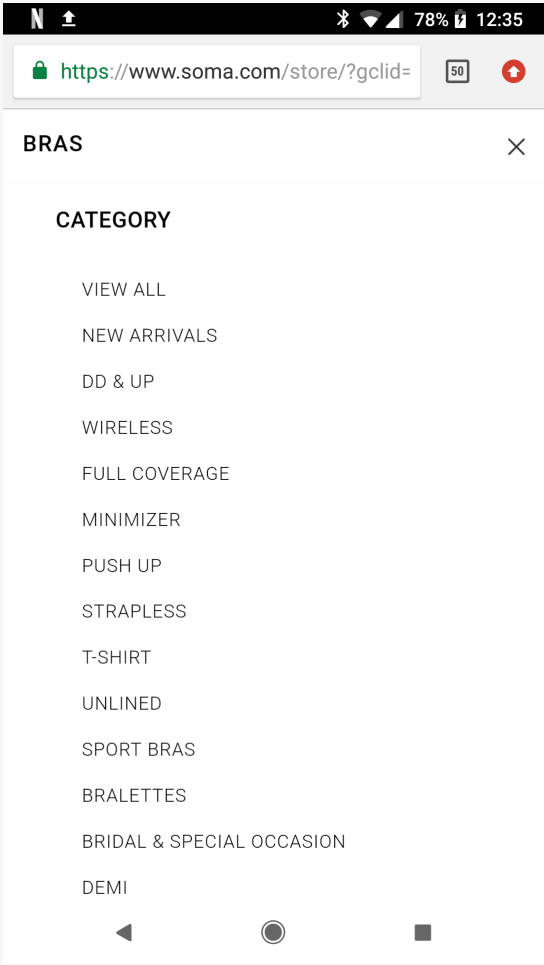
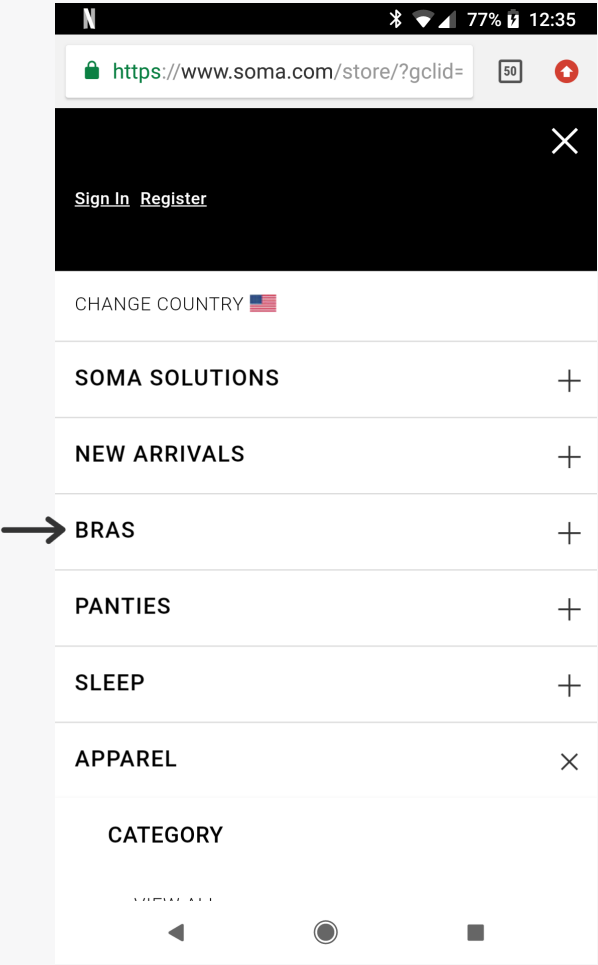
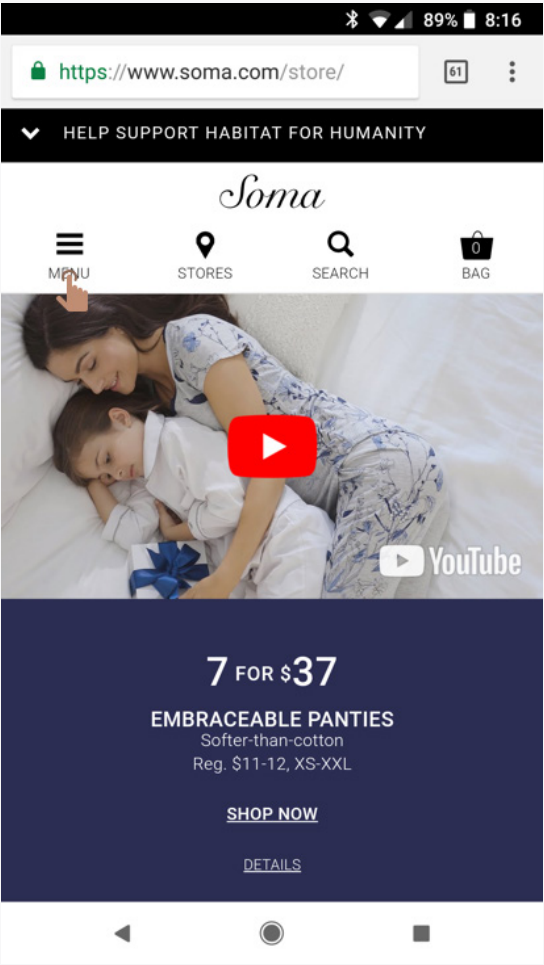
Soma

PROJECT

Reconsider Soma navigation structure

Daniel Brooks Moore

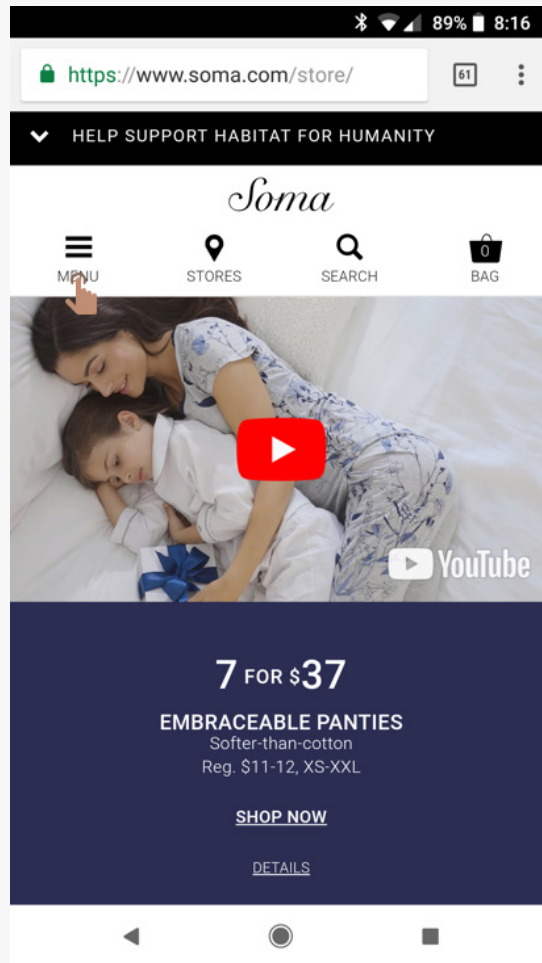
PROBLEM: CURRENT STATE



"It's difficult for users to find exactly what they are looking with our existing menu,"

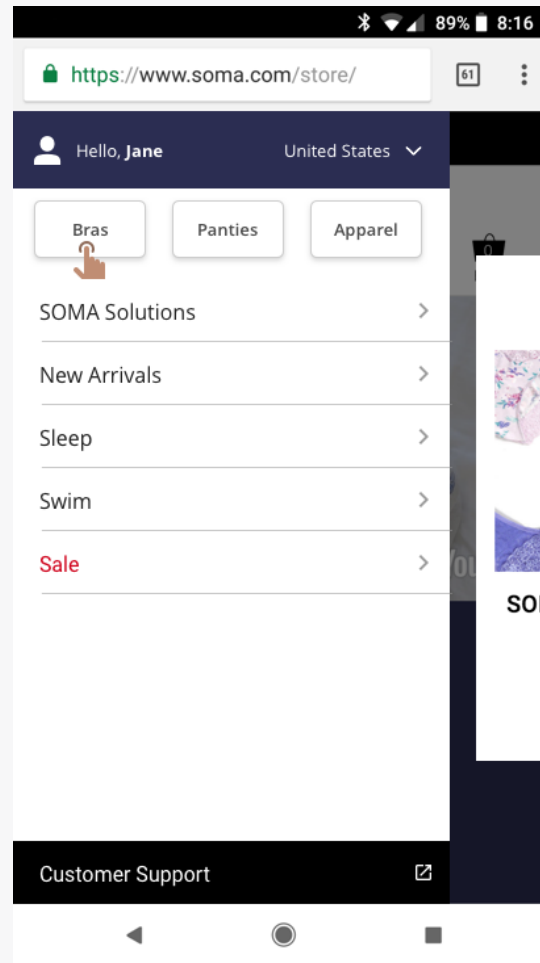
SOLUTION

HOMEPAGE



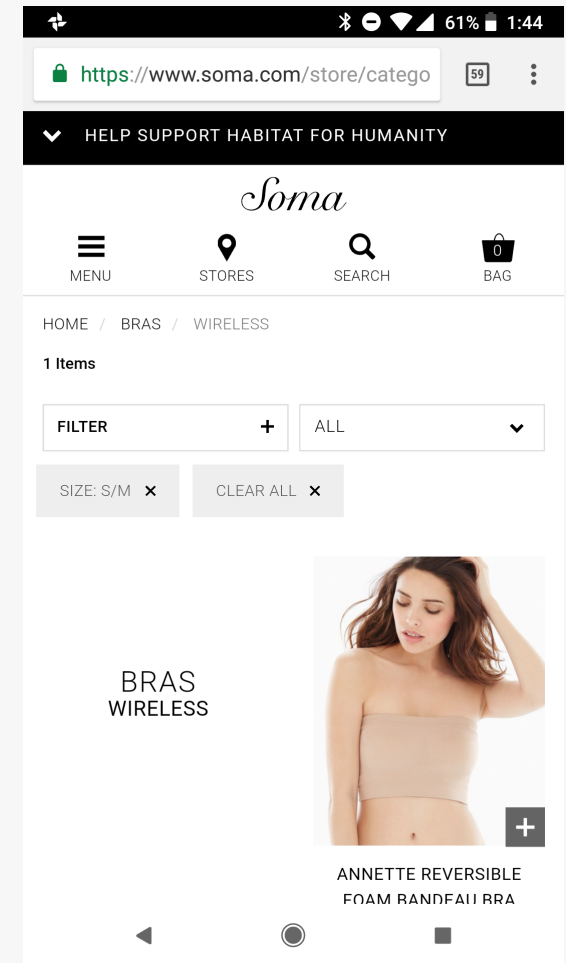
A logged in user accesses navigation from menu link

NAVIGATION VIEW



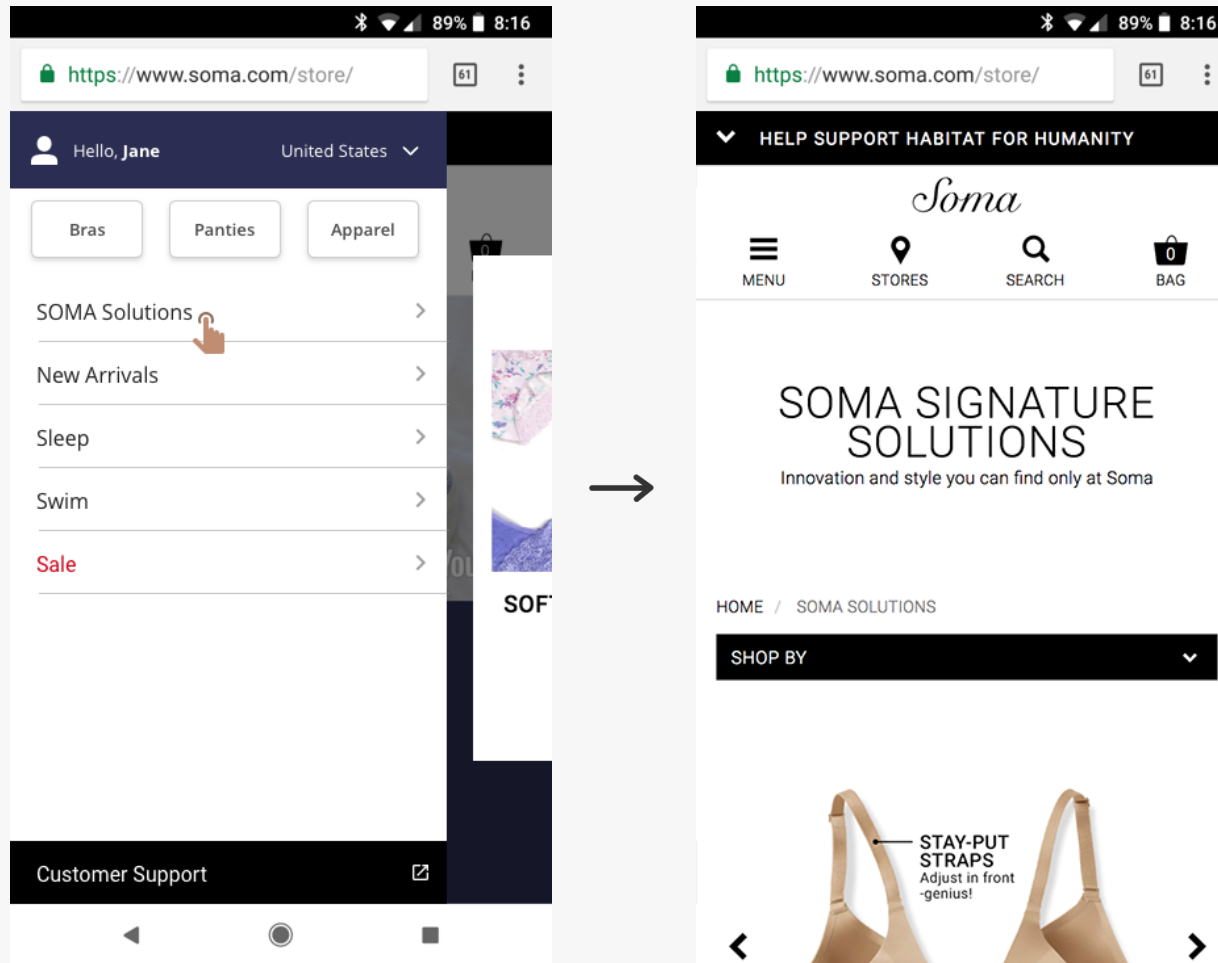
Most frequently used links appear at top of navigation as easily accessible buttons. These buttons are customized to link directly to the users last filter selection. (this is unique to logged in customers only)

PRE-POPULATED FILTER VIEW



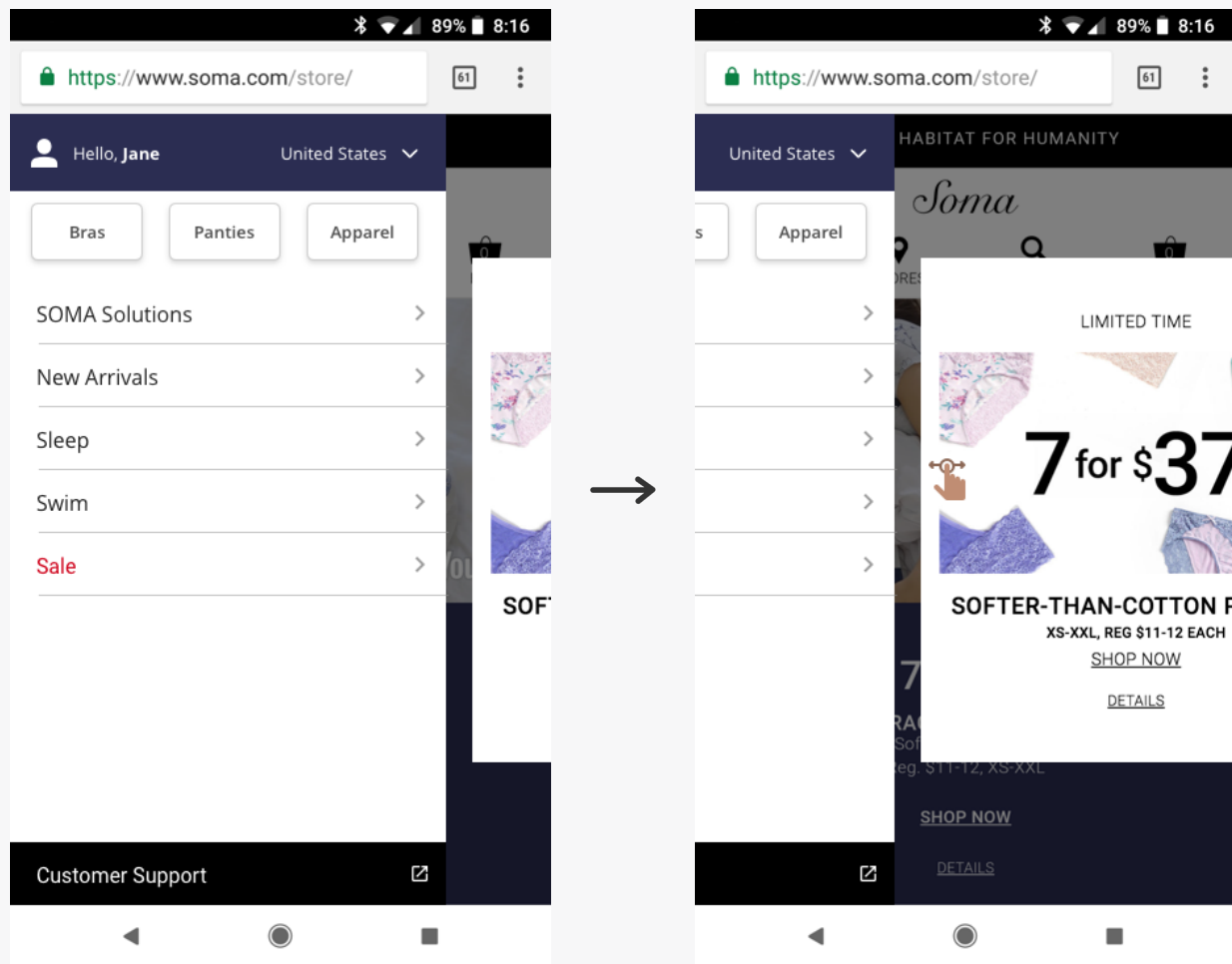
The filter is pre-populated with content from the users last filter selection

SIMPLIFIED LINKING



Brings user to the "View All" category page that relates to the navigation link title. In this case the user has selected "Soma Solutions" and will be directed to the "View All" page within the "Soma Solutions" category. This approach allows the user to easily filter, so they can view more relevant products

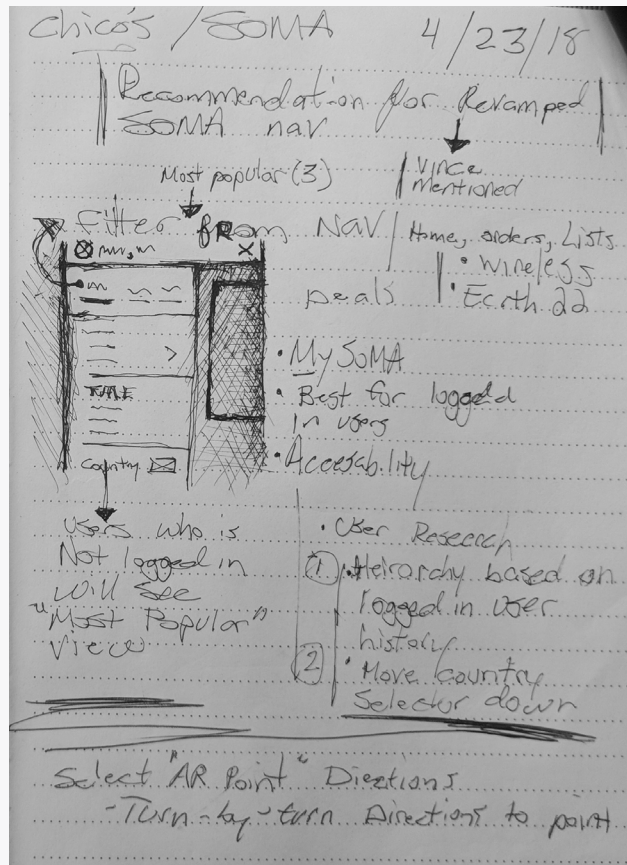
NAVIGATION VIEW / SCROLL



The user has can scroll the view promotions and marketing banner within the navigation

Process

ORIGINAL SKETCHES





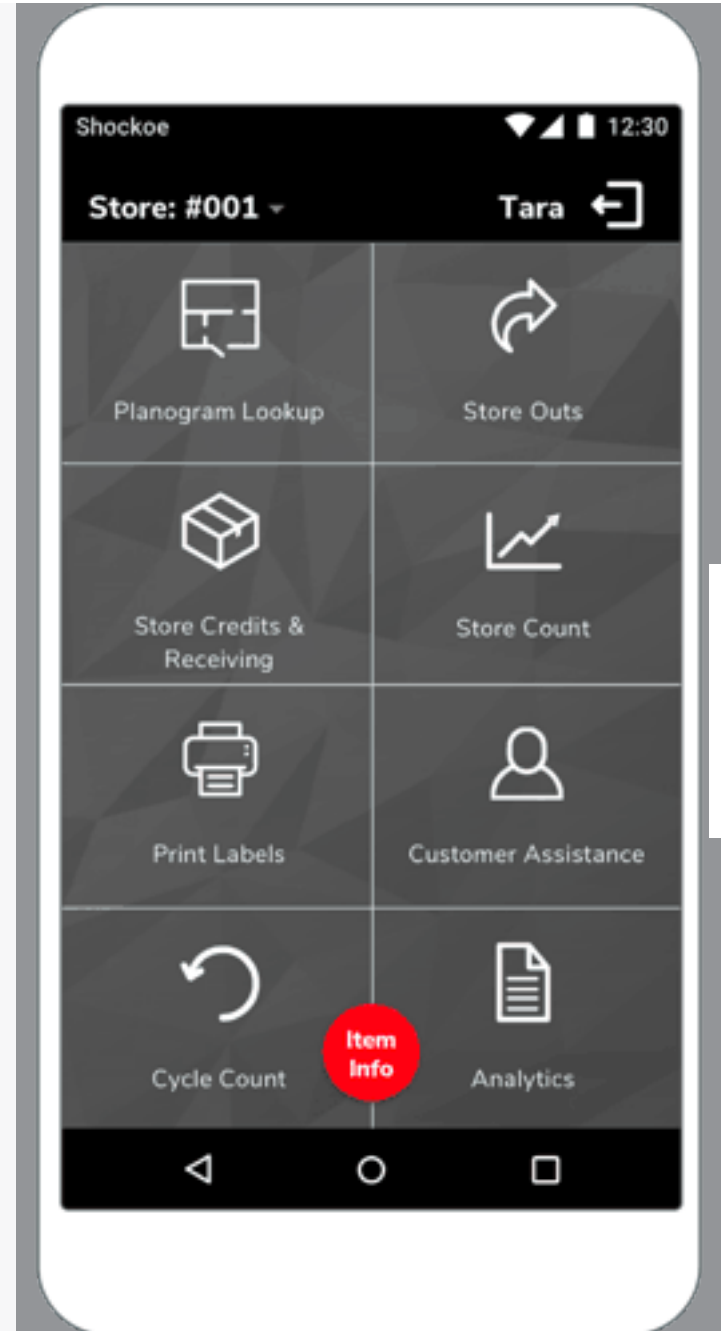
PROJECT **A.C. Moore**
UX, UI, Product Design
Daniel Brooks Moore

Introduction

PROJECT SUMMARY

Evolved Inventory Tools at A.C. Moore

Helping thousands of employees complete product counting more efficiently than ever.

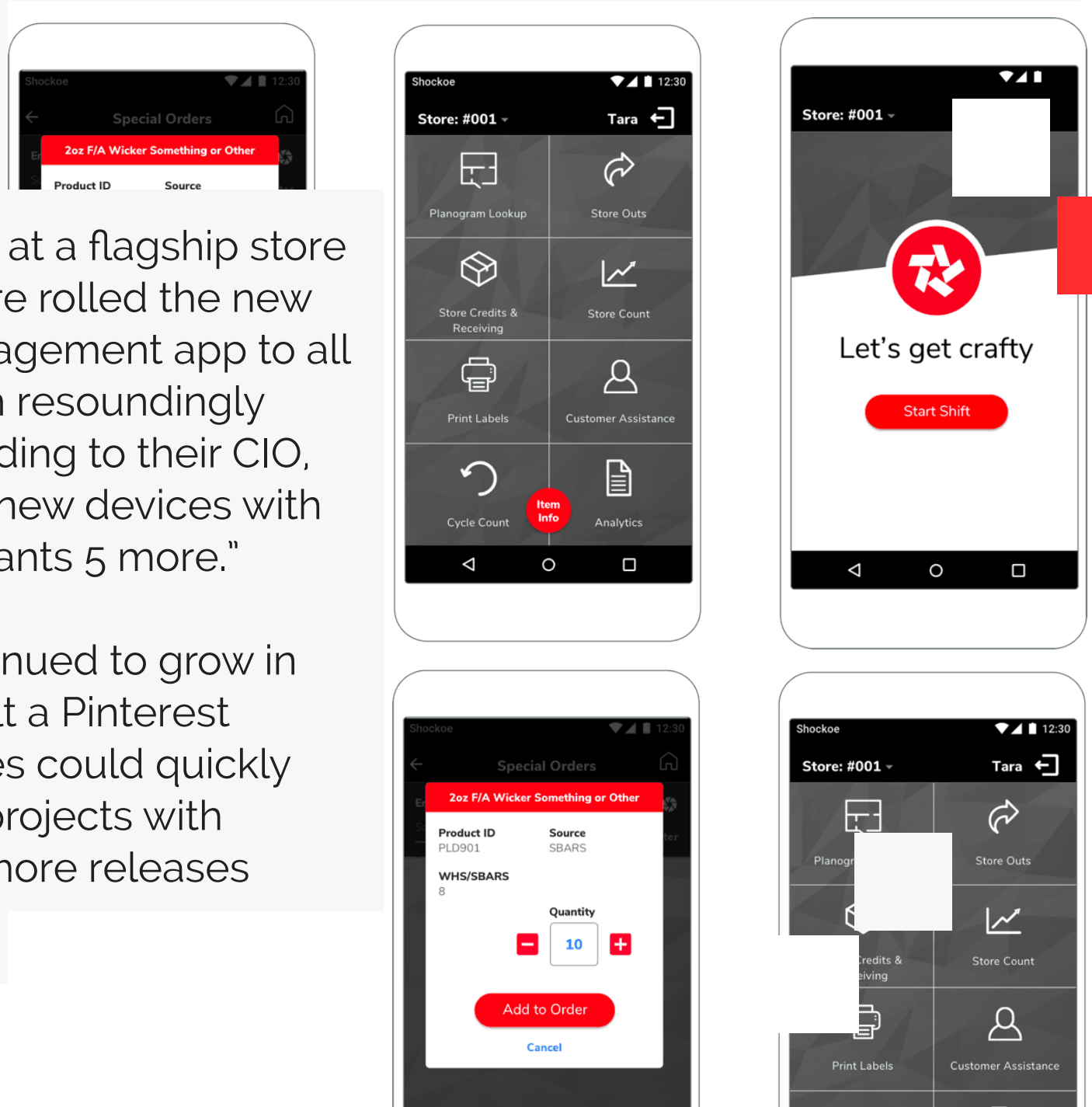


The Product

USER EXPERIENCE

After a quick trial release at a flagship store in Philadelphia, A.C. Moore rolled the new inventory and asset management app to all of their 136 locations with resoundingly positive feedback. According to their CIO, "every store has 4 of the new devices with the app, and each one wants 5 more."

The application has continued to grow in feature-set. Shockoe built a Pinterest plug-in so that employees could quickly view and share popular projects with customers, and several more releases are in the works.



The Product

USER EXPERIENCE

Tuning up a retail industry

Despite recognizing the need to upgrade their inventory management system, A.C. Moore relied heavily on their legacy tools to keep in-store operations running smoothly. Any system downtime during upgrading meant risking the potential loss of revenue. Additionally, any modern best-in-class software wouldn't be compatible with their older hardware. Therefore, a new system could mean significant investments in newer devices.

Given this, A.C. Moore was concerned that the cost to upgrade their existing hardware and software would outweigh the benefits. A.C. Moore challenged Shockoe to create a solution that met operational needs in a cost-effective manner.

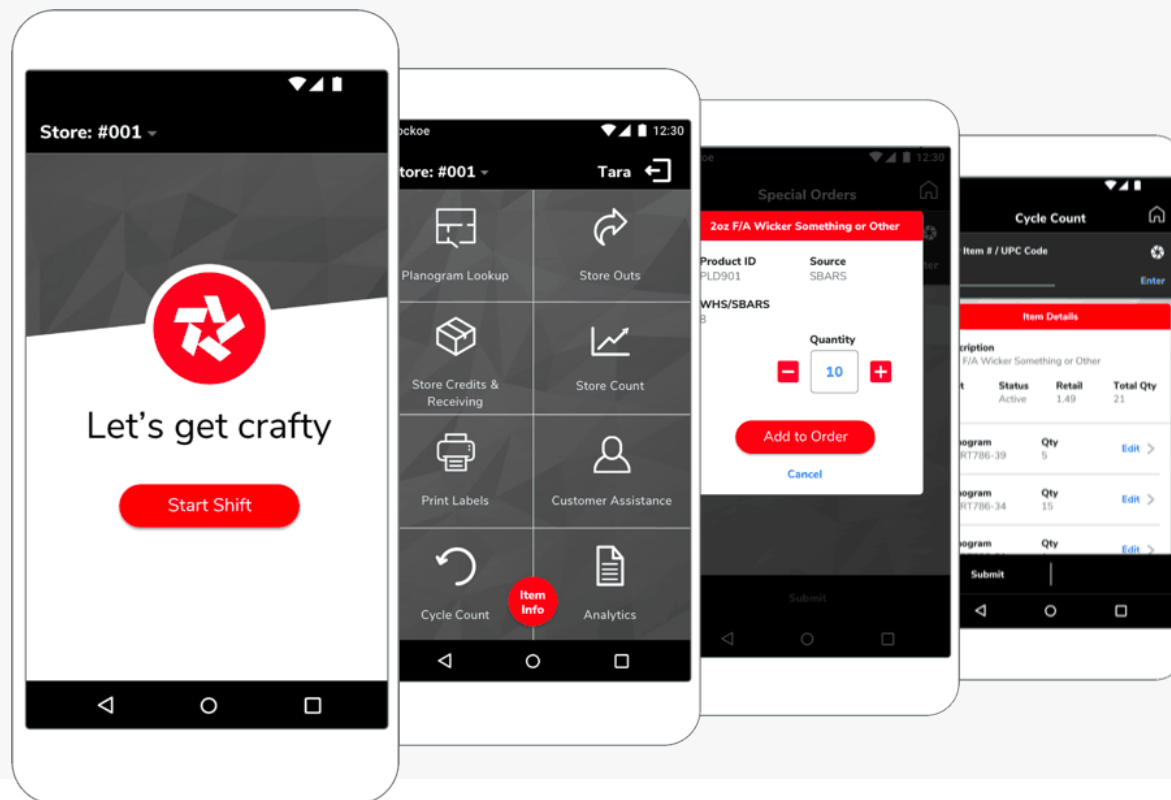


Quotes

From: A.C. Moore

“Every store has 4 of the new devices with the app, and each one of our locations want 5 more.”

– CIO, A.C. Moore



“We love these things, we fight for them all the time.”

– Store Manager, A.C. Moore



Thank you

Daniel Brooks Moore

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