



**IA Summit 2007**

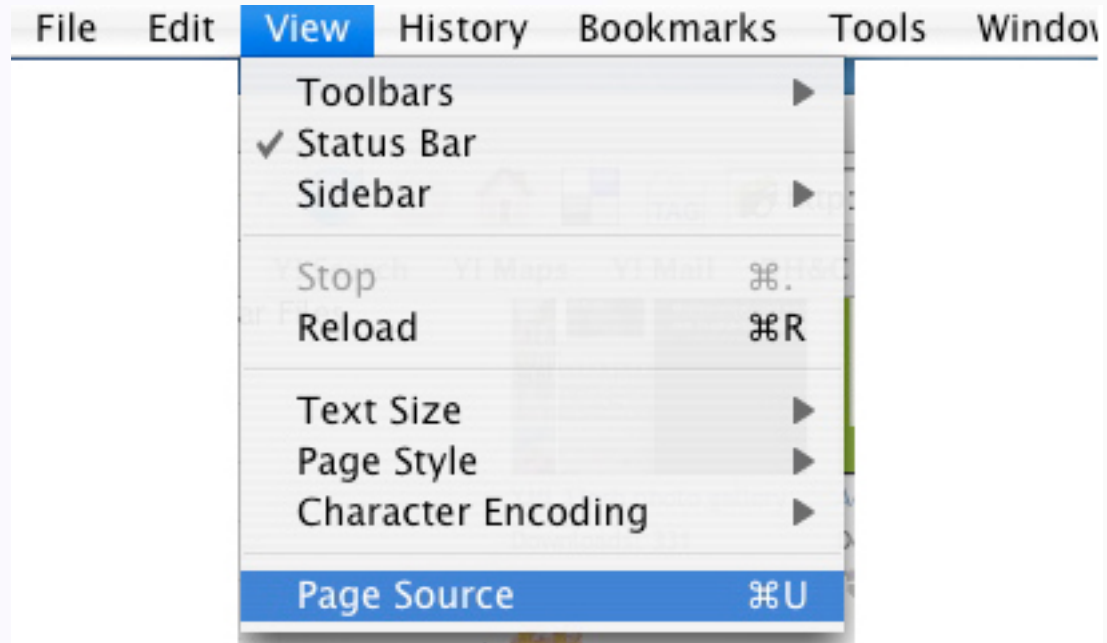
Frank Ramirez



# About Me



<html><title><geek>





**Ramirez Design**

User Experience: Strategy | Research | Design

## Ramirez Design, LLC (2004)





**Ramirez Design**

User Experience: Strategy | Research | Design

Have RFP?

**YAHOO!**

Stealth Company #1

**MediaMaster**   
Your Music. Anywhere.

Stealth Company #3

**STANFORD UNIVERSITY**

**ebay**

Stealth Company #2

  
**NetApp**



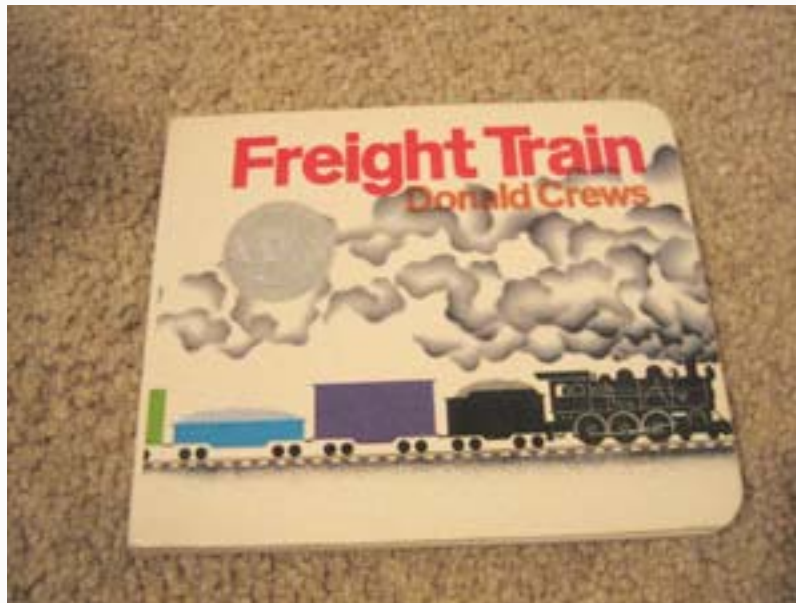


## Planes, Trains, & Automobiles





And books about them



## Eureka! A kids book about cars!



## Eureka! A kids book about cars!



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# Eureka! A kids book about cars!



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# Eureka! A kids book about cars!



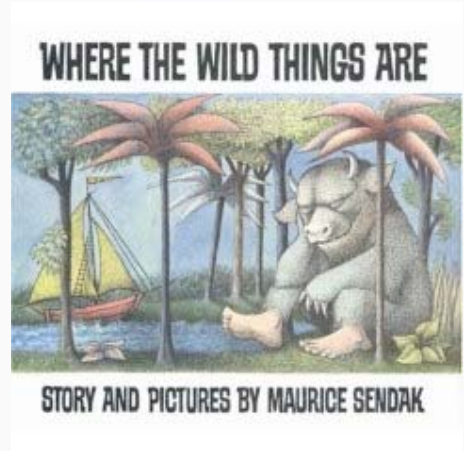
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# Eureka! A kids book about cars!



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But wait...



# Eureka! A kids book about cars!



+



+



<Every>

# Eureka! A kids book about cars!



+



+



<Every>

<Every>

# Eureka! A kids book about cars!



+



+



<Every>

<Every>

= Groundbreaking

DRAFT v01-01  
1/24/2006 3:40:41 PM

Author: Frank Ramirez, frank@ramirezdesign.com

1. Header/Global nav.

**Welcome Message:**

a. if signed in, reads "Welcome, <firstName>! Sign out | My Page"

"Sign out" links to [home] and signs person out.

"My Page" links to [mypage]

b. if NOT signed in, reads "Have an account? Sign in"

"Sign in" Links to [signin]

**Links:**

Home: Links to [home]

Get Started: IF signed in, links to [create\_car]. Else, links to [signin] (after user signs in or creates account, they should automatically go to [create\_car])

See an example: Links to [preview\_book]

About Us: Links to [aboutus]

Display this footer include for each page that has it (popup pages do not have links in footer). IF user is on URL for one of these links (ie: home), do NOT display that text as a link. Instead, remove the link and give it a -strong- tag.

2. Example book

links to [preview\_book] (hardcoded)

3. Most Popular Cars

The links in this section are not pulled from the DB. They're hard coded.

Chevrolet Corvette, etc.: links to [browse\_models] for each type shown.

All Models: Links to [browse\_makes]

4. Footer Links

Display this footer include for each page that has it (popup pages do not have links in footer). IF user is on URL for one of these links (ie: home), do NOT display that text as a link. Instead, remove the link and give it a -strong- tag.

**Links:**

Home: Links to [home]

Get Started: IF signed in, links to [create\_car]. Else, links to [signin]

See an example: Links to [preview\_book]

About Us: Links to [aboutus]

Privacy Policy: Links to [privacy]

Terms of Use: Links to [terms]

5. Add your car

Start here: IF signed in, links to [add\_car]. Else, links to [signin] (after user signs in or creates account, they should automatically go to [add\_car])

6. Find a car

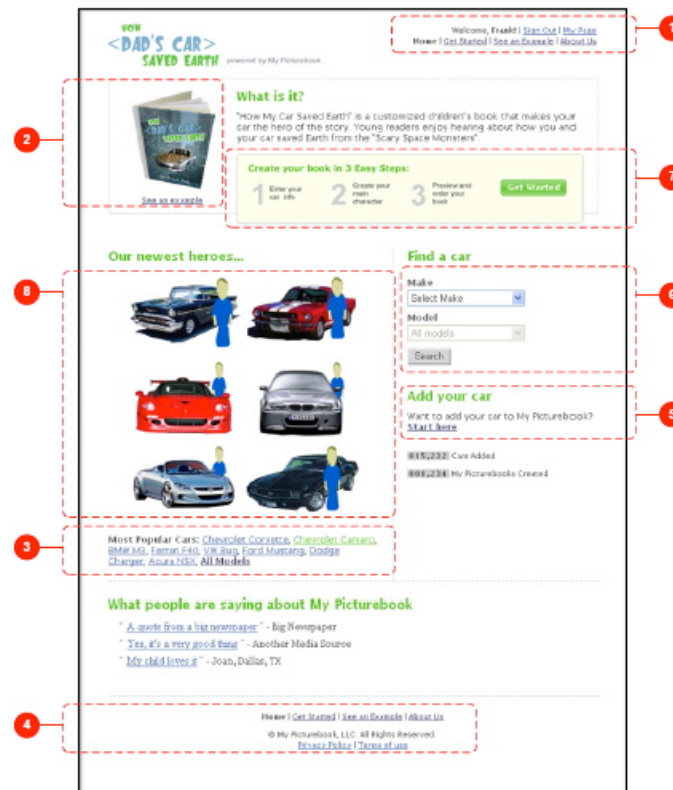
Full Makes and Models from Database. However, keep the JavaScript functionality that filters Models by Make. Search button links to [search] with appropriate results shown

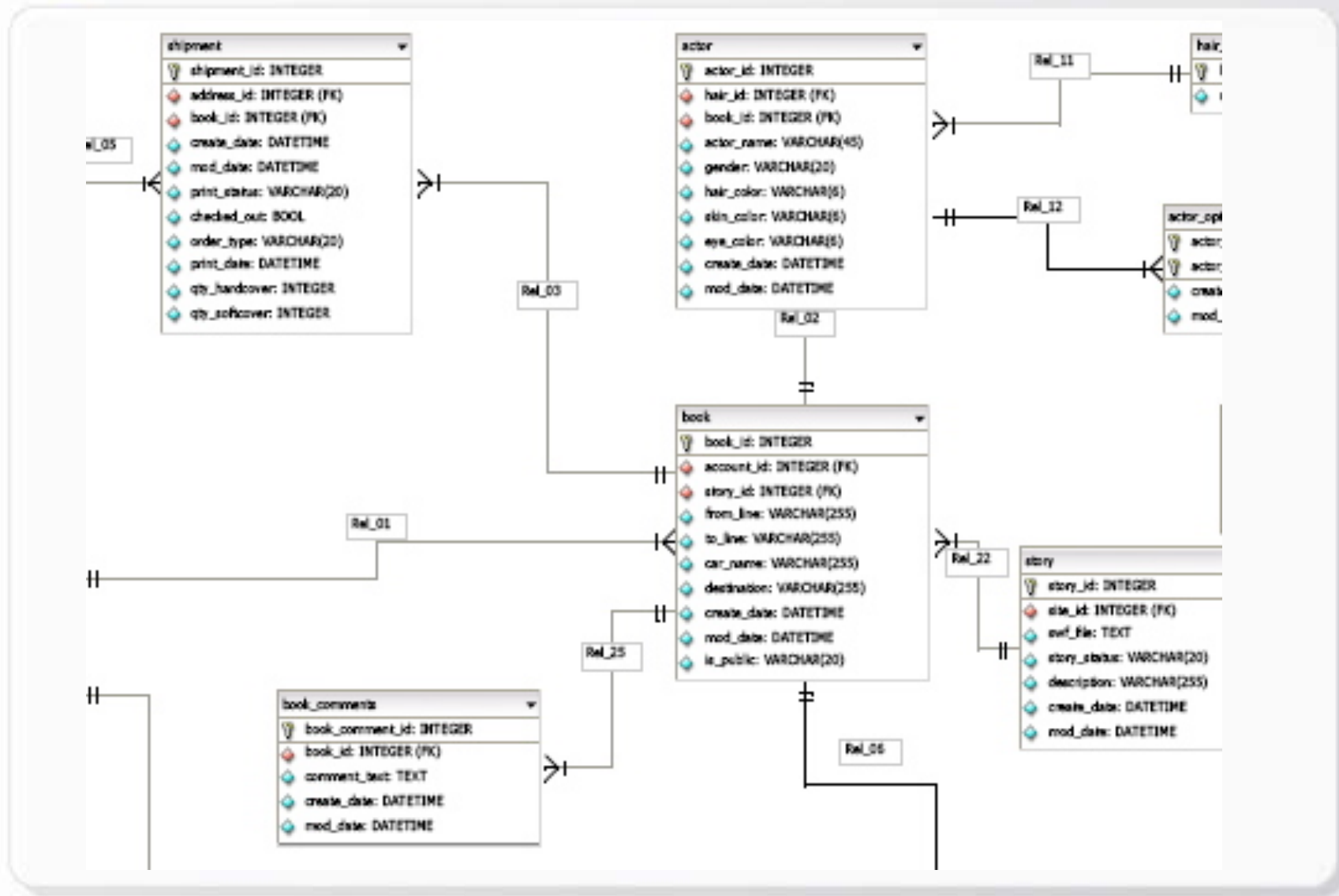
7. Get Started Button

IF signed in, links to [create\_car]. Else, links to [signin] (after user signs in or creates account, they should automatically go to [create\_car])

8. Our Newest Heroes

This section will be hardcoded and link to different books that have been created.





|My Picturebook

# How “Dad’s Car” Saved Earth

Last Updated: 1/24/06 10:51 AM

*Italic* = user-entered, dynamic text

### Cover:

[space ship chasing main character’s car down Market St. San Francisco]

How *Dad’s Car* Saved Earth

### Title Page:

[Left side]

Copyright block...

[Right side]

How *Dad’s Car* Saved Earth

To: *Name*

From: *Name*

[Show picture of monsters & space ship]



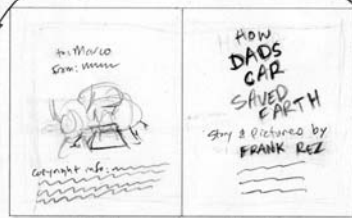
# Storyboard: How Dad's Car Saved Earth

← blank pages



BACK COVER

FRONT COVER



title 1

title 2



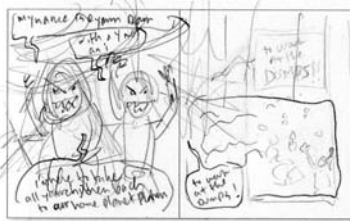
1

2



3

4



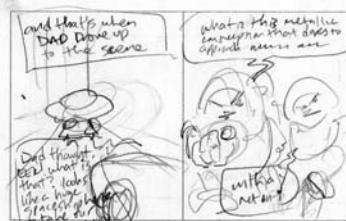
5

6



7

8



9

10



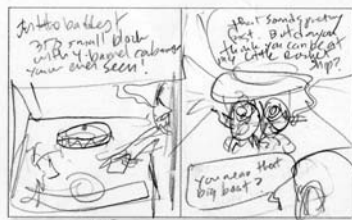
11

12



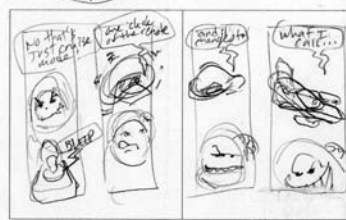
13

14



15

16



17

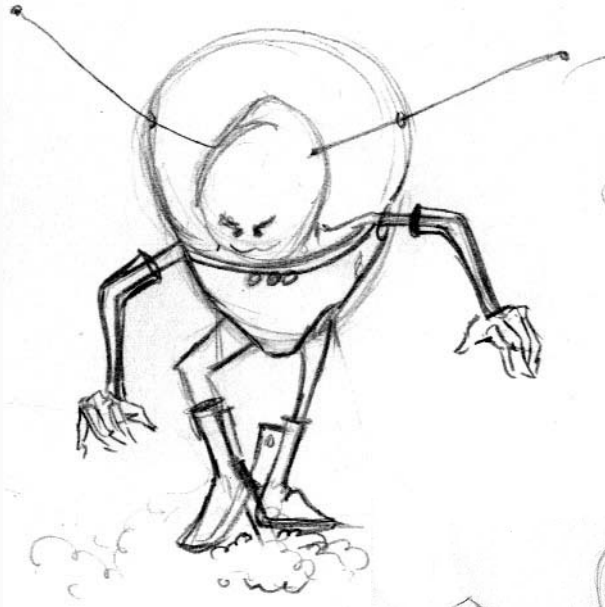
18



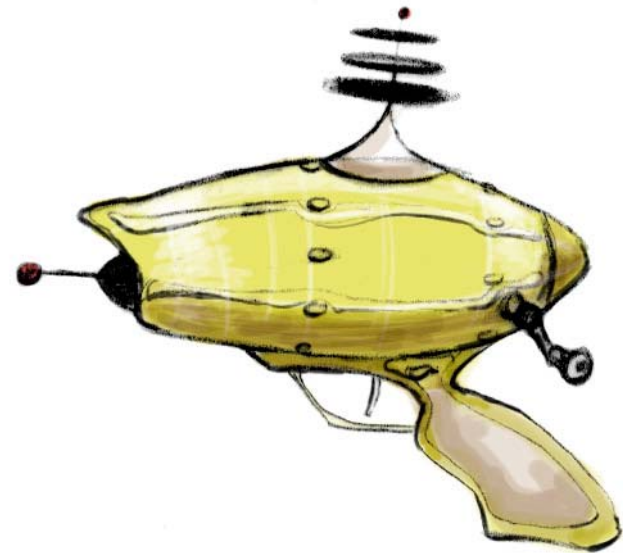
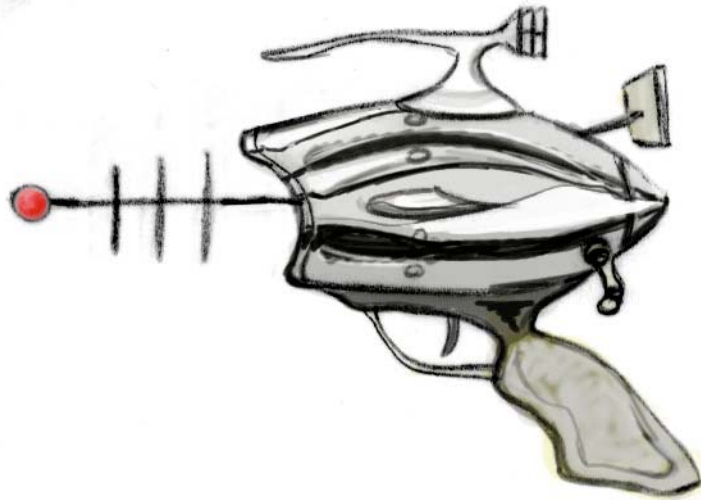
19

20





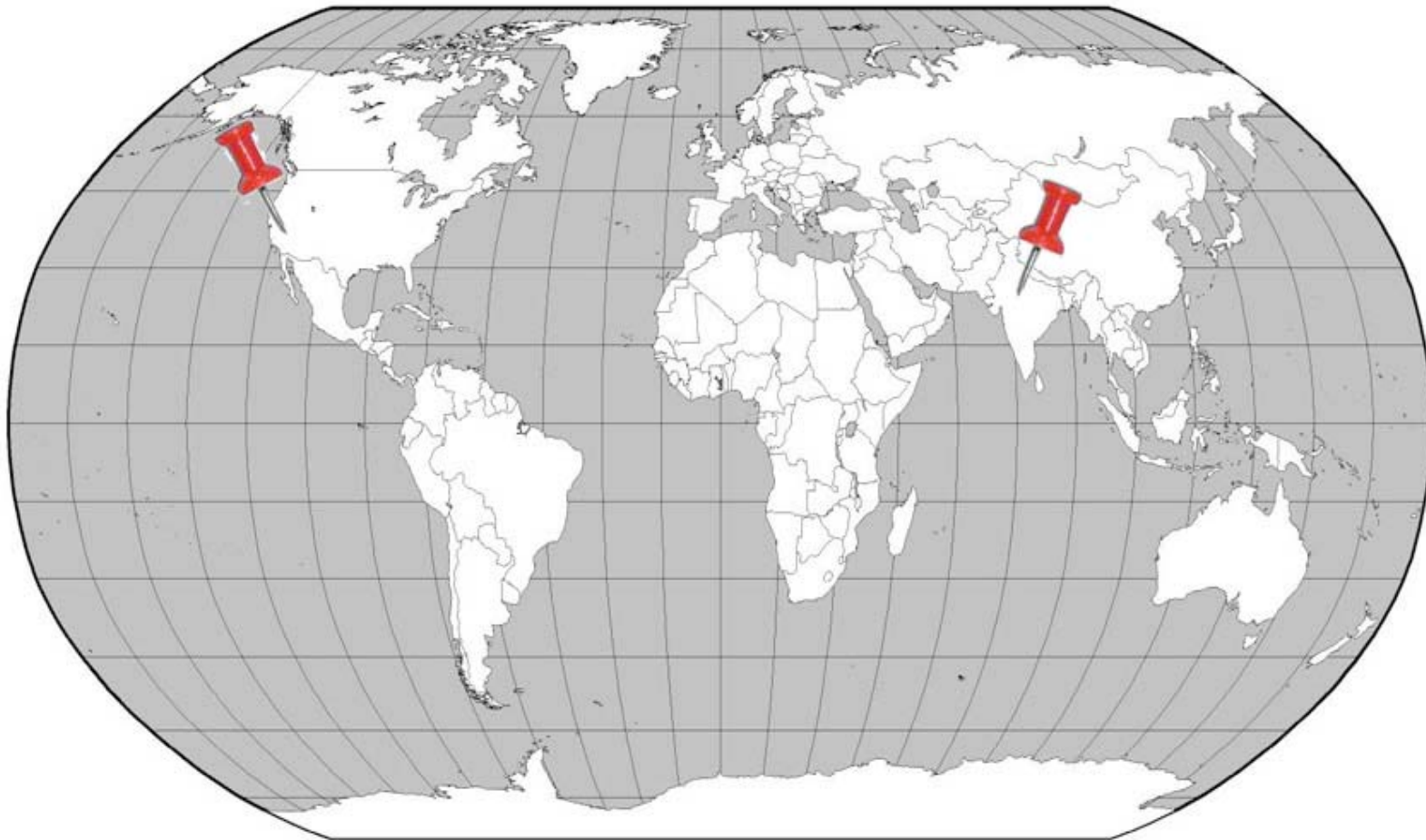
# Ray Guns & Rocket Boots!!!

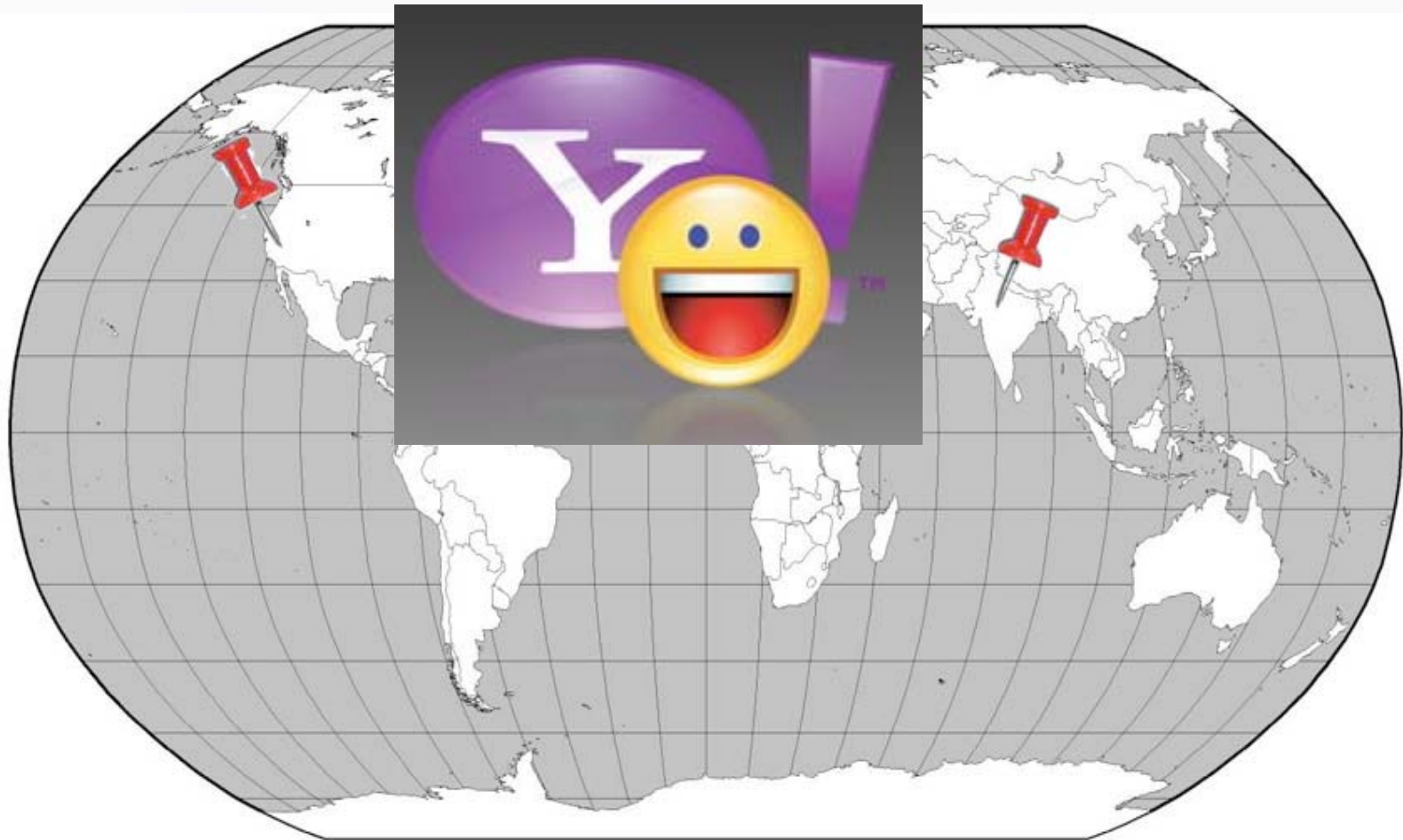






# Good Morning. Good Evening.







[Sign Up \(Free\)](#) | [Sign in](#)  
[Home](#) | [Get Started](#) | [See an Example](#) | [My Page](#)



[See an example](#)

### Create a customized children's book!

"My Picturebook" is a customized children's book that puts **you** and **your** car, pet, child, or toy into the story. You can upload your own images and text into this website and create your book for **FREE!** If you like it, order a real hardcover or softcover of your creation starting at \$27.95. No additional software is required.

#### Create your book in 3 Easy Steps:

- 1 Enter your car info
- 2 Create your main character
- 3 Preview and order your book

[Get Started](#)

### Our newest heroes...



### Find a hero

Make

Model

Years  
 To

### Add a Hero

Want to add your photos to My Picturebook?  
[Start here.](#)



[Sign Up \(Free\)](#) | [Sign in](#)  
[Home](#) | [Get Started](#) | [See an Example](#) | [My Page](#)

### New to My Picturebook?

If you don't have an account with My Picturebook, sign up now. It's free!

[Sign Up \(FREE\)](#)

### Have an Account?

Please sign in

Email

Password

Remember me

[Sign In](#)

[Forgot your password?](#)

### Privacy Policy

We NEVER sell or share your personal information. Read our privacy policy.

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[Home](#) | [Get Started](#) | [See an Example](#) | [My Page](#)

[Blog](#) | [About Us](#) | [Privacy Policy](#) | [Terms of use](#) | 

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# Enter Car (or?) Information

**1** Enter your car info    **2** Create your main character    **3** Preview and order your book

## Step 1: Enter your car information

### Make & Model

Make  don't see your car?

Model

Year

### Car Photographs

- Use someone else's car photos - faster
- Upload my own car photos



## Make & Model

Make  [don't see your car?](#)







Model

Year

## Car Photographs

- Use someone else's car photos - faster
- Upload my own car photos

 [Print our photography checklist and instructions](#)

1		Front <input type="text"/> <input type="button" value="Browse..."/>
2		Front 3/4 <input type="text"/> <input type="button" value="Browse..."/>
3		Side <input type="text"/> <input type="button" value="Browse..."/>
4		Back 3/4 <input type="text"/> <input type="button" value="Browse..."/>
5		Back <input type="text"/> <input type="button" value="Browse..."/>
6		Front Fender Close-up <input type="text"/> <input type="button" value="Browse..."/>

## Make & Model

Make  don't see your car?

Model

Year

## Car Photographs

- Use someone else's car photos - faster
- Upload my own car photos

## 2 matches for "Porsche 911"

Select This Car



2005 Porsche 911  
 See the photos

Select This Car



1983 Porsche 911  
 See the photos

# Create Main Character

## Step 2: Create your main character

This can be you, someone else, or a fictional character.

### Main Character

Name

ie: Uncle Mike or Dad or Tracy

Gender

Hair Color 

Skin Color 

Eye Color 

Hair Style



Options



### Your Main Character:



goatie

Continue

## Step 2b: Enter Personalized Text & Gift Information

This text will also appear in the story.

### Personalized Text

**Car name**   
(This will be in the title of the book) ie: Dad's 69 Z or Ron's 32' Coupe

**Final Destination**   
(This is where the main character goes after he/she saves the world) ie: Aunt Bettie's House or The Raider's Game

### Gift Information - Optional

**Line 1**   
ie: To Marco and Bryan

**Line 2**   
ie: From Uncle John

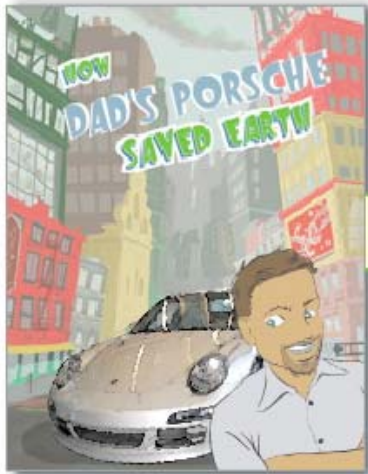
[Continue](#)

## Step 3: Preview and order your book

**Order Now**

Price **\$27.95**  
(plus tax & shipping\*)

**Read it!**  
Flip the pages of your book by clicking the "Next" and "Prev" buttons.



**Next**

\* More about shipping

**Order Now**

### Share this book

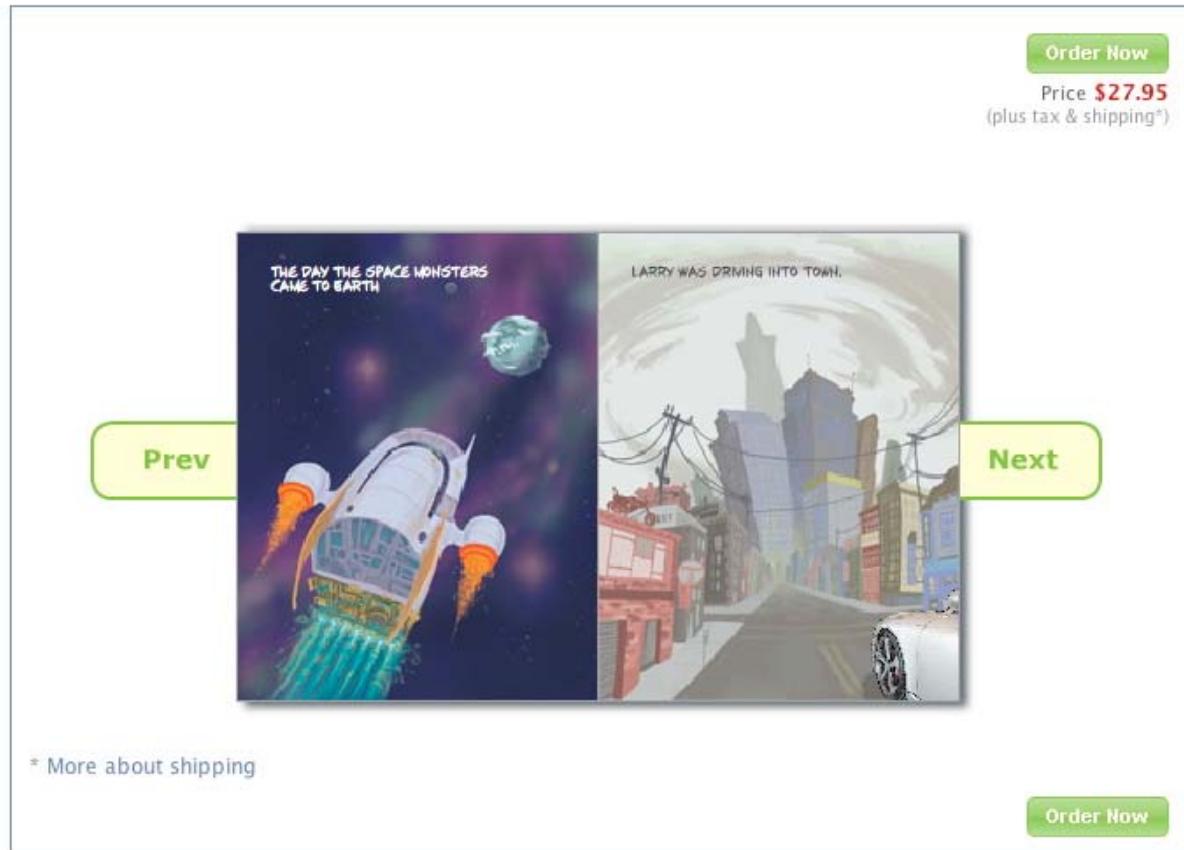
Cut & paste the following web address:

[http://www.mypicturebook.com/preview\\_book.php?bookid=MzEz](http://www.mypicturebook.com/preview_book.php?bookid=MzEz)

# See All Customizations In-Place

## Step 3: Preview and order your book

**Order Now**  
Price **\$27.95**  
(plus tax & shipping\*)



\* More about shipping

**Order Now**

### Share this book

Cut & paste the following web address:

[http://www.mypicturebook.com/preview\\_book.php?bookid=MzEz](http://www.mypicturebook.com/preview_book.php?bookid=MzEz)

### 1. Fix a few things

- | Extend book templates, dynamic site copy
- | Add vehicles to DB
- | More customization (ie: add photos of kids)

### 2. Marketing (Jay Leno, Magazines, etc.)

### 3. Optimization

## **Profitability uncertain**

...but....

- **Experience**
- **Clients for Ramirez Design**
- **Not much lost**
- **Would (and will) do it again**



**Thank You!**

**IA Summit 2007**

Frank Ramirez