



My Disney Memories

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VISION

"A good ending is vital to a picture, the single most important element, because it is what the audience takes with them out of the theater." -Walt Disney

Will most Disney World visitors continue to live happily ever after when they get home? How do Disney dreams last beyond a lifetime? How easily can someone carry Disney experiences and memories with them?

Over the decades, technology has continued to enable us to automate and simplify countless laborious tasks. Disney was able to enter the homes of millions of people through a television screen, and now we are riding on the new wave of mass multimedia through the internet. We would like to take advantage of this medium in new and innovative ways.

Inventions like Disney Mobile allow parents to protect their families using GPS technology. Online Disney websites and accounts enable us to make reservations and view information online. Disney rides have strategically placed cameras to capture those special moments and emotions, when the last thing on our minds might be posing for a photo. Each technology helps Disney World visitors in different ways. Let's ask ourselves how we can combine these innovations to enhance a personal Disney experience to create a full motion picture?

Imagine these Disney technologies securely communicating; all revolving around enhancing the park visitors' experience: a visitor is given a wristband, necklace, or card with their favorite Disney character on it. This visitor does not need to carry a digital camera, and also does not wait in line to purchase photos of their family and friends. If a child gets lost, a parent can locate the child using their Disney Mobile network or by contacting appropriate authorities. Distractions are not on their minds because they are having a wonderful time.

Finally, when our visitors arrive home, they are welcomed by an email from Disney with a photo of them in the park. They're delighted by the message and click on the link to the Disney Memories website. Here they find their Disney Memories album in a user friendly interface, which has professional photos of them and their families. If they have a Disney Mobile account, they have the option of viewing Disney Mobile photos and videos online. A visual interactive adventure section of the website lists the rides they rode with information to relive the experience.

Sharing these delightful photos make every family want to experience the magic of Disney World. The photos plainly extend the imagination and joy of visiting Disney World into the homes the public.

PRIORITIZED FUNCTIONAL REQUIREMENTS / SPECIFICATIONS

Assumptions (Predispositions)

A number of assumptions were made that impacted our design decisions. One of the core assumptions was that a Disney World visitor's experience is not as delightful after they leave the park. Delays in traffic jams and other negative travel experiences impact their overall impression of their stay at Disney World. In order to fully experience the transparent potential of the Disney Memories Package, most individuals that set up their travel package online must have a computer or access to the internet at home. Photos are a valuable part of the experience, which enrich positive experiences by capturing visitors within the majestic context of Disney World.

Constraints

This design focused on enhancing the experience of four personas with unique characteristics and backgrounds. They represent different members of the target group of family and friends that visit Disney World (See Appendix). The focus of the design was to emphasize transparency by using non-transparent technological advances. Physical constraints include the utilization of technological resources currently available at Disney World (e.g. web accounts, photos on rides).

Target User Group

Our target users consist of groups of family and friends who have or are planning to visit Disney World. Specifically, we are targeting people purchasing Disney vacation packages, which may include hotel accommodations, park admission, and other amenities. We selected this group because it accounts for the majority of park visitors.

Design Message - *Memories that Last*

Disney "*memories that last*" extending the imagination of Disney to the homes of visitors once they leave. Photos and video not only remind users of the moment, but also the events and stories leading up to it and afterward.

General specifications

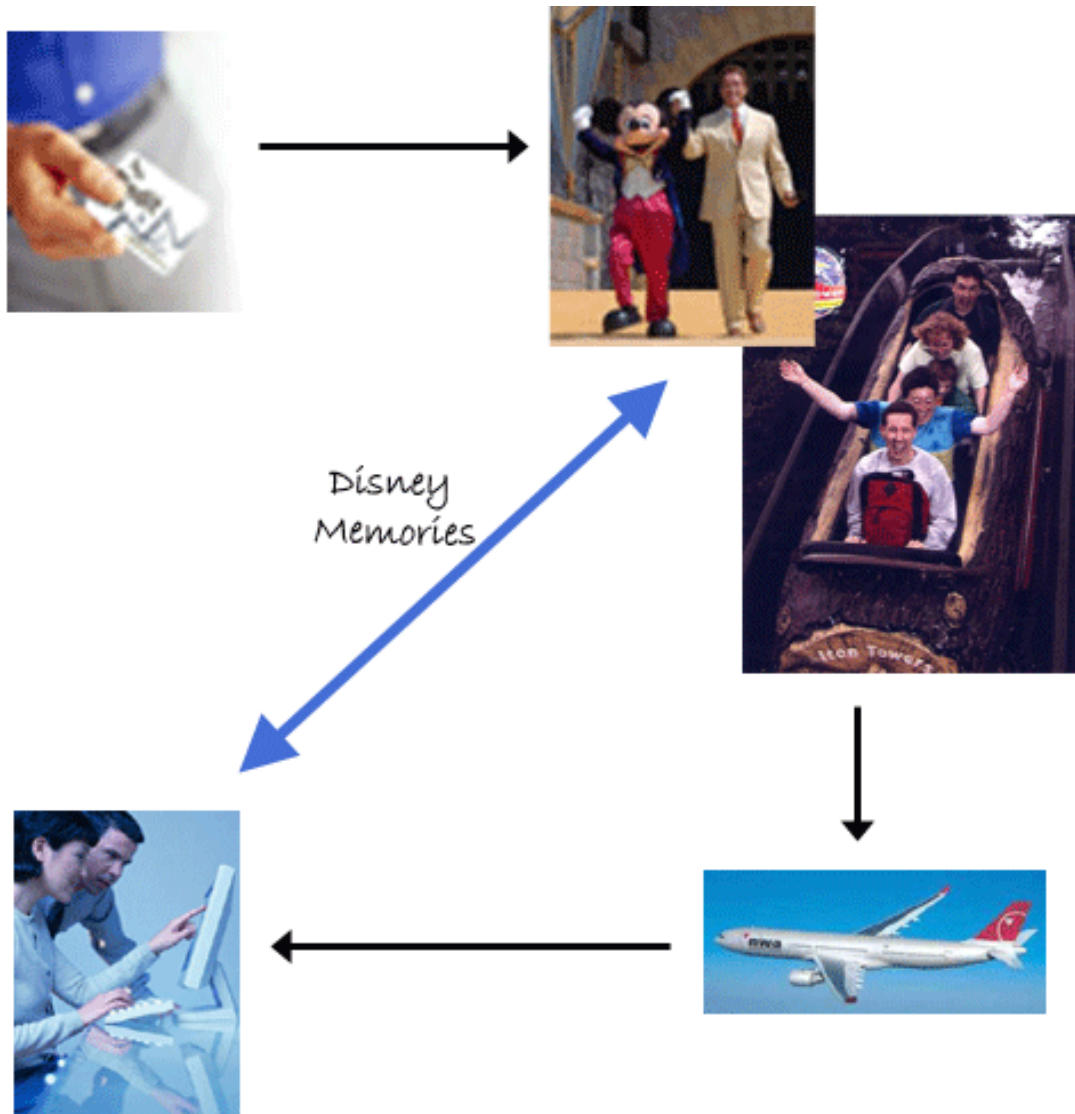
When "Disney Memories" customers receive their cards, they will be sent an email that activates their online accounts. This ensures their access to the Disney Experience website from the beginning.

Purchasers of the Disney Memories package are provided with a RFID card. They are given the choice of selecting a card with their favorite Disney character on it. Each member of the group is given a unique card all linked to the same group account. Group members have online profiles to link all of their images and video together.

Cameras on Disney rides that take snapshots of individuals match the photos and video to the database containing the group profile. When a member carrying his/her card has their photo taken, the RFID tag links their photo to the profile. Disney Mobile phones with cameras can also have their photos automatically uploaded to the Disney Memories database.

Disney imagineers have strategically placed cameras in key locations of the park, framing picturesque iconic Disney landmarks. These locations provide easy opportunities for group photos. Each location has an outline a Mickey Mouse head,

within this area a close range RFID detector is embedded to associate the group photo with their account. When engaged by the group ID, a five second camera timer is activated and displays the countdown to the snapshot. These camera locations are slender and unobtrusive to compensate for pedestrian traffic as well as other visitors wanting to take their own pictures in each area. In addition to the scenery and location of the camera, facing the outline of the Mickey Mouse head will intuitively direct the group towards the camera. Directions for operating these automatic cameras are displayed next to each station.



Home Page Interface

The Disney Memories website has a home page which allows users to access their photos and videos through a standard HTML interface. It also allows them to access the photos through an immersive flash interface. On the very top right, it gives the user feedback on what account is logged in, and allows the user to log out. The top, "quick

menu”, located just below the logo allows returning or knowledgeable users to quickly enter the section they are interested in.

Below this is the intro flash module, which welcomes the user by displaying the date of their visit to Disneyworld and customized photos from the user’s vacation. Seeing photos from their vacation tells users that they are on the correct page and also wets their appetite for the multimedia content.

Below the flash module on the left side is information about the Disney Interactive Adventure. Our usability testing showed us that this area was overlooked and not easily understood, thus we tried to explain more clearly what it is and included a picture of the Interactive Adventure interface. We also broke up the information about the Disney Interactive Adventure into a few main points, as opposed to a paragraph, because people are more likely to notice this type of text when scanning a webpage (Krug, 2000).

Standard HTML Pages

The standards HTML interface allows users to access their media through two main sections, “My Disney Photos” and “My Disney Videos.” User feedback from our usability test also placed an emphasis on making tool tips for each of the sections, describing what they contain. Each section heading categorizes the following options:

My Disney Photos

- View My Photos
- Print My Photos
- Email My Photos to Friends
- Download my Photos
- Edit & Play with my Photos

My Disney Videos

- View My Videos
- Email My Videos to Friends

Every page has navigational elements that allow users to access all of the other pages within that section. The top “quick menu” remains constant through the entire site, and indicates which section of the site they are in by showing the button in its active state.

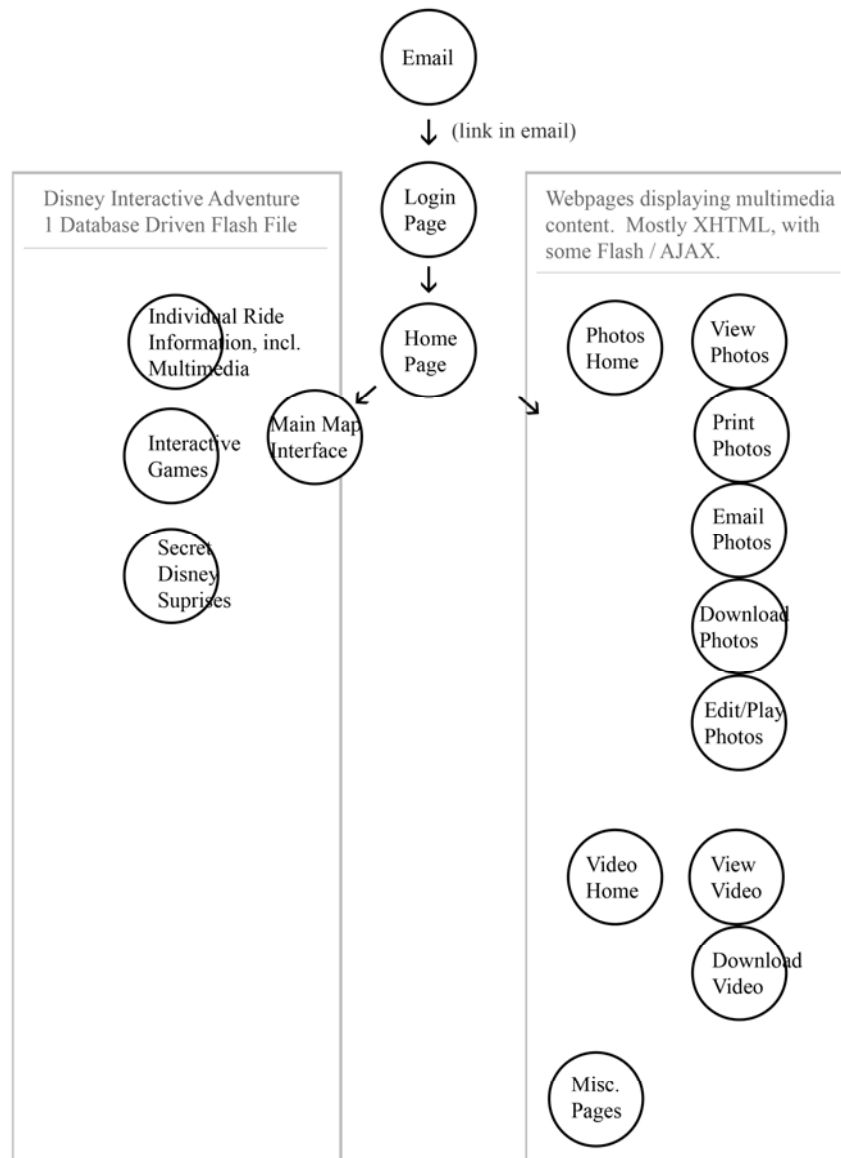
The HTML pages on this site follow usability guidelines and will be tested for usability before launch. The pages will not be graphic-intensive, allowing for quick loading times and navigation through the site.

The standard HTML interface is designed for users who wish to quickly and easily access the videos and photos from their trip and perform various functions with this media, without hassle. The photos and videos use a scripting language to dynamically pull the user’s multimedia content from a database.

Immersive Flash Interface (Disney Interactive Adventure)

An additional section of this site is the Disney Interactive Adventure, which is a flash movie that allows users to navigate through park attractions in a visual manor. Our

target audience for this part of the site is children and other users who are interested in an immersive Disney experience. Our user studies indicated that the wording used for the title does an effective job indicating who this part of the site is for. This type of visual, mediated navigation appeals more to younger users than a traditional web based navigation (Borse, Robles, Schwartz, 2003). Diverse colors in the background and foreground, interesting graphics, and use of animation are widely advocated for web design for children. (Large, Beheshti, Rahman, 2001). As an alternative to downloading all the photos and videos from the home page itself, we introduced an alternative to accessing photos and video through an interactive map.



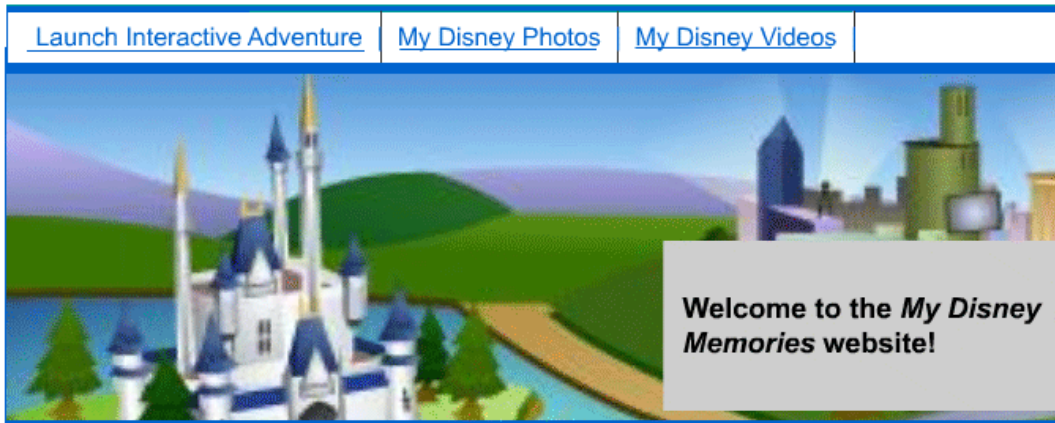
Once a user chooses a park attraction, a page of detailed information about that attraction is displayed. If the user has previously been on the attraction, it additionally displays photos and videos of the user in this area. If the user has not been on the attraction it displays information and miscellaneous media about the attraction, such as stock photography and video clips.

The Disney Interactive Adventure features Disney flash games and activities with famous characters and rides. These simple games often integrate media taken from the user's trip to Disneyworld. An example is a game that allows users to put Mickey Mouse ears on family members and then easily print the image out.

INITIAL DESIGN SCREENSHOT:

My Disney Memories

Signed in as smithfamily@gmail.com | [Sign Out](#)



Launch Custom Disney Interactive Adventure

Navigate an interactive map w/ pictures and videos of you on the rides you went on.

You can learn more about these rides and rides you did not go on through the interactive adventure map.

[LAUNCH ADVENTURE!](#)

My Disney Photos

- View My Photos
- Print My Photos
- Email My Photos To Friends
- Edit & Play with My Photos
- Download with My Photos

My Disney Videos

- Watch my Videos
- Email my Videos to Friends
- Download my Videos

USABILITY TEST AND RESULTS

Card Sorting

After determining the core features in our design, we utilized the card sorting methodology to gain user feedback on structuring our initial information architecture. The card sorting technique allowed us to maximize the probability that the user will be able to locate important features by providing insight into how users fundamentally group objects. Seven separate cards were created, each representing core functional components of the design. When conducting these tests, we presented users with the following seven features, which were printed onto separate cards and mixed randomly:

- Play with & Edit Photos
- Send Photos to Friends
- Download Photos
- View Photos
- Create Desktop backgrounds
- View Video
- Download Video

The user was instructed to arrange these cards into as many or few categories that they saw fit and briefly explain their reasoning upon completion. The subject then read through each card and generated categories, typically completing tests between two and four minutes. These tests were conducted on participants within the Indiana University Bloomington department of Informatics building and Collins Living and Learning Center.

Upon completion of testing, two distinctly different approaches to categorizing our features emerged. Of the ten participants, five preferred a media-based structure categorized by photo vs. video, while four favored an action-based approach structured according to download, view, etc. One participant from our test group structured features in an exceedingly abstract manner, causing us to consider this instance a statistical outlier. For our initial design, we decided to use a media-based structure, which provides scalability for further features to be added under photo or video classes without requiring new organizational categories.

Test Objectives

Building on user feedback from the card sorting tests, we designed a preliminary prototype for usability testing. We selected three subjects to take part in our usability test, where they were asked to answer pre-test and post-test interview questions as well as complete nine unique tasks following presentation of the scenario. This study aimed to uncover user interface problems, explore positive and negative points of user experience, obtain user impressions of project design, as well as to gain a better understanding of user feelings involving family and public photography.

Test Setup

We conducted usability tests on three separate users between the hours of 4:00pm-6:00pm on Saturday September 23, 2006. Three subjects with varying levels of computing experience were used in this study to account for variable expertise levels within our target user group. Two of the three tests were conducted in participants' homes and on their computers to replicate the physical and technological environments our target users would most likely interact within while using Disney Memories. The third usability test was conducted at the Indiana University school of Informatics building on a

computer in the graduate lab. To prevent disturbances, all testing locations were unoccupied aside from the test facilitator, observers, and the user.

After presenting an informed consent form to the user, the facilitator introduced the user to the test and reviewed the talk aloud protocol. The facilitator then conducted a pre-test interview, asking six questions targeted at eliciting information regarding user experience with Disney World and other theme parks, e-mail and online account usage, as well as general demographics. Three observers recorded this information in written notes in addition to user behavior during the scenario and task phase, and post-test interview responses.¹ Each usability test lasted between fifteen to twenty minutes.

Scenario and Task Description

In this phase of testing, the facilitator orally narrated the following scenario, providing the user with a contextual framework to better understand the tasks they were asked to perform. This scenario placed the participant within the cognitive realm of our target user group, stressing they just returned home from a tiring trip to discover their Disney Memories account:

You were given a Disney Memories Card after you signed up for the Disney Experience vacation package. You were informed that carrying the card will let cameras take customized photos throughout the park and on rides.

After your trip, you just got home from Orlando, Florida. You had a tiring trip back home, and check your email. You've received a personal email from Disney with a photo of you. In the email, there is a link directing you to the "Disney Memories" website. You click on the link and login to the website. This is the screen you see...

The facilitator then asked the user to complete the following tasks in the order presented below. Each task was designed to touch upon key functional and navigational elements of our interface, requiring the user to interact with these areas and reveal potential problems. Since we were using a non-functional prototype, we regarded a task as "completed" if they clicked on the correct navigational button associated with the task requirement. Users were given as much time as they needed to complete each task.

Tasks

1. *Click on the section that would interest you most.*
2. *Share your photos with your family and friends electronically.*
3. *Learn more facts about the rides you rode.*
4. *Save your photos onto your hard drive.*
5. *Create a customized Disney background.*
6. *See your videos.*
7. *See videos of different rides on the park.*
8. *Put Mickey-Mouse ears on a photo.*
9. *Log out.*

Post-Test Interview

Following the completion of the scenario and task phase, we asked the user a number of questions regarding their testing experience and overall impressions of our application.

¹ See Appendix for a chart of all recorded user data.

Users were asked to rate their feelings about different types of family photographs based on a scale of 1-10, with 1 being the most positive and 10 being the most negative. User responses were recorded in written notes by observers. The questions were asked in the following order:

1. *What were the worst things about your experience with these tasks?*
2. *What were the best things about your experience?*
3. *What did you think of this overall concept? Do you think all theme parks should have an interface like this?*
4. *How Disney did you feel?*
5. *Who's your favorite Disney character?*
6. *How much do you enjoy seeing photos of you and your family smiling? (1-10)*
7. *How much do you enjoy seeing photos of you and your family not smiling?(1-10)*
8. *How much do you enjoy seeing photos of you and your family looking scared/funny/excited? (1-10)*
9. *How would you feel when you see photos of yourself if you didn't know there was a picture being taken (1-10)?*

The purposes behind these questions was to understand the rationale behind user decisions, overall user experience, impressions of our conceptual design, feelings about family photographs, and privacy concerns with public photography.

Evaluation Methods

Data Analysis

We collected and analyzed mostly qualitative data in this study, accumulated from verbal comments observed before, during, and after usability testing. Our focus on qualitative data allowed us to gain meaningful feedback about user experience and impressions of our conceptual design that was impossible to determine through quantitative scrutiny.

Our quantitative analysis centered upon a statistical comparison of task completion vs. task failure ratio, displayed in the table below. Tasks exhibiting high incompletion rates indicated areas problematic for users to navigate. The overall task completion rate was successful, however user 2 and user 3 made similar errors while pursuing task 4: "Create a customized Disney background." Both users choose to download pictures to their hard drive and then manually set photographs to display as their background image. In this instance, the correct choice would have been to select the "Edit and Play with my Photos" link. Although our sample size is too small to generalize the results, using a task completion comparative analysis produced key indicators to usability problems.

	User 1	User 2	User 3
Overall Task Completion Rate	100%	88.8%	88.8%
Incorrect Task Solution	None	Task 4, user choose "download pictures"	Task 4, user first choose "download pictures" and then "edit pictures"

Qualitative data moves away from the mathematical analysis used in quantitative collection. Our criteria for collecting qualitative data centered upon externalized user

reactions to problems encountered during testing, as well as verbal comments made prior to and after the test. Observers noted behavioral patterns among multiple users when performing specific tasks as well as trends in user responses during pre and post-test interviews.

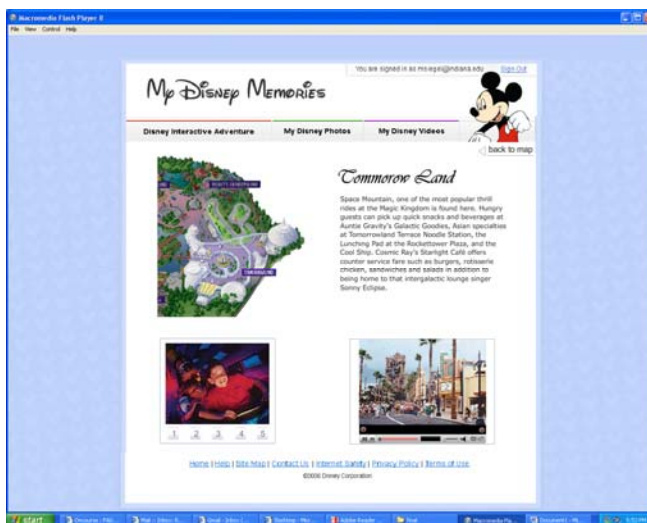
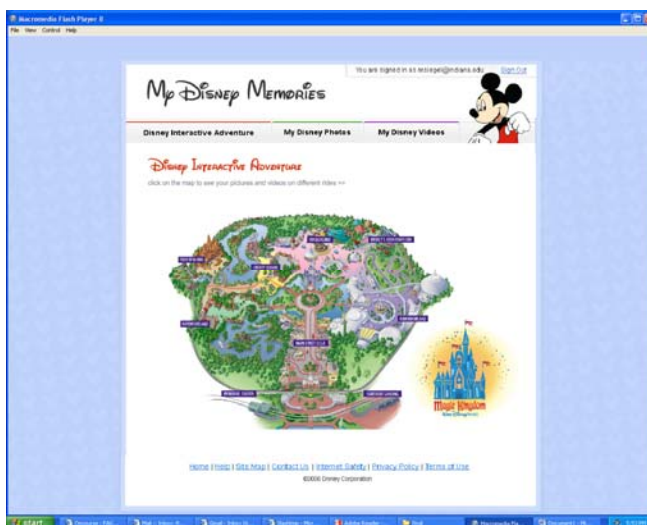
A primary problem users noted throughout testing was that reading and understanding sub-links required extra time due to small text size. Observers noted users leaning towards the screen and squinting to read these links. Another significant problem arose in the presentation of the "Launch Interactive Adventure" section of the interface. Users tended to overlook this area entirely, not noticing its function until deep within the test. One user described being "disappointed" that she initially failed to notice this section because its features were very appealing to her. Users recommended we incorporate more graphics to draw stronger visual persuasion to this area. On a whole, users did not feel our initial design was very "Disney," with one user regarding it as closer to a Microsoft Word document. The primary goal of conducting this usability test was to understand where users encountered navigational problems. We felt it was important to gain a solid perspective on how to organizationally structure the interface before incorporating complex graphics, thus our original design emphasized navigation over Disney aesthetics.

User Feedback

One of our original assumptions was that users favored Mickey Mouse over the other Disney character cast member. Although one user response indicated Mickey, two other users favored other popular Disney characters. We incorporated these preferences to determine which Disney characters should appear on the Disney account cards. Our conclusions indicated that we should represent several different characters

Another key portion of conducting these tests was to gain a better idea of how users would react to having photographs taken of them in the park and then presented in a web interface. Participants preferred most to see pictures of their family members with wild facial expressions while on theme park rides, followed by photographs of their family smiling while in Disney World. In comparison, users generally did not prefer to see a photo of family members not smiling. Participants produced a variety of disparate responses when asked how they would feel about not knowing about pictures being taken of them. One user felt uneasy about being unaware of public photos being taken. Another user felt there may be privacy concerns, but was moderately comfortable with it. An additional user felt the most interesting and entertaining pictures would be produced from being unaware of public photography. The variety in these responses represents the complexity of issues involving public photography, privacy, and delivery of photos through the internet. In response to these concerns we decided to make all family photo stations participant based. The only area we decided to implement unobtrusive automated cameras was within park rides. User responses indicated a high level of interest in this area, a situation where it would be impossible for the user to take the photo. A consensus among all users was that the Disney Memories interface should be customized to present each user's unique photographs from their park experience. Taking this recommendation into account, we decided to include a unique flash-based movie on each user's homepage that quickly highlights photographs from their Disney World experience.

FINAL PROTOTYPES



DESIGN DOCUMENTATION AND RATIONALE

“Of all of our inventions for mass communication, pictures still speak the most universally understood language.” -Walt Disney

1. Great memories of your Disneyworld experience:

The design argument is based on the concept that it is important for visitors to fondly remember their Disney World experiences. This is essential both to ensure return trips to Disney World, as well as encouraging visitors to tell their friends, family, coworkers, and other acquaintances about their great experience. This notion of telling others about great experiences is significant because when consumers make decisions, friends and family members' judgments are often more important than expert opinions. (Cleary & Edgman-Levitan, 1996).

Disney World was created as an escape from reality, thus most people have a remarkable time there, and should remember an experience fondly. Unfortunately for Disney, people's memories are not perfect, and their remembrance of liking an experience is not objective (Schwartz, 2004). Daniel Kahneman's concept of "peak-end theory" asserts the most important factors in how people remember experiences are the peak moments of experience and the subsequent end of the experience (Schwartz, 2004). Although the peak experience at Disney World depends on the individual, it most likely occurs within the park around family or friends, or on an amusement park ride. The end of their Disney experience really depends on how they define the experience. Taking into account the entire trip, the end of the journey is probably spent waiting in an airport, on a long tiring drive home, or unpacking after returning home. Even if you define the end of the experience as checking out of your Disney hotel, this is still not one of the most enjoyable experiences of most people's vacations.

Our problem deals with creating an enjoyable “end” to Disney visitor's vacation. Our web system displays to visitors previously unseen photos and video of their vacation, both around the park and on amusement rides, effectively extending their Disney experience to after they return home. Viewing photos of themselves with family or friends in picturesque locations, alongside Disney characters, and on rides reinforces meaningful trip memories.

The viewing of these photos is an integral part of the Disney experience. When park visitors return home, their photos will already have been conveniently delivered to their online account. Promotional material distributed to visitors leaving the park will remind users to check their Disney Memories account for fun photos and videos upon returning home. Only one account will be given to each group, so it is assumed that the groups will experience it together, all sitting around the computer. In addition, the site will display photos and videos they have not seen, thus associating it with their trip, while remaining a new experience. Finally, when the experience is remembered in a few months or years, people will talk about the context of the trip and how great the videos or photos were, and not define the viewing of photos as a separate experience.

Even if this viewing of photos and videos is thought to be a separate experience, it is still a powerful tool in remembering the great part of the trip. Photos are taken on rides or in memorable locations, helping to create, confirm, and sustain memories of the enjoyable parts of the experience. Emphasis on the positive memories diminishes the negative

memories such as waiting in line and traveling to the park. Photos play a very large role in how people create memories, and which memories they have, so having these "perfect" photos create a positive effect on how people remember their Disney World experience (Garry, Lindsay, Read, Wade, 2002).

2. No camera worries:

Another advantage of the design is that you get great photos from your trip without bringing a camera. Visitors to Disneyworld can still bring a camera if they like, but it is no longer a requirement. Even when visitors bring cameras, the cameras may not be used for many different reasons. Cameras run out of memory, are forgotten in hotel rooms, and are left home because of poor weather. No matter what the situation, users can be camera-free, and still return home with a bunch of great photos.

3. Great photos make for great marketing:

When users receive the photos and videos, they have options to both print them out and email them to friends or family. By displaying the printed photos in their homes or offices, or emailing these photos to friends and family, users are effectively marketing the experience of Disneyworld.

Of course this concept would also apply to user photos taken at Disney World, but one of the main advantages of this photo system is that all of these photos are taken on rides, with characters, or in picturesque locations around the park. This is important because this eliminates many of the "bad" pictures that are taken by people at theme parks. These bad pictures could be of people in less scenic parts of the park, photos with bad lighting, or blurry photos. Every one of these photos can become a valuable marketing tool, clearly showing family and friends having a great time on rides and in beautiful parts of Disneyworld.

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Appendix – Personas

Persona 1

Mallory Swanzell

Mallory is a 40 year-old mother of three, living in a north eastern suburb of Boston, MA. Although she took some time off to give birth to her children, she now actively pursues a busy career as a systems analyst for an equity data firm located in central Boston. Mallory's husband John works from home as a freelance writer and fulltime parent. Mallory and John have three children between the ages of two and eight: Jacob (2), Rachel (5), and Amanda (8). While Mallory isn't a stay-at-home mom, maintaining close relationships with each of her children as well as the family as a whole are very important to her. She puts spending quality time with her children before her job, opting to spend an entire day at the local park with her family and then working late into the night to meet project deadlines. Mallory often finds herself exhausted after every day; however she feels that it is important for her to live a balanced life of work and family.

Persona 2

Bailey Crown recently had his 9th birthday. He wanted a firecracker as a gift. He is in third grade in Dayton, Ohio's largest public elementary school. He is very quite in front of large crowds and new friends. He plays a Nintendo GameCube, and Super Mario Sunshine is his favorite game. Bailey gets into arguments with his big sister. He thinks she is jealous of him because he is smaller and gets better grades. He is the baby in the household and his sister is his only sibling.

Bailey's favorite subject in school is math. Bailey loves watching television; his favorite show being "The Suite life of Zack and Cody". Bailey likes to play outside, go swimming and ride his bike. He is afraid of strangers, drowning and heights. He is able to communicate with adults sport-fans easily because of his knowledge about sports. His mother is always encouraging him to read more, and he always checks out books on sports. This summer, he read books about Shaquel O'Neil, Kareem Abdul Jabaar and the childhood of Michael Jordan. Bailey dreams to be a basketball player when he grows up, and he recently joined a basketball league at the YMCA. Bailey's earliest memory is finding an injured bird in the front yard and calling it a frog.

Persona 3

Shelly Taylor

Shelly is a design student at Illinois institute of Design. She is known in her friend circle for her really temperamental nature. Still in her late teens, Shelley can be really childish at times, while there are times when she is more of a philosopher. She is really passionate about her field and that shows in her assignments as well. It is no surprise that she was chosen for the prestigious IDEO fellowship this semester. Being a creative person Shelley can barely sit idle. When not at work she likes being with her friends having fun.

As part of her work she is usually working in teams. In one of her projects last summer she got to work with fashion design student Fred Perry. They spent a lot of time working together and outside. Fred's gentle nature and assuring demeanor complements Shelley well. To her friends Shelley admits that she fell for the inner sensitivity of Fred.

Fred and Shelly have a good time together. They spent their last Christmas holidays in Florida, where Shelley got a chance to fulfill her childhood fantasies. They spent a lot of their time shopping and visiting theme parks. Shelly and Fred plan to marry sometime near Christmas.

Persona 4

Diana Kim

Diana is a 52-year-old mother of two, who worked as a project manager at a large IT company. Her children have both recently graduated from college and Diana no longer needs her income to supplement her husband's. She is finally going to return to school to get the PhD in psychology she always wanted, but could not financially manage while her children were growing up.

Her husband and her children are very supportive of her and she is very excited about her academic endeavors. Another thing she is very excited about is the pregnancy of her daughter, Briana, who got married last spring. Sue is very happy about the possibility of being a grandmother and is looking forward to the birth of her grandchild.