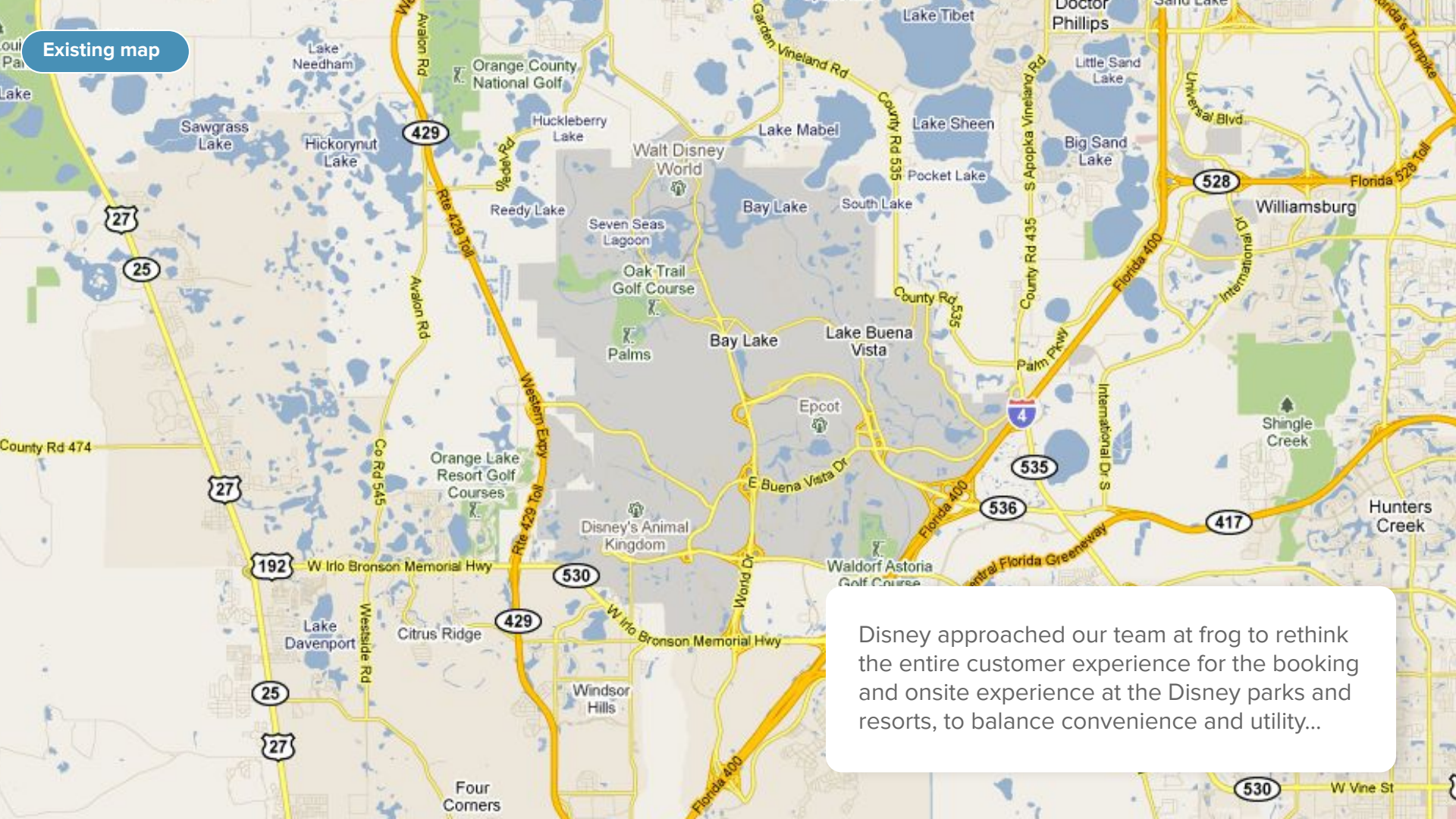




Existing map



Disney approached our team at frog to rethink the entire customer experience for the booking and onsite experience at the Disney parks and resorts, to balance convenience and utility...

Final launch

Lorem ipsum



...with the magic of the Disney experience.

For guests, that experience starts by exploring the map and getting inspired.

# Process

# Discovery



Our team considered a number of creative and technical approaches for the maps within the digital experience, from flat art with overlays to full immersive 3D experiences.

After exploring feasibility and reviewing multiple approaches with the clients over multiple ideation sessions, the determination was made to build the map experience using Google Maps with customized 3D map art and overlays to integrate efficiently across all touchpoints.

POSSIBLE MAPPING TECHNOLOGIES		POSSIBLE MAPPING TECHNOLOGIES						
Unity		Google Maps <small>with Google Earth</small>						
	Flat Map	Bird's Eye	Street View	Full 3D	Directions		Full 3D	Directions
Web Plugin	✓	✓	✓	✓	Custom	Web	✓	✓
iPhone App	✓	✓	✓	✓	Custom	iPhone	✓	✓
Android App	✓	✓	✓	✓	Custom	Android	✓	✓
Console App	✓	✓	✓	✓	Custom	Console	✗	✗

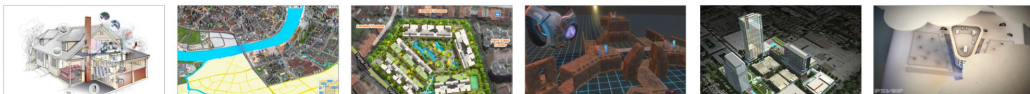
  

POSSIBLE MAPPING TECHNOLOGIES		POSSIBLE MAPPING TECHNOLOGIES						
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Android App	✓	✓	✓	✓	Custom	Android	✓	✓
Console App	✓	✓	✓	✓	Custom	Console	✗	✗

# Design Vision

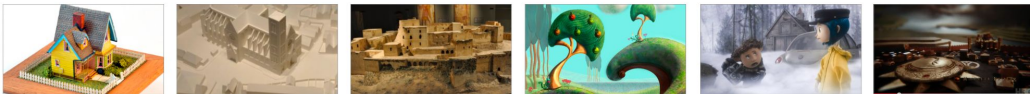
## Managing the Berm

Different approaches to handling the area beyond the Disney property.



## Materiality

Utilizing unconventional materials like clay, paper, and fabric to create a sense of whimsy.



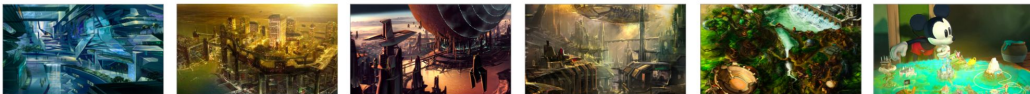
## Iconography

Overlays of iconic illustrations and symbols to highlight attractions and features.



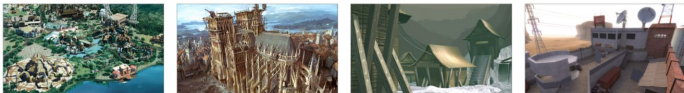
## Limited Color Palette

A limited color range with strong saturation to create a vivid presentation with focus.



## Saturation

A full color range with a limited saturation threshold to bring full color and without overwhelming the presentation.

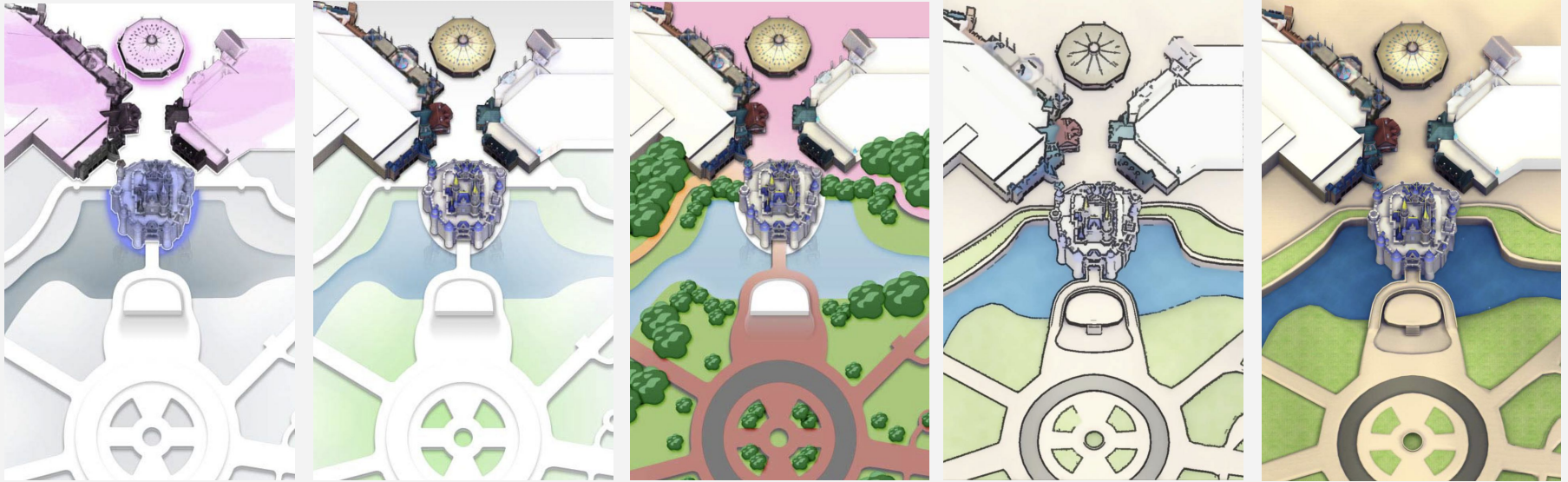


I joined the team to lead and deliver the art direction for the 3D models and map visual presentation.

In this critical early phase, I and my team completed audits of all of the existing view levels within Google Maps and conducted a thorough trendscape of the competitive and creative landscape.

We compiled mood boards structured under key principles to align the team and guide our visual approach.

# Design Exploration



Our team continued by building a sample area of the park and iterating on high-level visual approaches to arrive at a final direction.

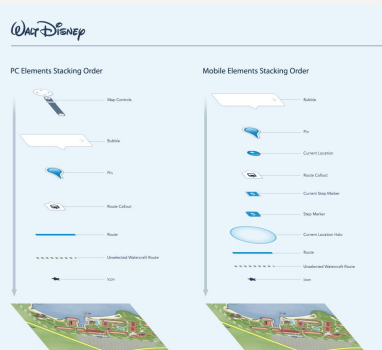
Process

# Final Design

Once the team had a visual direction for the art, we began detailed design.



# Detailed design



Disney logo

Map Pin Matrix

	Pin	Stack Pin	HEE	Geotagged Memory	Cluster	Memory Cluster
Level 11-14						N/A
Level 15-17					N/A	N/A
Level 18-20						N/A

I led my team in defining and testing the guidance for all visual aspects of the park and resorts, from highlighting and enhancing park attractions and features to assets and guidance on how to style foliage, service areas and parking lots.

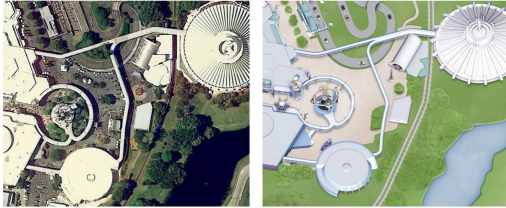
In addition, we developed all of the UI overlay elements and tested them for visibility and integration within the map visuals to prepare optimized assets for implementation.

# Delivery

DESIGN PRINCIPLES

## Balance Visual Complexity

The map detail should be enough to convey character without becoming overly specific or distracting. Small details such as planters and regular path edging should be generalized to favor the presentation of key features and structures within each area.



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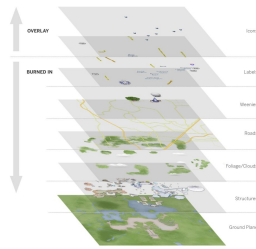
MAP TILES

## Map Tile Construction Overview

Map tiles are based on Google Maps tiles, which are numbered from Level 0 through Level 20. The Application system utilizes Level 11 through 20 of this system.

A distinct asset should be produced for each level containing:

- Ground Plane**  
This is the base of the map, containing the land, water, and paths.
- Structures**  
These are the 3D modeled elements, representing the attractions and buildings, appearing on Level 15 through 20. Also includes the monorail routes, which intersect with modeled elements.
- Foliage/Clouds**  
These are the environmental elements of the park depiction. Clouds appear on Level 12 through 14. Foliage begins appearing on Level 13 and continues through to Level 20.
- Roads**  
These are the highways and roads.
- Wickets**  
These are the iconic representations of the theme parks, appearing on Levels 12 through 14.
- Labels**  
These include the point of interest labels, road names, and route icons.
- Icons**  
These interactive elements are overlaid in interface and are NOT included in the map artwork.



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MAP SPECIFICATIONS

## Map Scaling

The rendered elements of map scale together on every zoom. This includes the ground plane, foliage, structures and monorail tracks.



Roads scale at a less drastic rate than the rendered elements on the map, while type stays at a consistent size on every level.



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MAP TILES



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For the final delivery, I led the development of a comprehensive style guide, with guidance and examples for development of the full system along with templates and resources for implementation.

I worked with the client's production agency to train and guide their team through the development of assets for a few sample sites.

# Impact



The map system is now applied to all Disney Park and Resorts worldwide and has been utilized by millions upon millions of guests to get the most out of their Disney trips for the last decade.

Photo credit: Becca Robins

# Thanks!

See more samples of my work at  
[www.stationzero.org/kylehoyt](http://www.stationzero.org/kylehoyt)