



HAUNTED HOUSE UX

FEAR DESIGN

SOSHAL



FEAR DESIGN

Create atmosphere.

Set the stage.

Turn off the lights.

Go out with a bang.

Manage the line.



CREATE ATMOSPHERE

BRANDING

This is your atmosphere.

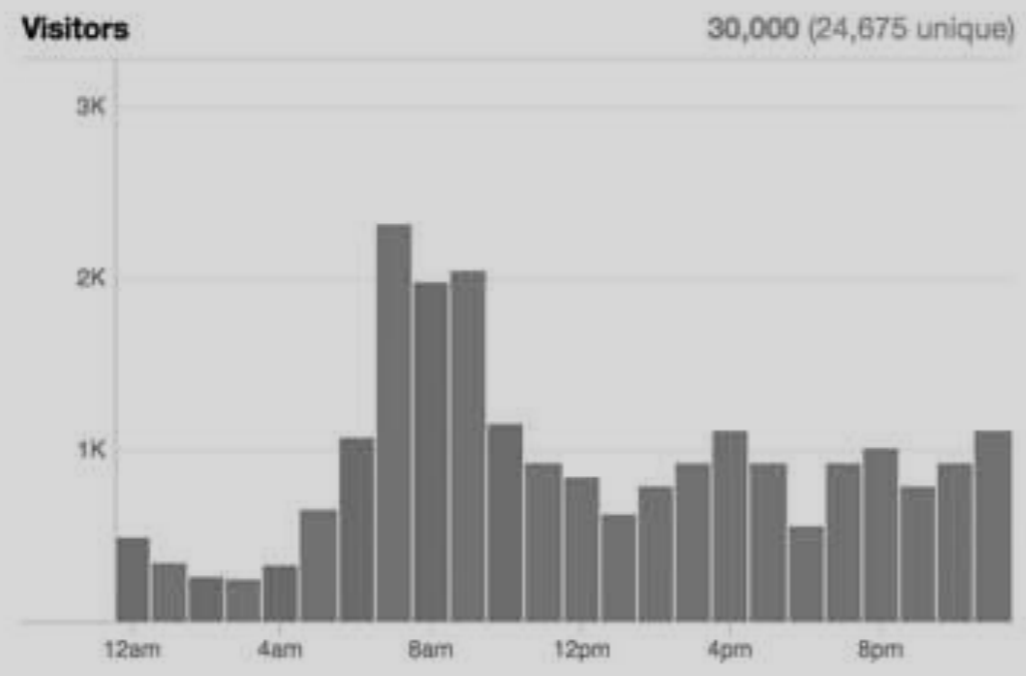
What is your song?



What details are being overlooked?

- Search
- Dashboard
- Orders 477
- Customers
- Products
- Collections
- Discounts
- Gift Cards
- Reports
- Blog Posts
- Pages
- Navigation
- Themes
- Apps
- Settings

TODAY	YESTERDAY	LAST 7 DAYS	LAST 30 DAYS	LAST 90 DAYS
\$446.45 26 orders	\$526.00 28 orders	\$4,568 257 orders	\$18,752 1,256 orders	\$67,43 3,552 orders

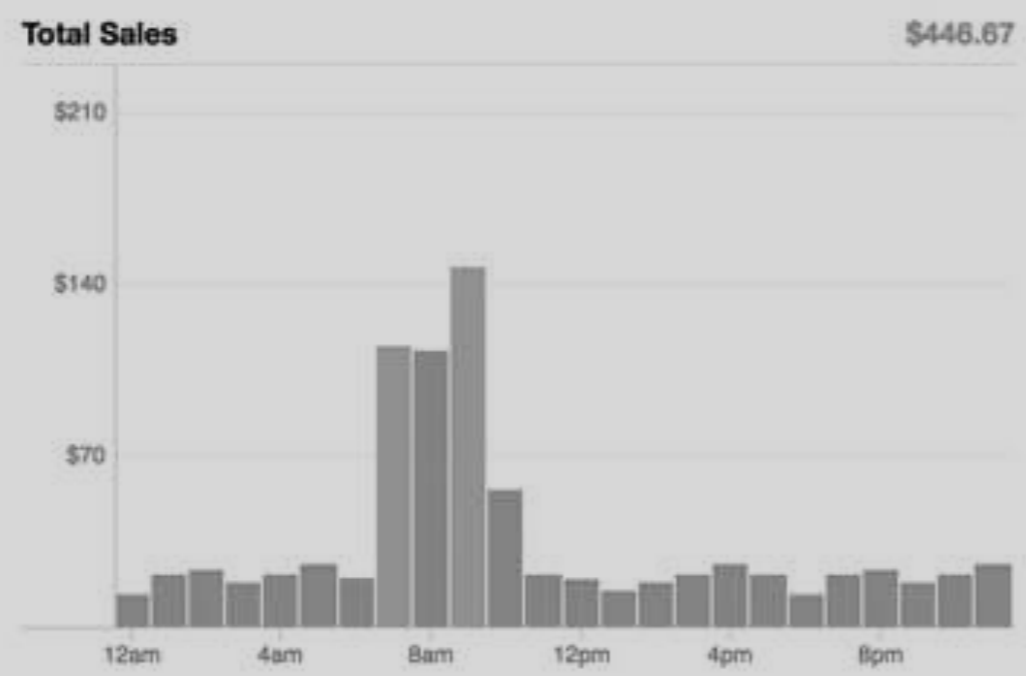


Traffic Source

Direct	82% 24,600
Referrals	9% 2,700
Search Engines	9% 2,700

Top Referrals

site-name.com
site-name.com
site-name.com
site-name.com
site-name.com
site-name.com
site-name.com
site-name.com



Website Conversions

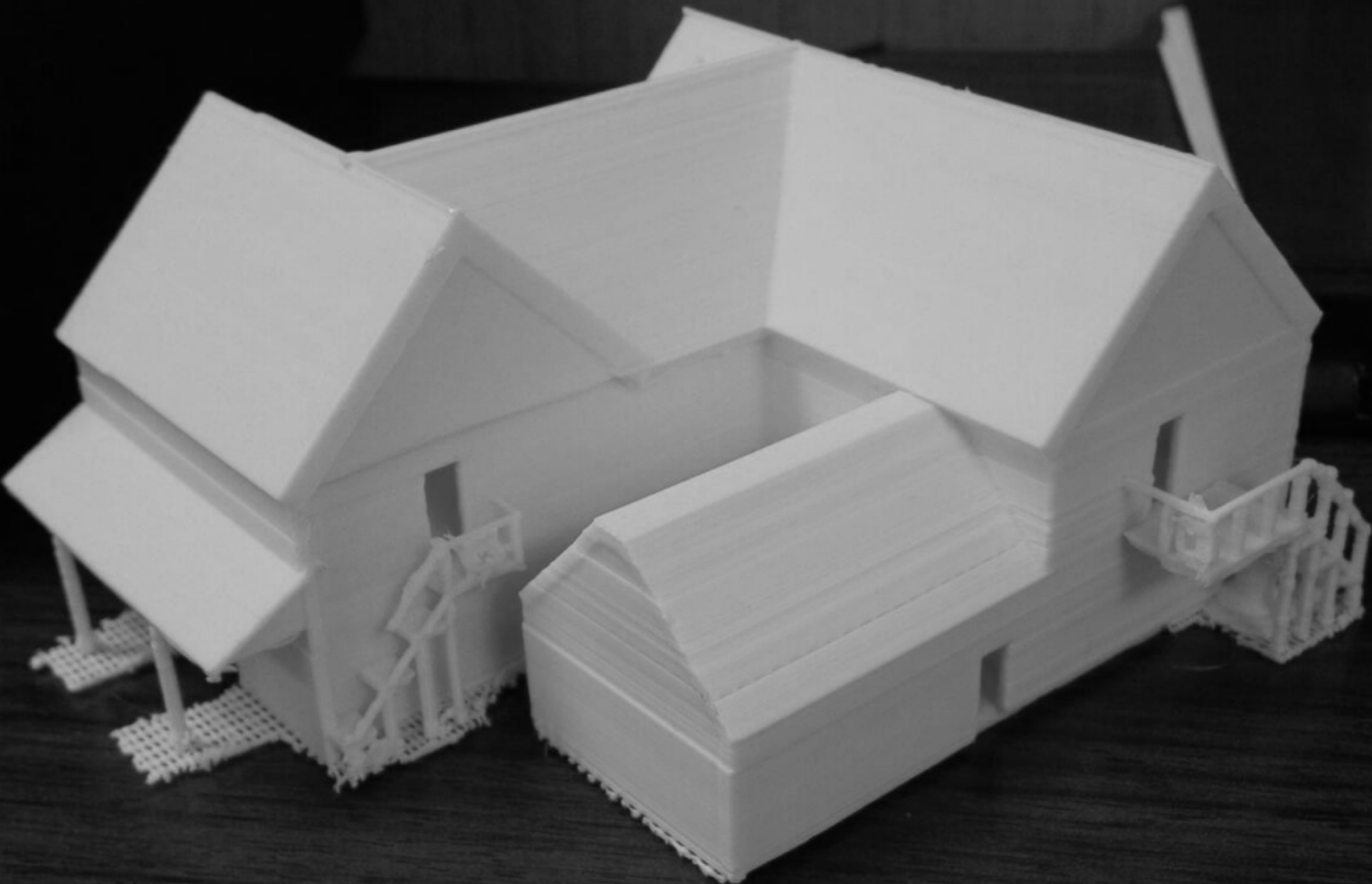
Added to Cart	7.7% 1,640
Reached Checkout	4.0% 850
Purchased	3.8% 790

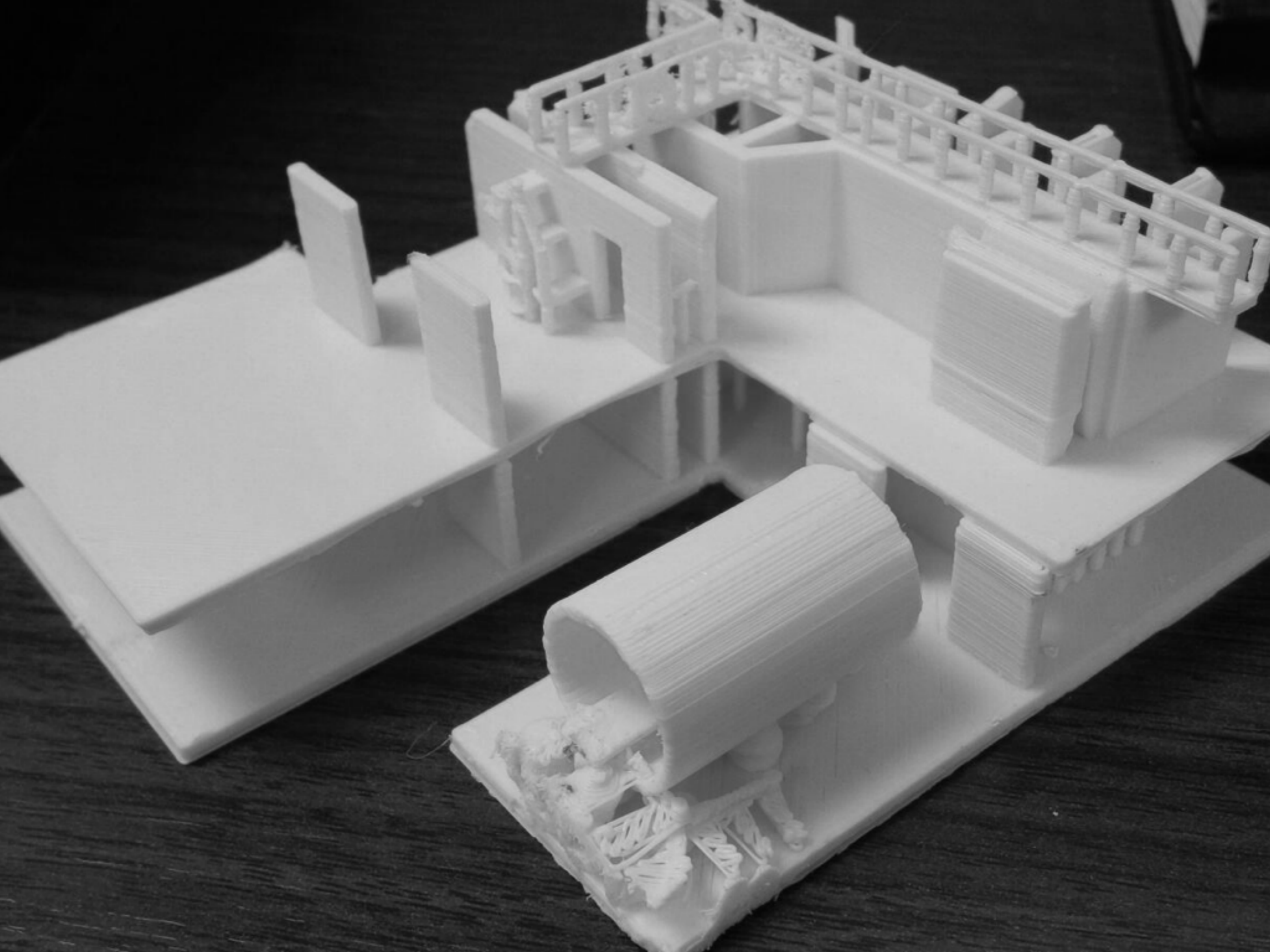
Top Sellers

Heather grey tee	181 sold
Black pants	113 sold
Gold socks	107 sold



SET THE STAGE





**TURN OFF
THE LIGHTS**



**GO OUT WITH A
BANG!**

BUDGET

1st scare: 15%

2nd - 9th scares: 50%

10th scare - 35%

MANAGE THE LINE



RESEARCH

NPS: 64

“Lower the price.”

“Reduce line wait times.”

OBJECTIVE

Decrease line wait times by 50%, from 30 minutes to 15 minutes.

STRATEGY

Increase capacity by 10%.

Increase length by 15%.

Increase speed by 10%.

FUCK YA,

WE DID!

RESEARCH

NPS: 61

“Less exciting.”

“It feels like there’s less to do this year.”

**FUCK NO,
WE DIDN'T!**

STRATEGY

Decrease capacity by 10%.

Decrease length by 15%.

Decrease speed by 10%.

Add DJs, jugglers, and fire-breathers.

Add food booths **IN** the line.



**THEY WANT
TO WAIT?!**



Welcome to Chase Mobile!

Please choose an option below.

Log On

or

Enroll

ATM & Branch | Contact

FAQs | Privacy | Info

Equal Opportunity Lender
Deposit products provided by JPMorgan Chase Bank
Credit cards are issued by Chase Bank

Loading

Guns don't kill people, welcome messages with guns kill people.



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