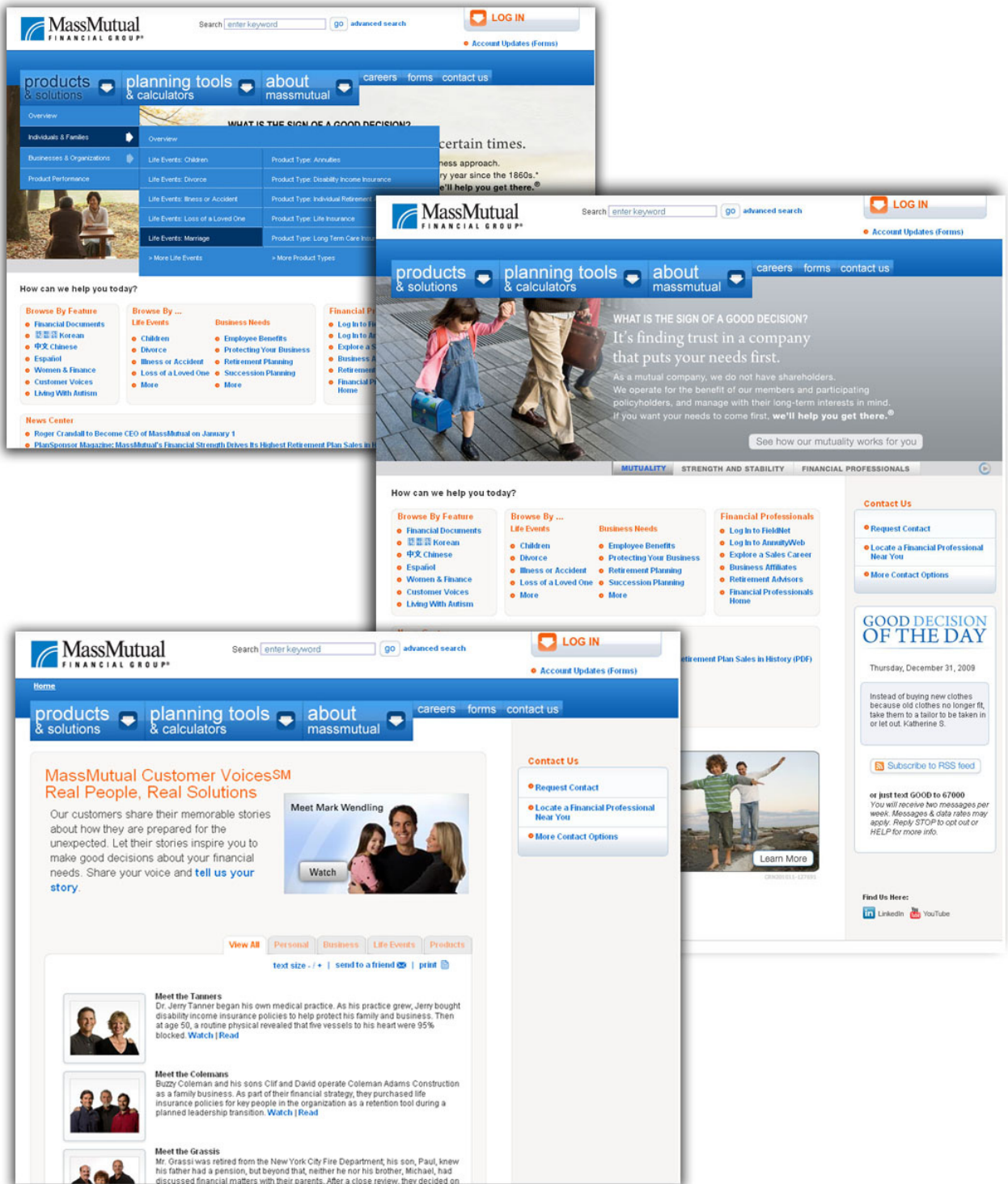


MassMutual



MassMutual.com redesign

Worked collaboratively with the business, internal designers and developers as well as agency designers and developers to overhaul the MassMutual.com website. New site is cleaner, friendlier and easier to use than old site. Added new functionality like video testimonials and flash featured areas.

10 Questions for Financial Security

Created an interactive Flash piece to both emotionally and intellectually connect with the user. It encourages them to start thinking about what they need to secure their financial future and why they need to do that as well. The user can skip to any question that they want, contact a financial professional, or download the PDF of the 10 Questions. Tracking was built into the piece to gauge the effectiveness of the piece. After initial launch, links to the contact a financial professional increased by 8%. The piece was supported by print material and referenced in MassMutual's commercial advertising.



Streaming Video

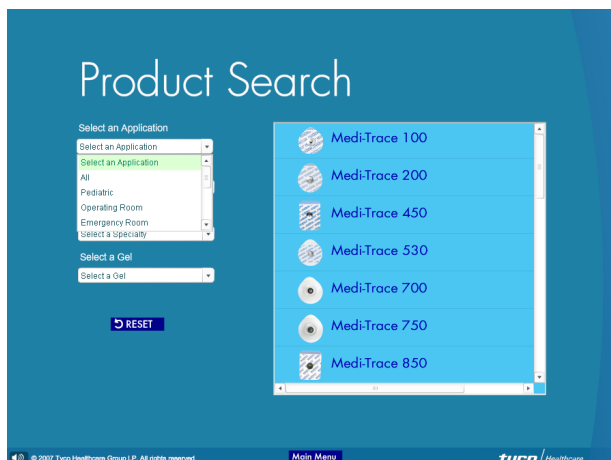
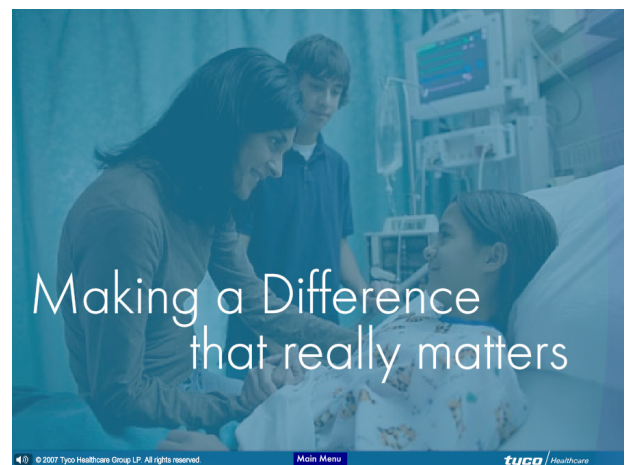
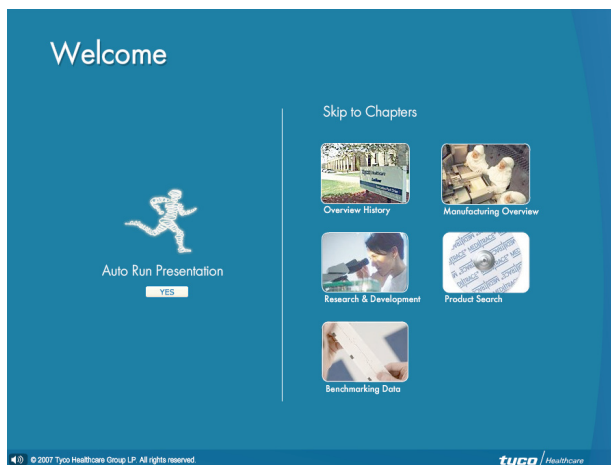
Researched current company capabilities and worked with a team to implement streaming video both internally and externally through Flash. Cut cost of providing video and increased quality and user experience.



LSHD Advertising

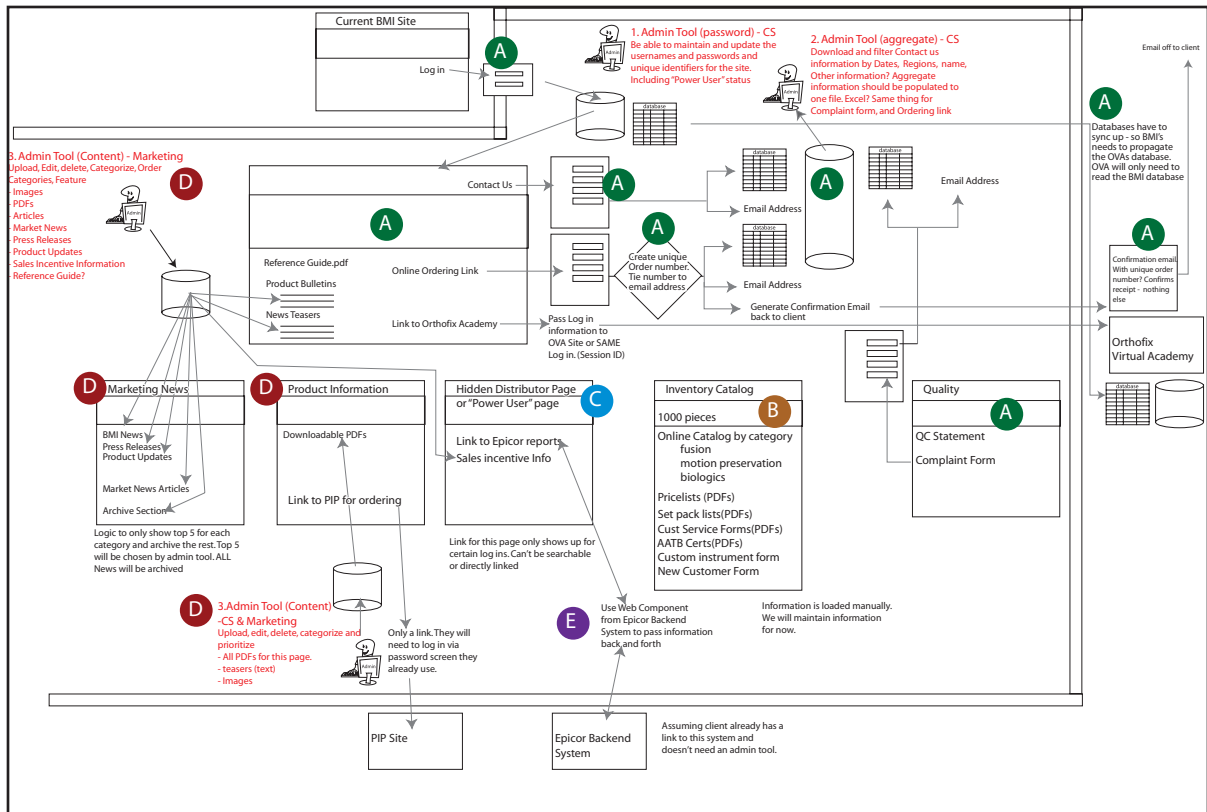
Tyco ECG Sales Aid

Tyco, a world leader in medical supplies, was looking for a way for its international electrodes sales team to better market their product. A self running Flash application was created in multiple languages to highlight the benefits and specs of their products, along with a "search" application that would allow the sales teams to find the appropriate product for each client based on 5 different criteria. All of this was distributed on a CD that also highlighted the Tyco brand promise.



BlackStone Medical

Created a wire frame diagram for the construction of the BlackStone distributor site. This allowed all the teams involved to understand everything that needed to be done and helped to avoid any misunderstandings. Project launched on time and on budget. Followed up with a Flash Marketing piece to promote the new site to the distributors



Introducing our
Distributor Website

Welcome undefined

Your NON-STOP Support NET

- around-the-clock access to information, forms, and ordering
- lets you maximize your time with CSR
- access the Blackstone Virtual Academy
- additional functionality coming online later this year

View Demo

Introducing our
Distributor Website

Welcome undefined

Ready to go

- **IMPORTANT:** Keep your wallet card with you
- stay tuned: features will be added over time
- even with this resource, keep in touch with your CSR whenever you need to

Sign up for your free Logitech® webcam

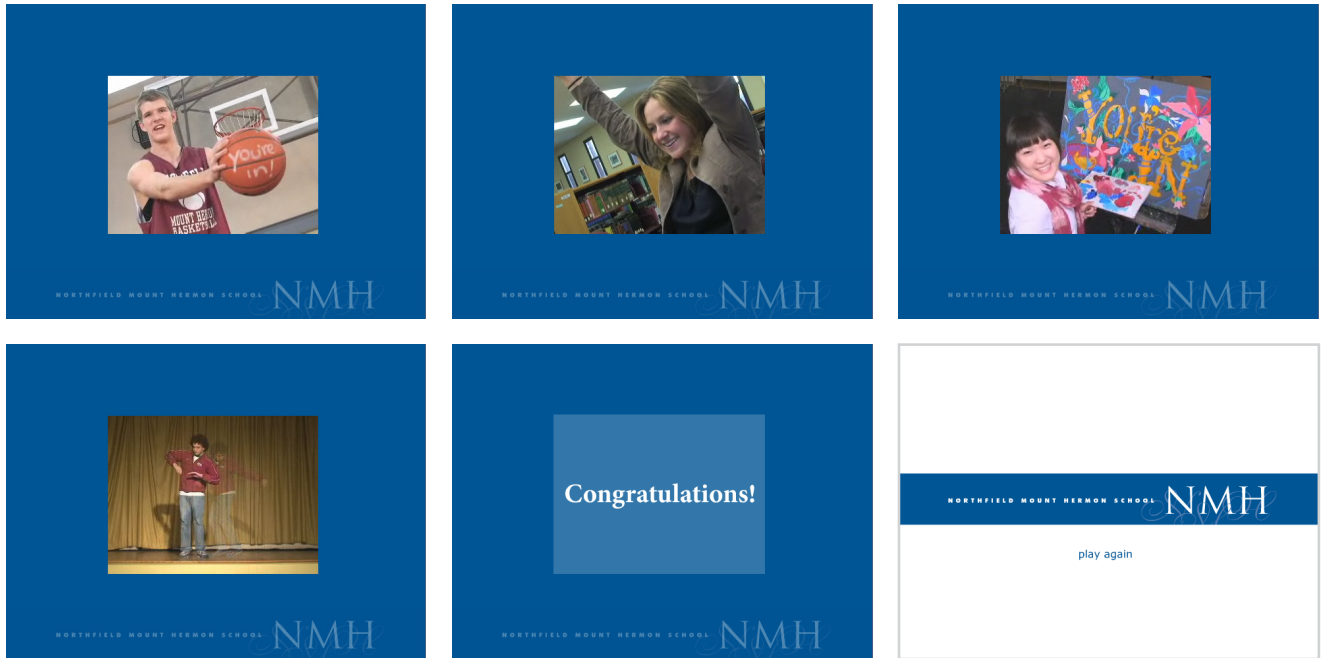
➤
Yes please, I'd like to receive a free webcam

➤
No thanks, but I am ready to move on to the site

KineticMotion

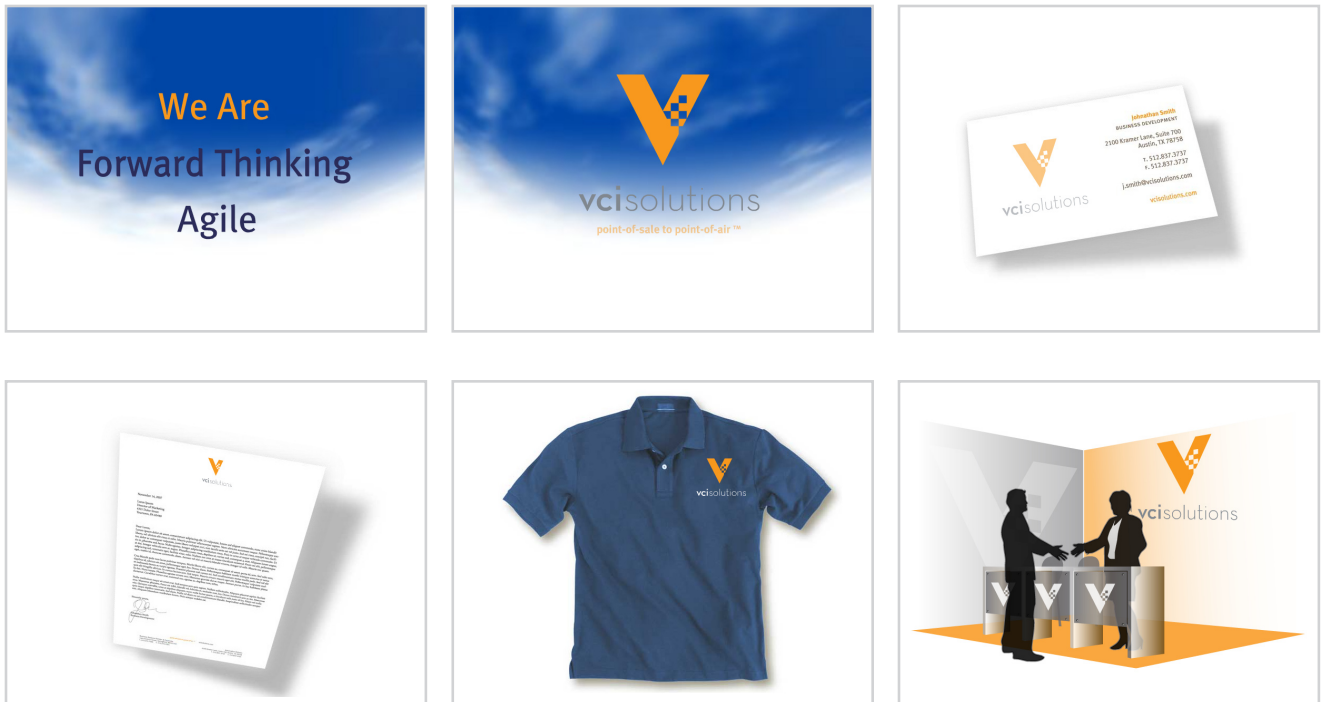
NMH "You're in"

I worked with a local ad agency to create a "welcome" video for new students that were accepted to the Northfield Mount Hermon School. Applicants were sent an email with a link to the web page that told them that they were "in."



VCI Brand Roll Out web presentation

I worked with a local ad agency to create a brand rollout web video for their client, VCI. The video was an animated representation of their new look, their new philosophy and a way for their employees to get an idea how that new look would permeate their day to day lives.





Web Design for the LEGO e-commerce site

I worked for over 6 years on the LEGO e-commerce site. Starting with building the site from the ground up, I was responsible for the continued growth and evolution of this site gaining much unique experience from designing and managing a site of this size. There are too many features to go over thoroughly here, but here are some of the more interesting projects and accomplishments associated with my experience. For more in depth samples, please visit <http://www.mariopereira.com>

Accomplishments/Features

International Site

Available in 19 countries in 3 languages in every country

Search Optimization

Both within the site and for outside search engines.

World Class Checkout

4 step checkout process with 6 different payment methods available

Email Campaigns

Managed the design and distribution of over 100 emails a year internationally

Affiliate Program

Advertising LEGO site on other websites

Gift Certificates

Selling and redeeming both Paper and Electronic Gift Certificates on the site.

Order History

User can see past orders regardless of whether they were placed online or offline

Wish List

Users can add products to their wish list and even email their wish lists to friends

Online Auctions

Developed online auctions to be sold on eBay and purchased through the LEGO website

Customized Products

Customizable Train

The ability to configure your own train from existing LEGO trains and then order it online

LEGO Factory

Users build custom models using a proprietary LEGO 3D program and they can upload their creation, post it for others to see, or buy it (or other builders' custom models) from the site.

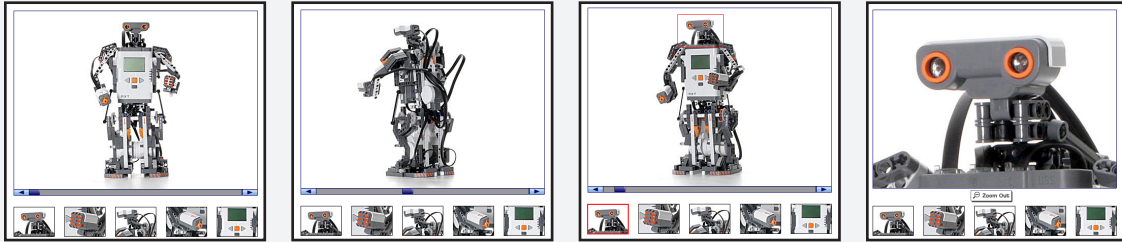
LEGO Mosaic

Upload any picture and order a "pixelized" LEGO mosaic of your image with building instructions

Accomplishments/Features (continued)

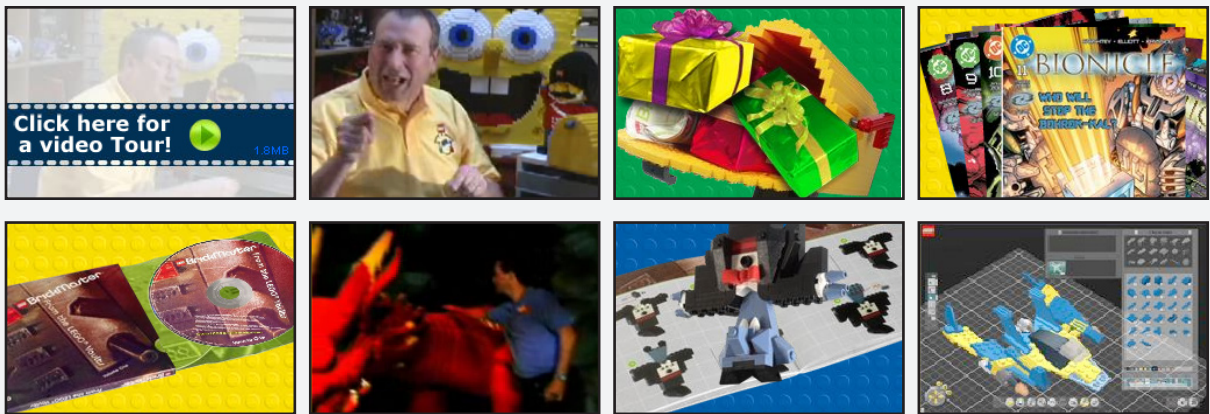
360 Product Spins and Zooms

Because of the nature of LEGO products, it was important to allow the user to see the product from all angles. We used photography and Flash to create a 360 spin that achieved this and also highlighted important details and features of the models.



LEGO Club Loyalty Program

When LEGO launched their LEGO club loyalty program, they needed an easy way to communicate all the features and benefits of joining this club. A flash piece was created combining video and animation to easily explain the benefits of the program. Sales exceeded expectations after implementation of the presentation.



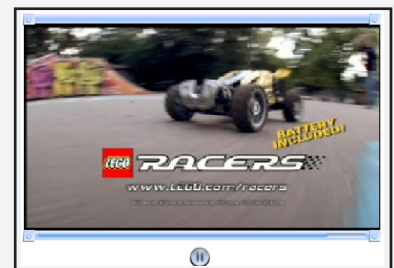
LEGO Factory Box Designer

LEGO needed a quick way to explain how their new "Box Designer" worked. This application allowed people to customize the packaging of their own "custom products." This Flash piece was put together to communicate not only what the product was, but also how to use it.



LEGO Product Videos

LEGO had an archive of TV commercials that could be used to further enhance the product presentation on the web. We wanted to leverage this content, but because the web site's minimum requirements dictated that we be compatible with Flash 7, which had minimal video support and no prepackaged video player, I created a video player from scratch. Player included a customized scrub bar that could jump to any part of the video.

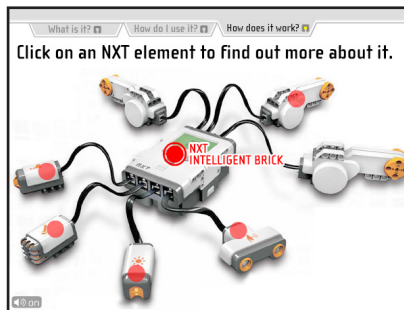
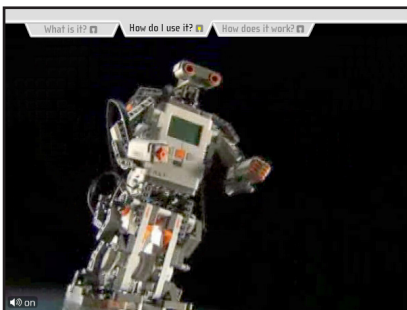
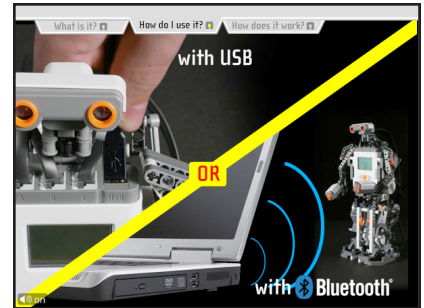
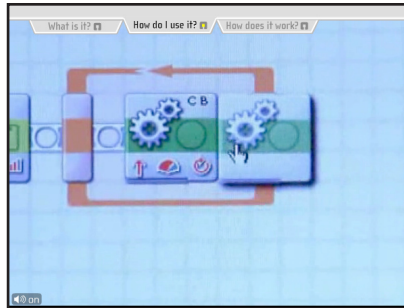
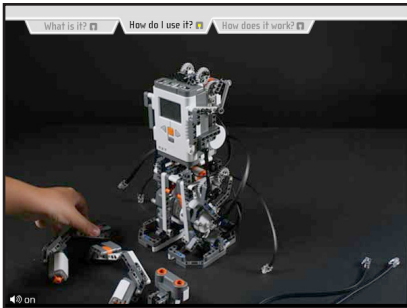
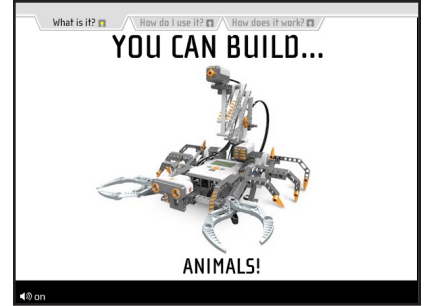
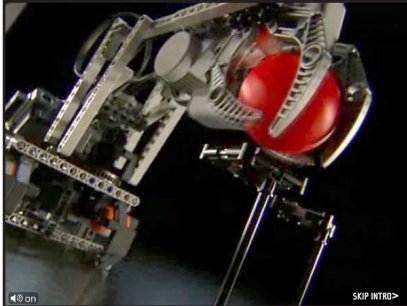


LEGO Mindstorms Mini Site (Gold Addy Award)

Created a Mindstorms 2.0 Mini site to support the launch of the next version of LEGO's robotic offering. Site used video, animation and user interaction to demonstrate the new features of the product. Site won a regional Gold Addy Award.

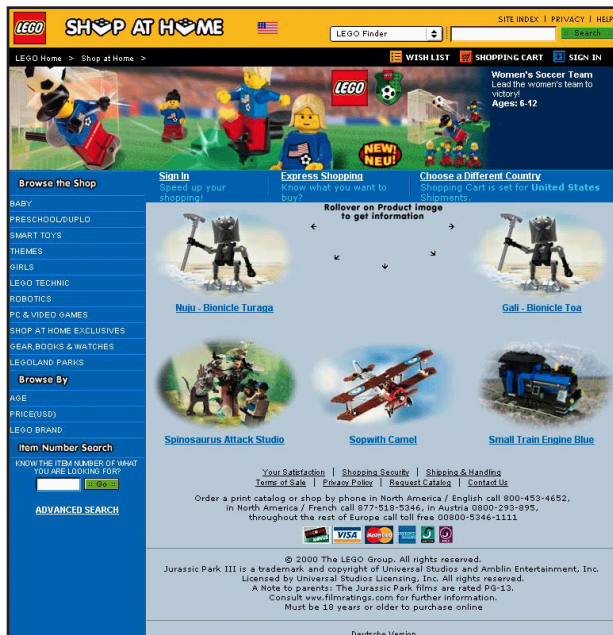


Addy Award



Interface evolutions

The following are examples of how the homepage (and the whole navigation) on LEGOShop.com evolved after usability testing, metrics and user feedback.



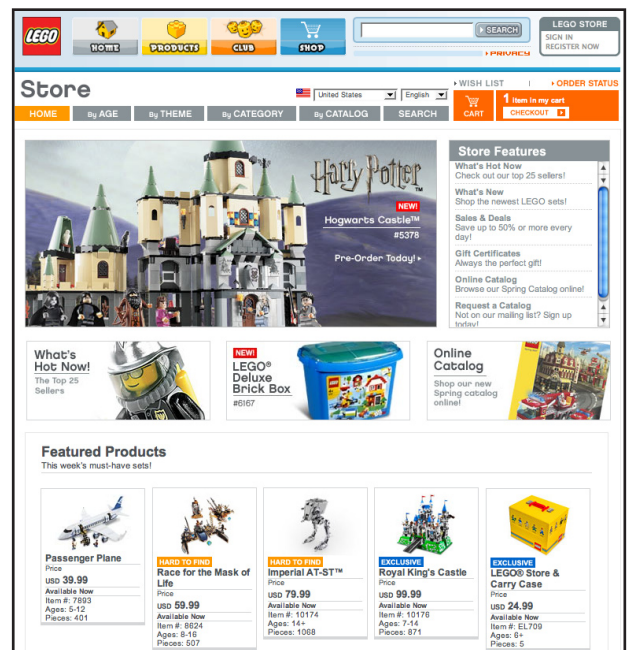
2001



2003



2004



2006

Checkout Revision -

Old Checkout

SHOP at HOME

Shopping Cart

Your shopping cart is currently set for shipments to United States. If you are interested in shipping to another country, please reset your shopping cart.

Item Description	Unit Price	Quantity	Subtotal
MINI X-Wing Fighter™, TIE Advanced™ Item #: 4484 Ages: 7+ Pieces: 76 Available Now	USD 3.99	2	USD 7.98

Order Subtotal: USD 7.98

Quick Order for Catalog Shoppers
If you have a LEGO Shop At Home catalog, you can add items to your shopping cart quickly and easily! Just fill in the item number and the quantity you wish to order in the fields at right. When you're done, click "Add" and the items will be added to your cart. If you wish to order more than four items, simply repeat the process.

To ensure that you get the same pricing you see in the catalog, fill out this field with the catalog code from the back of your catalog.

What is a Catalog Code?

Limit one catalog code per order. Codes cannot be combined.

Shipping Method

<input checked="" type="radio"/> Regular Shipping	USD 8.95	Estimated Shipping Time: 3-9 Business Days (includes 1 day to process your order)
<input type="radio"/> UPS Second Business Day Delivery*	USD 15.70	Estimated Shipping Time: 3 Business Days (includes 1 day to process your order)
<input type="radio"/> UPS Next Business Day Delivery*	USD 33.95	Estimated Shipping Time: 2 Business Days (includes 1 day to process your order)

Click here to find out more about shipping policy, rates and times.
*Notes: Order shipped to Alaska and Hawaii will be charged an additional \$10

LEGO Checkout

1. Address & Shipping 2. Summary & Payment 3. Done

SECURE CONNECTION

Welcome

Ordering from LEGO Shop At Home is safe and easy! If you are a registered member, speed up your checkout by accessing your saved information here.

If you do not have a LEGO account, simply fill in the required information below and check out in 2 easy steps! You can also save your information for next time by filling out the optional "Create an Account" section below.

Billing Address

First Name:
Last Name:
Company Name:
Address:
City:
Prov./Region/State:
Country:
Postal/Zip Code:
Phone:

Shipping Address

Check if same as Billing Address

First Name:
Last Name:
Company Name:
Address:
City:
Prov./Region/State:
Country:
Postal/Zip Code:
Phone:

Email Address

Email Address:
Re-enter for confirmation:

Please enter a complete e-mail address with the @ sign and the appropriate dot suffix (.com, .net, .org, etc.). Order confirmation and information on when your order has shipped will be sent to you via e-mail.

Shipping Method

<input checked="" type="radio"/> Regular Shipping	USD 8.95	Estimated Shipping Time: 3-9 Business Days (includes 1 day to process your order)
<input type="radio"/> UPS Second Business Day Delivery*	USD 15.70	Estimated Shipping Time: 3 Business Days (includes 1 day to process your order)
<input type="radio"/> UPS Next Business Day Delivery*	USD 33.95	Estimated Shipping Time: 2 Business Days (includes 1 day to process your order)

Click here to find out more about shipping policy, rates and times.
*Notes: Order shipped to Alaska and Hawaii will be charged an additional \$10

Create an Account (optional)

To create a LEGO account and save your information for next time, register by filling out the fields below.

Create a Username:
Create a Password:
Re-enter Password:

If you forgot your password, you can get it back by answering your secret question. Choose the question you would like to answer.
What is your mother's maiden name?
Type the answer:

LEGO Checkout

1. Address & Shipping 2. Summary & Payment 3. Done

SECURE CONNECTION

Please look over your order below and make sure all the information is correct. Feel free to make any changes you feel are necessary. Once you are satisfied, just provide us with your payment information below and click "Submit Order." Your order will be processed right away!

Order Summary

Item #	Name	Availability	Qty.	Price	Total
10131	TIE™ Collection	Available Now	1	USD 69.99	USD 69.99
3731	Pumpkin Patch	Available Now	1	USD 9.99	USD 9.99
F10156	LEGO® Truck	Available Now	1	USD 0.00	USD 0.00
				Subtotal:	USD 79.98
				Regular Shipping:	USD 8.95
				Tax:	USD 0.00
				Total:	USD 88.93

Bill To: Mario Pereira
77 Allison Lane
Ludlow, MA 01056
United States

Ship To: Mario Pereira
77 Allison Lane
Ludlow, MA 01056
United States

Shipping Method: Regular Shipping

Gift Message (optional)

If this is a gift for someone else, you can add a gift message which will be printed on the shipping invoice. If you choose this option, pricing information will not be included on the invoice. Your message can be up to two lines long, with a maximum of 60 characters per line (120 characters total).
Click here to see a sample gift message!

Enter your gift message
Type the 1st line of your message here (60 characters max)
Type the 2nd line of your message here (60 characters max)

Payment Method

Gift Certificates (optional)

If you have a Gift Certificate, enter it here. If you would like to redeem more than one Gift Certificate, enter each number separately and hit "Apply."

Gift Certificate Number:

Please Note: If the order total exceeds the amount of the combined total of all Gift Certificates used, the buyer is responsible for the difference. If the combined total of all Gift Certificates redeemed exceeds the order total, the remaining credit will be applied to the last Gift Certificate used.

I would prefer to pay by credit card. I prefer to provide my payment information over the phone.

Type of Card:
Card Number:
Expiration Date:

Please phone LEGO Shop At Home to complete your purchase. Allow one hour before calling so that our staff can process your online order. Your order will be held for three days. If we have not received your payment information by the end of that time, your order will be cancelled. Product availability is confirmed once credit card authorization has been obtained.

LEGO Checkout

1. Address & Shipping 2. Summary & Payment 3. Done

SECURE CONNECTION

Thank you for your order

Your Order Reference Number is: U0003106

Your order is now being processed. Please Print this page as a record of your order. If you need to contact us regarding your order, please have your Order Reference Number handy when you call. You can also check the status of your order anytime, by signing in and clicking on "Your Account" at the top of any shop page. There you will find a link to "View your Order History." *Must have an online account and be a registered user of the shop to access Order History.

Order Summary

Item #	Name	Qty.	Price	Total	
4483	AT-AT™	1	USD 99.99	USD 99.99	
				Subtotal:	USD 99.99
				Regular Shipping:	USD 8.95
				Tax:	USD 0.00
				Total:	USD 108.94

Payment Method: By Phone

Please phone LEGO Shop At Home to complete your purchase. Allow one hour before calling so that our staff can process your online order. Your order will be held for three days. If we have not received your payment information by the end of that time, your order will be cancelled. Product availability is confirmed once credit card authorization has been obtained.

Bill To: Mario Pereira
100 My Street
Ludlow, MA 01056
United States

Ship To: Mario Pereira
100 My Street
Ludlow, MA 01056
United States

In North America - 800-835-4386, E.S.T. M-F 8am to 10pm; Sat & Sun 10am to 6pm
In Austria - +00800-293-895 - G.M.T. 8am-8pm
In Italy - +0800-781-620 - G.M.T. 8am-8pm
throughout the rest of Europe toll free - 0800-5346-1111 - G.M.T. 8am-8pm

Here is what you can do next:

To keep a record of your order:

To do some more shopping:

To go to LEGO.com homepage:

Checkout Revision (continued) -

New Checkout

SHOP at HOME Order Status | Customer Service | View Cart | Wish List

0-2 YEARS 3-5 YEARS 6+ YEARS

Shopping Cart [Go to Checkout](#)

Your shopping cart is currently set for shipments to United States. If you are interested in shipping to another country, please reset your shopping cart. [Change Country Here](#) United States

Item Description	Availability	Unit Price	Quantity	Subtotal
General Grievous™ Chase Item #: 7255 Ages: 7+ Pieces: 111	Available Now	USD 19.99	1	USD 19.99
ARC-170 Starfighter™ Item #: 7259 Ages: 8+ Pieces: 396	Available Now	USD 39.99	1	USD 39.99

Order Subtotal: USD 59.98

[Catalog Quick Order](#) [Continue Shopping](#) [Go to Checkout](#)

Request Catalog | Payment Methods | Return Policy | Privacy Policy | Contact Us
 Shipping & Handling | Your Satisfaction | Shopping Security | Privacy Policy | Shop Site Index

Please refer to shop by phone? In English, call 800-453-4652, in French, call 877-518-9346.

LEGO, LEGOLAND, ALPHA TEAM, BELVILLE, BIONICLE, BLOCK-O-DILE, CLIKITTS, DUPLO, MINDSTORMS, QUATRO, ROBOTICS INVENTION SYSTEM, the DUPLO logo, the QUATRO logo, the LEGO and LEGOLAND logos are trademarks of the LEGO Group.
 © 2005 The LEGO Group.
 © 2005 Lucifilm Ltd. & TM. All rights reserved.
 Must be 18 years or older to purchase online.

LEGO Checkout Secure Connection Shopping Security

Address & Shipping Payment Order Review Done

If you already have an account with us - speed up your checkout by signing in!

Ordering from LEGO Shop At Home is safe and easy! If you are a registered member, speed up your checkout by accessing your saved information [here](#).

If you do not have a LEGO account, simply fill in the required information below and check out in 3 easy steps! You can also save your information for next time by filling out the optional "Create an Account" section at the end of Checkout.

Billing Information

First Name: Do not use initials.
 Last Name:
 Company Name: Optional.
 Address:
 City:
 Prov./Region/State: No Region
 Country: United States
 Postal/Zip Code: Do not enter a country prefix here.
 Phone: In case we have questions with your order.

Shipping Information

Shipping to Same Address? Yes No If not, you will be asked to provide it later.

Email Address

Please enter a complete e-mail address with the @ sign and the appropriate dot suffix (.com, .net, .org, etc.). Order confirmation and information on when your order has shipped will be sent to you via e-mail.

Email Address:
 Re-enter for confirmation:

Shipping Method

SHIPPING CHOICE	PRICE	ESTIMATED SHIPPING TIME
<input checked="" type="radio"/> Regular Shipping	USD 10.00	3-9 Business Days <i>(Includes 1 day to process your order)</i>
<input type="radio"/> UPS Second Business Day Delivery*	USD 30.00	3 Business Days <i>(Includes 1 day to process your order)</i>
<input type="radio"/> UPS Next Business Day Delivery*	USD 40.00	2 Business Days <i>(Includes 1 day to process your order)</i>

[Click here](#) to find out more about shipping policy, rates, and times.
 *Note: Orders shipped to Alaska and Hawaii will be charged an additional \$10

[Back](#) [Continue](#)

LEGO Checkout Secure Connection Shopping Security

Payment Address & Shipping Order Review Done

Please provide us with your payment information. You will still have another chance to review all your information and make any changes necessary on the next page before submitting your order.

Current Order Total

Item #	Name	Availability	Qty	Price	Total
7255	General Grievous™ Chase	Available Now	1	USD 19.99	USD 19.99
				Subtotal:	USD 19.99
				Regular Shipping:	USD 2.95
				Sales tax:	USD 1.20
				Total:	USD 24.14

[Edit Cart](#)

Gift Certificates

If you have a Gift Certificate, enter it here. If you would like to redeem more than one Gift Certificate, enter each number separately and hit "Apply".

Gift Certificate Number: [Apply](#)

Payment Method

Pay with Credit Card

Type of Card: American Express
 Card Number:
 Expiration Date: Month Year

Pay with Bill Me Later®

Buy Fast. Feel Secure.®
[How to request credit](#)

Pay over the Phone

Please phone LEGO Shop At Home to complete your purchase. Allow one hour before calling so that our staff can process your online order. Your order will be held for three days. If we have not received your payment information by the end of that time, your order will be cancelled. Product availability is confirmed once your payment is authorized.

Gift Message (optional)

If this is a gift for someone else, you can add a gift message which will be printed on the shipping invoice. If you choose this option, pricing information will not be included on the invoice. Your message can be up to two lines long, with a maximum of 60 characters per line (120 characters total).
[Click here](#) to see a sample gift message!

Enter your gift message: Mano this is a test Type the 1st line of your message here (60 characters max)
 To see if this comes up Type the 2nd line of your message here (60 characters max)

[Back](#) [Continue](#)

LEGO Checkout Secure Connection Shopping Security

Order Review Address & Shipping Payment Done

Please look over your order below and make sure all the information is correct. Feel free to make any changes you feel are necessary. Once you are satisfied, just click "Submit Order." Your order will be processed right away!

[Back](#) [Submit Order](#)

Order Review

Item #	Name	Availability	Qty	Price	Total
7255	General Grievous™ Chase	Available Now	1	USD 19.99	USD 19.99
				Subtotal:	USD 19.99
				Regular Shipping:	USD 2.95
				Sales tax:	USD 1.20
				Total:	USD 24.14

[Edit Cart](#)

Bill To: Mario Pereira, 555 Taylor Road, Enfield, CT 06002, United States [Edit](#)

Ship To: Mario Pereira, 555 Taylor Road, Enfield, CT 06002, United States [Edit](#)

Ship Method: Regular Shipping [Edit](#)

Email Address: mario.pereira@america.lego.com [Edit](#)

Payment Method: Pay over the Phone

Please phone LEGO Shop At Home to complete your purchase. Allow one hour before calling so that our staff can process your online order. Your order will be held for three days. If we have not received your payment information by the end of that time, your order will be cancelled. Product availability is confirmed once your payment is authorized.

[Back](#) [Submit Order](#)

Online Catalog

Since the online shop was used to support the direct to consumer catalog, we leveraged that recognition and offered the user a more "familiar" way to browse through the LEGO products by putting the print catalogs online. We worked with RichFX to create the online catalog and to give it added functionality and the LEGO branding.

Online Catalog

Exit Online Catalog
Front 2-3 4-5 6-7 8-9

Back Next

Thumbnail View
 Double Page View
 Zoom in

Catalog Highlights

- FREE GIFT OFFER
- Halloween Costumes
- TECHNIC
- Knights' Kingdom
- BIONICLE®
- Alpha Team
- Save 20-40%
- Ferrari
- Star Wars™

Shopping Cart
 Wish List

[About Catalog](#)

How to Shop using our Online Catalog

To Navigate:

- Click the "Back" and "Next" buttons.
- Use the "Catalog Highlights" to view specific categories.
- Use the scroll bar at the top of each page to view specific pages.
- Click on the lower right corner of the catalog to "turn" the page.

To View Product Details:

- Click on the item or item description to open a detailed window.

To Purchase an Item:


- Click the "Add to Cart" button in the product detail window.
- Click on the "Checkout" button once you have finished shopping.

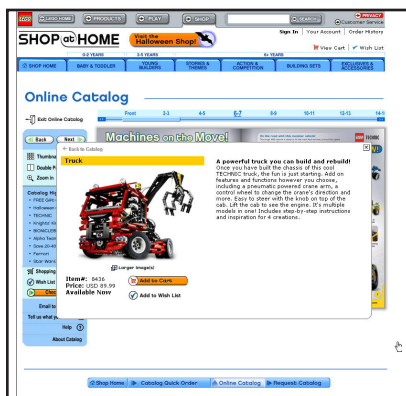
To Save Product Choices For Later:

- Click the "Add to Wish List" button in the product detail window.

Choose your connection

Small view for dial-up users
 Large view for broadband users





Catalog Quick Order

For catalog shoppers who knew what they wanted, we created an easy way to use the catalog item numbers and enter in multiple items at once. Making their online experience easier and quicker.

LEGO LEGO HOME PRODUCTS PLAY SHOP SEARCH PRIVACY Customer Service

SHOP at HOME Visit the Halloween Shop! Sign In Your Account Order History View Cart Wish List

0-2 YEARS 3-5 YEARS 6+ YEARS

SHOP HOME BABY & TODDLER YOUNG BUILDERS STORIES & THEMES ACTION & COMPETITION BUILDING SETS EXCLUSIVES & ACCESSORIES

Catalog Quick Order

- Enter the Item number(s) of the products you are interested in below. (See example to right)

Item Number	Quantity
<input type="text"/>	<input type="text" value="1"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

- To ensure that you get the same pricing you see in the catalog, fill out this field with the catalog code from the back of your catalog. Limit one code per order. Codes cannot be combined.

Catalog Code

- [Continue](#)

Catalog Quick Order Help

Where to find the item number
You can find the item number in any printed catalog at the end of the description next to the age range, piece count and price.

Where to find the Catalog Code
You can find your catalog code on the back of your LEGO Shop At Home Catalog. On the lower right, you will see a yellow and blue brick. Your catalog code is shown in the yellow brick.

[Shop Home](#) [Catalog Quick Order](#) [Online Catalog](#) [Request Catalog](#)

[Request Catalog](#) | [Payment Methods](#) | [Return Policy](#) | [Pricing Policy](#) | [Contact Us](#)
[Shipping & Handling](#) | [Your Satisfaction](#) | [Shopping Security](#) | [Privacy Policy](#) | [Shop Site Index](#)

Prefer to shop by phone? In English, call 800-453-4652, in French, call 877-518-5346.

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 © 2004 The LEGO Group.
 Must be 18 years or older to purchase online

Deutsch Français

Online Wish List - with email capability

Understanding who our audience was, we wanted to make it easy for kids and adults to use the online shop to easily create and share a wish list. Add to Wish List functionality was implemented along with an "email a Wish List"

Shopping Cart will ship to:
 United Kingdom

Qty Item
 1 The Castle of Mo...
 1 Millennium Falco...
Subtotal: GBP 169.98

Wish List
 The Wish List helps you to keep track of the LEGO items you want the most! Whenever you see the "Add to Wish List" button near a product you would like, just click the button and the item will be added to your Wish List.

Here are the items that you have added to your LEGO Wish List so far. You can move these items directly to your shopping cart by clicking the "Add to Cart" button. We have also made it easier than ever for you to share your Wish List with family and friends!

Items	Quantity	Add to Cart*
 Sky Squad Item#: 7212 Ages: 6+ Price: GBP 7.99 Available Now	1 Change Quantity Remove Item	<input type="button" value="Add to Cart"/> <input type="checkbox"/> remove from list after adding to cart
 Doc Ock's Crime Spree Item#: 4858 Ages: 4+ Price: GBP 12.99 Available Now	1 Change Quantity Remove Item	<input type="button" value="Add to Cart"/> <input type="checkbox"/> remove from list after adding to cart

*You can always remove items you don't want from your cart.

Email Your Wish List

It's easy to email a copy of your Wish List to your friends and family. Just fill out the form below and you are ready to go. Everyone you email will receive a copy of your Wish List. They will also be able to follow a link to your Wish List on this site so they can order any items that they choose.

From: Your Email Address:

To:
 Email Address 1:
 Email Address 2:
 Email Address 3:
 Email Address 4:
 Email Address 5:

Please enter a complete e-mail address with the @ sign and the appropriate dot suffix (.com, .net, .org, etc).

Message: Choose one of our messages or write your own.

Here are some things I love at www.LEGO.com!
 This is what I want for my Birthday!
 This is what I want for the Holidays!
 This is stuff I like!
 Custom (Enter your own text)

 No message

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Oops! We're sorry but because we are a children's website, we cannot accept the word(s) 'fuck' in your custom message. Please re-enter the message and try again.

From: Your Email Address:

Your Wish List has been sent!

Sent to: mario.pereira@america.lego.com
Message: Here are some things I love at www.LEGO.com!

From: fakerone@charter.net Sent: Tue 9/21/2004 11:30 AM
 To: Mario Pereira
 Cc:
 Subject: Your Friend's LEGO Wish List

LEGO Wish List Email

Hello from www.LEGOshop.com/

Were you wondering what your friend at fakerone@charter.net wants for a holiday, birthday, special occasion or just for fun? Here's their LEGO Wish List full of favorite LEGO toys that they wanted to share with you!

Below are a few of your friend's favorite LEGO sets. Click on any item link below and you will be taken to your friend's Wish List. There you can see the complete Wish List, find out more information on any of the items, or purchase any of the items on the list. It couldn't be easier!

Your Friend's LEGO Wish List

Your Friend's Message: Here are some things I love at www.LEGO.com!

 Sky Squad Item #: 7212 Ages: 6+ Pieces: 127	 Doc Ock's Crime Spree Item #: 4858 Ages: 4+ Pieces: 57
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Do you want to create your own LEGO Wish List? It's easy! Just go to the LEGO Shop, find the sets you like and hit the "Add to Wish List" button next to each product. You can keep track of your favorite sets and email your Wish List to friends and family. It's a great way to let people know what your favorite LEGO sets are!

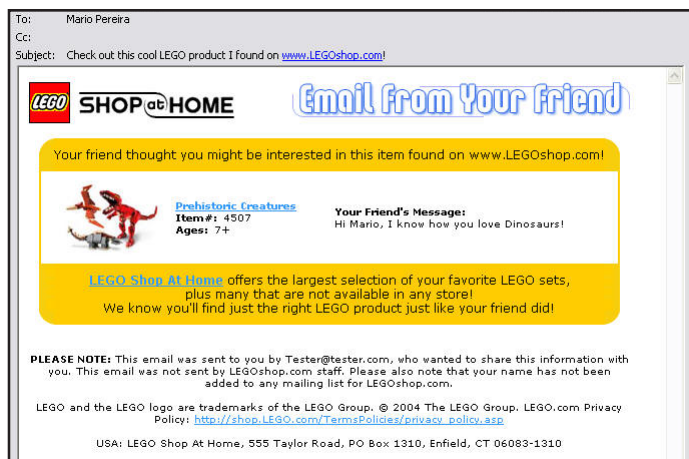
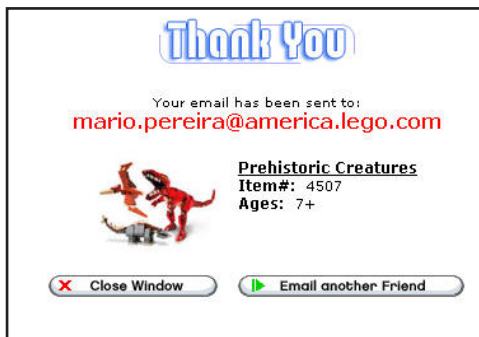
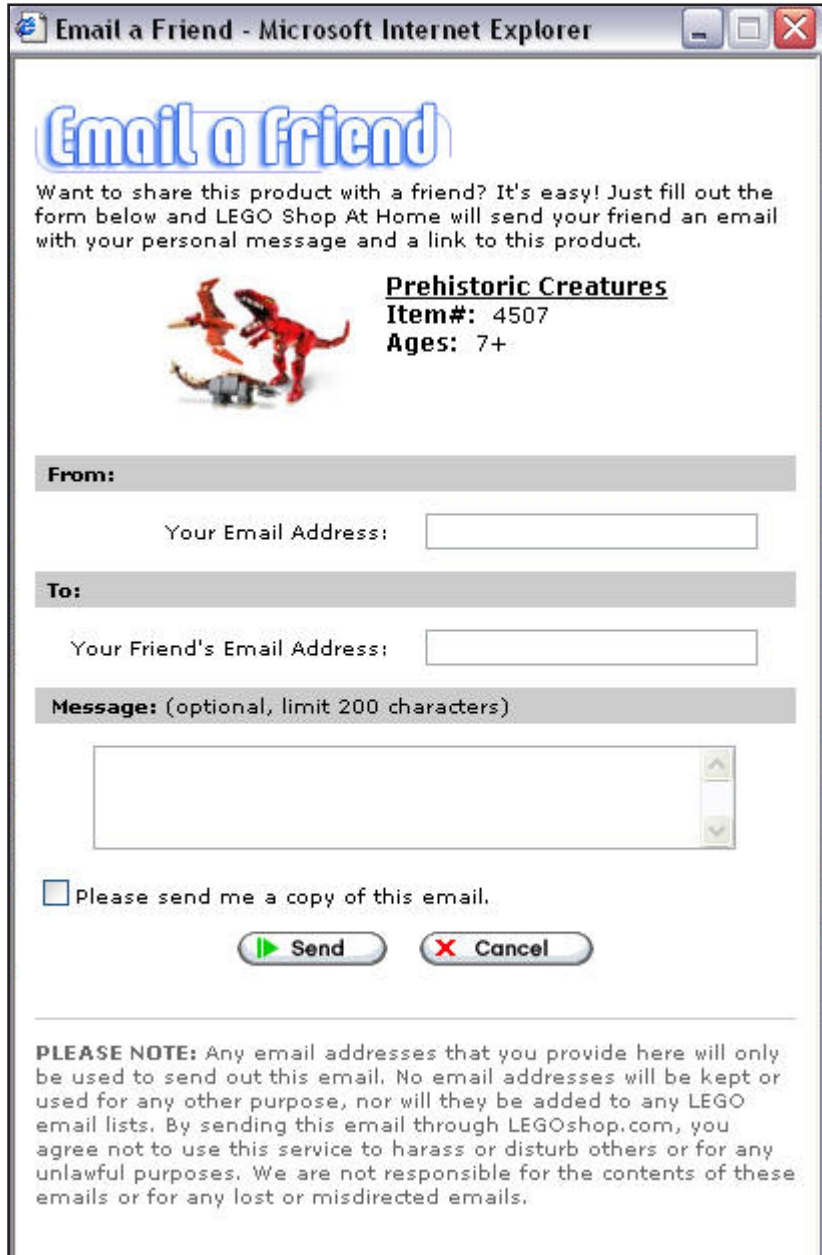
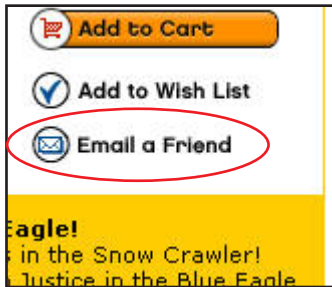
Your Friends at LEGO Shop At Home

NOTE: This email was sent to you from fakerone@charter.net. If you have questions or concerns, please email us at Shop.At.Home.Europe@LEGO.com. LEGO.com has not retained the names or email addresses of the addresses given.

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 Europe: LEGO Shop At Home, 33 Bath Road, Slough, SL30UF, England

Email a Friend

After doing some usability tests on the Wish List functionality, we found that users would also like a less "formal" way to share their love of LEGO products. The idea of "email a friend" came up and was implemented.



Create an Account

Because we were a kid's website, we needed to balance the "fun" look and feel of the LEGO site with the real world issues of staying COPPA compliant (Children's Online Privacy Protection Act). Account creation was particularly challenging because the same account could be used both on the "kid's" side and on the shop side. So after some usability tests and work with the FTC, we came up with a solution that balanced both needs well.

The age identifying feature did not give away what the cut off age was for COPPA, which was a requirement by the FTC

If Under 13

If over 13

Order History

This functionality was challenging because it had to integrate the front end interface, the web backend and the legacy backend order processing system. Working closely with the tech team, we created a order history that not only provided online order history - but also tracking information and phone orders as well.

[← Back to Your Account](#)

Order Status

Here is a history of your orders with us for the last few months. The list below summarizes all your orders. Note that currently only those who have placed orders on the web and have a web account will see their Shop At Home Orders here. If you would like to review any of your previous orders in more detail, simply click on the order number below. The page will then update and the order you selected will display in detail at the bottom of the page. If you have any questions, or your status includes the words, "Contact Customer Service", please contact our Customer Service Department by [clicking here](#).

All Orders

Date Order Placed	Order Number	Status
25 Aug 2005	U1726752	In Process
29 Mar 2005	U1648444	In Process
29 Mar 2005	U1648403	In Process
29 Mar 2005	U1648398	In Process
29 Mar 2005	U1625399	In Process
25 Jan 2005	U1584244	In Process
05 Jan 2005	U1563770	In Process
> 08 Aug 2003	P7217487	Shipped
14 Jul 2003	P7183248	Shipped
27 Jun 2003	X0298052	In Process
22 Apr 2003	P7078356	Shipped
15 Apr 2003	P7064307	Shipped
16 Jan 2003	P6894438	Shipped
11 Dec 2002	P6828815	Cancelled
14 Nov 2002	P6754209	Waiting for payment information, please contact customer service
23 Aug 2002	P6582367	Shipped

Selected Order

Details for Order Number P7217487

Order Date: 08 Aug 2003	Bill to: GRACE NICHOLLS 90 JOHNSON AVE Teaneck, NJ, 07666 6462054552 United States	Payment Method: Invoice
Order Status: Shipped		

Shipped	Track your order: UPS 2nd Day Air					
Ship to:	Ship Date	Item	Name	Qty.	Price	Order Total
GRACE NICHOLLS 90 JOHNSON AVE Teaneck, NJ, 07666 6462054552 United States	08 Aug 2003	CATALOG		1	USD 0.00	USD 0.00

Subtotal: USD 0.00

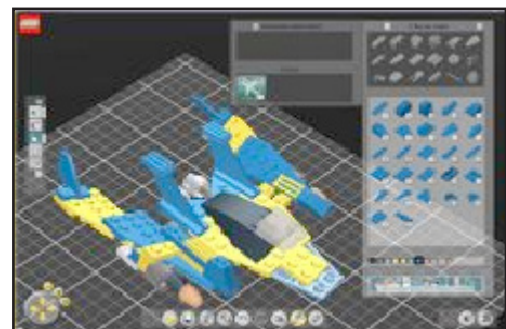
Shipping: USD 0.00

Order Total: USD 0.00

[← Back to Your Account](#)

LEGO "Factory" Customized Products

Worked on a project that allowed users to use a custom LEGO 3D application that used actual LEGO bricks to create their own virtual creations that they can then buy or share with other users. Worked on implementation as well as marketing of the product concept.



Affiliate Marketing

Worked with the marketing team to creat banners used in Affiliate marketing efforts.



eBay Auctions

To support our LEGO fans and to create buzz around the LEGO product line, eBay Auctions were used to auction off one of a kind models as well as some of our regular stock (this was done to help safeguard people from buying what they thought was a one of a kind product, when in fact it was a new product launch. We found that people were taking advantage of LEGO fans by selling new products for more money on eBay). We used our own shop checkout to process eBay Auctions.

