



2019

## Moments x Ancestry

How might we use emerging technology to create immersive memories for future generations?

360° Video | Emerging Tech | Interactive Design | Innovation | Digital UX/UI



Timeline

5 Days

Team

Strategist (Bonni Dinerstein)  
Experience Designer (Treasure Brown)  
Experience Designer (Me)

My Role

Strategy  
Concept Development  
UX/UI  
Prototyping  
Filming  
Video Editing

Tools Used

Sketch  
InVision  
360 GoPro  
FinalCut Pro



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## The Ask

Connect an audience of your choosing to a product or service from a global brand in a way that wasn't possible three years ago.

## The Brand

Bringing together billions of historical records, millions of family trees, and millions of enthusiastic family researchers, Ancestry is the world's largest online family history resource and the best place to build a family tree, find new ancestors, and share discoveries with family.

## The Opportunity

Photo albums are becoming obsolete as newer generations choose to capture memories digitally. Therefore, ancestry.com has an opportunity to adapt to how newer generations choose to capture memories in this digital age.





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Click [here](#) to watch campaign video.





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## Contact Me

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