

Applied Project Instructions

Note: This is for the Managing the Guest Experience in the Theme Park and Attraction Industry course. The instructions for the online section are included to illustrate what is required for an online presentation instead of a face-to-face one.

In small groups, you will be constructing an experience for a particular theme park or visitor attraction. If you want to work with particular students, let the professor know in the first few weeks; otherwise, you will be assigned a group.

Details and Rules:

- You will develop a *guest experience* for a particular park (it should be a specific theme park or attraction but it doesn't matter which one); it can be related to our course pillars of safety, service, setting, or process. For instance, it could be a new safety protocol, a new service program, a new attraction (ride, show, restaurant, hotel, etc.) of some sort, or a new park-wide process that would assist guests in some way. Whatever you choose, the focus should be on improving the guest experience. *All topics* should be cleared with the professor.
- You can choose whichever park, as this will only be turned in to this class and not to that real-world entity. It is fine to choose a company you don't work for, but the experience should still make sense and use the layout, procedures, and terminology of those companies. In addition to any background knowledge, feel free to use principles and concepts covered in class to make this easier (for instance, Mickey's Ten Commandments by Marty Sklar, Pine & Gilmore's Experience Economy points, or ASTM standards). If you are copying and pasting particular policies or quotes, be sure to attribute them.
- No more than four students may work together. All students are expected to contribute. At the conclusion of the project, there will be a survey to determine how much work each student has done. The theme park industry is one of the most collaborative in the world, so it is expected that you model that in this project.

There are three deliverables related to this project:

1. **Executive Summary:** This document should describe the main points of the new guest experience. It will answer questions such as where the experience will be, what its purpose is, and details of the experience. This should be a professional-looking, formal document. A title page is not required. This should be at least one page and as long as it takes to thoroughly explain the experience.
2. **Visual:** Feel free to be creative in this section, but this should express visually what the new guest experience will be. It can be a presentation (PowerPoint, Prezi, etc.), a video, an infographic, original animation or music, or something else that is visually appealing but conveys the information. If a video or social media campaign or something else is produced, it should not be public, especially if logos, quotes, or other copyrighted information is being used. If videos or images are taken at an actual work site, *no backstage locations* should be used. Ask the professor if you are unsure if a particular visual is acceptable.

3. **Presentation:** The course will require a short presentation to familiarize the entire class with your project. The presentation is short, but there are a few key requirements:

- It should be a recorded presentation. You will upload a video or a link to a video to the Discussion forum created for presentation videos. Make sure that it plays, perhaps testing it from multiple devices. It should be recorded in a quiet place so that the sound is clear. Feel free to film in front of a nice background, but this is not necessary.
- It should be **4-5 minutes** total. Practice your presentation in advance to ensure you can stay under time.
- You should dress in at least business casual for the video rather than "student casual."
- The presentation will be graded on following this format. Note that it is okay to have notes or an index card with you when you present:
 - State your names and the name of the new experience.
 - Summarize your project.
 - Apply the topic to the course pillars of safety, service, setting, and process. Which one does it address?
 - Answer the question: How will this improve the overall guest experience?
 - Be prepared to answer questions on the discussion board if anything was unclear or if students have an interest.
 - Once you are done, you will post a response to *five other videos* and address any questions on your own video.