

Project Management and Innovation

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Data and Information Systems

Changemakers: Creativity and Value

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Introduction

Walt Disney World is an incredibly popular theme park located in Orlando, Florida [1]. Many attendees of Disney World say that they feel as though they are in a 'Disney Bubble' or described as "the feeling of "magic" as described by emotions or escapism from reality and responsibilities" [2] and that everything is perfect and easy while there. The app that they use, My Disney Experience App, does not seem to reflect this 'Disney Bubble'. The app is known for being inaccurate, glitchy and unreliable [3], so why not try to improve this application?

Project Management

The goal of this project is to find out just how unreliable this app currently is, how people who use this app while attending the park wish it would improve, and the ways that it could be improved. Once all data is collated, to then create a new application which improves the already existing services and implements new ones. This may not just be improving what already exists within the application, but what could be added to improve the users' experience to meet and exceed their expectations. [4] The purpose of this project is to collate data from users of the application while they are in Walt Disney World by comparing accurate to listed wait times within the app to confirm if the app is accurate. Feedback will also be vital to fully understand what needs to be resolved or improved in the app and how it could be done. The feedback will be collected in 1-2-1 interviews with participants to discuss their opinions of the app and suggested improvements. To collect the data needed to understand the issues that users are facing with the My Disney Experience App, we will need to speak with users directly. Participants of data collection will be a mixture of first-time users and recurring users to ensure that there is a multitude of experiences included in the personal opinions provided in interviews after the quantitative data is collected. This will be a small group to obtain an in-depth understanding of their opinions. [5]

The timeline of the data collection would be over two days. On the first day, participants would be allocated a specific park to attend and to record accurate wait times compared to listed times. On the second day, 1-2-1 interviews would be held to obtain personal feedback and opinions of the My Disney Experience App as well as suggested improvements and suggestions of what to add to the application. Data analysis, reviewing feedback and creating a proposal for the app is expected to take approximately 3 weeks, with developing a new version of this app to take 4-7 months.

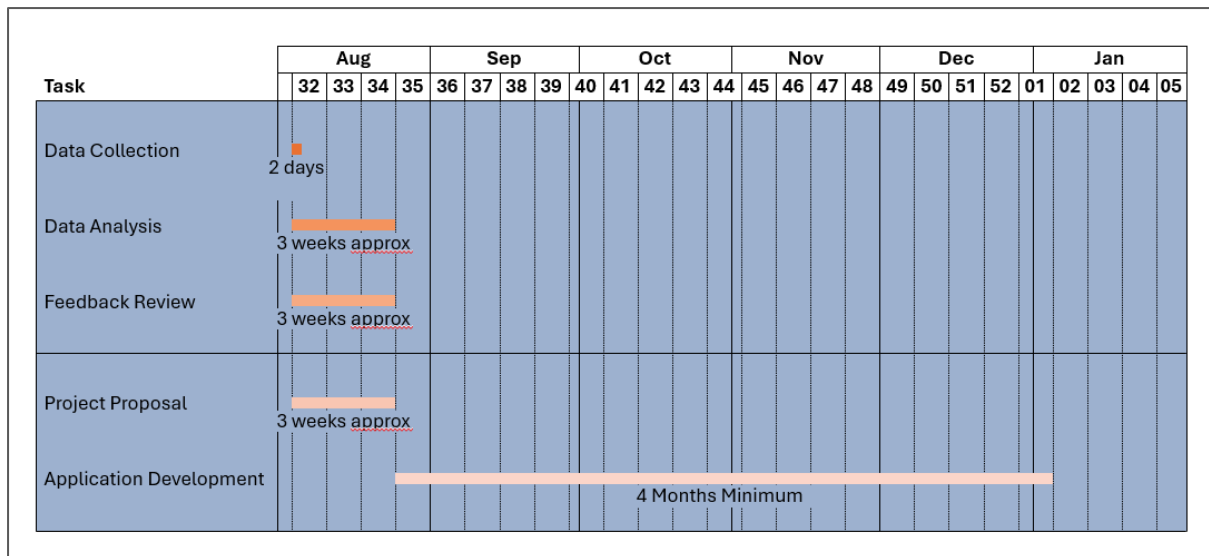


Diagram 1: Gantt Chart outlining the estimated timeline.

Some of the constraints that may be experienced while collating data, designing the full project proposal and creation of the app may not have that big of an impact in the final output. Those constraints are mainly time (since there is no specific time goal for the completion of the app and collection of data is only over a 2-day period), and technical limitations (since there are so many methods of app development including Flutter, Ionic and a multitude of JavaScript frameworks. One of the main impactful constraints may be the amount of data that we collect. Since the collection is only two participants in each park for one day, there may not be enough information collected to justify the development of the application. Additionally, there will be a multitude of legal constraints since Disney already has an app that can provide the services, although we believe the services are not maximized to their fullest potential.

The main goal would be for Cast Members that work at Disney to accurately update wait times as soon as there is a change, and for users to input their wait time for each attraction, for food or for any experiences of meeting characters. Users should be able to access and post a 'Pinterest' like board for outfit ideas and have a newsletter to discuss the most recent changes or updates to the park.

Project Design



Diagram 2,3: Proposed Design of the Application

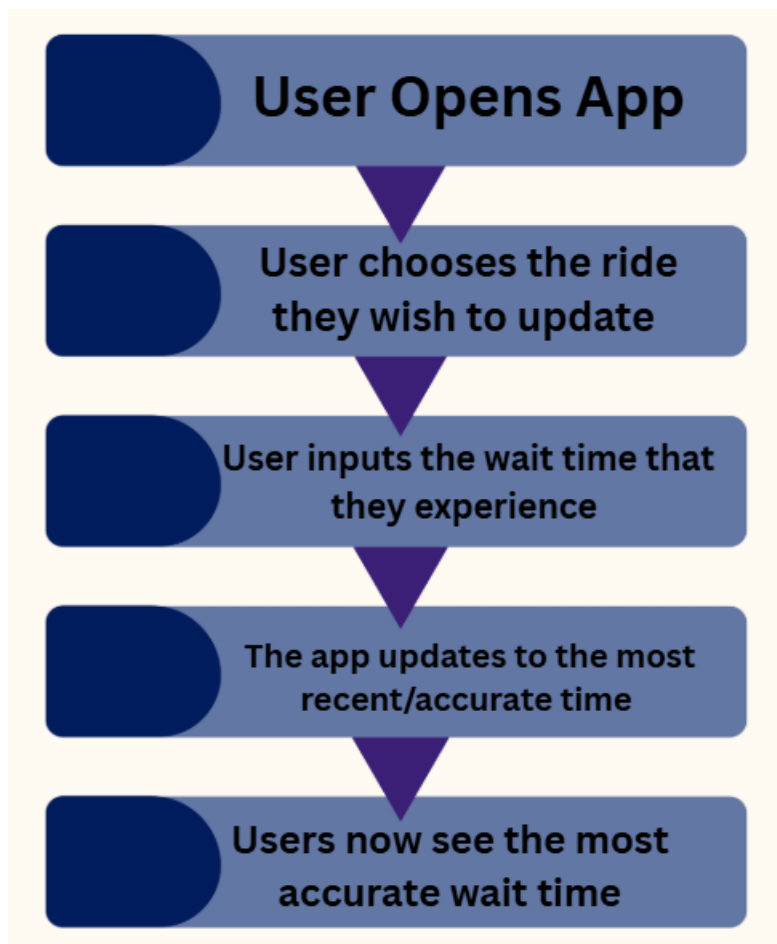


Diagram 4: A diagram to display how data input would function.

The above diagrams show evidence of the proposed display of the application, which may change through further development, but shows the simplicity of the application which will make the user process easier. I have also outlined a diagram showing how the data input works and how the system would function. This is only for one aspect of the application, but it will be very simple and streamlined to use. [6] This app can be used alongside the My Disney Experience App, since the current application does not include any user input besides Cast Compliments, but is mainly for stand-alone use.

Enterprise

SWOT Analysis

Analyzing strengths, weaknesses, opportunities, and threats.



Diagram 5: SWOT Analysis

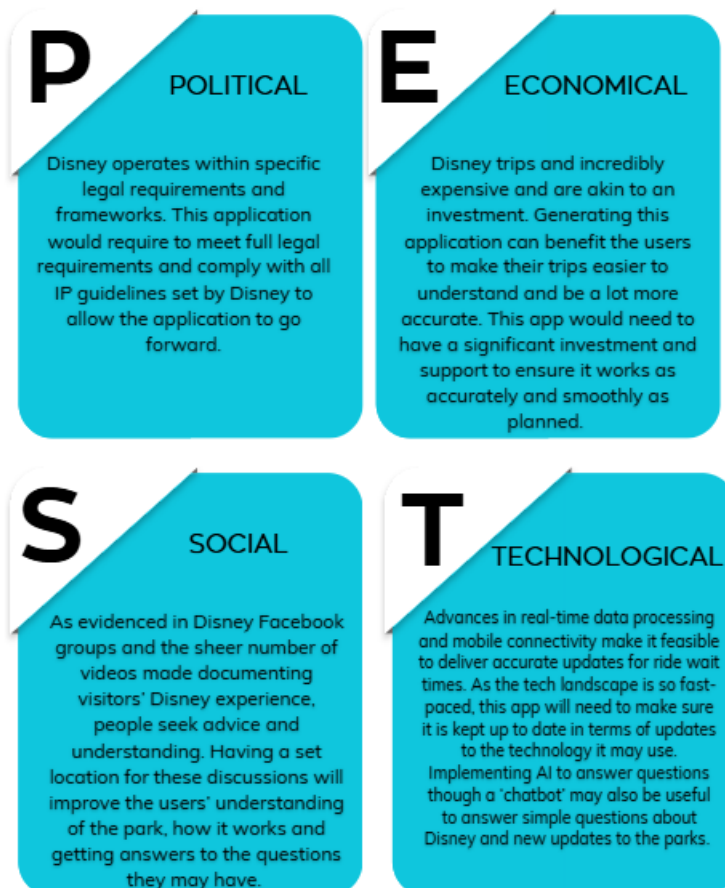


Diagram 6: PEST Analysis

Potential Name for the Application – DisneyUpdates (this may not be authorised due to legal requirements set by Disney)

Logo is shown in the outline of how the application design may look.

The most accurate business type that would fit the project would be a Private Limited Company (Ltd) as it would be a separate legal entity from Disney, while still affiliated with them in some way. Relevant liability protections would be vital and being a Ltd company, it may be more attractive to potential investors or sponsors. [7]

Business Strategy

Value Proposition – To provide the most up-to-date information to all users to improve their experience within Disney World. Also, to create a community driven and centralised platform for discussion and to answer any queries users may have.

Target Market – Any visitors to Disney World, first time or re-visiting. This application would be for anyone who wants to know more about Disney and find out any tips or tricks to improve their experience. This can also be used by any, mainly Disney [8], travel agents that assist with planning Disney trips to obtain the most up-to-date information in one place.

Revenue Sources – In-app sponsorships and affiliate partnerships when users purchase items that the app promotes or experiences that can be linked within the app.

Funding Initiatives

- Crowdfunding campaigns by promoting the application to visitors, potential visitors and fans of Disney who would want to use the app for their visit. [9]
- Angel Investors may also be useful for potential funding. They can invest in the initial application, but it could be pitched as a multi-site application. It could be extended to be used for other locations including Disneyland, Universal Studios, Six Flags or Alton Towers to name a few.

- Partnerships can also come from travel agency services who may want to have more administrative access to the application to use it for helping customers to plan their trips.

Project Reflection

As outlined above, the proposed project is an application that provides the most accurate possible wait times for rides within Disney World, provides a space for attendees to discuss and get any questions answered and to further understand how the park works to make their experience as easy as possible. By getting data collectors to compare the accurate times to the times displayed on the My Disney Experience App, we can understand the real discrepancy. Once all data is collated, the team would brainstorm the exact look and build of the application and then source funding for creation.

This project would provide the opportunity to further understand database creation and to gain insight into the creation of apps and to make an app with the upmost ease-of-use for the consumer [10]. I would also use this opportunity to further develop my collaboration and project management skills. I would be able to further develop my research and analytical skills by further researching into the My Disney Experience App and it's processing to try and develop ways to improve issues with lagging and how easy the system is to understand and navigate. Soft skills can also be improved while completing this project with communication, organisation, critical thinking and problem solving as they would be areas that would be used throughout the full development and research process.

This project, if completed, could have a positive impact on each attendee of the parks as well as, for example, travel agents who may use the in-app information or services to provide planning ideas to their customers. If attendees are receiving the most accurate information about the park, then they can more accurately plan their days and make sure their trip is being filled as much as possible. Since attending Disney World is an expensive venture on its own, this project would be used to make sure the users are getting the most for their money from the park. As mentioned previously, this system could then also be a transferable model and to be used for other attractions or companies.

There are a few risks and challenges that may be faced that have the potential to stop the project from going forward, the main being IP and legal guidelines set out by Disney would all need to be agreed upon. As Disney have such a strong identity on its own [11], it may be unlikely that they would allow for this app to go forward under its name. To mitigate this issue, the project could be put forward as a separate entity entirely to Disney, and to just be a third-party guide for the parks. Another threat that may be faced

is users being aware of the app and wanting to use the information provided. Yes, the My Disney Experience App does already exist, but having an aspect of user contribution and discussion would be something that may attract more users to the application. Additionally, there would be a set plan for advertisement and promotion of the app, primarily by Youtubers or social media influencers who are well affiliated with attending Walt Disney World.

In conclusion, the process of developing this project and the outcome would be socially valuable as well as a learning opportunity. Any skills that are gained through the development of this project would be transferable and valuable beyond the scope of just this project and its topic. Risks may arise through the development of this project, but with the right mitigation tactics, can only be overcome and make the project stronger.

Citations

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