

Assignment 1 -

Tuesday, May 27, 2025 3:08 PM

Victoria Price

2315903

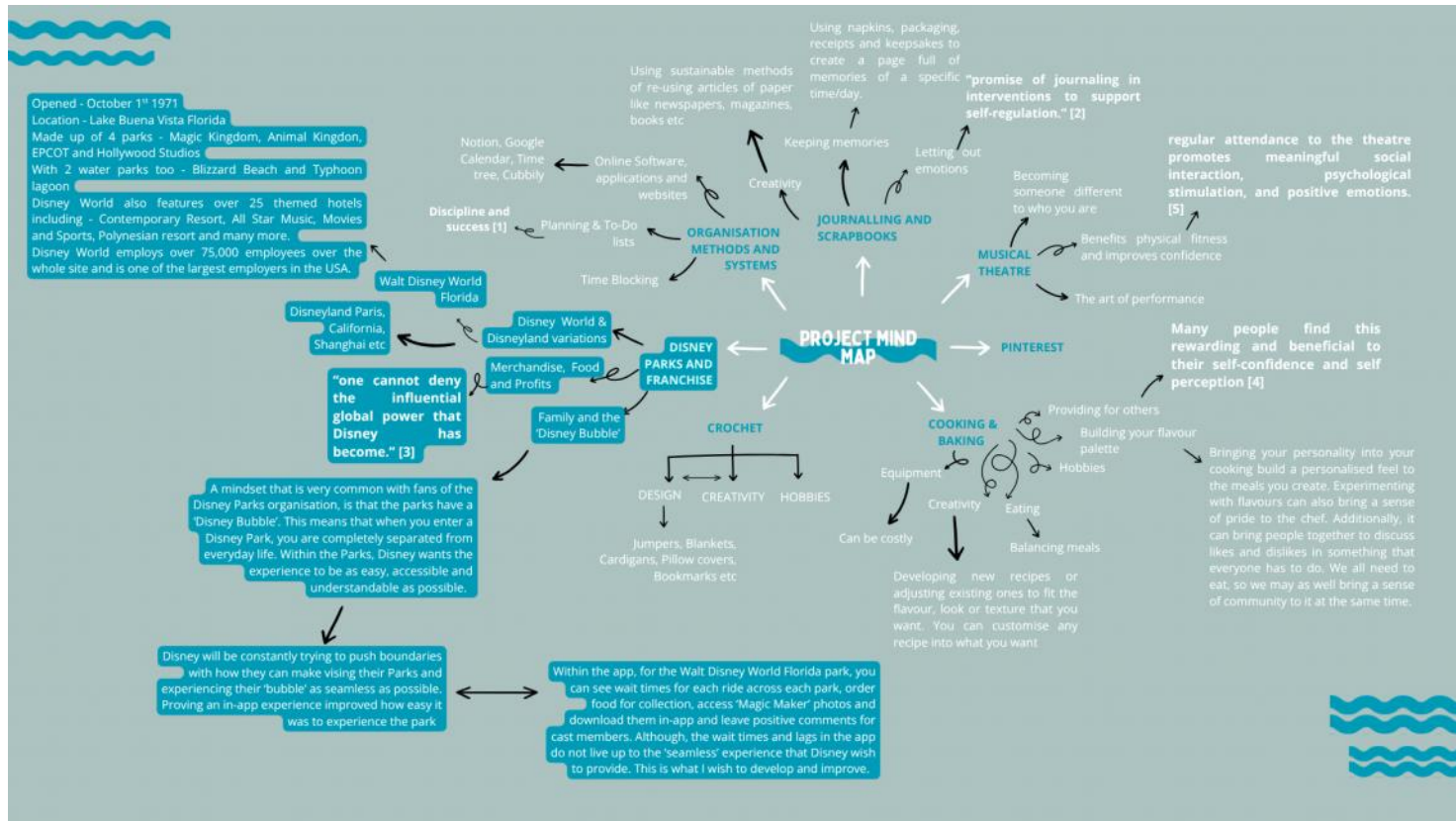
Data and Information Systems

Changemakers: Creativity and Value

Creation (ACCA5033 – Apprentices Sem 3
2025)

Mind Map

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Aim & Objectives

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Aim -

The main aim for my project is to provide more accurately updated information to the people and families who are attending Walt Disney World on any given day. Information is provided by people attending the park and any Cast Members on or off property that have an update for the visitors.

This information can be provided for ride wait times, Quick Service or sit down restaurant wait times, informing visitors of any delays or temporary closes of rides and fact files/information on all parks, rides, transport, places and resorts. "Technology can improve theme parks visitors' satisfaction by reducing wait time." [5] The app that already exists for Walt Disney World, is not very accurate. From personal experience and the experience and feedback of others, the app can be delayed severely. When creating a video explaining how the My Disney Experience App works, the creator, Gladys, said that the app "can and will glitch." [6]. This further shows the unreliability of the service.

Objectives -

1. Improve accuracy of wait times – Visitors and Cast Members will be able to update the app with the most accurate information on wait times for rides, experiences, transport, entertainment and food.

2. Develop an outline of the application – Creating this will assist with understanding how the app is intended to work.

3. Outlining the usability of the app – After creating an outline of the application, I intend to show why this app is needed and how helpful this can be for the users. Also, discuss how this could improve the users understanding of how the park works for those who have attended the park and also those who have never been.

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Research Philosophy

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The research philosophy that I will be using for this project will be a mixture of Critical realism and Pragmatism. With service, each person may have a different opinion of what is good or bad service. "Perceptions of good service quality are based on personal experiences and beliefs" [7] so it is not the simplest task to provide a service that every user will 100% be happy with consistently. The app will include an option for feedback, but while creating the base of the application, my research will stem from opinion and multiple points of view. Feedback from users will be vital to the success of the application, if it ever went forward, to understand what people actually want from the app.

The research philosophy will become applicable when researching questions and feedback that have been provided to a Walt Disney World Facebook group. Being a part of these groups, I am able to see many times it is the same type of question asked repeatedly. Being able to have multiple answers to generally asked questions in one location will be incredibly convenient for the users. The easier the process is for them, the more likely they are to return.

Search Strategies and Relevant Databases

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The appropriate search tools and databases that I will use to collect the data will include primary and secondary resources including information based on subjective experience [8]. Primary sources will be Disney World Facebook Groups and experiences from Disney World Youtubers including Brogan Tate and Sam & Keira for real-life experiences. Secondary information will include sources from Google Scholar to understand ideal service quality. All of these research tools will be applicable to this project as opinions from attendees of Disney World will be considered along with research papers that have been completed on the topic. This project focusses in understanding the opinions of people who want to make their Disney World experience easier and to make future trips easier also.

Validity, reliability, generalizability and ethical considerations

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Validity – Throughout the research that I will be completing, a majority of the validation will be understanding the genuine experiences of attendees of Walt Disney World and the most common questions that they are asking. Since so many people attend Disney World per year (approximately over 50 million tourists [1]), and with many of them being first time visitors, there is usually a lot of commonly asked questions about how the park works, tips & tricks and what to wear for the utmost comfortability for example.

Reliability – I will be relying mainly on each person's experience of using the My Disney World Experience App and the queries they have about attending any of the 4 main parks. An in-depth interview would be conducted to analyse each participants experience. [10] Using the Facebook Groups that already have months of data collected, I can filter commonly asked questions and research further into what they most commonly need help with.

Generalizability – All research will come from users and attendees that have no connection to the research or project idea. There will be no bias in this research as it will all be based on general questions that visitors ask and their wants of the app. The queries may come from people from all over the world with different experiences and knowledge of the Disney Park.

Ethical Considerations – No personally identifiable information will be collected, only opinions and experiences will be discussed.

Data collection Methods and Research Strategies

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My data collection methods will include having interviews with people who have attended Walt Disney World and have used the My Disney Experience App, analysis of vlogs from Youtubers who attended Disney world for primary sources and literature completed on Disney World and on service for secondary sources. I was hoping to have more attendees complete feedback forms through Facebook Groups, but was unable to send them through due to permissions set by group admins.

In the appendix of the assignment, there is an outline of a data collection method that I would use to collect data. Discussing with people who are visitors of Disney World, first-time or regular attendees, we will be able to get a fully-rounded idea of what people think about the app and if they believed that the data shown was accurate.

Quantitative and Qualitative Analysis

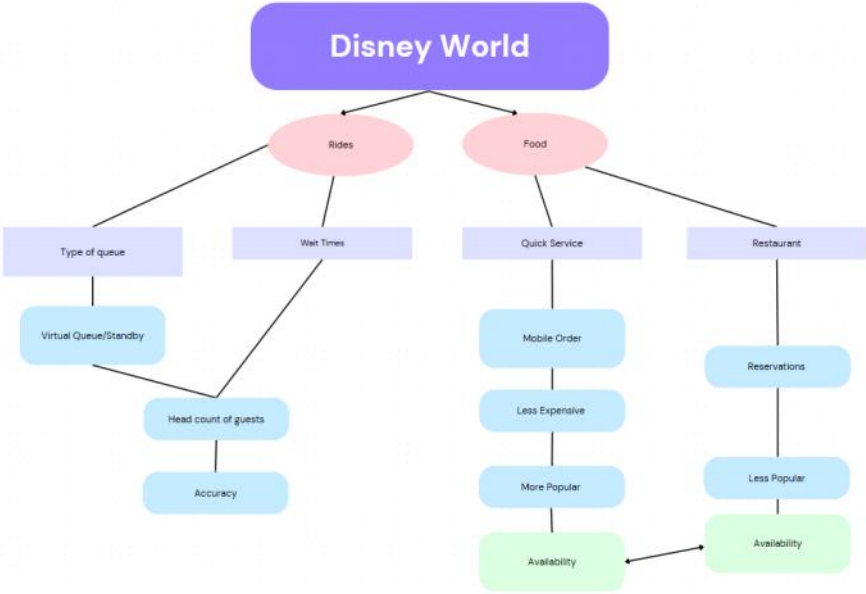
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The quantitative analysis that I will be compiling is reviewing the My Disney Experience App and comparing the wait times shown to how long visitors actually has to wait. I will also be reviewing the app and the services that it has, and discuss what other services I believe would be helpful that are not already included.

The qualitative analysis that I will be compiling will include; feedback that the app has received from users via Facebook Groups and a specific case study from a vlog by Sam & Keira. I will be aiming to fully explain why the app needs to improve and how it can be improved, and my suggestions. Being able to understand the issues with the app in a real-life scenario will be helpful to fully understand the need for improvement.

Concept Map

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Completion of Online Learning

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Please note – I did not screenshot every topic, just a collection of completion.

✓ **Unit 2 Topic 1 completed!**

You should now:

- Be able to demonstrate an understanding of the difference between the forms of logical argument and judgement.
- Be able to focus your research onto a work that is relevant for the audience reading and ultimately brings value to the domain that you are studying.
- Understand the different academic methods that you will use to conduct your research.

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✓ **Unit 2 Topic 2 completed!**

You should now:

- Be familiar with different methods for collecting and analysing qualitative data including data sampling.
- Be able to consider how the acquisition of your data will impact your research.
- Understand your approach to collecting data for your research.

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✓ **Unit 2 Topic 3 completed!**

You should now:

- Understand the difference between divergent and convergent thinking.
- Be able to identify how divergent creativity needs to be bridled with convergent thinking to make something that is actionable.
- Think about the problem an idea is meant to solve before jumping to a conclusion.

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✓ Unit 3 Topic 1 completed!

You should now:

- Be able to demonstrate what a personal contact network is and define what makes a good network.
- Understand the importance of stakeholders in developing your idea.
- Be able to create a stakeholder map for a specific project.

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✓ Unit 3 Topic 2 completed!

You should now:

- Be able to demonstrate an understanding the types of funding available for enterprise and research projects, and select appropriate sources of funding in relation to requirements.
- Be able to show knowledge and understanding of the concepts of benchmarking and 'value added'.
- Be able to create a contemporary funding campaign for a new venture.

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✓ Unit 3 Topic 3 completed!

You should now:

- Understand how the use of storytelling can frame an idea and as a persuasive communication tool.
- Implement tools to improve self-confidence and authenticity, especially when presenting your idea, concept or product.
- Be able to communicate or pitch your concepts, ideas or products (with some practice).

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✓ Unit 3 Topic 4 completed!

You should now:

- Be able to demonstrate an understanding of the key stages of prototyping and the process of testing.
- Be able to demonstrate an understanding of agile methodologies and identify prototyping techniques and their value.
- Have a deeper understanding of developing ideas and apply this to your own work.

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✓ Unit 4 Topic 1 completed!

You should now:

- Be able to imply a numerical precision to arguments in a casual way that brings a lack of precision to our work.
- Be able to analyse data using different examples of graphs and charts and present data using a variety of methods.
- Have a deeper understanding of creating charts that communicate in the best way possible.

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✓ Unit 4 Topic 2 completed!

You should now:

- Have demonstrated knowledge and understanding of how to organise qualitative data ready for analysis.
- Have figured out some techniques to identify patterns and themes in your data.
- Have improved the understanding of the use of Excel as a qualitative analysis software.

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✓ Unit 4 Topic 3 completed!

You should now:

- Recognise that failure is a mechanism for learning.
- Identify the link between success and wellbeing.
- Recognise the concept of success from different perspectives.

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✓ Unit 4 Topic 4 completed!

You should now:

- Have recognised some techniques that you can use to improve your learning.
- Have identified the things in your project that you care about which are important enough to showcase to others.
- Have acquired some skills that you can apply to create a poster illustrating your research.

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Pilot Data Collection

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Purpose: This data collection methods purpose is to understand if getting real-life and real-time feedback for the application will be useful when it comes to generating ideas for new aspects of the app and how to improve it. Will reviewing qualitative as well as quantitative data be useful for improving the focus of this project?

Objectives:

1. Identify recurring themes and gaps within the project to refine the focus.
2. Clarify the feasibility of using in-app services to verify real-time services (e.g. wait times.)

Ethics: All participants will be anonymous and will require to provide consent upon completing any surveys they are provided.

Procedure:

- A select group of 8 participants are provided with a log to fill in through a park day.
> 2 participants will attend each of the four parks (Magic Kingdom, Animal Kingdom, EPCOT and Hollywood Studios. This group of participants will be mixed between first-time attendees and regular visitors.)
- The participants are required to fill out their log with one chosen ride at four different times in the day (10 AM, 12PM, 2PM and 4PM) and will note the wait time listed on the My Disney Experience App. They will then begin a stop watch once they walk into the queue and once they mount the ride, they are to stop the stopwatch and log the accurate time that it took them to wait.
> They are not to use any Lightning Lanes or DAS (Disability Access Service) to speed up their wait times.
- They will be provided with a notes section where they can list any delays, stops to rides or long wait times for food.
- One their log is complete, we will conduct a short interview with the participants and discuss their experience with the app, any feedback they may have and anything that they wish was additional to the application.

References

Tuesday, July 01, 2025 12:06 PM

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[3]

M. Robbins, "The Most Powerful Mouse in the World : The Globalization of the Disney Brand," 2014. Available: https://trace.tennessee.edu/cgi/viewcontent.cgi?article=2658&context=utk_chanhonoproj

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[5]

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[6]

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[7]

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[8]

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[9]

M. K. Johnson, "Reflecting on the Origins of Subjective Experience," *Annual Review of Psychology*, Sep. 2024, doi: <https://doi.org/10.1146/annurev-psych-062424-112106>.

[10]

J. Moore, P. Goffin, J. Wiese, and M. Meyer, "An Interview Method for Engaging Personal Data," *Proceedings of the ACM on Interactive, Mobile, Wearable and Ubiquitous Technologies*, vol. 5, no. 4, pp. 1–28, Dec. 2021, doi: <https://doi.org/10.1145/3494964>.