

1. *Introduction and Statement of Purpose*

For my final product, I plan on creating a solution to how Disney can incorporate the Magic Band technology Accenture has created already, as stated in the 2014 Executive Summary, "Disney is introducing a collection of tools including a wireless tracking wristband to create an entirely new personalized and enriched experience for visitors to its amusement parks. With visitors wearing the MagicBand, Disney offers a better guest experience with much less waiting." in order to improve the newly announced immersive Star Wars hotel. By doing this, I will learn more about the management consulting journey and the process. I will be applying skills I used from my mentor like creating an RFP, or request for proposal and thinking from many perspectives: the guests, the vendors and Disney. If I can get in contact with Disney, I will forward the solution on and work to see if this solution can be implemented. To accomplish the product, I will contact many professionals at Disney to see if there is any way I can collaborate or help Disney. I will also interview management consulting professionals who could help me create a unique and effective solution.

I will present the product in a professional document and follow the steps as a real consultant would. The purpose of the product will be to help Disney by showing them a new way to incorporate already created technology into an immersive experience. Although this is for Disney to use, the product will help me more than them. It will give me a hands-on experience designing a solution and working with professionals who solve these problems for a living.

2. *Review of Skills and Research*

The research related to the consumer reaction report will be extremely useful in the creation of my final product. I can use the information from the consumer reaction report to address the concerns of guests about the Star Wars hotel. Another important topic I researched was change implementation. My change implementation research will be helpful to look back on because creating a new, completely experimental hotel will create a need for structure when change occurs. Also, I can use my research from my request for proposal on things to address and if there was a way I could solve Disney's problems by using the Magic Band technology.

Some skills I will learn throughout the process include conducting a panel, real experience in the management consulting field and the design process. By conducting a panel I will engage with management consultants who have experienced many problem-solving situations and effective solutions for clients. I am thrilled to be able to conduct a panel with communications, media and technology management consultants because there is often an overlap in cases and their experience with other clients which could possibly be applied to Disney and the Magic Bands. By talking to other consultants through a panel, it will be a reflection of the process as I am working with a team to get qualitative data through learning from these professionals. Accenture has a innovation center in their Dallas office where they design solutions

and seeing this will allow me to have insight to how consultants develop solutions and test their success.

Skills I already have which will help include my research into the consumer reaction of the Star Wars hotel. I attempted to create solutions based on the concerns of guest and will bring the concerns up to the panel to see if there was a way to use the Magic Band to address some of the listed concerns. Also, by conducting interviews with professionals already, I will be less stressed when interviewing other professionals. Another skill which will prove helpful is the cold-calling skills we practiced when trying to get interviews in ISM because I will have to reach out to Disney to see if I would be able to help them with their support.

3. Methodology

There is available research of the Star Wars Hotel via public websites and the reaction from the public of the announced features and feel my knowledge of this is sufficient, but I will need to further research the Magic Band. I felt I knew enough about the Magic Band from using it to construct the RFP for my original work, but knowing everything possible about the Magic Band is necessary to create an in-depth solution. After I complete my research, I will contact as many Disney professionals through LinkedIn to see if I can get Disney's official approval to show I am actually helping them with my solution and even get more knowledge into the hotel and Magic Bands. After this I hope to look at the Accenture innovation center to have a better understanding of how management consultants design solutions for their clients and I can apply this to my possible solutions. I will next brainstorm some possible solutions and the pros and cons of each solution. My mentor said she can get some of her co-workers to help in the form of a panel where I can ask questions and see how real management consultants think and draw upon their knowledge from past management consulting work to help me create a unique solution. I will create pre-planned questions to ask the panel of management consultants. From the qualitative data from the panel and my research, I will choose the best solution and create a document with the solution. I will lastly send this to Disney and hopefully help them combine the Magic Band and Star Wars hotel.

4. Materials

No money should be spent and the only materials I will use are free technology with typing up my solution and doing research online.

5. Conclusions

I believe I will learn more about being a management consultant from going through the process of consulting and seeing experts in the field navigate a problem.

Also, meeting more professionals at management consulting firms and with corporations can be beneficial to my future success. My product will hopefully be used by Disney and help their company. Although I have no idea what my solution is, I know it will help Disney to plug in already existing technology, the Magic Band, to a experimental hotel idea. The solution can be utilized by guests at the Star Wars hotel. This will benefit the guests at the hotel and further engage the experience the guest will take in the hotel. My solution will further push the story the guests , primarily families, experience. Oftentimes these guest are trying to better enjoy their vacation and be submerged in adventure through Star Wars rather than their stress filled lives at work, school or home and my solution should make improvements to their experience at the Star Wars hotel. Even if I am not able to work with Disney or they will not use my solution, I will be able to connect with management consultants to get my foot in the door for internships or future positions and also see how consulting works. No article can truly allow me to see how management consultants look at problems and create solutions as well as this final product will.

III. Development of Product Calendar/Timeline

Research on Magic Band Complete 3/23
Reached out to at least 20 disney professionals 3/30
Solutions Brainstorm 4/6
Innovation Center Scheduled 4/9
Interview Questions 4/13
Panel conducted and Visited Innovation Center 4/30
Final Product Complete 5/18

IV. Works Cited

"Accenture-Technology-Vision-2014." *From Digitally Disrupted to Digital Disrupter*, Accenture, 2014,
www.accenture.com/us-en/_acnmedia/Accenture/next-gen/reassembling-industry/pdf/Accenture-Technology-Vision-2014.pdf.