

Implementation Solutions

By: Abby Allison

OVERVIEW & PURPOSE

To implement Magic Band technology with the new Star Wars hotel in an innovative and immersive manner.

BRAINSTORM POSSIBLE SOLUTIONS

1. Drone building program where guests can customize and build their own drone. The drone can talk about experiences the guest had at the park based on Magic Band tracking data.
2. Program in room where a droid in the wall can interact with the family using name recognition based on Magic Band information and asking them questions about their experiences at the park and ratings of the experience which can provide customer service feedback.
3. Holographic map of park traveling and best plan to travel based on Magic Band traffic from other magic band users available in hotel lobby or rooms.
4. Holograph of Yoda (or any other iconic Star Wars character) on entering hotel stating name based on Magic Band info something like “Welcome Jedi...” or something along the lines of that.
5. Walk by monitor in lobby should pick up Magic Band and droid character should appear via hologram or projected on wall and say “ You have a Fastpass scheduled for ... if you’d like to change it let me know.”
6. R2D2, or other droid, presents hologram of Star Wars character with scheduled itinerary and suggestions to try a ride in between the other time slots which receives less traffic.

TOP SOLUTION

Holographic map of park traveling and best plan to travel based on Magic Band traffic from other magic band users available in hotel lobby or rooms with capability of changing Fast Pass time slot and showing the other available times.



PROS

This solution allows for better trafficking throughout the park. Guests at the hotel can see new parts of the park and allow for more people to travel at one time and reach their location faster. Also, with extra time cut out from travel, guests can try new rides they have not seen before and get more out of their parks and resorts experience. Changing Fastpass times has been a friction point for my family at our past Disney trip and putting this capability in the Star Wars hotel will better the experience as now families do not have to travel to the park or wait on the app. The hologram is one aspect of Star Wars many wish were real and would allow for a further immersion in the Star Wars experience.

CONS

The greatest downside to this solution is the technology concerns. There are likely many people who do not appreciate their movements tracked and even though the hologram would not offer names or any data, the fact that Disney tracks their guests using the Magic Band would concern many. Another concern is what would happen if their database was hacked or a problem occurred stopping the flow of the data.