Universal + IBM Case Study

Making the time between the rides just as thrilling.

Challenge

Universal saw declining guest satisfaction and revenue growth, which was partly driven by the inability to communicate with guests in a personalized and interconnected manner.

We build you up...

...then we let you down.

Each guest experience is unique.

Lifecycle analysis uncovered individual guest pain points and informed Universal on how to elevate the guest experience holistically.

Pain Points Planning

Pain Points Booking

Pain Points Visiting

Universal Guest Lifecycle Analysis

The **guest journey** starts before the guest reaches Universal's venues and continues beyond the guests' on-site experience.

Every **customer touchpoint** on the guest journey represents an opportunity for Universal to provide **unique value** to the customer.

Universal could enable the customer to purchase products and services across mobile devices, based on their location, purchase history or other guest profile data.
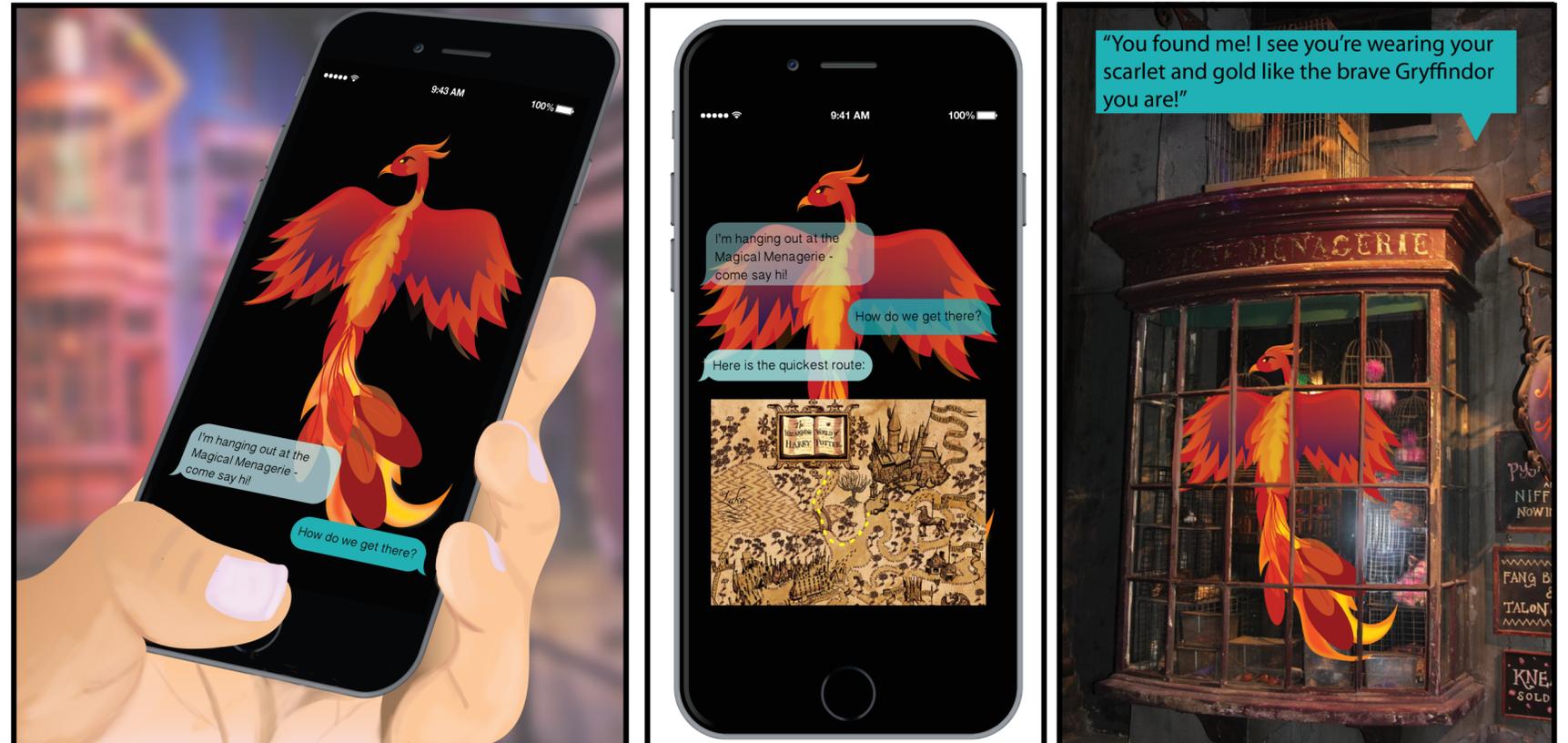
Idea

We designed and launched a digital platform that tracks, informs and anticipates guest interactions online, in-park or on their mobile devices.

Fawkes understands the guest's disappointment and offers a way to make tomorrow even better
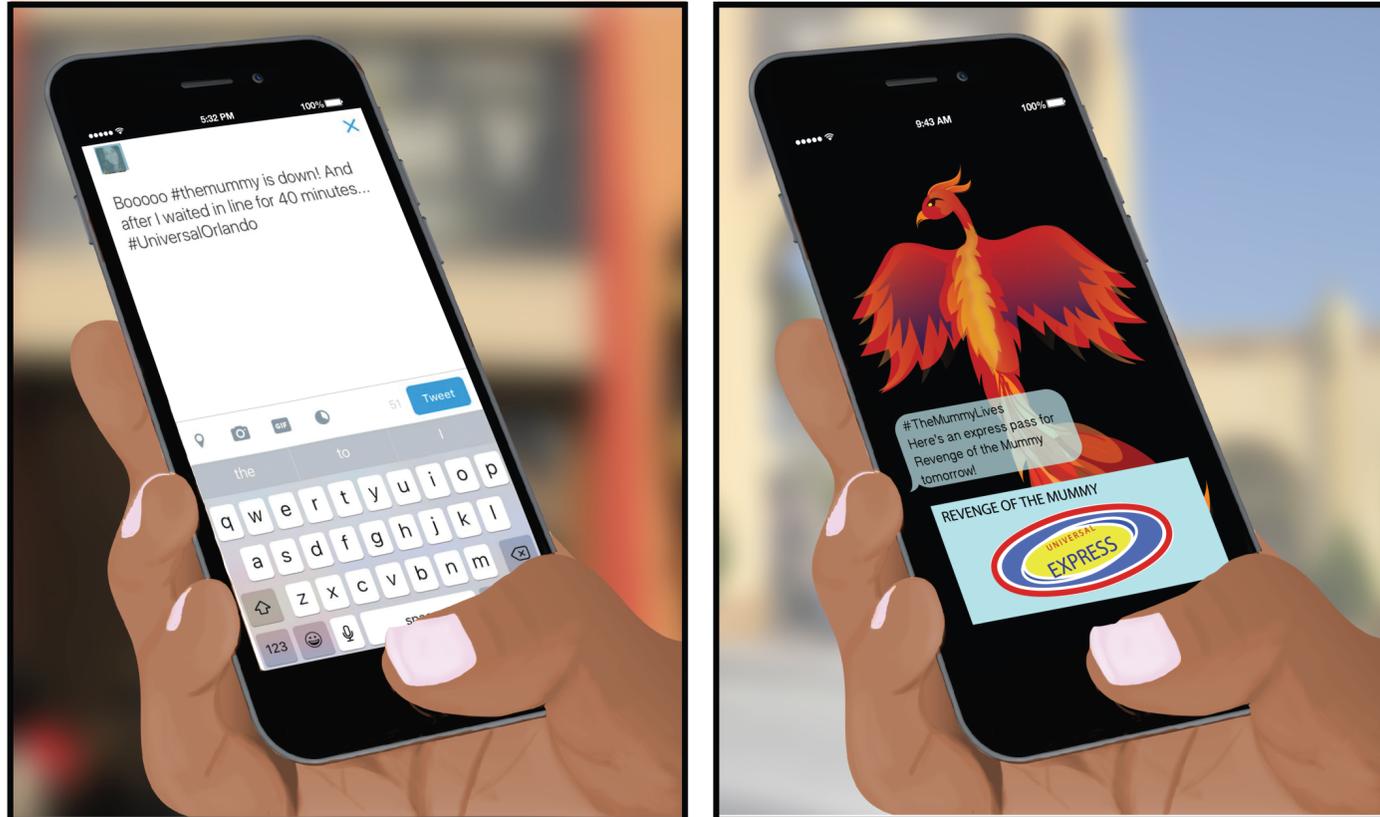
Fawkes asks his new friends to come see him at the Magical Menagerie...

Fun Food Chill

We designed an innovative personalised approach to the 'key' question, "What's Next?" Guests choose their preferred Universal brand, and then they're asked, "Fun", "Food", or "Chill".

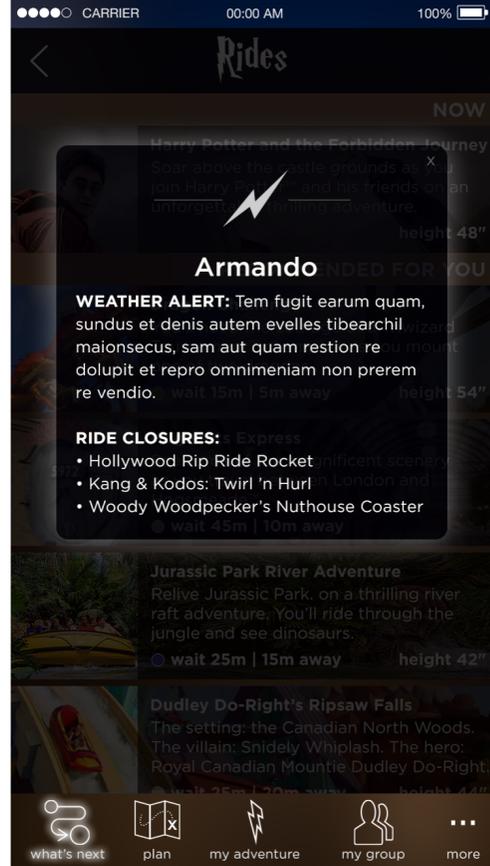The Wizarding World of Harry Potter
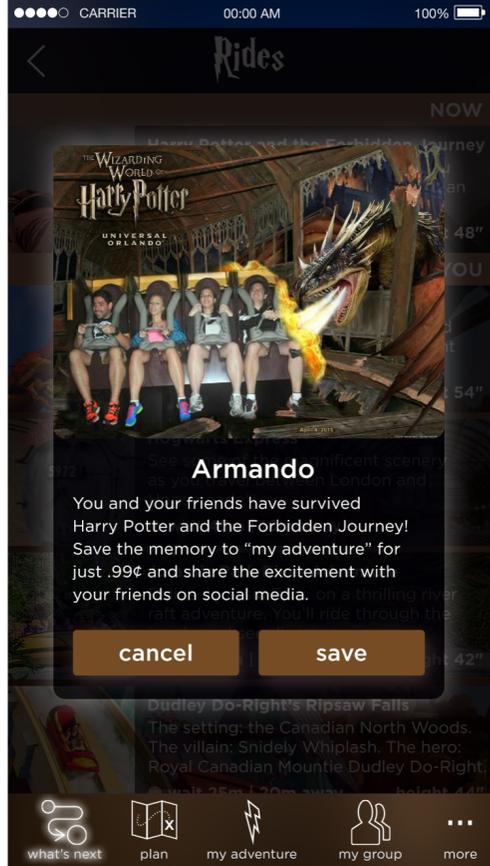
The Transformers

Thrill Seekers

Impact
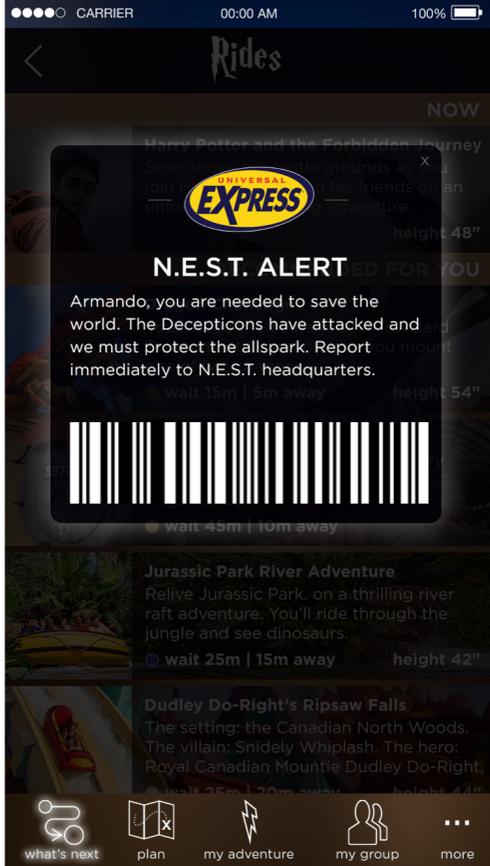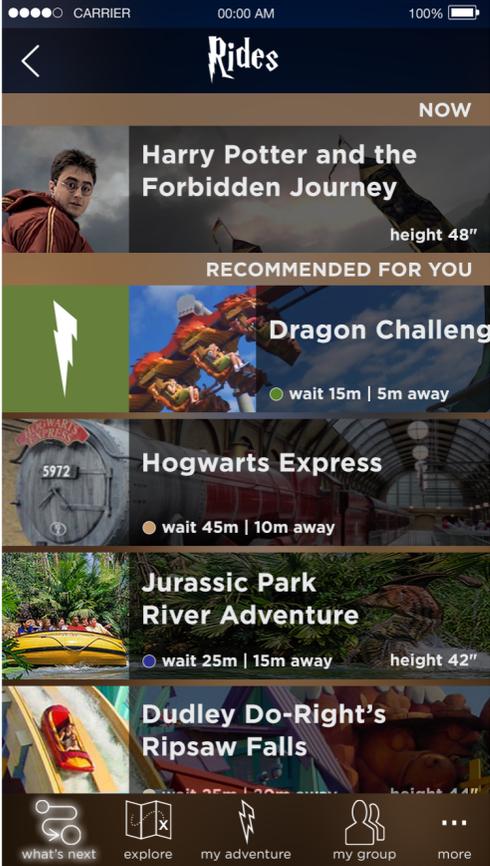
Tracked interactions and purchase history with guests will allow Universal to prioritize investments to minimize operational costs and maximize revenue

Revenue management solutions to optimize pricing dynamically Architecture built to expand internationally

Thank you

Universal Orlando Digital Mobile Experience

UX/UI Designs

March 18, 2016

IBM
Interactive
Experience

IBM

Table of Contents

Version Control

	Description	Ownership
0.1	Set-up template and initial illustration.	sb
0.2	Changed iPhone frame to white.	ci, sb
1.0	Team edits for Kristen presentation	ad
1.01	Edits based on client comments: changes to "m adventure"	sb
2.01	Added swipe feature and cognitive enabled chat window.	sb

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DYNAMIC TRIP FEED

Dynamic Trip Feed (option 1)

Screen 1 (mobile wireframe)

01 — SCHEDULED

02 — PIT ✈ MCO — 1:16pm
Pittsburgh to Orlando
Flight #AA0516
03, **04** — details

Cabana Bay Resort — after 4pm
Your mobile device is your key!
We've already checked you in, so
there is need to stop by the front
desk, unless you want some great
insider tips about the parks.
room 2831 — details

05 — RECOMMENDED FOR YOU

06 — Transportation to Resort
Welcome to Orlando. Getting to your
hotel is easy...
07

08 — Cabana Bay Resort Bus — (−) **09**
Located on Level 1 in the commercial lanes
B42-B47
every 15m | 10m away

08 — Rental Cars — (+) **09**

Mears Taxi's — (+)

Cabana Bay Resort

10 — — navigation —

Screen 2 (mobile wireframe)

SCHEDULED

02 — Emeril's — 7:30pm
Reservation for 5 at Emeril's Restaurant
11 — call | modify — **12**
03

05 — RECOMMENDED FOR YOU

Cabana Bay Resort
Parks Shuttle
next 5m | 10m away — details

13 — Universal Studio Florida
15m away — details

Dispicable Me Minion
Mayhem
wait 30m | 5m away — details

Gru, Margo, Edith and
Agnes Meet and Greet
till 4:00p | wait 20m | 5m away — details:
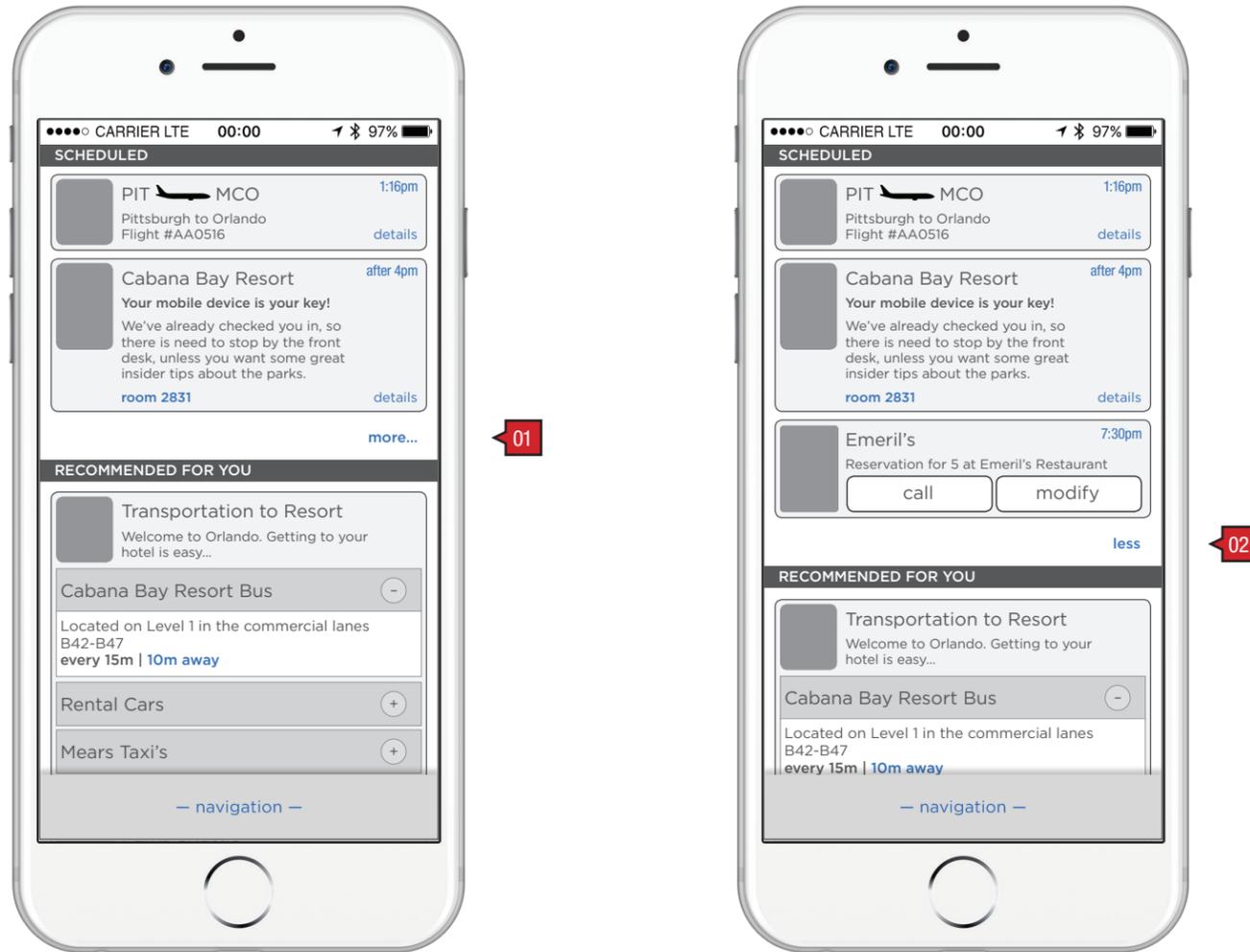**14**

Shrek 4-D

— navigation —

Screen Context / How the User Got Here / Screen Notes

Guest has successfully logged on to their account.

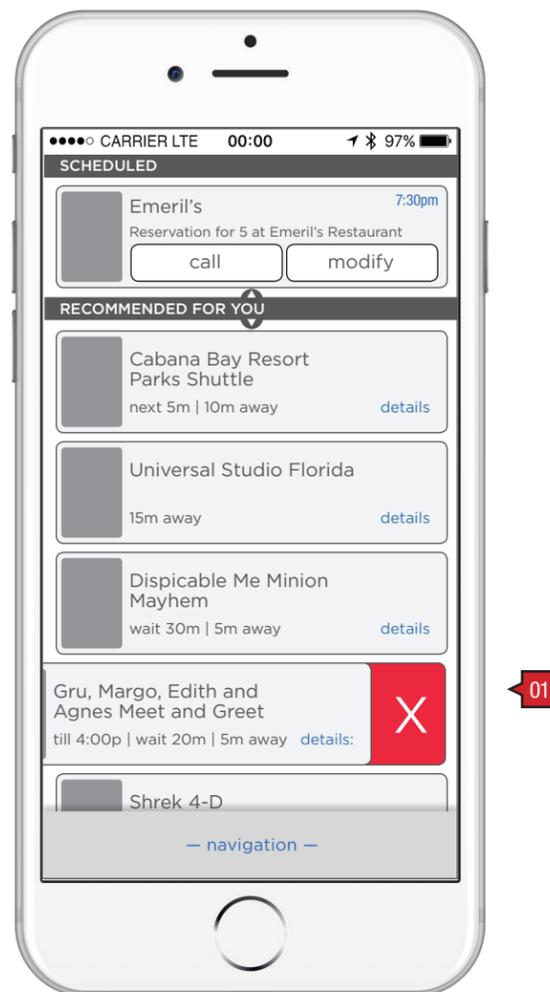|	Description	Interaction	Notes
01	"scheduled" subhead	None.	The default size for the "Scheduled" and "Recomended for You" sections are intelligently based on the number of scheduled items with a fixed time before a recommended 'event' can be included in the guest's day. Note: If there is at least one scheduled 'event', the "scheduled" section will always show.
02	item photo and copy (time sensitive)	OnTap guests are taken to the item detail screen.	Itineary items that are time sensitive show the appointment time and/or a countdown clock. They are intelligently positioned within the list floating to the top as the 'event' nears it scheduled time. Recommendations take into account all scheduled items.
03	item time/countdown clock	OnTap toggles between scheduled time and countdown clock	
04	"detail" link	OnTap guests are taken to the item detail screen.	
05	"recommended for you" slider	OnDrag up or down the guest can adjust the size of the recommended section.	Recommendations are made based on the number of items in the guest's wish list, location and wait times. This section's position is anchored to bottom above the footer navigation and expands upward based on needed screen real estate.
06	item photo and copy (not time sensitive)	OnTap guests are taken to the item detail screen.	In this example, "transportation" has 3 options.
07	drag function	OnDrag up or down guests can arrange items. Immediately after an item is dragged, the guest is taken to that item's detail screen where they can set a time and invite other members of their group if applicable.	In this example, "transportation" can be dragged from the "recommended for you" list to the greater, itinerary list and positioned based on the guest's preference.
08	item options (expanded and collapsed)	OnTap the container toggles between its expanded and collapsed states.	
09	expand/collapse icons		
10	main navigation	OnTap screen changes according to the selected icon.	
11	"call" button	OnTap uses the iOS call feature to dial the venue.	
12	"modify" link	OnTap guests are taken to the item detail screen.	Although this is the same functionality as the "details" link. As this is a time sensitive reservation, the guest is given a strong visual clue to the functionality.
13	'entitlement' item	OnTap guest is taken to the entitlement detail where in addition to all other detail information (directions, etc.), they can view their pass / ticket.	
14	time/duration 'events'	None.	Some 'events' with a duration (i.e. character meet and greets) may include a "till" or "from" time when appropriate.

Dynamic Trip Feed (option 2)

Screen 1 (left phone):

●●●●○ CARRIER LTE   00:00   ⌁ ✳ 97% ▬

SCHEDULED

PIT ✈ MCO   1:16pm
Pittsburgh to Orlando
Flight #AA0516   details

Cabana Bay Resort   after 4pm
Your mobile device is your key!
We've already checked you in, so there is need to stop by the front desk, unless you want some great insider tips about the parks.
room 2831   details

more…

RECOMMENDED FOR YOU

Transportation to Resort
Welcome to Orlando. Getting to your hotel is easy…

Cabana Bay Resort Bus   (−)

Located on Level 1 in the commercial lanes
B42-B47
every 15m | 10m away

Rental Cars   (+)

Mears Taxi's   (+)

— navigation —

Screen 2 (right phone):

●●●●○ CARRIER LTE   00:00   ⌁ ✳ 97% ▬

SCHEDULED

PIT ✈ MCO   1:16pm
Pittsburgh to Orlando
Flight #AA0516   details

Cabana Bay Resort   after 4pm
Your mobile device is your key!
We've already checked you in, so there is need to stop by the front desk, unless you want some great insider tips about the parks.
room 2831   details

Emeril's   7:30pm
Reservation for 5 at Emeril's Restaurant
[call] [modify]

less

RECOMMENDED FOR YOU

Transportation to Resort
Welcome to Orlando. Getting to your hotel is easy…

Cabana Bay Resort Bus   (−)

Located on Level 1 in the commercial lanes
B42-B47
every 15m | 10m away

— navigation —

Screen Context / How the User Got Here / Screen Notes

Option 2 shows another way to expand and collapse the "Scheduled" section of the screen.

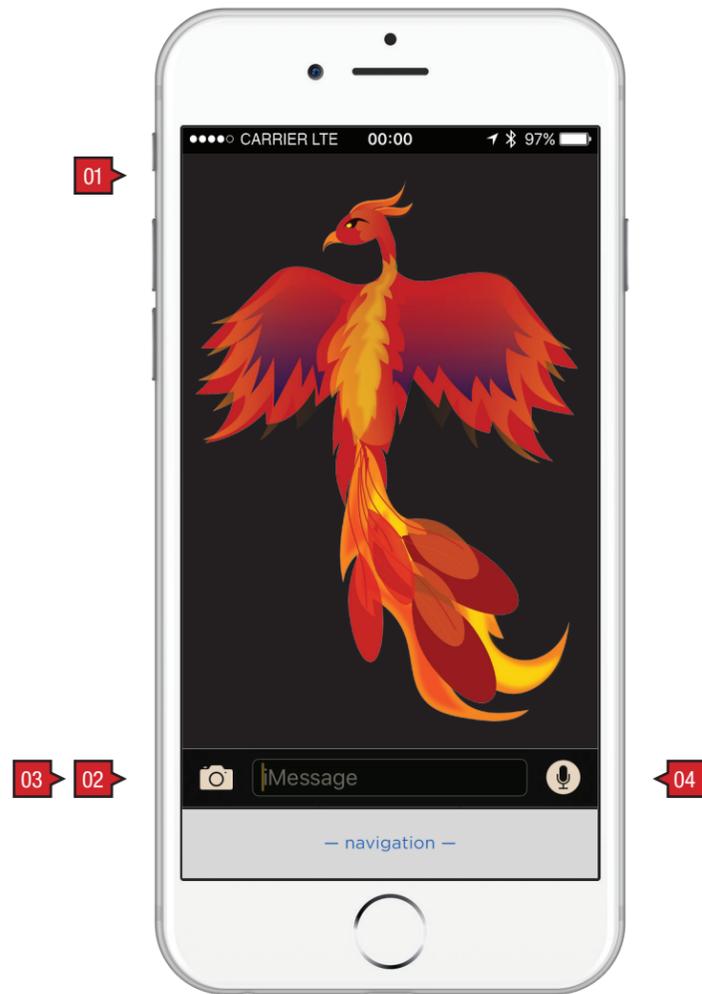|	Description	Interaction	Notes
01	"more…" button	OnTap "Scheduled" section expands to additional 'reserved' items.	
02	"less" button	OnTap returns the "Scheduled" / "Recommended for You" section back to their default states.	

IBM Interactive Experience

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Swipe to Replace Recommendation

Guest has the option to swipe to replace recommendation.

	Description	Interaction	Notes
01	'replace recommendation'	OnSwipe followed by the conformation OnTap the guest replaces the item with another recommendation.	Removed items still appear in the 'Explore' section (out of scope) of the app in the "not interested" list. Unless the guest expresses interest within the 'Explore' section, the item is no longer recommended.

COGNITIVE CHAT

Cognitive Chat

'Cognitive Chat' is a section of the app which allows the guest to have an immediate interaction with the cognitive engine.

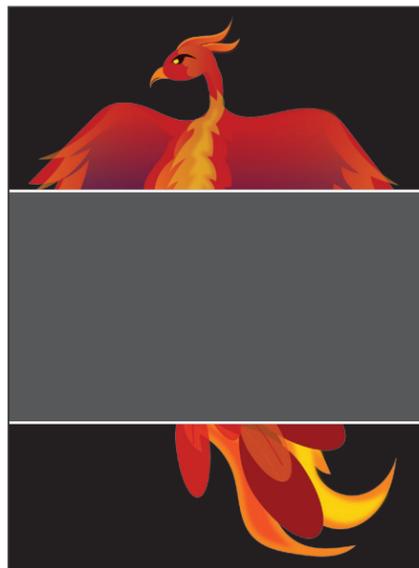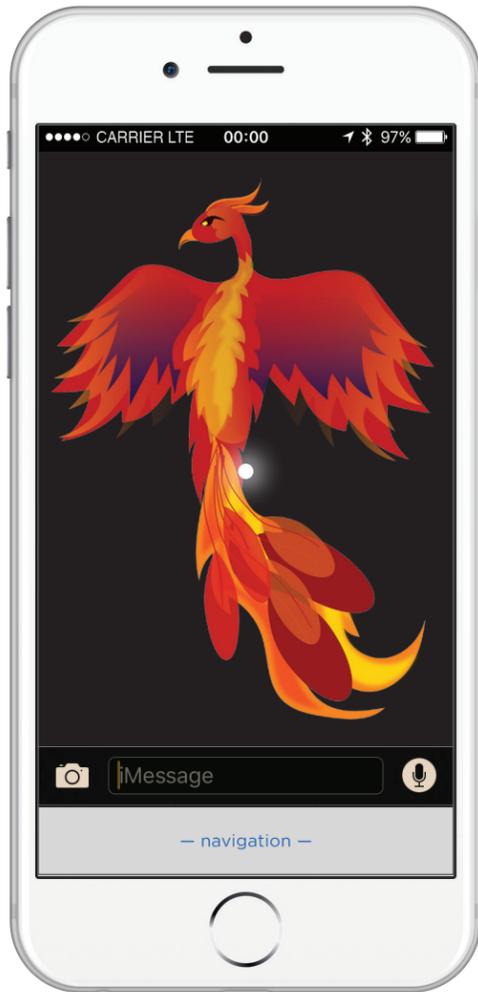|	Description	Interaction	Notes
01	avatar (Faux showing)	None.	The avatar can escort the guest throughout the parks, and/or can change based on the area of a park. Other avatar suggestions include, but not limited to:
			a Simpson (Bart, Homer, Lisa, etc.) Jimmy Falon a Minion Woody Woodpecker, etc.
02	text input field	BAU.	
03	camera	BAU.	
04	microphone	BAU.	

Screen Context / How the User Got Here / Screen Notes

Other states of the chat window.

	Description	Interaction	Notes
01	chat bubbles	Currently none. In the future based on capability bubbles could have an onTap interaction.	As bubbles float up they become increasingly transparent.
02	other content	Photography, video, audio, links, etc. are all possible options. On the following page is an animation example on how a video - and other content - could enter the chat window.	

Special Content Animation

COGNITIVE CHAT MAP

IBM

Full Screen Chat Map

Screen Context / How the User Got Here / Screen Notes

There is the possibility for cognitive chat to show a full screen image. Shown here is a map.

Description	Interaction	Notes

DEPENDENCIES

Dynamic Trip Feed Dependencies

Need	Why	Technology	Suggested Solution
Initial personalized like/dislike information for guests new to the app and our on property wanting intelligent recommendations.	Personalized recommendations require a knowledge of the guest. The ability for a guest to like/dislike items will provide a needed source for gathering preference information, without requiring the guest to fill out repetitive forms.	Initially there is no impacted technology, but all data collection needs to inform both P406 and Watson.	Initial "sign up/profile" screen(s) that create a rough sketch of the new guest. Directing the new guest to an 'explore' section of the app where they can 'swipe' or 'check' items for likes/dislikes.
Ability to allow guest to schedule, invite and/or join other members of their party for an 'event'.	Members of a group have the ability to split up and reconnect throughout their day based on their interest in experiencing 'events'.	P406 technology and potential expanded P406 technology.	An expanded detail 'event' screen which, in addition to the currently provided information, records this information.
A pre-, during- and post-trip opportunity to view, organize, and record guest preferences on all of Universal's offerings.	Guest(s) who take the time to plan their trip by expressing interest in an 'event', or a series of 'events' educate the recommendation engine.	P406 technology	An 'explore' section (digital brochure that includes both a map and list) that informs the recommendation engine of guest's preferences.
Notification(s) for guests within a group to inform members of location and schedule information.	The need to inform other members of your group your intention to experience an 'event' and/or to invite/join them in an 'event'.	P406 technology	Interactive notification modals that allow communication between group members and the recommendation engine.
Group building that organize guests by family members and/or social circles.	Recommending an 'event' to a group requires that the preferences of all members of a group are considered. Some of the suggested experiences, particularly around gamification, require maintaining a collective preferences database of the guest's circle of friends.	Expanded P406 technology.	A group section within the app that allows friends and families to connect, but is flexible to allow a larger circle of friends that includes past and potentially future group members. We also recommend a 'find my friend' experience as a part of this section.
The ability for guests who have experienced an 'event' to 'make a memory' and share these memories socially and perhaps even build a physical photo album.	Saving photos, videos and comments, and sharing them with your immediate and larger circle has revenue and information potential. Places/events/people/activities are all actions which will influence the recommendation system.	P406 technology	History section which stores and organize 'memories' into both physical and digital albums. A verbose memory capture system that can include both guest and in-park images.
Gamification: multiple opportunities.	Opportunity to engage guests and help immerse them in the park experience. These activities and actions will gather important information about our guest(s).		Multiple ideas based on IBM Design Thinking workshop.
Tracking commerce.	Opportunity to learn more about our guest(s) through purchase activity.	P406 technology	Shopping section.
Multiple new experience opportunities based on IBM Design Thinking workshop.	Many of these experiences offer another opportunity to better understand our guests.		Multiple.

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