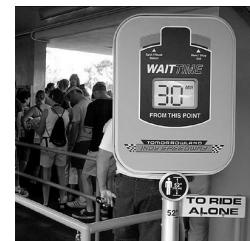




Project Background

↙User Experience Problem



Magic Emerald

For Effective and Comfortable Itinerary
User Experience Design | 2021

Introduction

A significant proportion of tourists in theme parks are complaining about the endless queues and the waste of time spent on waiting. Magic Emerald is a service design system aimed at boosting the efficiency of participating in the projects and improving the user experience in theme parks. Take reference by the forthcoming Universal Studio in Beijing, China.

Service Design+Interaction Design+UI Design

Keywords: Theme Park, Efficiency, System, Queue....

Reference:
The Forthcoming Universal Studios in Beijing, China

Problems in the Universal Studio

Problem Conclusion

Through field experience surveys and online surveys, I summarized the existing problems of theme parks.



Problem 1 : The passenger surge leads to congestion and poor order everywhere.

What if
provide distinct tourist routes for every groups of travelers according to their interest to prevent invariable tourist flow?



Problem 3 : The Fast pass system is in great demand which also requires complicated operation and flying speed. In this case ticket scalpers appear and numerous of people cannot enjoy the FP tickets.

What if
there is a more unprejudiced and entertaining way to get FP tickets?



Problem 5 : The boring space with low utilization used for the line.

What if
utilize the space adequately for more amusement activities and increase the enthusiasm of the tourists?



Problem 2 : The lack of special caring and management for the group in need like under age children and patients with heart diseases.

What if
provide distinct tourist routes for every groups of travelers according to their interest to prevent invariable tourist flow?

Problem 4 : Plenty of time are spent on waiting in queues, which leads to more tiredness and less activities tourists can enjoy. Also, the lack of rest areas results in immorality behaviors like sitting on the handrail or crashing queues.

What if
provide movable rest areas following the queue and a more efficient way to organize tourists?

Problem 6 : The food industry of the amusement parks is as normal as that in other places.

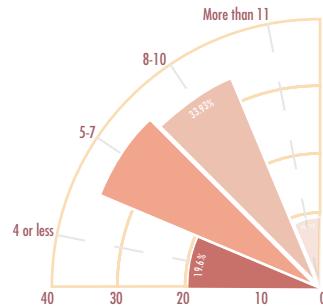
What if
provide especial food packaging design with more amusement for the specifically theme?

User Research

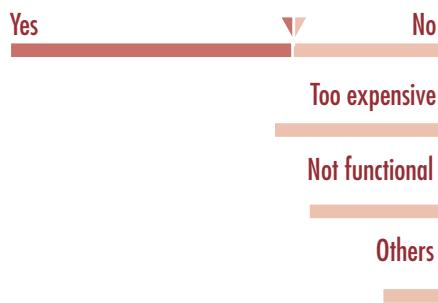
Questionnaire

Introduction: I sent 56 people questionnaires online who have experience travelling in amusement parks and finding some problems remained. The questionnaire includes 7 questions. Here is the result.

Problem 1 : How many items can you usually experience in an amusement park?



Problem 2 : Would you like to buy souvenirs in an amusement park?



Problem 3 : Do you prefer travel to an amusement park alone?



Problem 4 : Have you ever given up because of the long queue?



Problem 5 : Are you actively participating in entertainment facilities (such as video, interactive games) in the queuing area?



Problem 6 : Have you ever experienced online queuing?



Problem 7 : Have you ever experienced fast pass (FP system)?



Summary

Existing amusement parks are often overloaded by tourists, which prevents tourists from experiencing more rides and spends a lot of time queuing and finding their way. At the same time, the improvement measures to handle the long time queuing are not accepted by the majority of tourists. What's more, it can not meet the emotional needs of individual tourists, and not everyone will buy souvenirs after travelling for various reasons.

Persona

Name Aurora

Age 24

Profession Youtuber



Short Description

Aurora is a theme park enthusiast with Disney Land annual card in Shanghai. She goes to Disney Land almost once a month. However, the main purpose is to meet with her Micky friends because she is tired of just waiting in line all the time.

“ Some may believe that taking photos with the scenes and Micky Mouse all the day boring, but isn't it tired and stupid to spend half of the day waiting for an activity no matter how fun it is? ”

Needs

- More scenery to take perfect photos
- Less time spent on queuing
- More comfortable environment for queuing
- More patience to wait in a queue
- More attractive amusement activities without queuing
- Predicting the routes of Micky Mouse and his friends

About Universal Studio in Beijing

↙Park Layout



↙Entertaining items Design



Interaction device for learning Kungfu

Using Qi stored in your green emerald and beat Kai together!



Rollar Coaster in the panda village

Shuttle through the panda village to find thick and thick pandas!



Rickshaws and souvenir shops everywhere



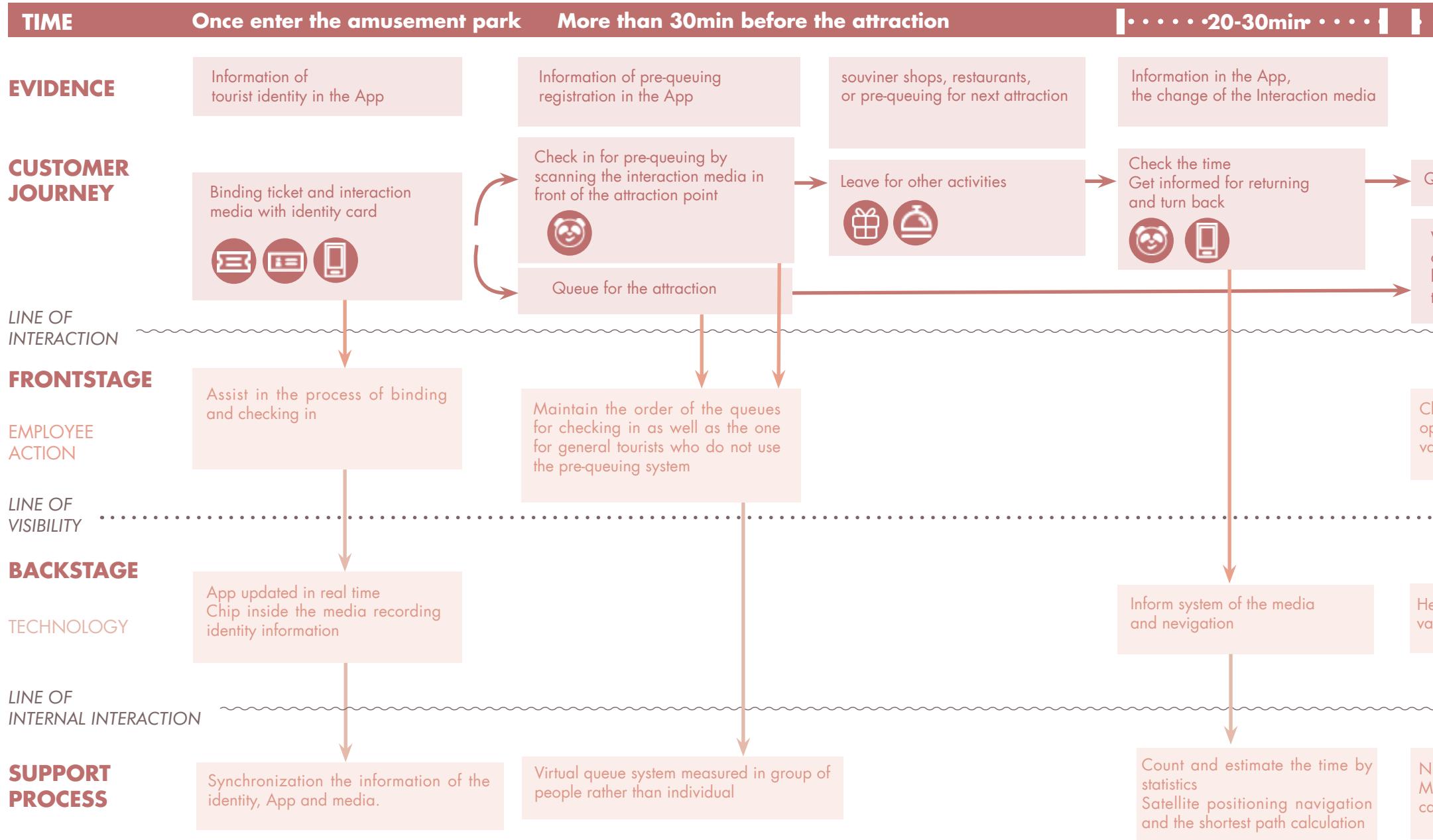
Mr. Ping's Noodle Shop

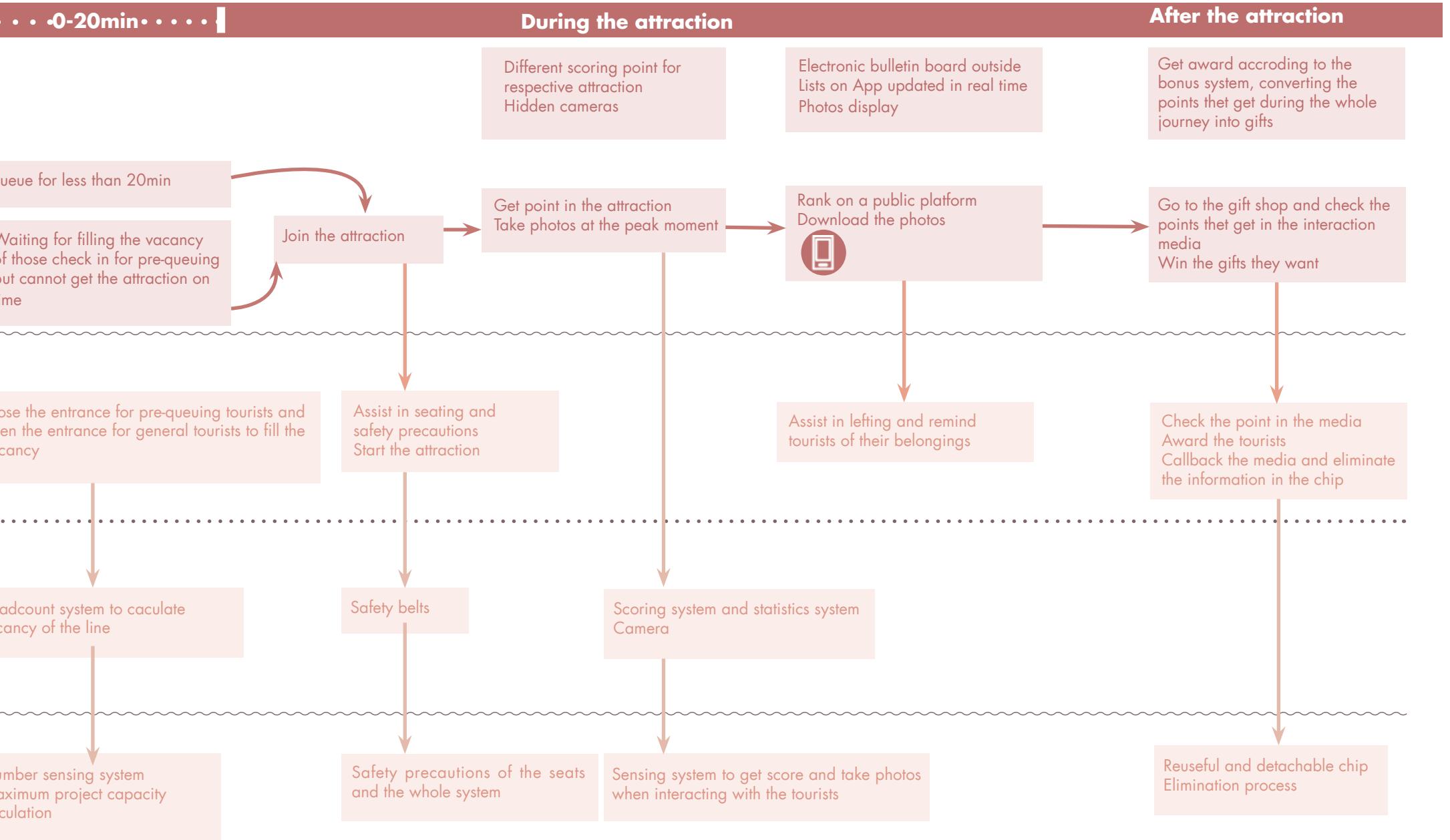
|Kung Fu Panda Land of Awesomeness

Here you can meet your favorite characters from Kung Fu Panda as well as the beautiful scenes in the movie, and may even pick up some fighting techniques. Delicious noodle and tofu from Mr.Ping and po's favorite food, dumplings are supplied here. Restoring the plots of the movie, various kinds of entertaining items and villians in the movie can be found and beat here.

Po's adventure has just begun. The Dragon Warrior is still on his way to becoming the greatest martial artist!

Service Flow Map





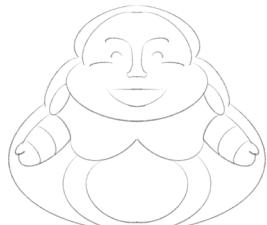
Product Design

Interaction Media

Inspiration : In the movie Kung Fu Panda 3, the villain Kai can grasp other's nimbus and condense them into emerald, which is also the medium of his controlling over others. Emerald is one of the most valuable collectibles in China, imported from Burma during the Qing Dynasty. Among the various arts and crafts made from emerald, the most delightful is the Maitreya Buddha with a simple and honest smile and fat body. Drawing on the shape of Maitreya Buddha, I condensed the protagonist images of Kung Fu Panda into emerald.



SKECHING



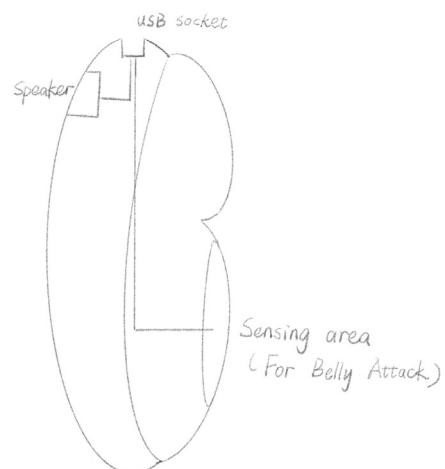
Maitreya Buddha
in traditional Chinese culture



Panda Po



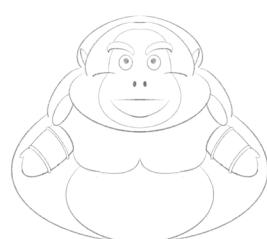
Master Tigress



Master Viper



Master Shifu

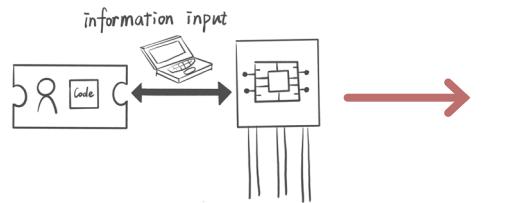


Master Monkey

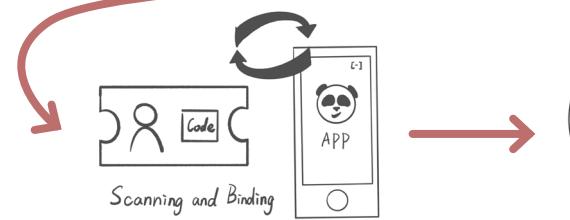
Function Design

- Built-in chip to record tourist information
- Record pre-queue registration information
- Alert the pre-queued process
- Play interactive games and record game points

HOW TO USE



Input the information



Scan the code and bind the App
with your identity



Alarmed by the emerald when
30mins left



Get the



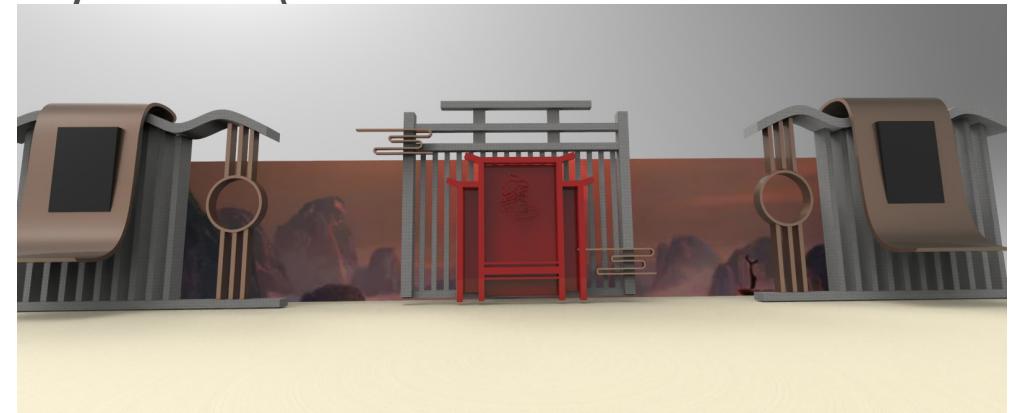
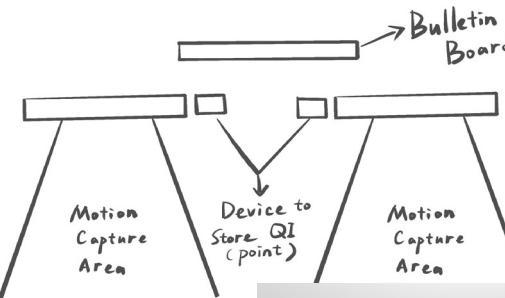
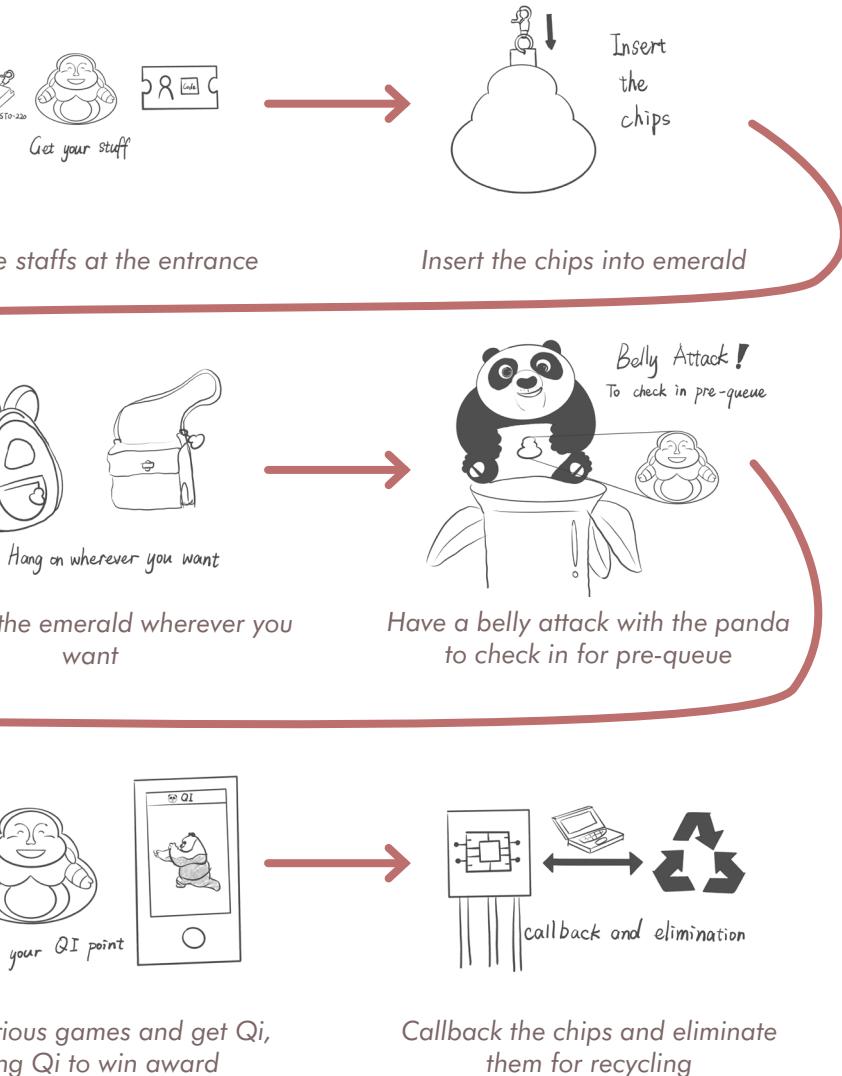
Hang on t



Play var
usin

↓Qi Interaction Space

Inspiration: Qigong is a traditional Chinese kungfu for health care and disease elimination. It was the qigong of the panda family that dragged Po back from hell. Qi interaction Space is designed for beginners in Qigong to study the specific motion like Baduanjin. To inspire the interest of tourists, I put duel system and points system into it for the participants to steal others' Qi point.



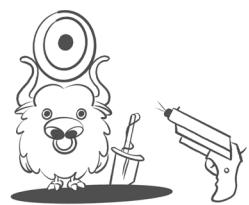
Interaction Process

- **Insert the Emerald into the device**
- **Participant bet half of his/her Qi inside the Emerald**
- **Study Qigong with the playing video and practice it**
- **Device used for capturing the motion will turn your body into a dragon**
- **Have an stimulating dragon fight on the screen and find out who is the kungfu master**
- **Win others' Qi, or lose your Qi**

HOW TO GET QI POINT



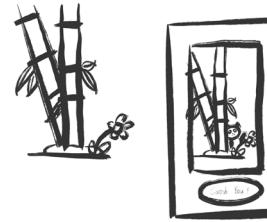
Experience irritative attractions



Beat Kai in the attractions



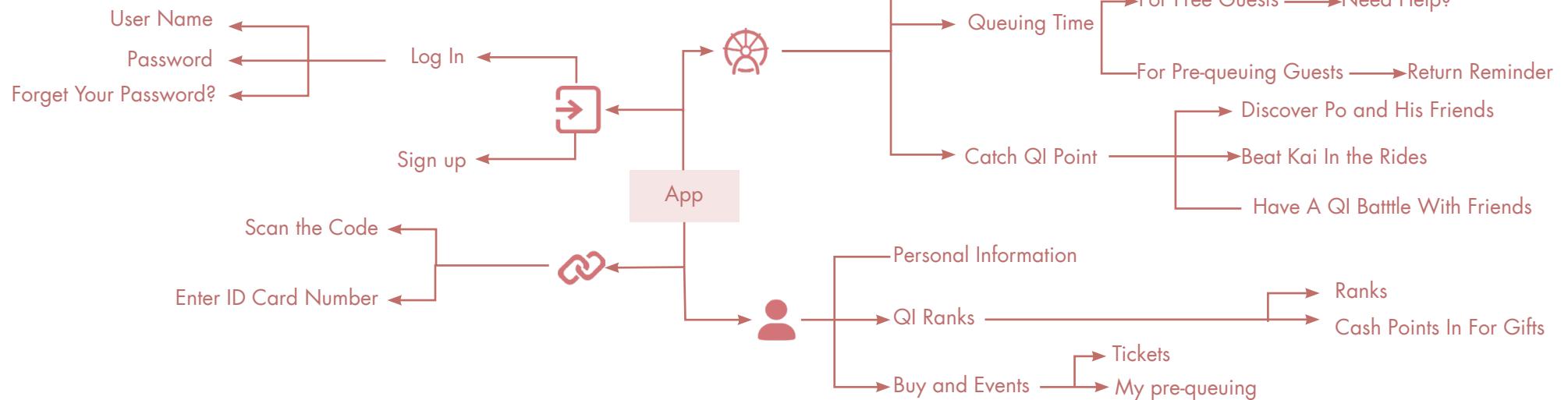
Win in a Qigong battle



Find Po and His Friends

APP Design

Information Structure



APP Design

Function Structure

