

Mission 1: Super-Fun Park is too crowded and its in the red! (200 pts)

Affected Areas:

Ticketing and Crowd Management
Marketing
Event Management
Customers

Problem:

The park is bleeding cash! To make matters worse, the accountants are having a lot of trouble figuring out how and why. There are plenty of visitors, yet the park is barely afloat. Zippy Mouse, the president of the park, is convinced that if the park could just keep better track of customer behavior, to see how people are spending their money, they could turn things around.

Zippy Mouse has hired you as an IT consultant. He has asked you to come up with a better way to track customers so that the marketing team and the event management team can use the information to develop a strategy to encourage guests to spend more money.

Zippy believes that if he had a way of knowing what rides customers were using and when, he could squeeze every last dime out of them. Then he won't have to forgo his vacation to Hawaii this year.

But there are other problems besides money that might be affecting things. The lines and wait times at many popular rides at Super-Fun park are out of control! Zippy Mouse desperately needs a strategy to reduce crowding.

Analysis has found that many rides don't have lines long enough to support the number of people that want to go on them. But even worse, some wait times are so long, the guests simply leave the line to go on other rides. Some rides simply take too long to get on.

It's not just that people aren't spending money, in many cases they can't because the park is too crowded and those crowds ineffectively managed.

Fortunately, if you can design a system that can tell you when a customer enters the park, what rides they go on and at what time, as well as what food they eat and what games they play, the park will be in a great position to simultaneously make the park a much more pleasant place to be which will inevitably lead to guests spending more money. Zippy is willing to implement any technology you need to keep track of customers at all times so that he can make it to Hawaii this year.

Are you up to the task?