EGN1 Task 1: Design Thinking

Design Thinking for Business — D428

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Scenario 1: Building a New Ride

Empathize

A. Explain how to implement the process of empathy in the design thinking process in the chosen scenario, including any additional information to better understand the situation and from whom or where the needed information could be found.

   a. To implement the process of empathy in the design thinking process in Scenario 1, we must first understand the customer's needs and prioritize what the customers want. This can look like digital 2-minute polls or questionnaires sent to adult attendees' emails or phone numbers after the allotted time for their visit, or in-person help booths that seek to interact positively with attendees as they roam the park. Satisfaction checks throughout the park at different rides and locations would also be beneficial to gather more data on how the park is performing and what it could do better for its customers.

Define

B. Summarize the problem that needs to be solved in your chosen scenario.

   a. In Scenario 1, the problem is whether a large, regional theme park situated in the mountains about 30 minutes away from a major interstate highway should build one large roller coaster, or instead build smaller rides meant for families. Current concerns regarding the construction of said rides include the current budget, attendance base, space, existing rides, future operation costs, cost and availability of materials required for construction, and time.

Ideate

C. Discuss two possible solutions to the stated problem.

   a. The first possible solution to the stated problem would be to allocate the budget for the construction of a large new roller coaster. This process would

require intensive research into the costs to build, operate, and maintain said roller coaster. Enough data must be collected from current customers to make a strong, educated estimation of what the revenue would be from the ride, as the attendance base is mostly families. This process also might include deconstructing existing rides to provide ample space for the new ride to wind throughout the park. Additionally, since supply shortages of steel and other technological components have the potential to increase costs and delay the estimated completion date, the park owners must calculate if there are enough funds within the budget to stay afloat if such complications arise.

b. The second possible solution to the stated problem would be to build multiple smaller rides to cater to the current attendance base of primarily families with younger children. This process may also require the deconstruction of existing rides to provide enough space for new rides. New rides replacing old ones could attract previous attendees to return to the park for new experiences, and could possibly provide a more modern, updated feel to the park. Again, supply shortages of materials could impact costs and the overall time frame of said rides being completed, so park owners must budget wisely to ensure finances stay afloat.

C1. Select one of the discussed solutions and explain why the selected solution is superior to the other discussed solution.

a. The second solution of building multiple, smaller rides is superior to the previous solution for these reasons:
Considering families are the primary audience, and likely the audience who bring in the most revenue, empathizing with them and catering to their needs and wants would ensure, at the very least, stability in future revenue. If a large roller coaster alienates the current attendance base, there might not be enough attraction from the large roller coaster to counter the loss in attendance. Attracting both previous attendees and newcomers through family-friendly rides would be a safer choice. Multiple smaller rides could be built in a staggered fashion so that one new ride is completed before the next is constructed, helping to reduce the risk of material shortages and therefore negative impact on future revenue.

Prototype

D. Develop a low-fidelity prototype (i.e., outline, image, storyboard) with sufficient detail to effectively communicate the selected solution for testing, including all appropriate labels in your prototype.

a.
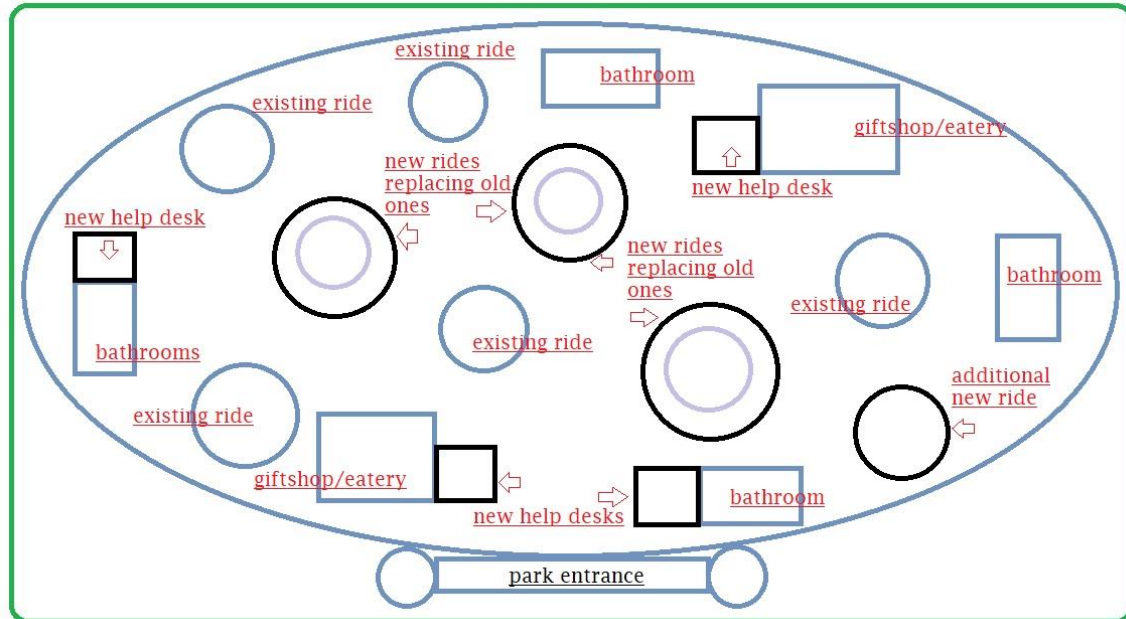
Test

E. Describe, in detail, the steps required to implement the prototype.

1. Not pictured is the initial step of formulating the questions for the polls and questionnaires that will be distributed to attendees, both as they walk around the park and after their stay.

2. Step two is the actual distribution of said polls and questionnaires. Cost-friendly help desks would be set up around the park, as pictured in the prototype, ideally in the form of tents and maintained by employees on rotation. These can be reduced in number or manned less frequently as time goes on, or if the digital distribution of them is found satisfactory.

3. These questionnaires will serve to provide feedback on if there are other areas of the park, besides the rides, that the company could do to improve customer satisfaction. This data will be helpful to see if perhaps the budget does not necessarily need to go entirely to new rides, and if the company can take a different, but in tandem, approach if desired.

4. Although the labels in the prototype say, "new rides replacing old ones", it is also feasible for current, well-loved rides to simply be updated, with new materials and/or technologies, to increase customer satisfaction. These

small improvements can help stretch the budget in the long run and should be conducted first before the construction of entirely new rides.

5. Finally, demolition of the other identified old rides should be conducted in a staggered manner, along with the building of their replacements, so that attendees are not left waiting without as many rides for very long. Entirely new rides can be constructed only after the previous steps have been taken.

E1.   Briefly explain how to know whether the prototype was potentially successful and include at least one potential limitation which may impact the implementation of the prototype.

a. The success of the prototype can be measured through the continued data that is gathered through the attendee questionnaires and careful watch of overall revenue. This is another upside to gathering first-person reviews from customers as they engage with the park and after they leave. One potential limitation that may impact the implementation of the prototype is if the audience does not interact with the questionnaires/if little data is gathered.

Analysis/Conclusion

F.   Discuss one possible positive outcome and one possible negative outcome that could result from implementing the selected solution.

a. One possible positive outcome from implementing the selected solution is an increased rate of satisfaction from the audience base—displayed ideally through increased revenue and positive feedback from the questionnaires. One possible negative outcome of implementing the selected solution could be that the intended updates take longer to generate increased revenue as a result of the intentionally staggered manner in which they are performed.

G.   Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

SOURCES:

1. EGN1 TASK 1: DESIGN THINKING, WGU, RETRIEVED 06/2024
2. *DESIGN THINKING SCENARIOS*.docx, WGU, RETRIEVED 06/2024
3. "DESIGN THINKING FOR MICROSERVICES", PERCIPIO, WGU, RETRIEVED 06/2024

H.   Demonstrate professional communication in the content and presentation of your submission.