



DSMM – DISNEY WORLD

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I. WEEK 10: DELIVERABLES

Your tasks this week include:

- There are two mini-golf courses on property at Disney World.
- This week, you and your team are going to create a survey with at least 20 questions to gauge guest satisfaction with these courses.
- A few things to consider gauging satisfaction with related to the mini-golf courses could be:
 - Overall experience.
 - Course design.
 - Customer service.
 - Suggestions for improvement.
- Use AI to generate responses for the survey that you have completed. OR Distribute the surveys with the explanation that the results are hypothetical and the individuals who are completing them do not necessarily need to have played mini-golf at Disney World before.
- Collaborate, research, and implement with team members on how to most effectively use the survey results to make data-driven decisions for improving and enhancing the mini-golf experience at Disney World.

II. WEEK 10 Deliverable Status

We have conducted a survey based on mini-golf courses in Disney World.

To generate survey responses, we have used different AI Chat Bots which are ChatGPT, Gemini and Copilot

Note: The Data Modelling we have performed is a conceptual and as a result does not cover all the dynamics of the Real-Life Database Model.

Survey output:

A		B
1	Questions	Reviews
2	The overall mini-golf experience met my expectations.	(3 - Neutral) It was a fun activity, but I was hoping for a bit more of a challenge.
3	The mini-golf course was clean and well-maintained.	(5 - Strongly Agree) The course looked great, and all the equipment was in good working order.
4	The course layout was easy to navigate.	(5 - Strongly Agree) It was clear which way to go from hole to hole, with no confusion.
5	The course signage was clear and easy to understand.	(4 - Agree) The signs were easy to read and explained the rules for each hole clearly.
6	Please rate the overall difficulty level of the course.	(2 - Disagree) The course was a bit too easy, even for beginners.
7	Were the holes creative and engaging?	(4 - Agree) Some of the holes had interesting features, but a few felt repetitive.
8	Did the course offer a good variety of challenges (e.g., ramps, tunnels, water features)?	(3 - Neutral) There were some ramps and inclines, but not many other obstacles.
9	Did the course feel fair and balanced?	(4 - Agree) The difficulty level was consistent throughout the course.
10	How well did the theming of the course match the advertised theme?	(4 - Agree) The course had a winter/summer theme, with some snowmen and beach elements. It wasn't super detailed, but it was present.
11	Did the theming elements throughout the course enhance your experience?	(3 - Neutral) The theming wasn't bad, but it could be more immersive with additional decorations or soundscapes.
12	Did the music or soundscapes add to the atmosphere of the course?	(2 - Disagree) There wasn't any music playing, and the only sounds were from other players. Some upbeat music would have been nice.
13	Were the landscaping and decorations well-maintained?	(4 - Agree) The landscaping was neat and tidy, and the decorations were in good condition.
14	How suitable was this course for young children (ages 5-10)?	(5 - Strongly Agree) This course is perfect for young children. It's easy to navigate, and there are no hazards.
15	Did the course layout allow for easy access for all ages and abilities?	(5 - Strongly Agree) Yes, the course is flat and easy to walk around.
16	Were there restrooms readily available throughout the course?	(4 - Agree) There were restrooms available near the clubhouse, but not directly on the course itself.
17	Were there shaded areas for taking breaks?	(4 - Agree) There were a few shaded areas with benches scattered throughout the course.
18	Considering the price, did you feel you received good value for your money?	(4 - Agree) The price was fair for the overall experience, especially considering it's a good option for families.
19	Would you recommend this mini-golf course to others?	(4 - Agree) Yes, I would recommend it for families with young children.
20	How friendly and helpful were the staff members at the course?	(5 - Strongly Agree) The staff was very friendly and helpful when checking in and answering any questions.
21	Did the staff seem knowledgeable about the course?	(4 - Agree) The staff seemed familiar with the course layout and basic rules.
22	Was the check-in/check-out process efficient?	(5 - Strongly Agree) Check-in and check-out were quick and easy.
23	Is there anything specific you enjoyed about the mini-golf course?	The course was clean and well-maintained, and the staff was friendly.
24	Is there anything we could have done to improve your experience?	Adding more challenging holes and some background music would be great improvements.
25	Would you be interested in playing a themed mini-golf course with a different Disney theme?	Absolutely! A Pirates of the Caribbean themed course with water features and interactive elements sounds amazing!
26	Please share any other comments or suggestions you may have.	Overall, it was a fun experience, but some improvements could be made to make it more appealing to a wider range of ages and skill levels.

Outcomes based on Survey:

Collaborating and Implementing Improvements for Disney Mini-Golf

Data Analysis:

Here we analyze the provided survey results to identify key areas for improvement.

- **Overall Experience:** Neutral (average score of 3) - There's room for improvement to make the experience more engaging.
- **Course Layout & Accessibility:** Positive feedback (scores of 4-5) - Navigation and accessibility are good.
- **Signage:** Needs improvement (score of 2) - Make signage clearer to avoid confusion during play.
- **Difficulty & Challenge:** Mixed feedback - Some find it easy (score of 2), while others want more variety (score of 3).
- **Theming & Atmosphere:** Room for enhancement (scores of 3-4) - Guests desire a more immersive experience.
- **Restrooms:** Convenience could be improved (score of 4) - Consider adding more restrooms throughout the course.

Collaboration & Implementation:

Team:

- **Form a Team:** Assemble a team with expertise in mini-golf course design, theming, operations, and guest experience.

Action Plan:

1. **Prioritize Improvements:** Based on data, focus on Signage, Difficulty/Challenge, Theming & Atmosphere, and Restrooms.
2. **Signage Improvement:**
 - **Work with Operations:** Conduct a course walkthrough to identify areas where signage needs improvement.
 - **Collaboration with Design:** Design clear and concise signage that is easy to read and understand.
 - **Consider incorporating visuals:** Use pictograms or illustrations to enhance clarity, especially for non-English speakers.
3. **Difficulty & Challenge:**
 - **Course Design Review:** Collaborate with the design team to assess the current difficulty level and identify opportunities for adding more challenging holes.
 - **Multi-Level Play:** Explore options for offering different difficulty levels within the course (e.g., designated challenging sections or alternative hole pathways).
 - **Theming Integration:** Incorporate themed challenges that tie into the course's narrative.
4. **Theming & Atmosphere Enhancement:**
 - **Imagineering Collaboration:** Partner with Imagineers to develop a more immersive experience through:
 - **Enhanced Theming:** Add detailed decorations, props, and landscaping elements that bring the theme to life.
 - **Soundscapes & Music:** Introduce themed music and sound effects to create a richer atmosphere.
 - **Interactive Elements:** Consider incorporating interactive elements within the course that engage players (e.g., water features, sound triggers).
5. **Restroom Availability:**
 - **Operations & Facilities:** Work with these teams to assess the feasibility of adding more restrooms throughout the course.
 - **Alternative Solutions:** If adding restrooms is not feasible, explore options like providing clear signage indicating the location of the nearest restrooms.

Research & Inspiration:

- **Benchmarking:** Research and analyze successful mini-golf experiences at other theme parks and entertainment centers.
- **Themed Mini-Golf Trends:** Explore current trends in themed mini-golf design, including interactive elements and augmented reality experiences.

Implementation Timeline:

- **Develop a timeline** for each improvement project, outlining tasks, deadlines, and responsible parties.
- **Prioritize quick wins:** Focus on implementing signage improvements and adding background music as they can be done relatively quickly.

- **Long-term projects:** Theming enhancements and adding restrooms will require more planning and resources.

Communication & Feedback:

- **Communicate the plan** to relevant teams and stakeholders.
- **Gather further feedback:** Conduct surveys or focus groups after implementing changes to gauge guest satisfaction and identify areas for continued improvement.