



# INTERN EXPERIENCE AUDIT







# Expectations





**1**

**Most people are unaware of the app before coming into the park**

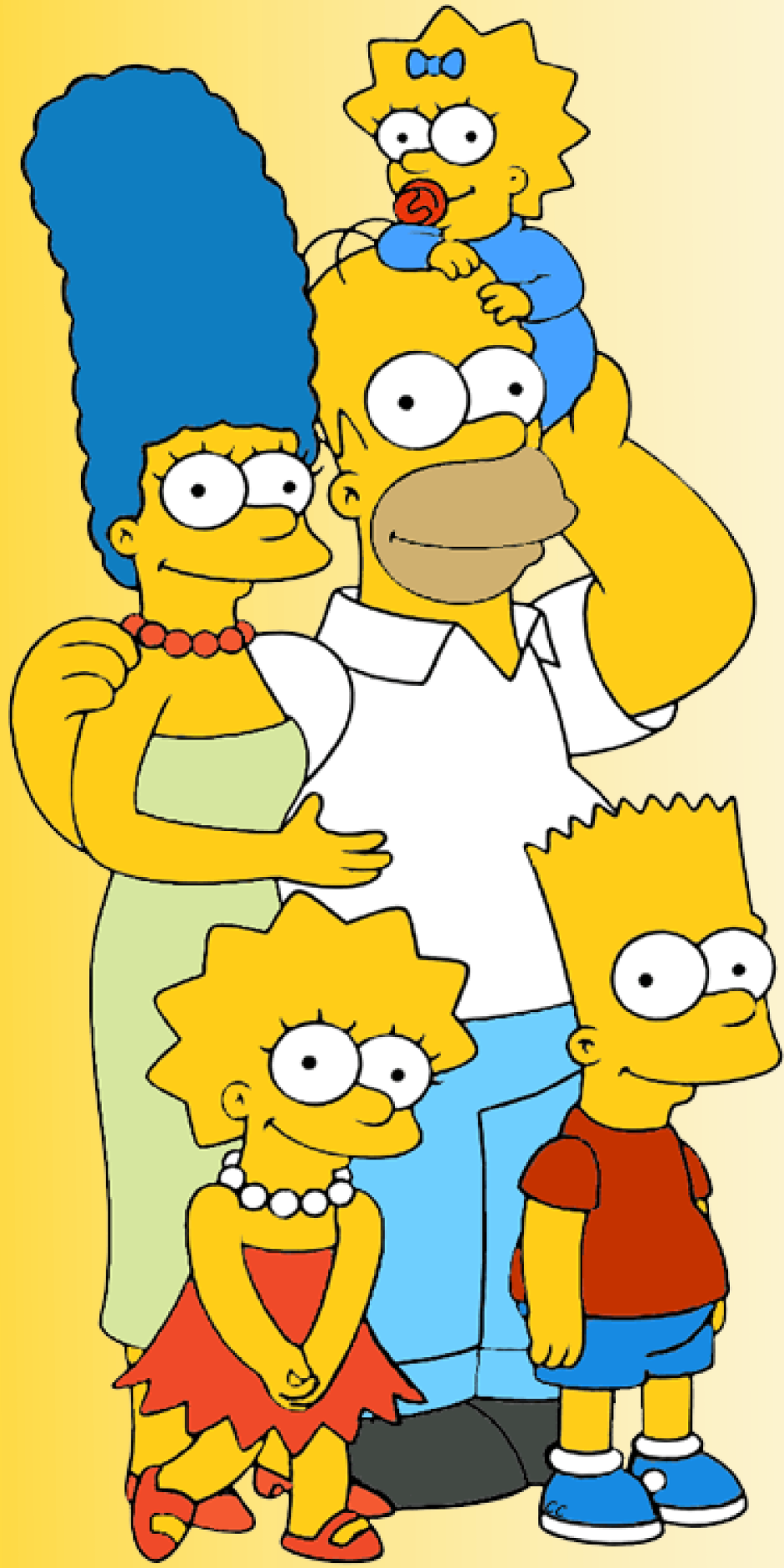
**2**

**Many guests do not use the app in the parks**

**3**

**Wait times often feel inaccurate**






**4**

Everything in the park is listed in the app

**5**


MFDO's high rate of complaints is due to an error-filled system





To understand  
and explore the  
park experience  
through the lens  
of a current guest  
on vacation

Think about what  
changes can be  
impacted in the  
short-term







# The Audit





# RESEARCH

- Conducted an audit covering:
  - Gate arrival
  - Mobile Food & Drink Ordering
  - Mobile app and website encounters
  - Ride wait times
  - In-park advertising
  - Arcade/Game experiences
- Conducted interviews with:
  - Team members
  - MFDO specialists
  - Food operationalists



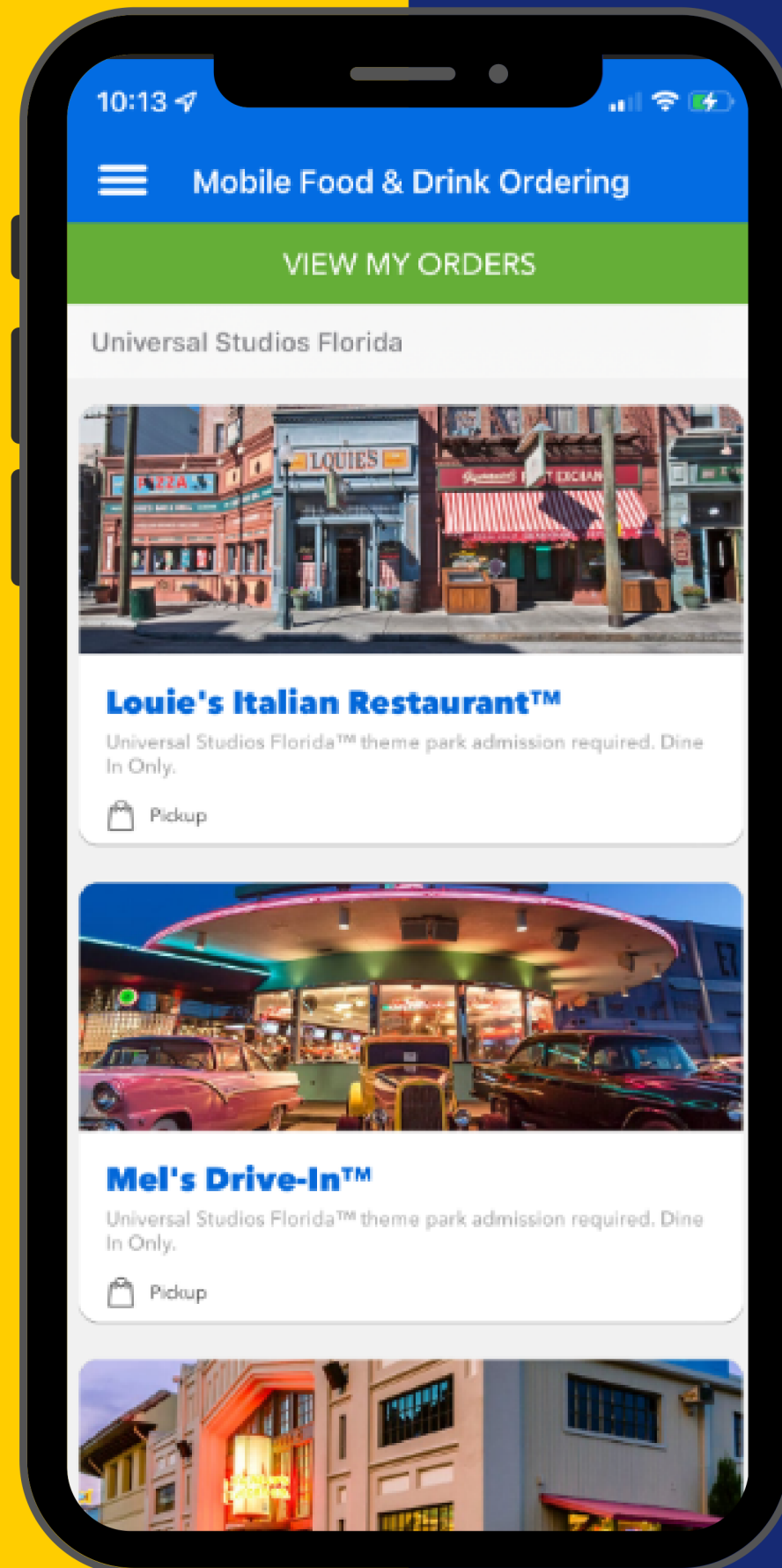
**MFDO**

**Wait Times**

**App/Web**

**Underutilized  
Areas**





# MFDO

Explored the mobile food ordering system in the Universal Orlando app by analyzing the results from signage, wait times, and the ordering process

# MFDO LOCATION OVERVIEW

- Visited MFDO locations
  - Dining experience audit: 5 locations
  - Signage and menu audit: all locations
- Observed and recorded MFDO signage and ordering processes
- Considered:
  - Peak dining times
  - Dietary accommodations
  - Time between order and arrival
  - Most negatively reviewed locations





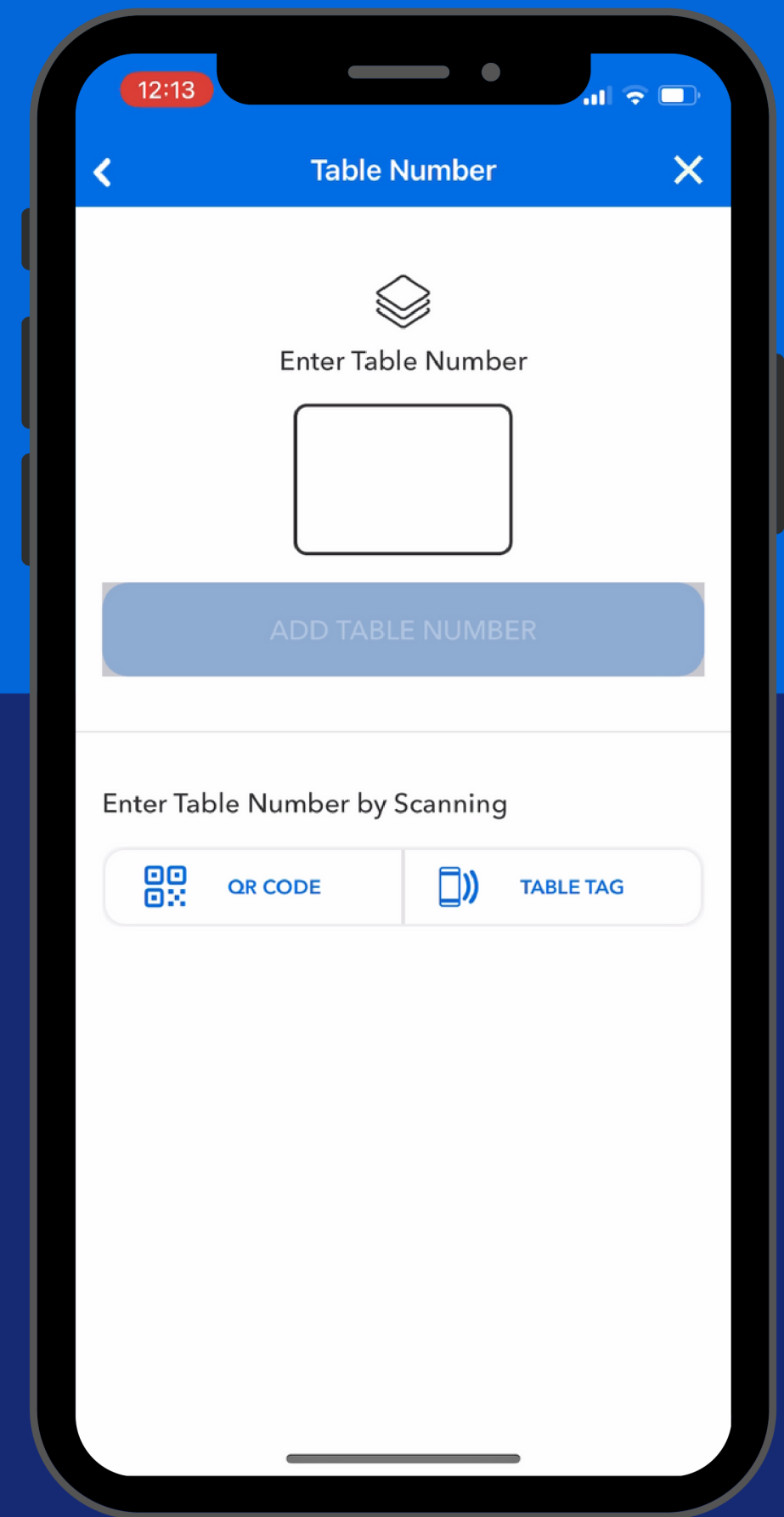
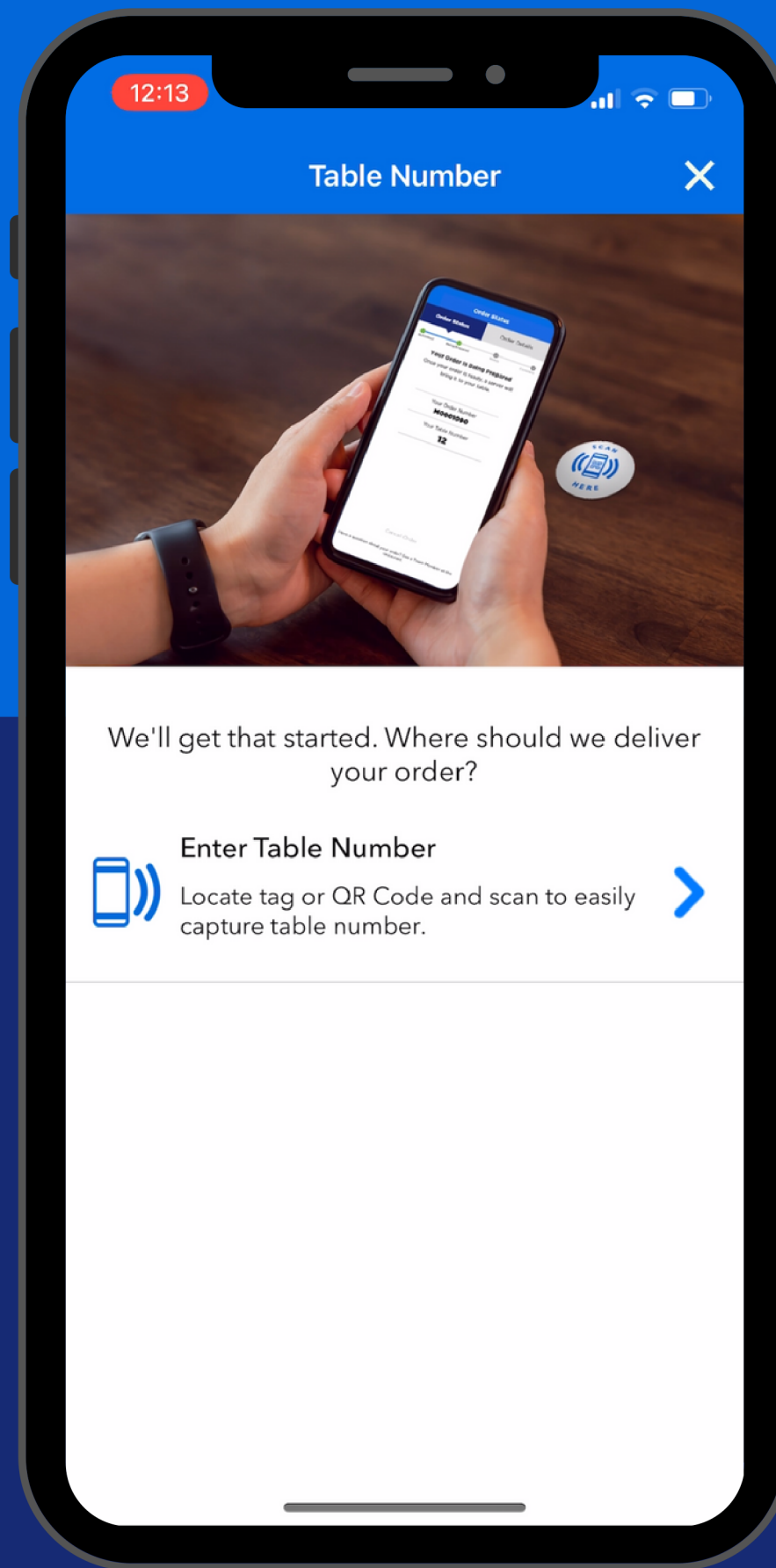
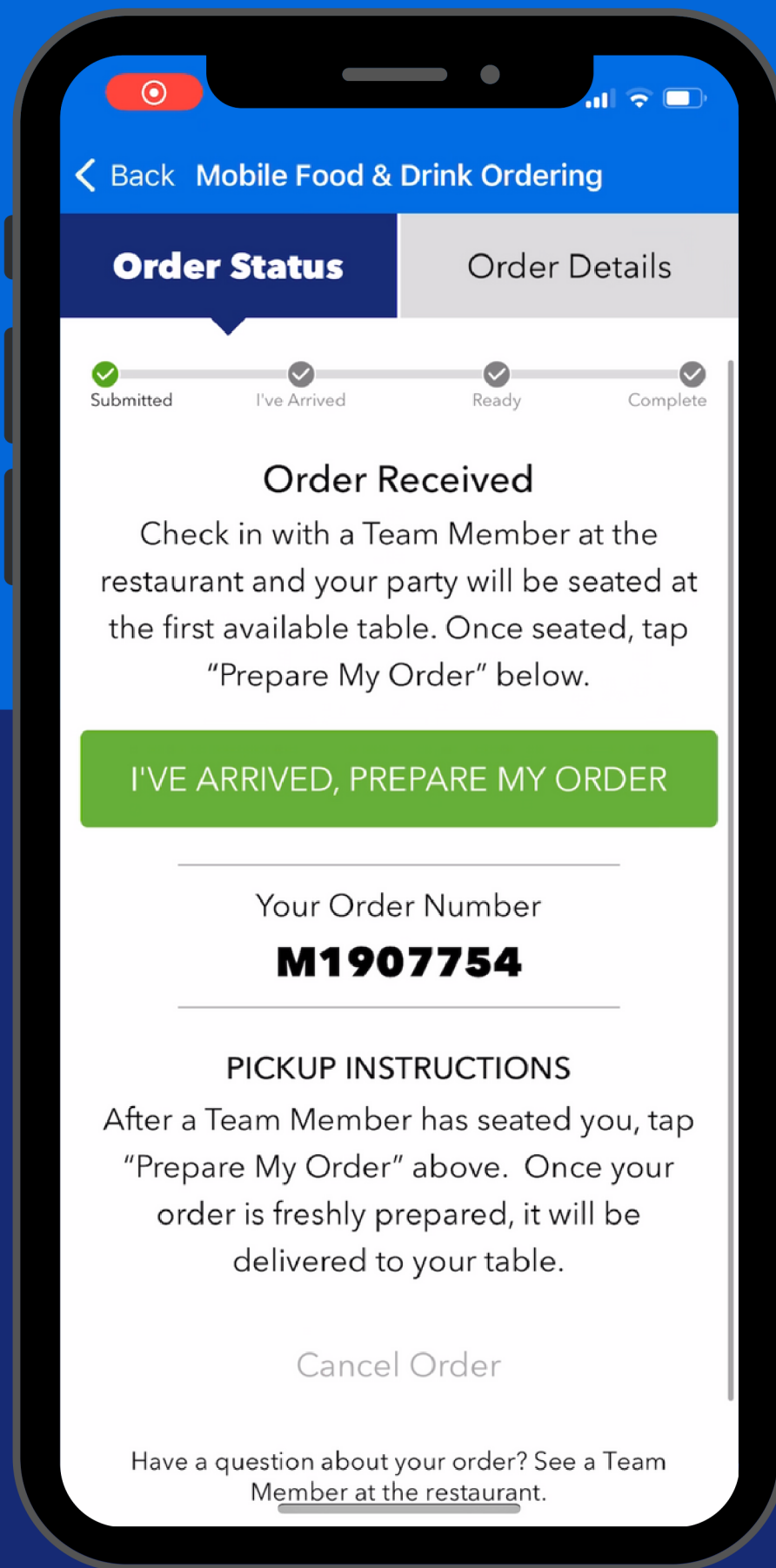


# RATING MFDO LOCATIONS

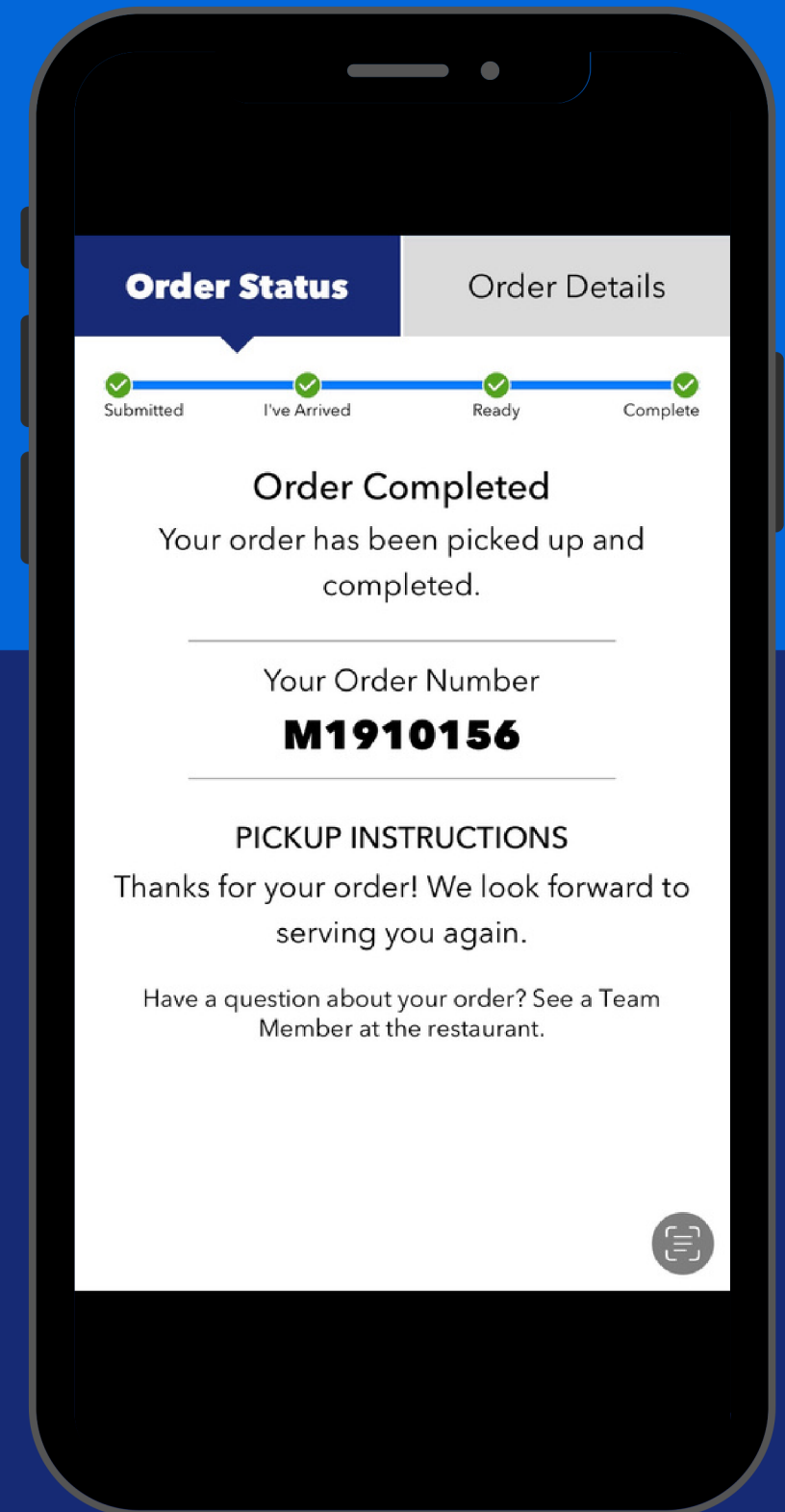
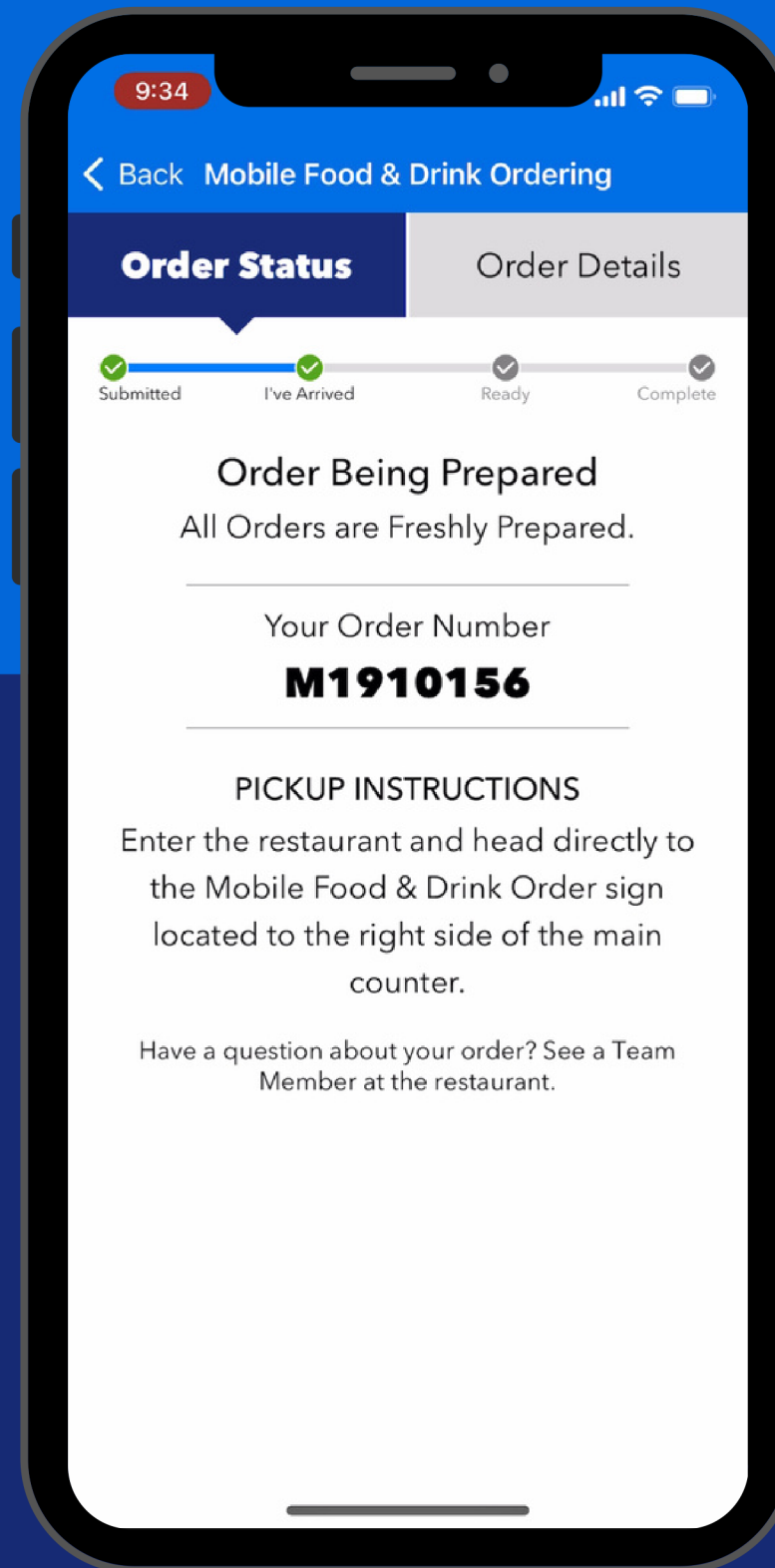
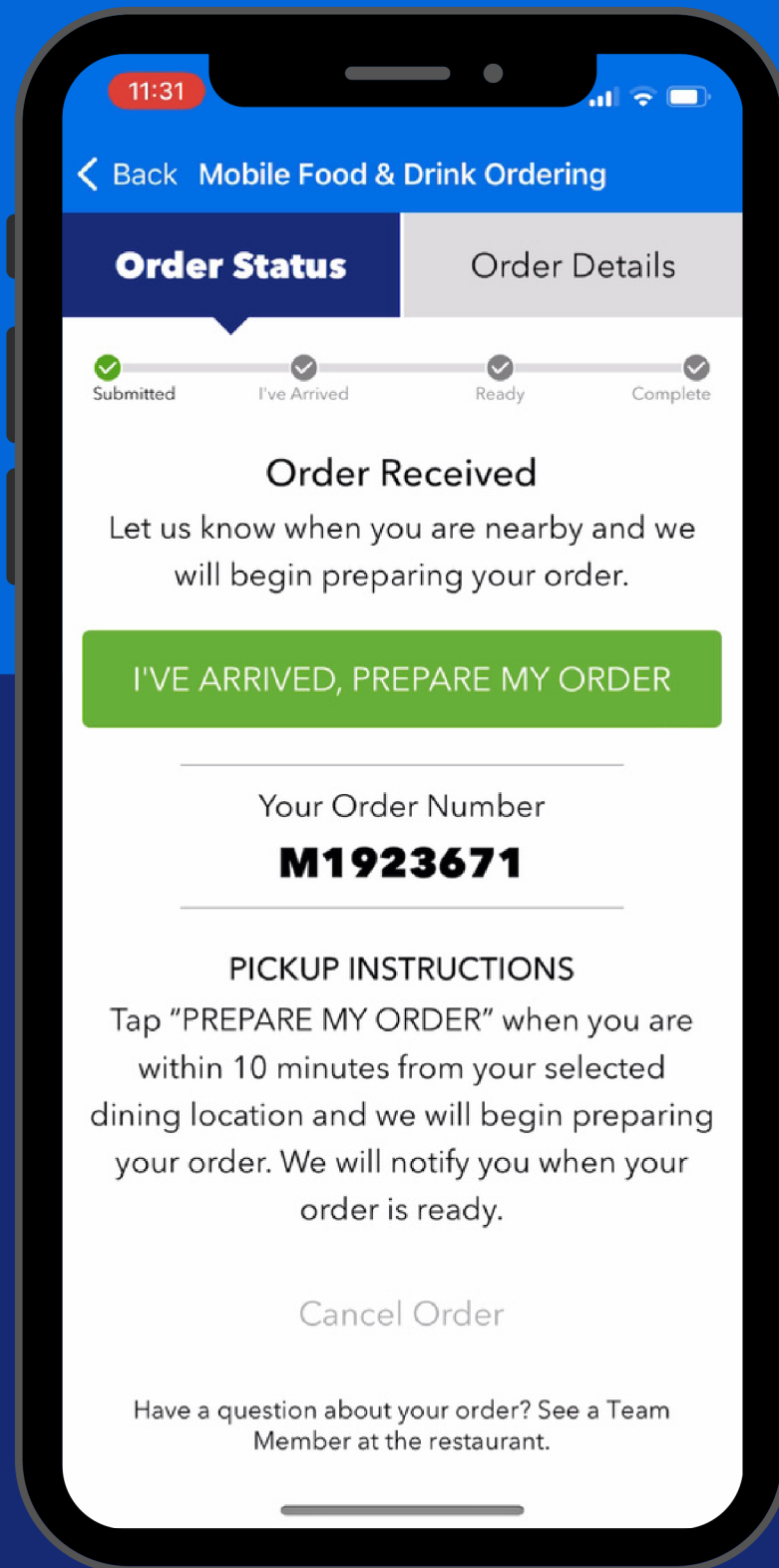
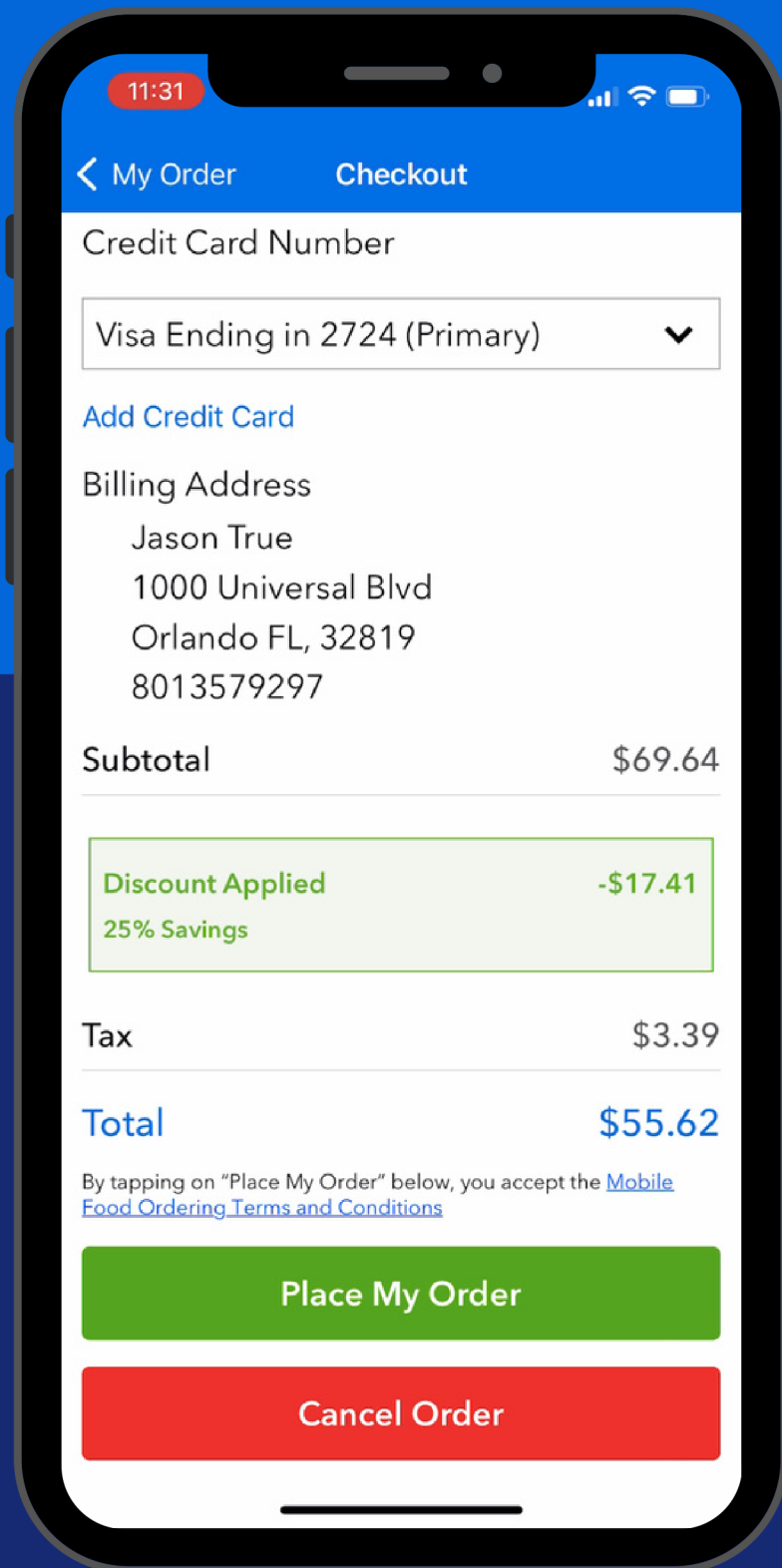
- Initial Restaurant Impressions
- Signage
- MFDO Area Efficiency
- Location of MFDO
- Employee Knowledge
- Regular Ordering Area Efficiency
- Customer Frustration Levels
- MFDO Area Organization
- App Accuracy
- Seating Availability

## METRICS

- 1 - Far below standards. Negativity impacting experience.
- 2 - Not up to standards. Below what is expected.
- 3 - Neither improving nor detracting from experience.
- 4 - Meets standards. What people expect to experience.
- 5 - Above standards. Improved overall guest experience at location.

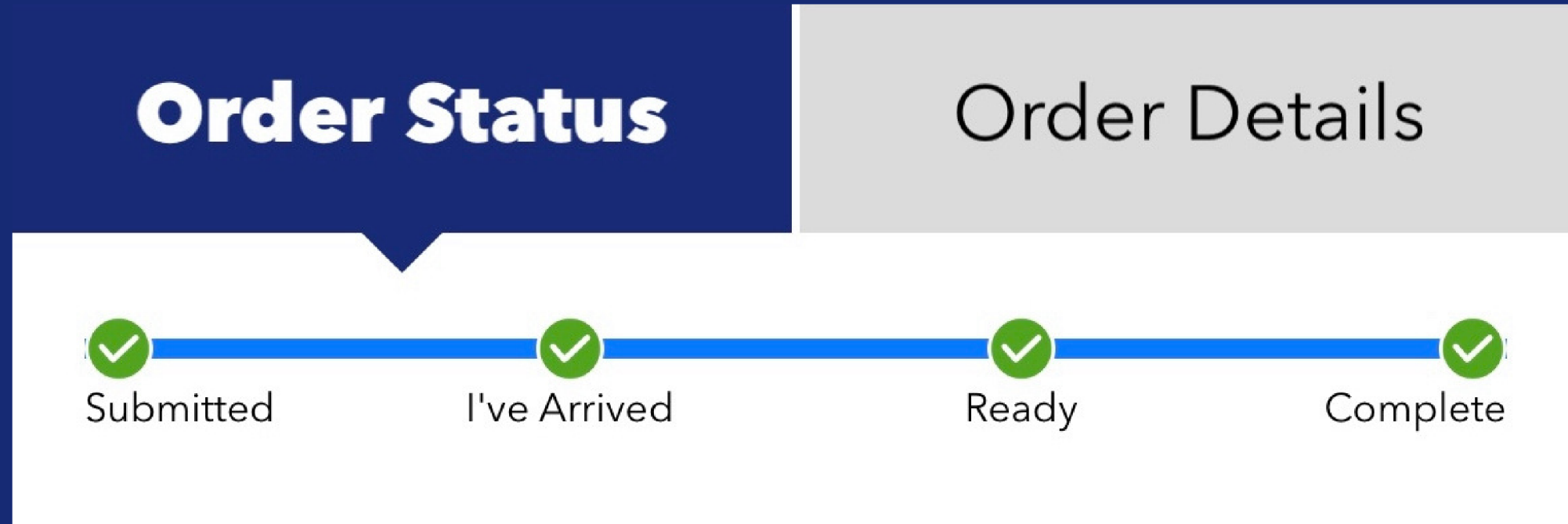
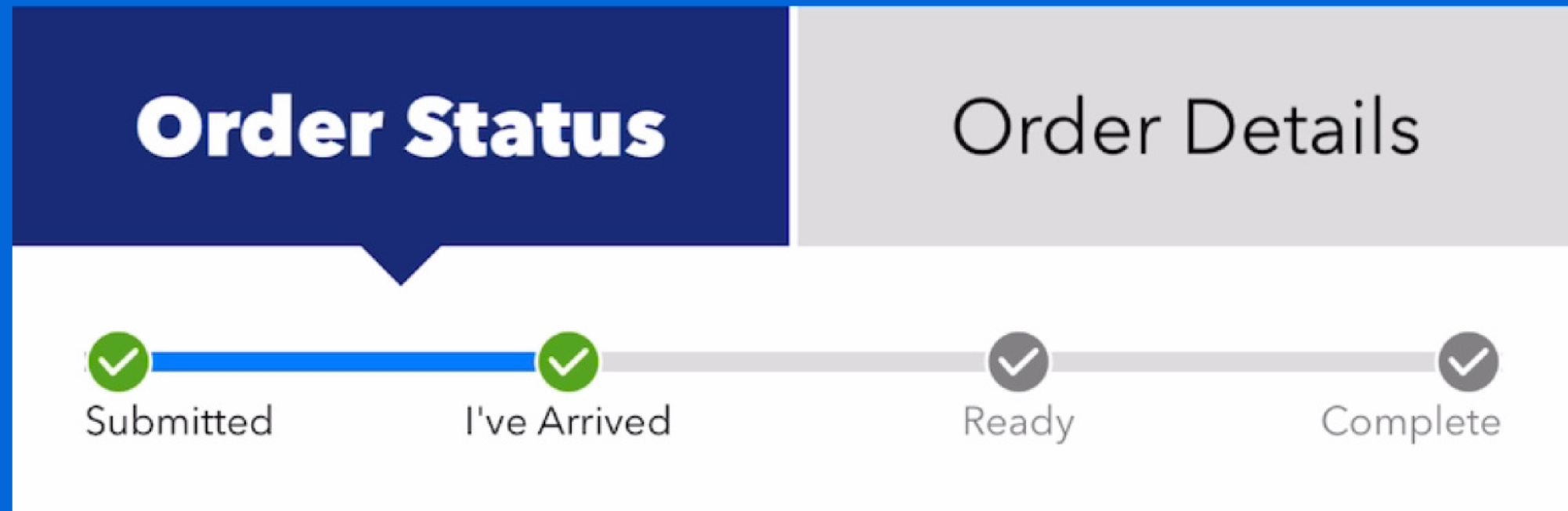
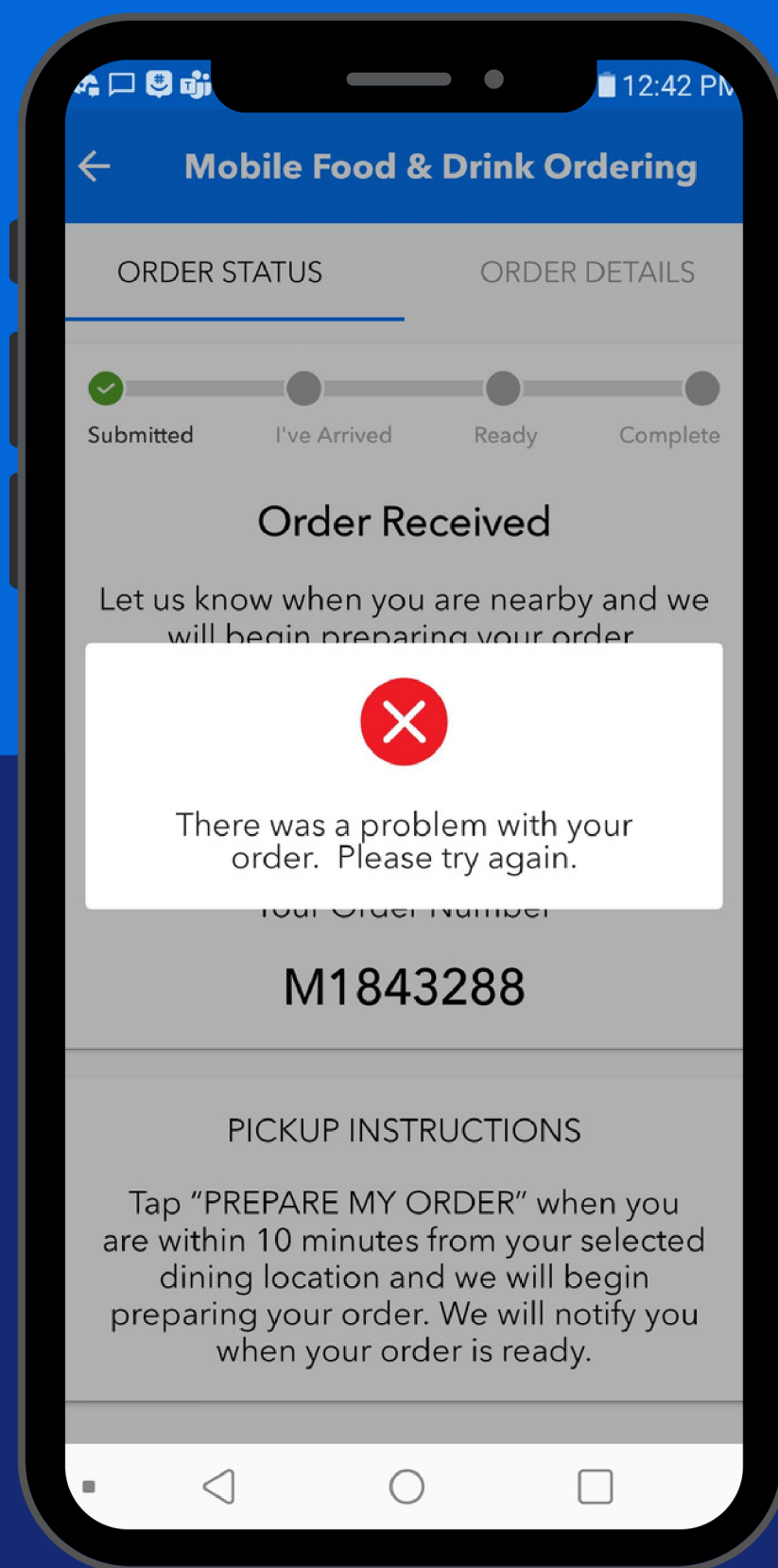


# TABLE SERVICE PROCESS



# PICKUP PROCESS





MFDO errors included inconsistencies in placing a online order as well as within the pickup timeline

# MFDO ERRORS



# MFDO RESULTS

**4.1/5**

**Voodoo Donuts / Café 4**

Citywalk / IOA

Pickup / Table delivery Service

**3.5/5**

**Red Oven Pizza Bakery**

Citywalk

Table Delivery or Pickup Service

**2.2/5**

**San Francisco Pastry Company**

USF

Pickup Service



# RESULTS EXPLAINED

- On average:
  - Correlation between good signage and MFDO efficiency is high
  - Higher customer frustration levels at locations such as Leaky Cauldron and Café 4
    - Both MFDO + line guests
  - Quick service locations (San Francisco Pastry, Croissant Moon Bakery) tend to have the least MFDO signage
    - Negativity impacted MFDO efficiency of receiving order
  - MFDO Process
    - Minimal issues with app functionality
    - No issues with special requests
    - Longest wait for food: 31 minutes at Leaky Cauldron



# CAN YOU FIND THE SIGN?





# CAN YOU FIND THE SIGN?





# CAN YOU FIND THE SIGN?





# CAN YOU FIND THE SIGN?





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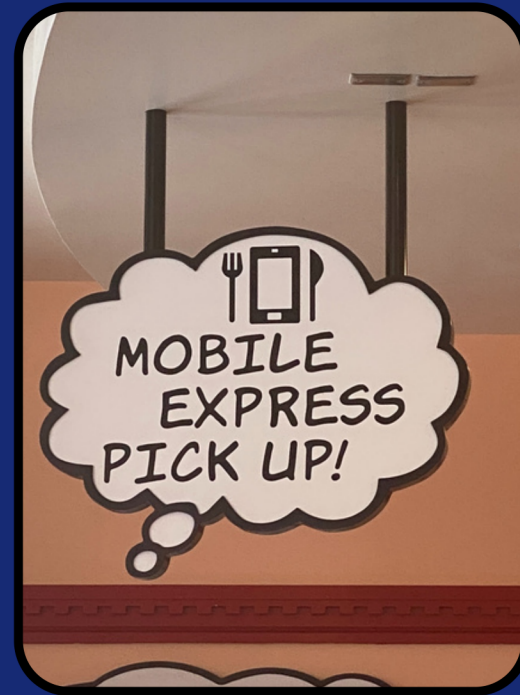




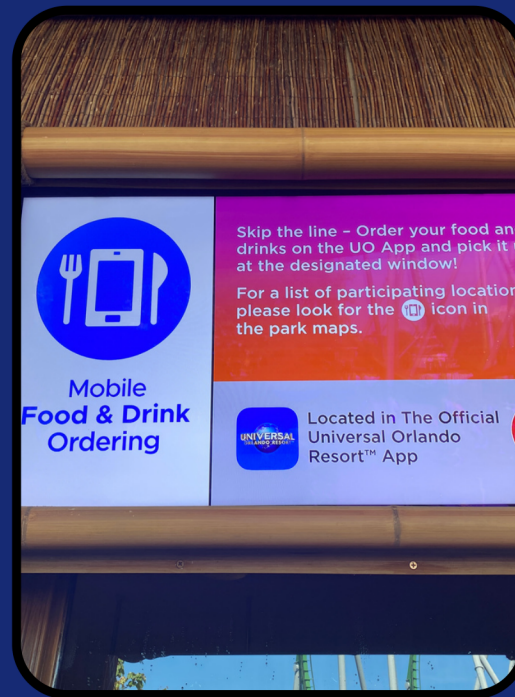
# CAN YOU FIND THE SIGN?













# MFDO Recommendations

01

## Consistent Signage

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A great way to help guests **easily spot pick-up locations** at MFDO venues throughout the park



02

## Push Notifications on Order Status

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Providing order status updates for guests will **assist in minimizing complaints and help with answering questions** without the help of a UO team member





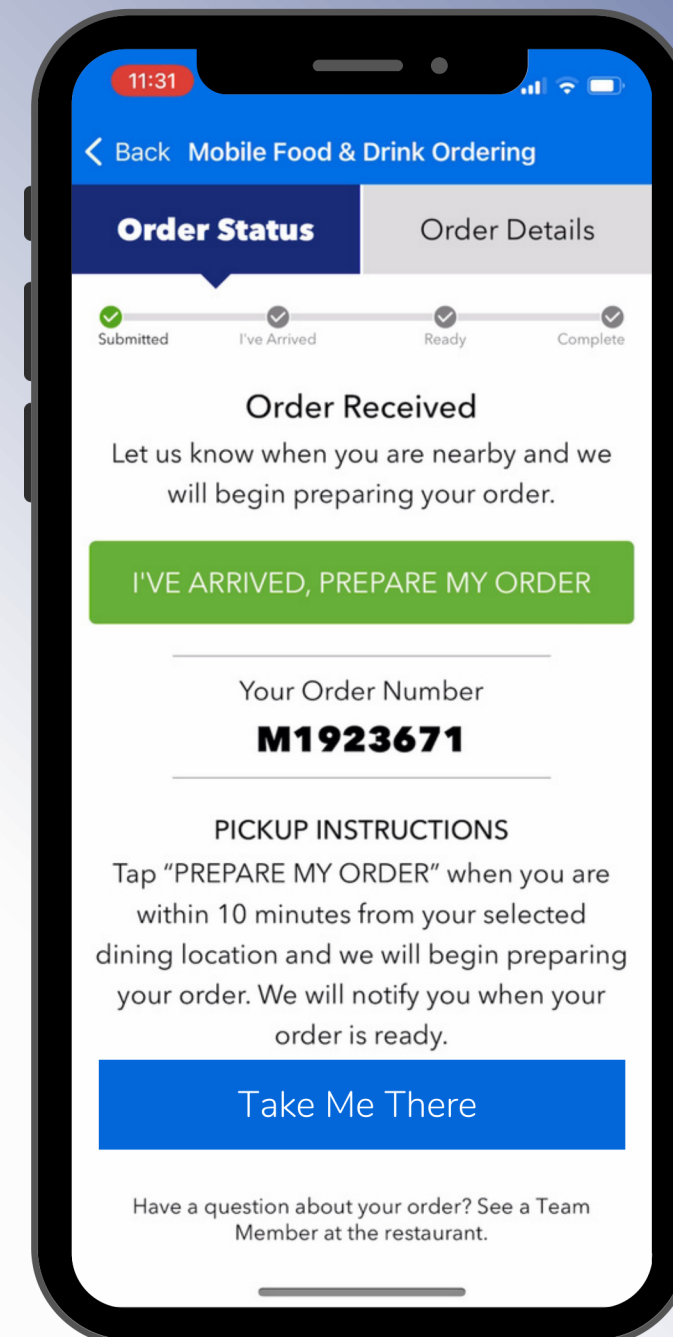
# MFDO Recommendations

## 03 Venue Map Directions

Without having users leave the MFDO feature to look for directions to the venue, **having a button** to take the guest directly there would help in making MFDO a **seamless process** for everyone

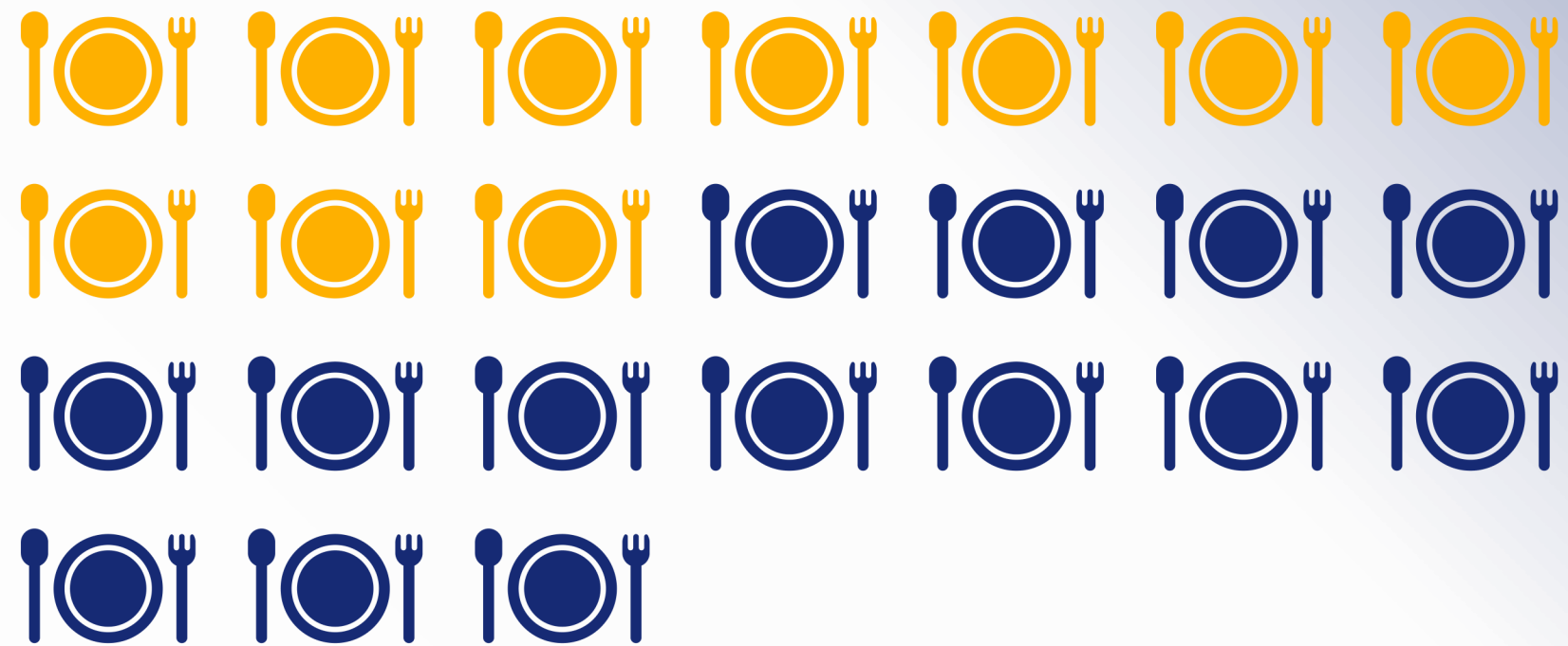
## 04 A-Frame Additions

A-Frames were seen at only select locations, but having them stationed throughout MFDO locations **will help make mobile ordering easy**

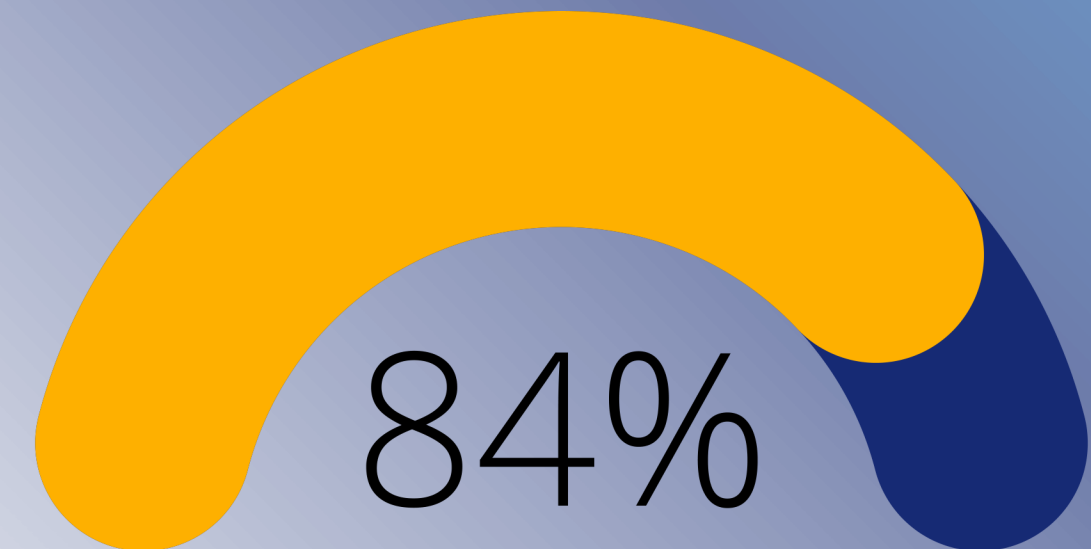


# MFDO Recommendations

Menu Discrepancies in City Walk, USF, and IOA



10 out of 24 of the MFDO locations had incorrect menu listings between the mobile app and in-person menu



There is an 84% app accuracy on price listings because 4 out of 24 of the locations showed higher prices on in-person menus



# MFDO Recommendations

## 05 Menu Discrepancies

There is a lack of consistency in the mobile app and in-person venue menus with products being offered & price differences, which **causes frustration** among guests

## 06 Dietary Restrictions

Entering dietary restrictions should be included during the ordering process, so it **ensures kitchen efficiency and less complications** when picking-up orders







# WRAPPING IT UP

- Although there are some areas of improvements necessary for the success of MFDO, it was overall a great experience and we rarely had any issues
- An important feature that is vital for Universal Orlando to keep up with current trends and play the role as a competitor in the industry
  - An innovative approach that fosters happy guest experiences and efficiency among the workforce in the long-run





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# WAIT TIMES

We explored different discrepancies in the wait times posted between the app and in park features





# RESULTS

**41%** of Universal Rides  
had inaccurate wait times posted



**14%** had wait time discrepancies between  
the app and front of line kiosks

**73%** of Disney Rides  
had inaccurate wait times posted

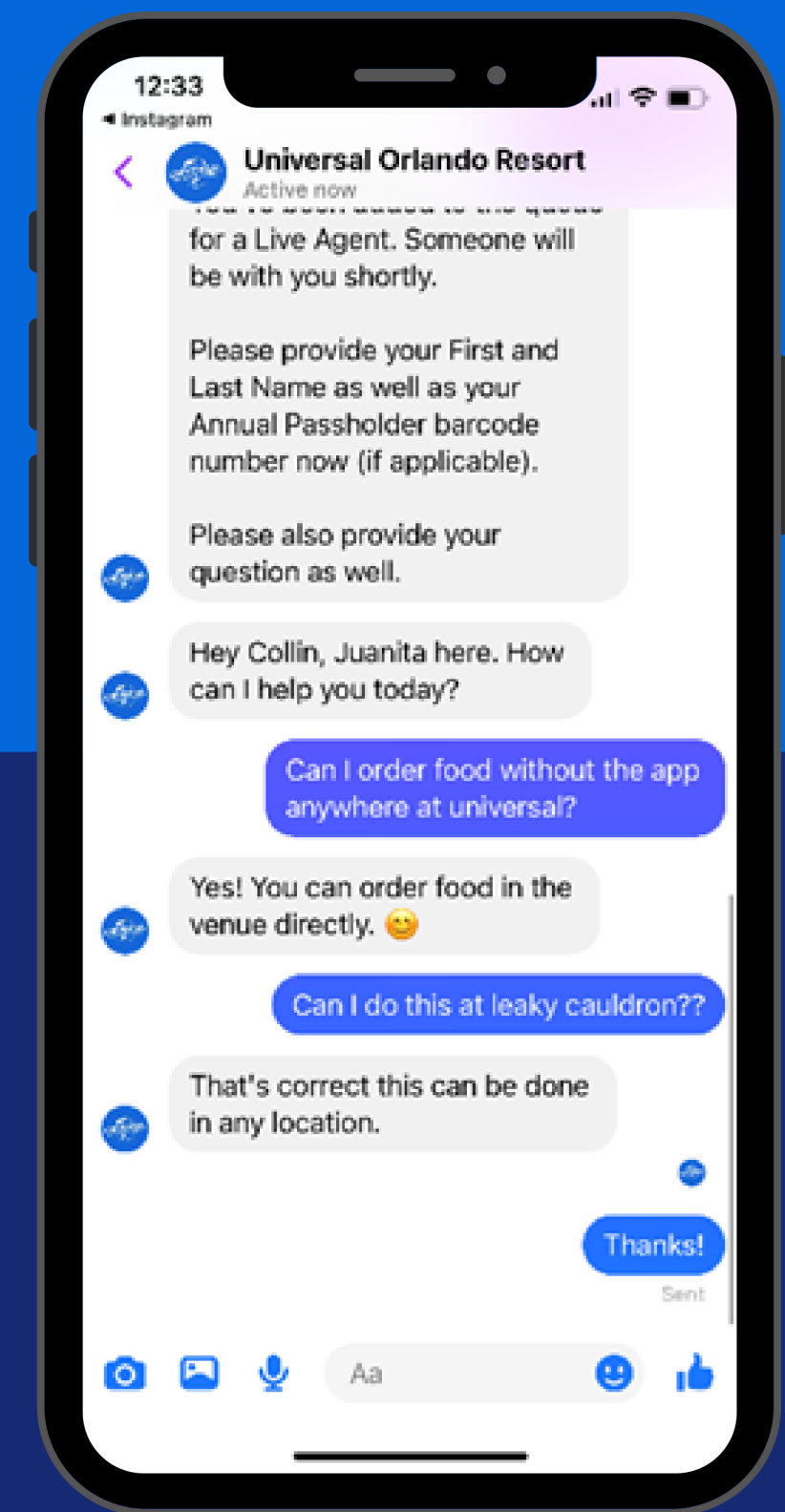
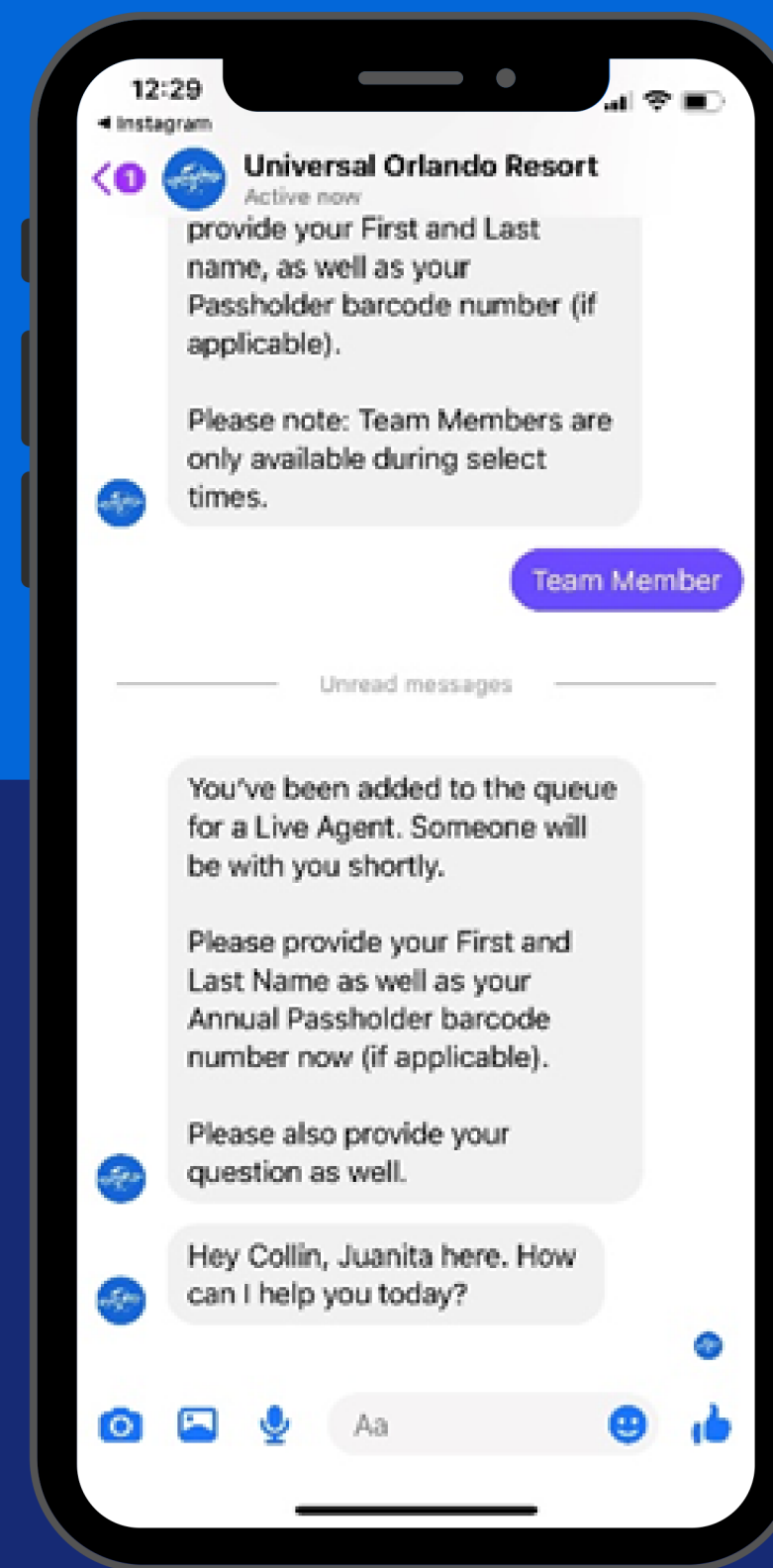
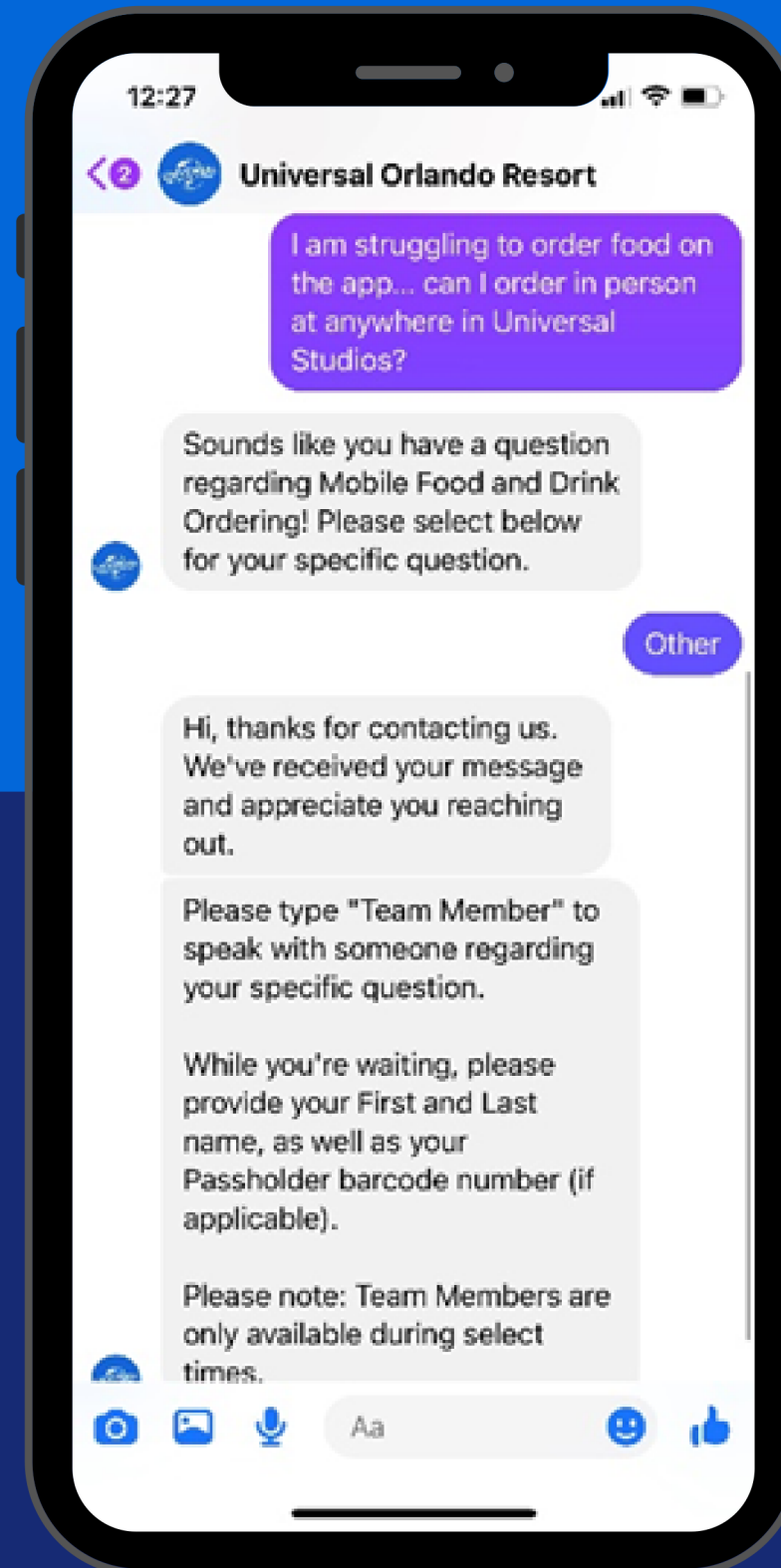
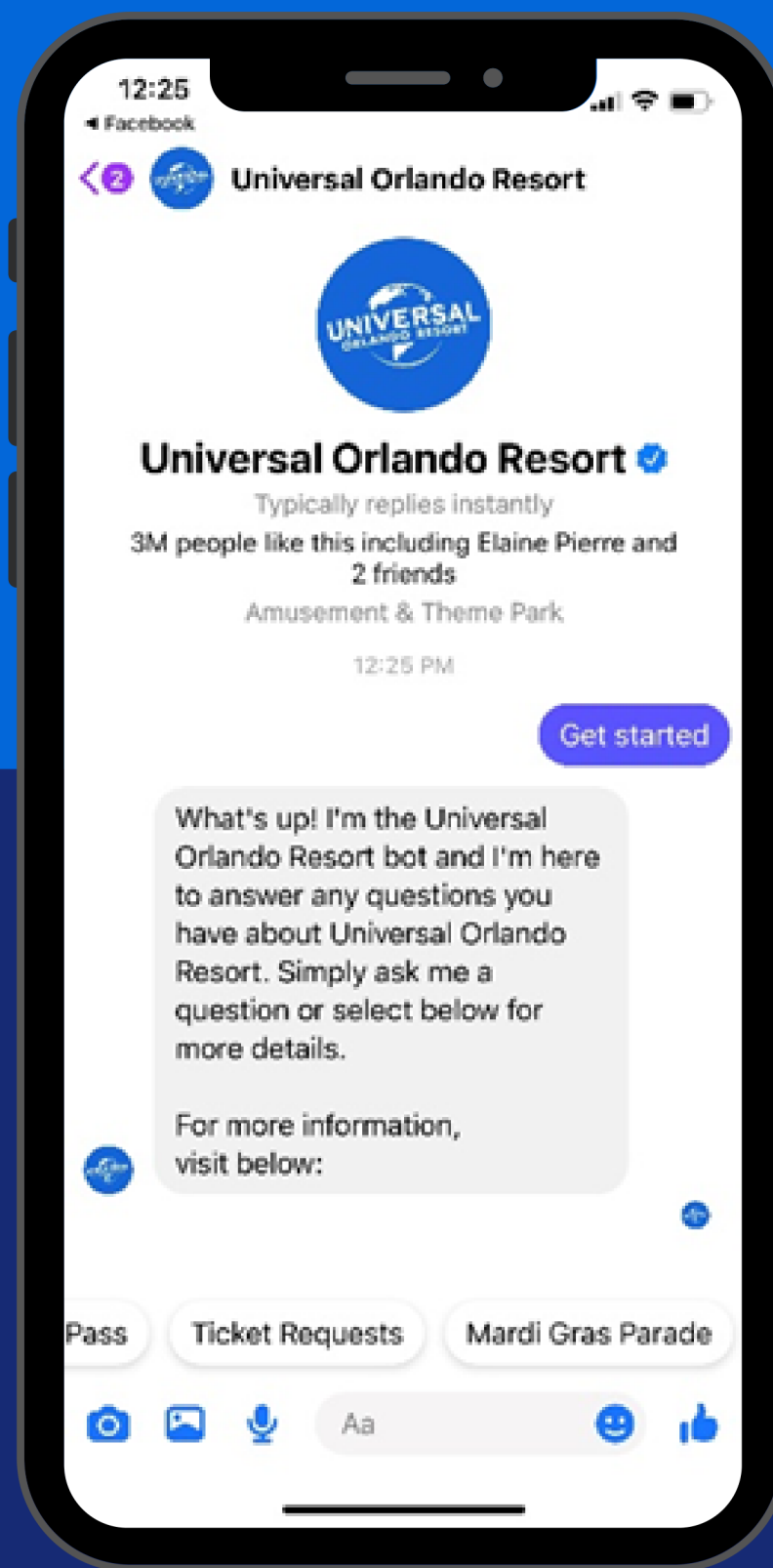




# ... APP/WEB

We explored different web and mobile experiences through the Universal Orlando app, website, and other online outlets, noting any moments of friction in the guest experience





# FACEBOOK MESSENGER

Communication with the UO Facebook Messenger chat was found to be succesful, helpful, and efficient





# APP HIDDEN GEMS



01

## Parking Reminder

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Parking Reminder is a helpful feature that easily stores parking information, helping guests navigate the large parking space

02

## Ride Notifications

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Ride notifications allow guests to receive an alert when their favorite rides have shorter wait times or re-open from delay

03

## Universal Pay

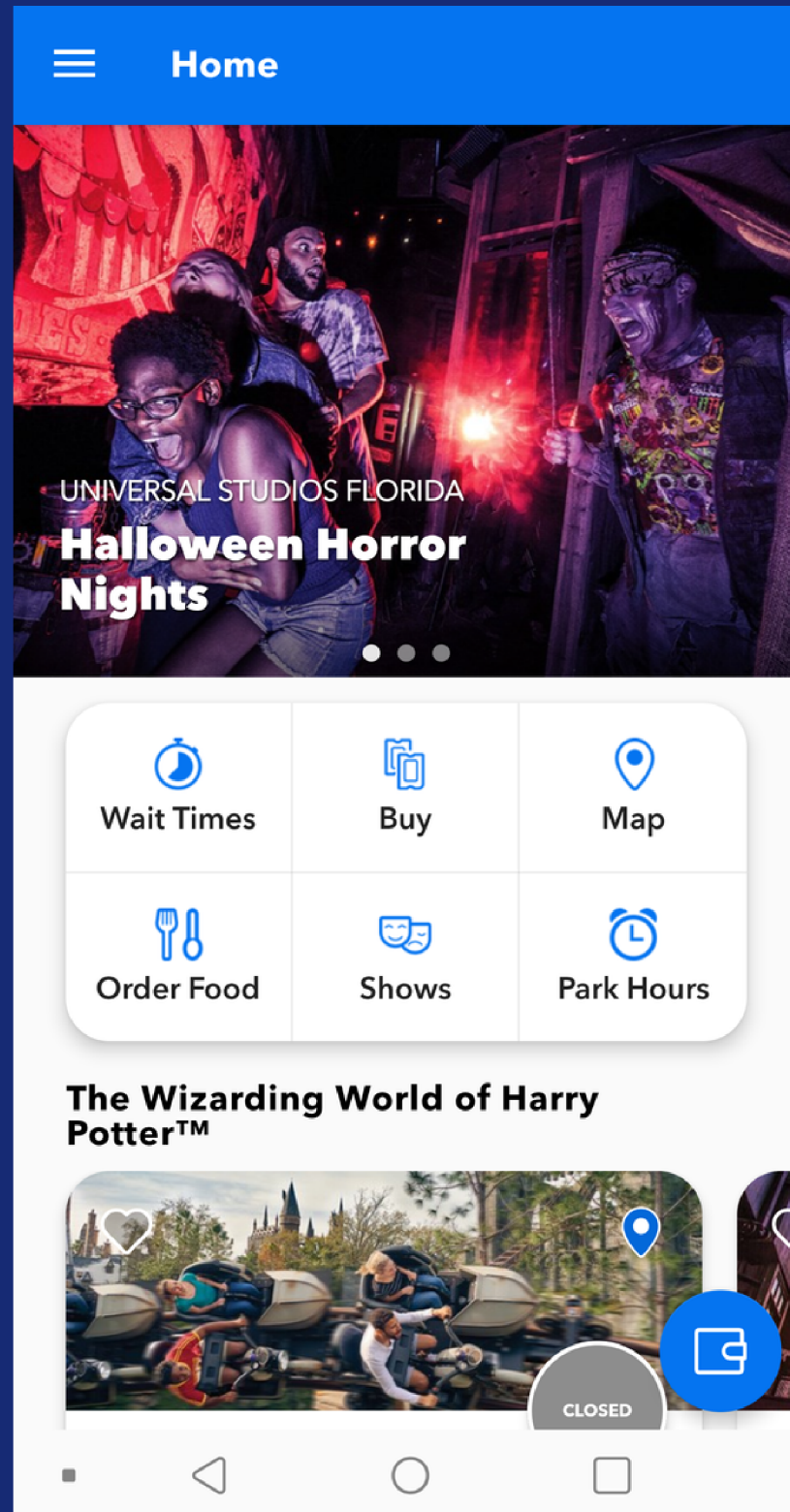
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Universal Pay enables the use of contactless payment with a barcode right from the Universal Orlando app





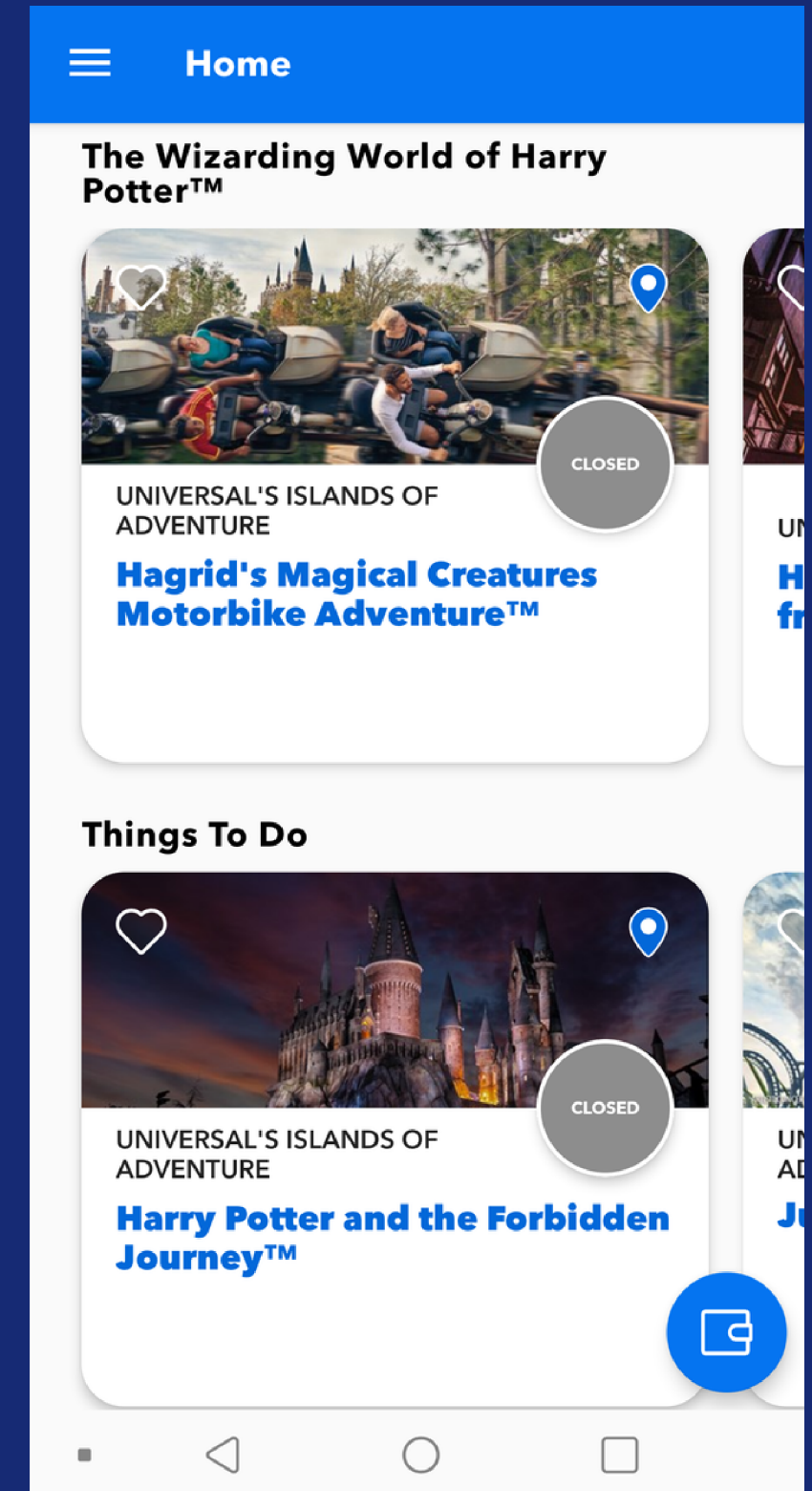
# HOMEPAGE DESIGN



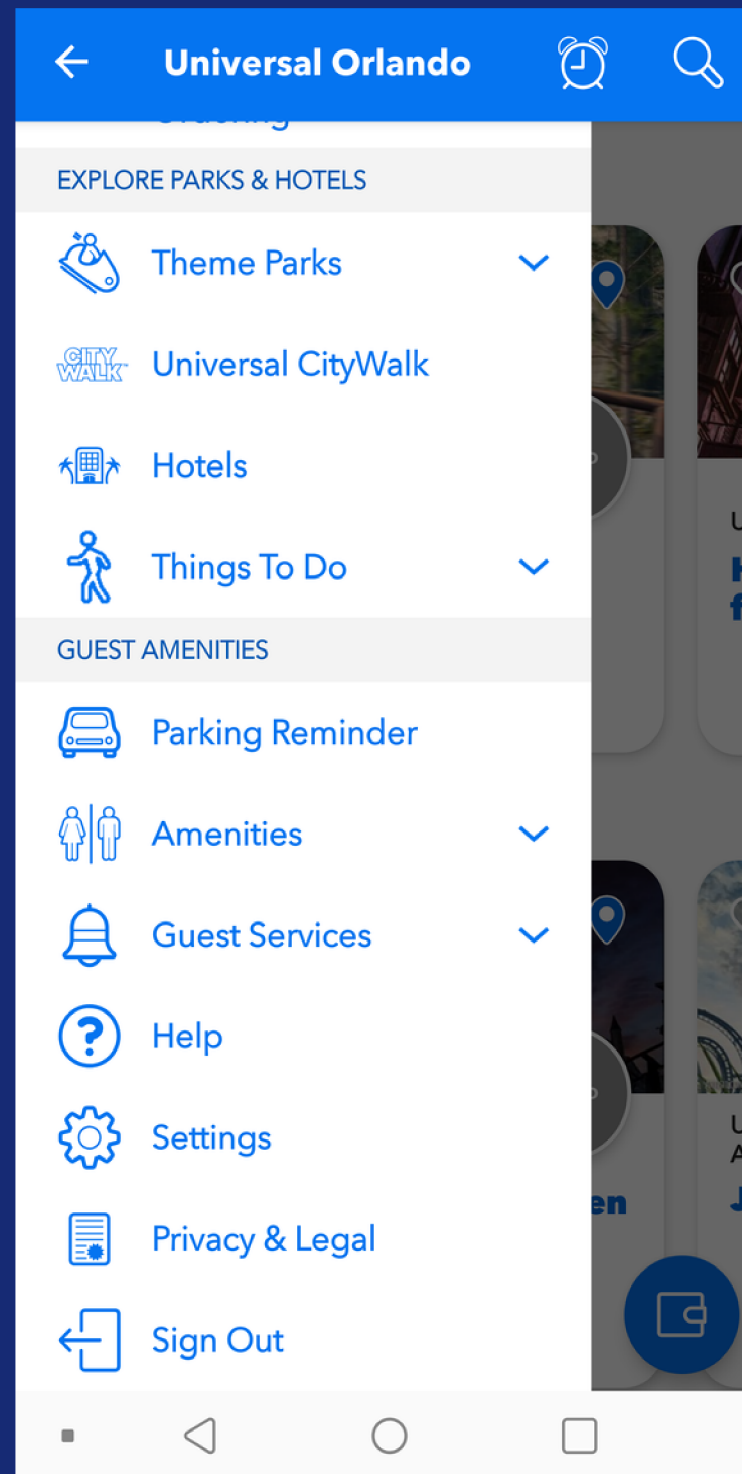
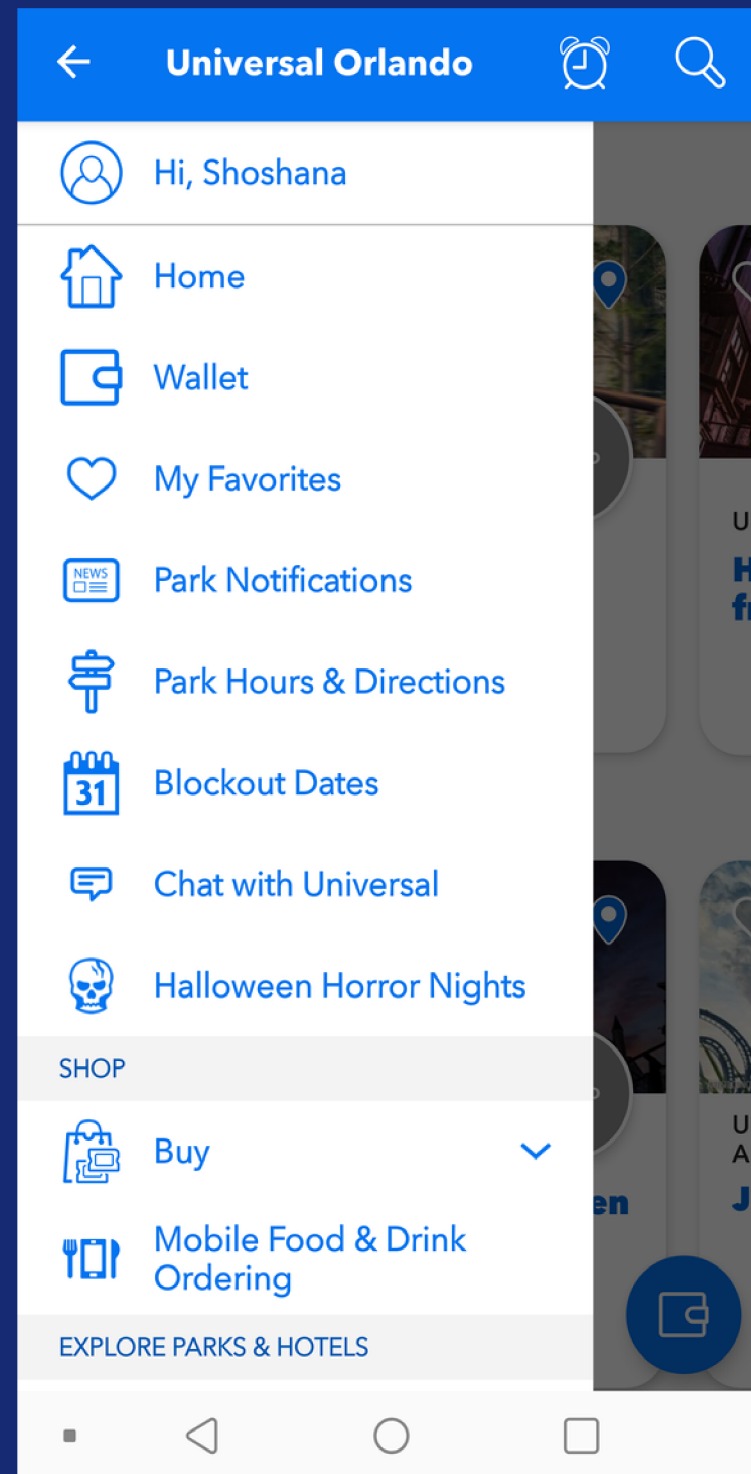
Better utilize the banner with attractive ads, news, relevant links, and fresh content



While Harry Potter is a top attraction, this section is often redundant and could be used to show off categories like short wait times or your favorites







## Prioritize for Guest Needs

- 'Blockout Dates' and 'Chat with Universal' could be moved to guest amenities
- 'Explore Parks & Hotels' moved above shop
- 'Parking Reminder' moved to top section
- Top section reorganized by guest day (home, park hours, parking...)
- Add a drop down for hotels



# BETTER ORGANIZED FOR GUEST NEEDS





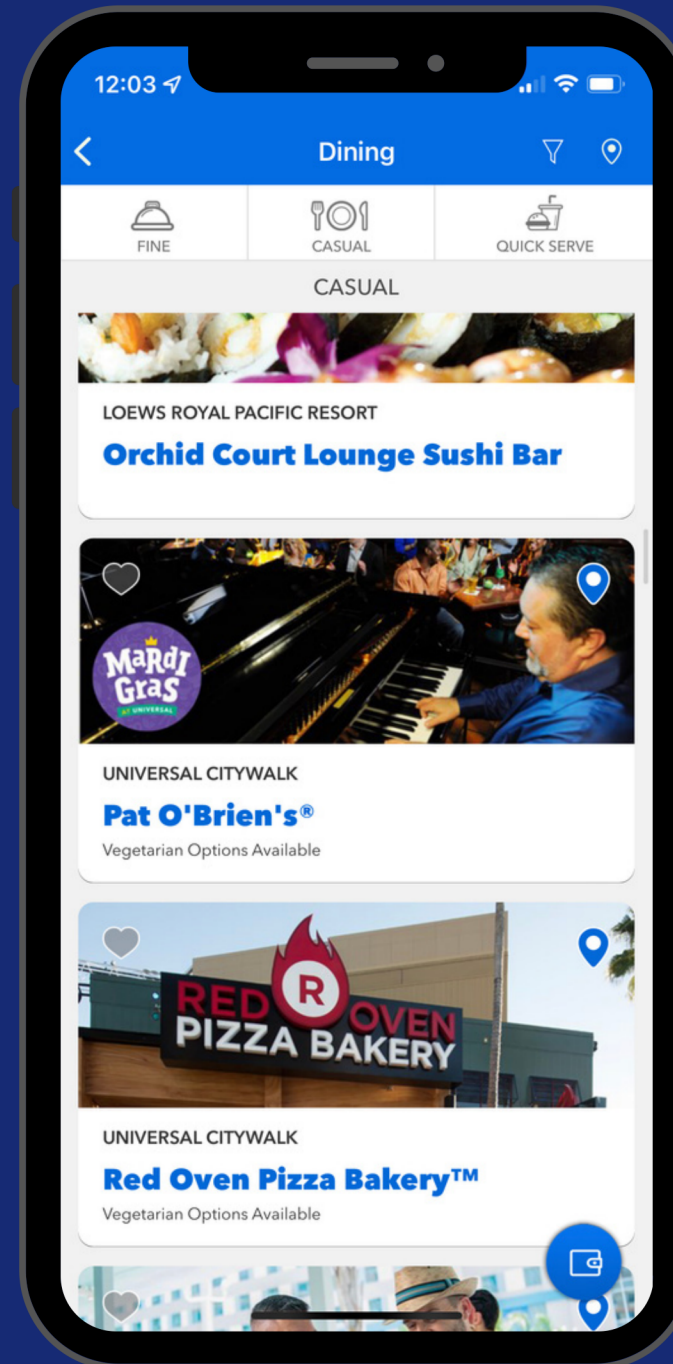
# WEB/APP RECOMMENDATIONS

## 01 Update The App

Remove expired seasonal information to **keep the app up-to-date** on all platforms

## 02 Inaccurate Wait Time Switch

Turn off the wait time feature when there is a technological error until the wait time is back to accurate





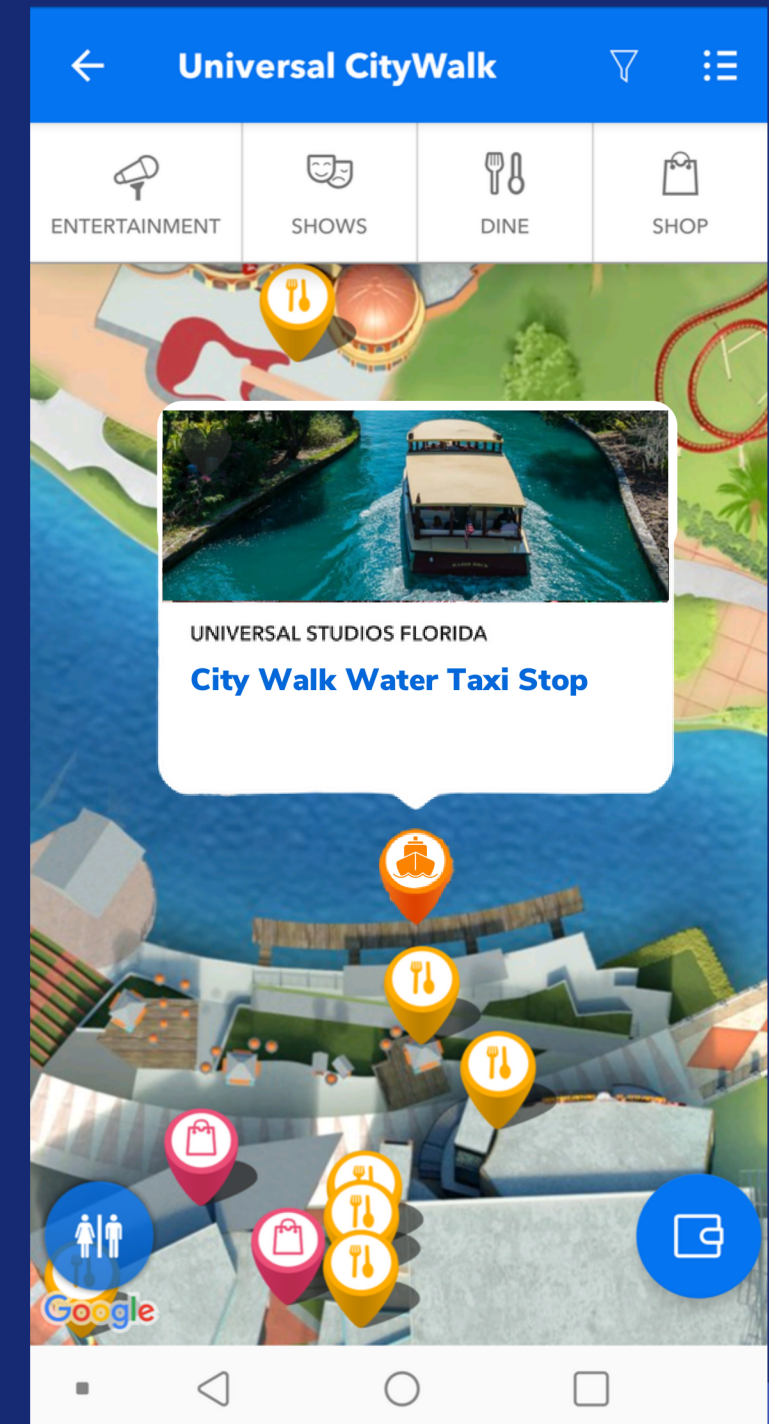
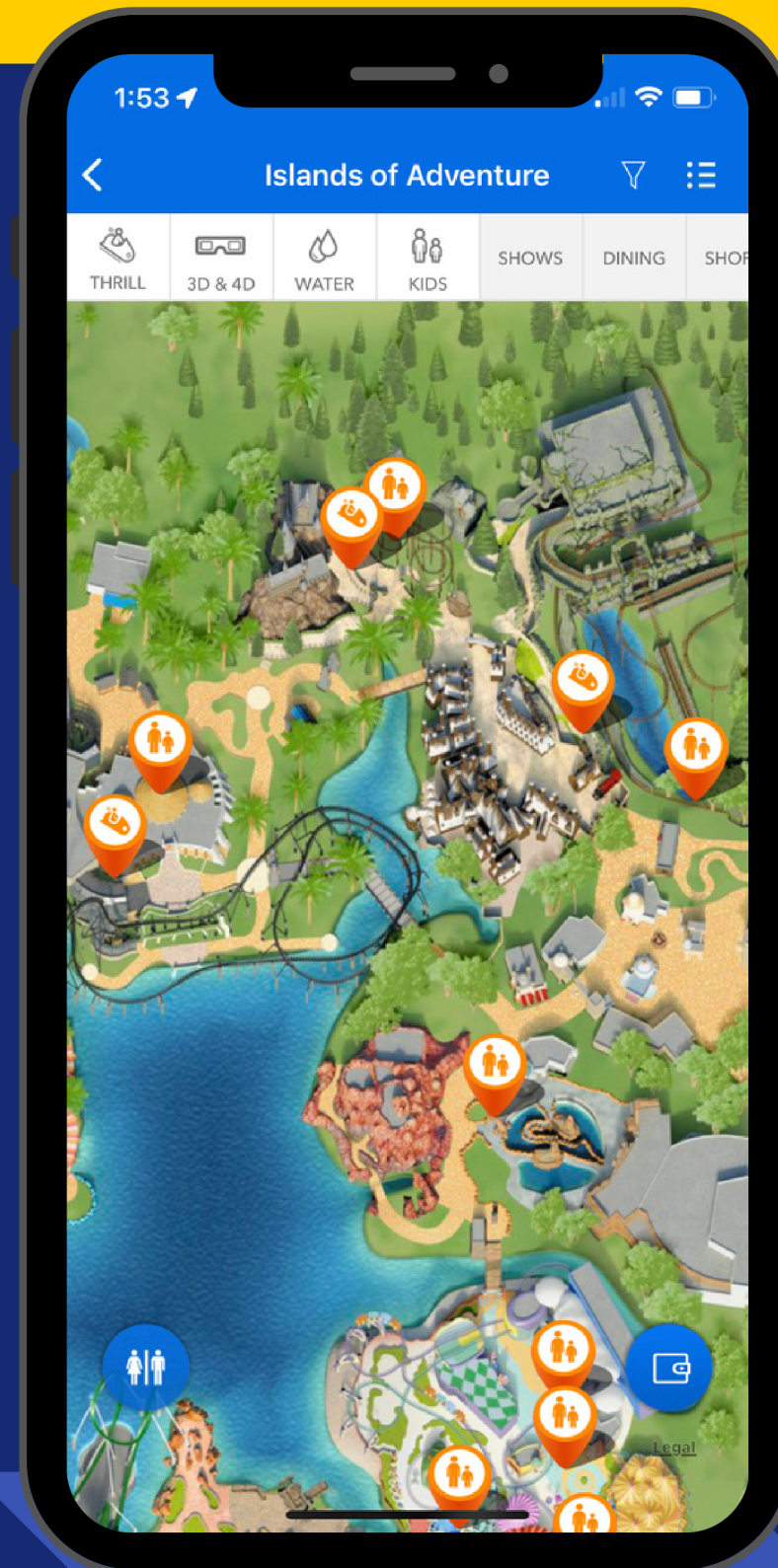
# WEB/APP RECOMMENDATIONS

## 03 Refined Map Overview

Create an updated map platform where venues can be seen directly while using a zoom-in feature

## 04 Water Taxi Times

Adding Water Taxi location and schedule information provides a solution for a common guest concern





BAGS ARE A PAIN  
POINT IN THE  
GUEST  
EXPERIENCE



MERCH PICKUP  
KIOSKS



Merch  
Pickup

Guests could pay a fee for a service to pick-up merchandise at the end of the day near the park exit at kiosks instead of carrying bags around. Guests would be able to pay for this service in stores or in advance on the app.





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# IDENTIFYING UNDERUTILIZED AREAS

Throughout our audit, additional areas came to our attention and expanded the scope of our research and recommendations





●●●  
**FOCUS AREAS**

Carnival  
Games

Food  
Carts

In-Park  
Ads

Rock  
Wall

Epic  
Tips





JURASSIC PARK  
GAMES



KRUSTYLAND  
GAMES



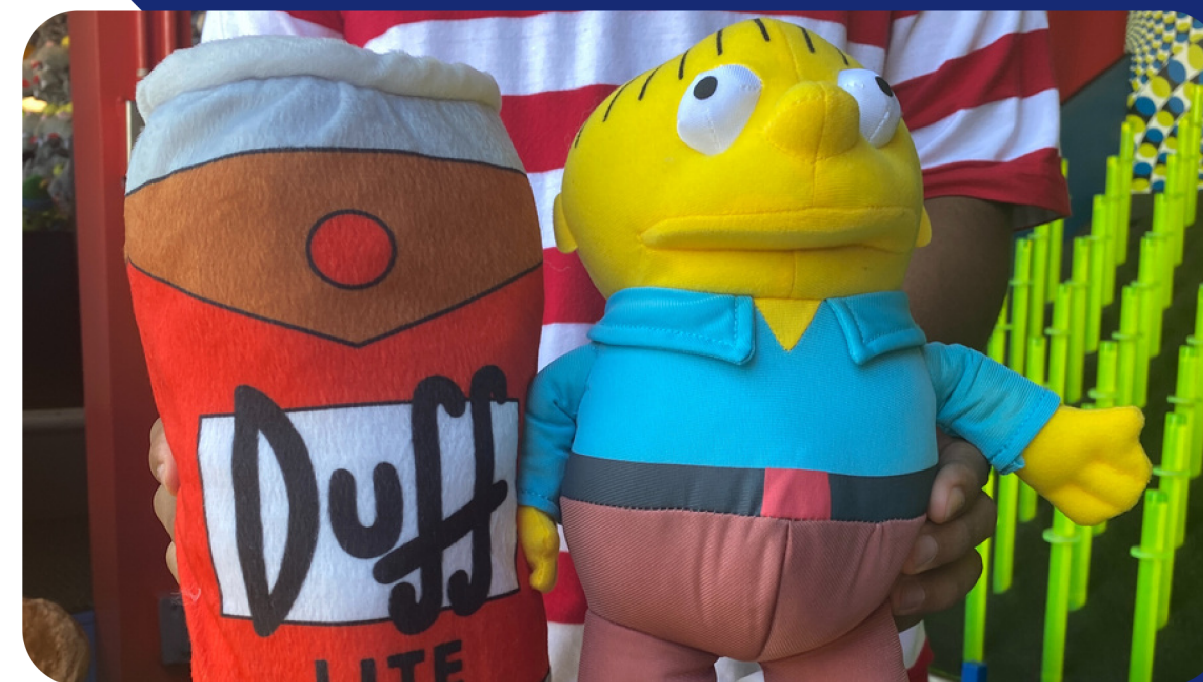
TOON LAGOON  
GAMES

Carnival  
Games

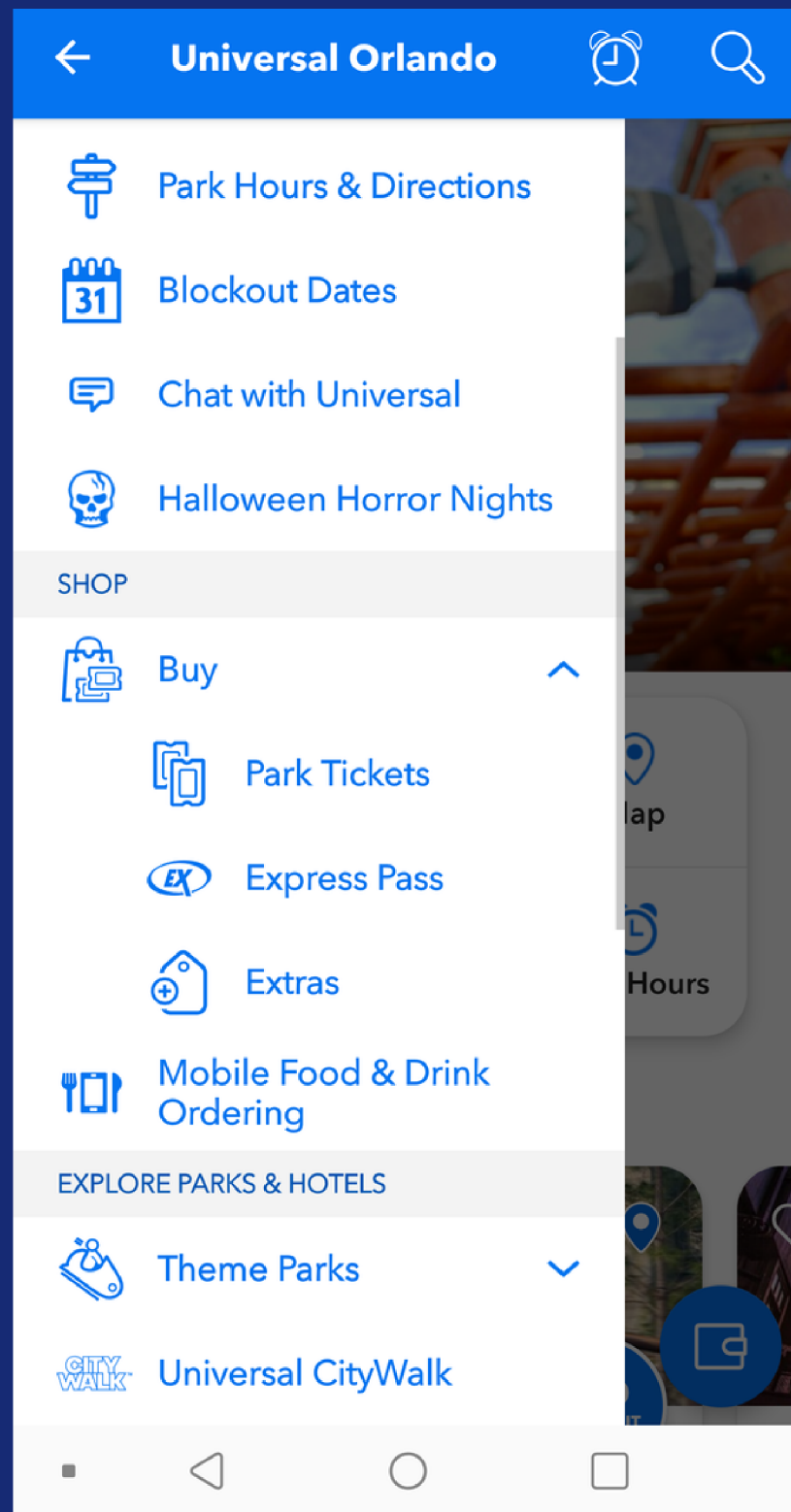




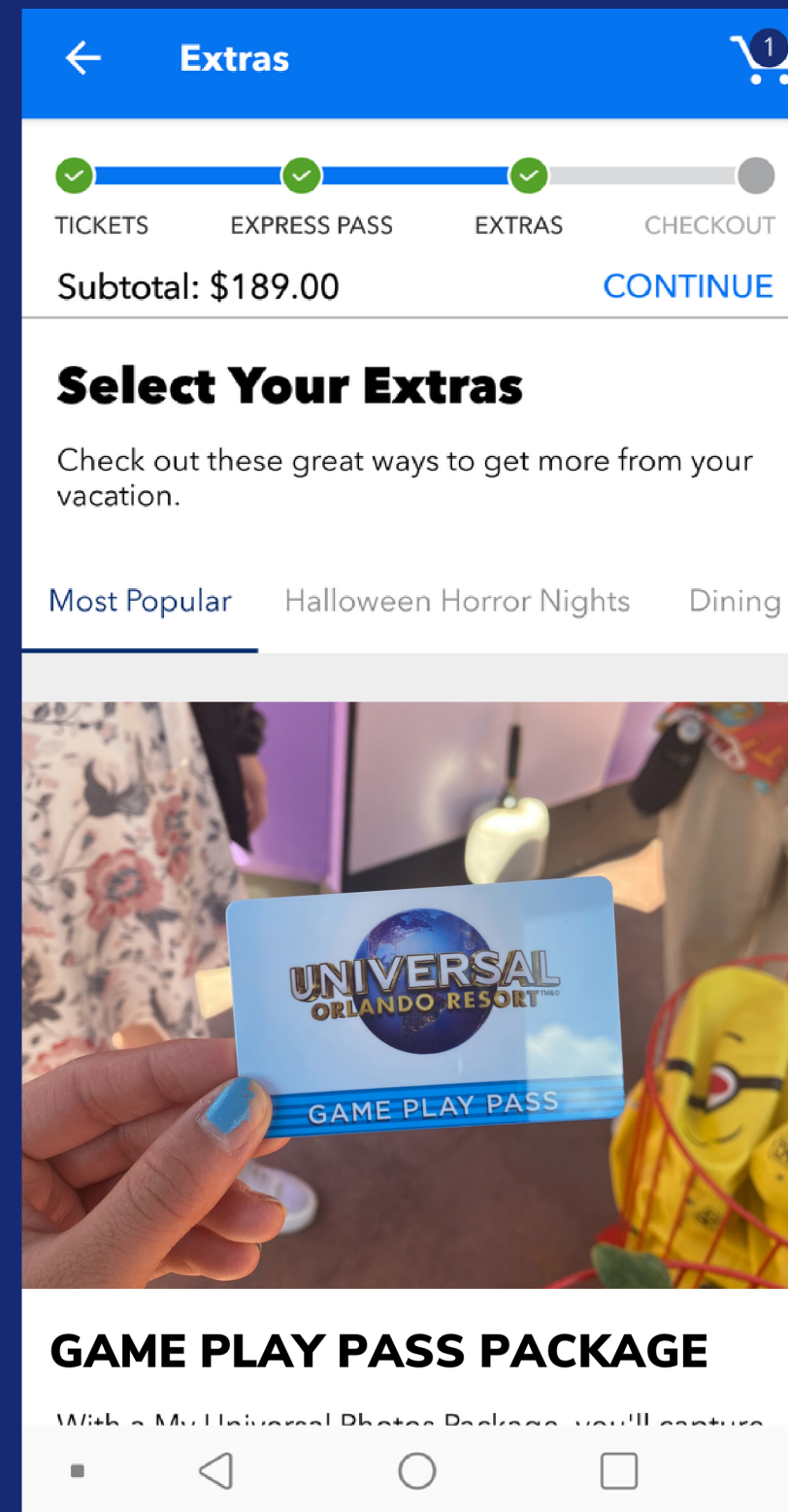
Purchase of a Game Play Pass gives you one free prize. UOAP get a discount, but the only way to learn this info is to ask a team member.







Add Game Play Pass to the shop tab in the app



Add Game Play Pass to extras when checking out in-app and website

Can become in-app scannable barcode or a pick-up at guest services

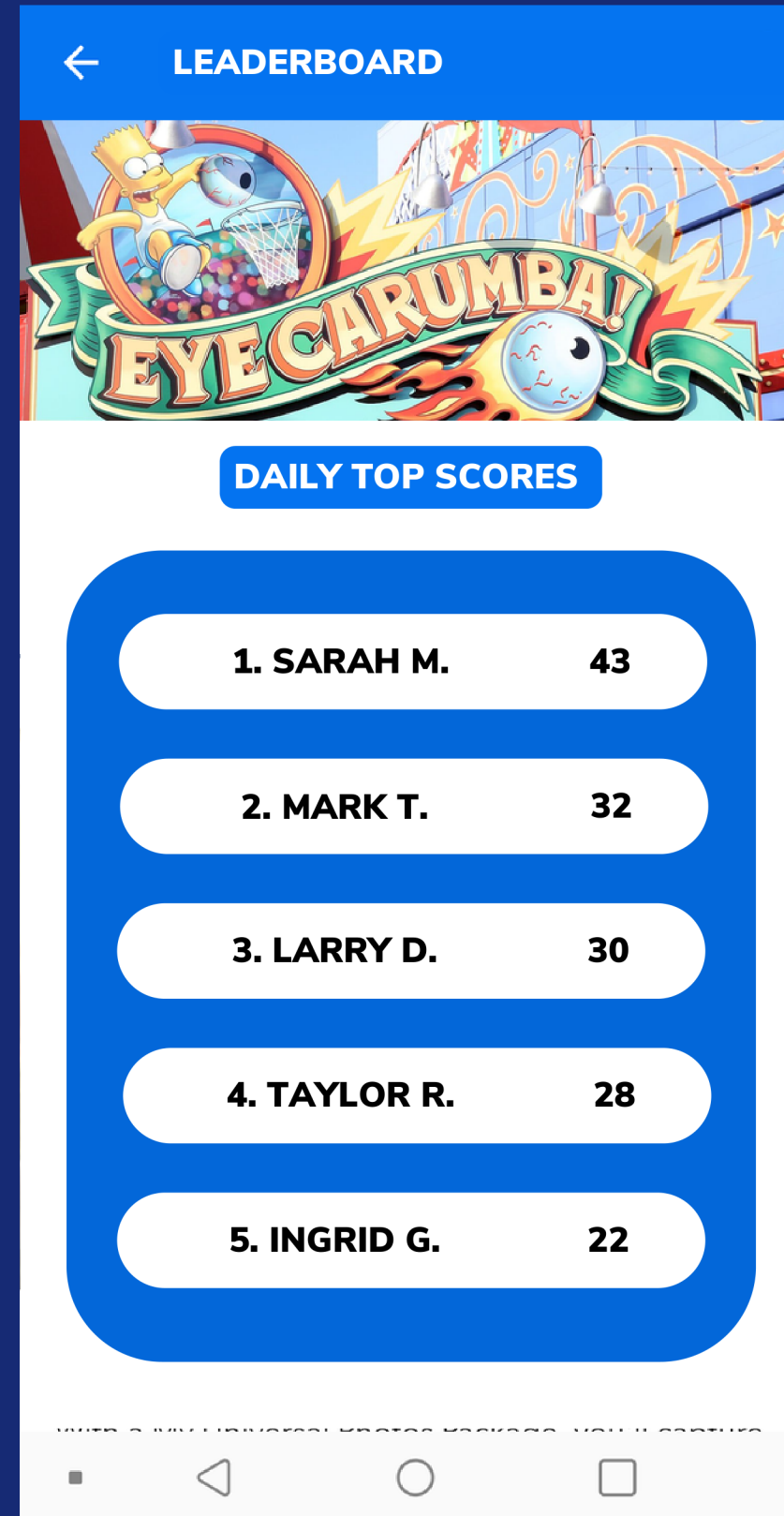


**EASIER THAN EVER TO PLAY**



# FUTURE GAMEIFICATION

Super Nintendo World uses leaderboards to keep track of its in-park game experience



Creating a leaderboard for Orlando's games will

- Add new value
- Create a new way for our returning guests to have a community at the parks
- Continue to grow how technology interacts with the park experience



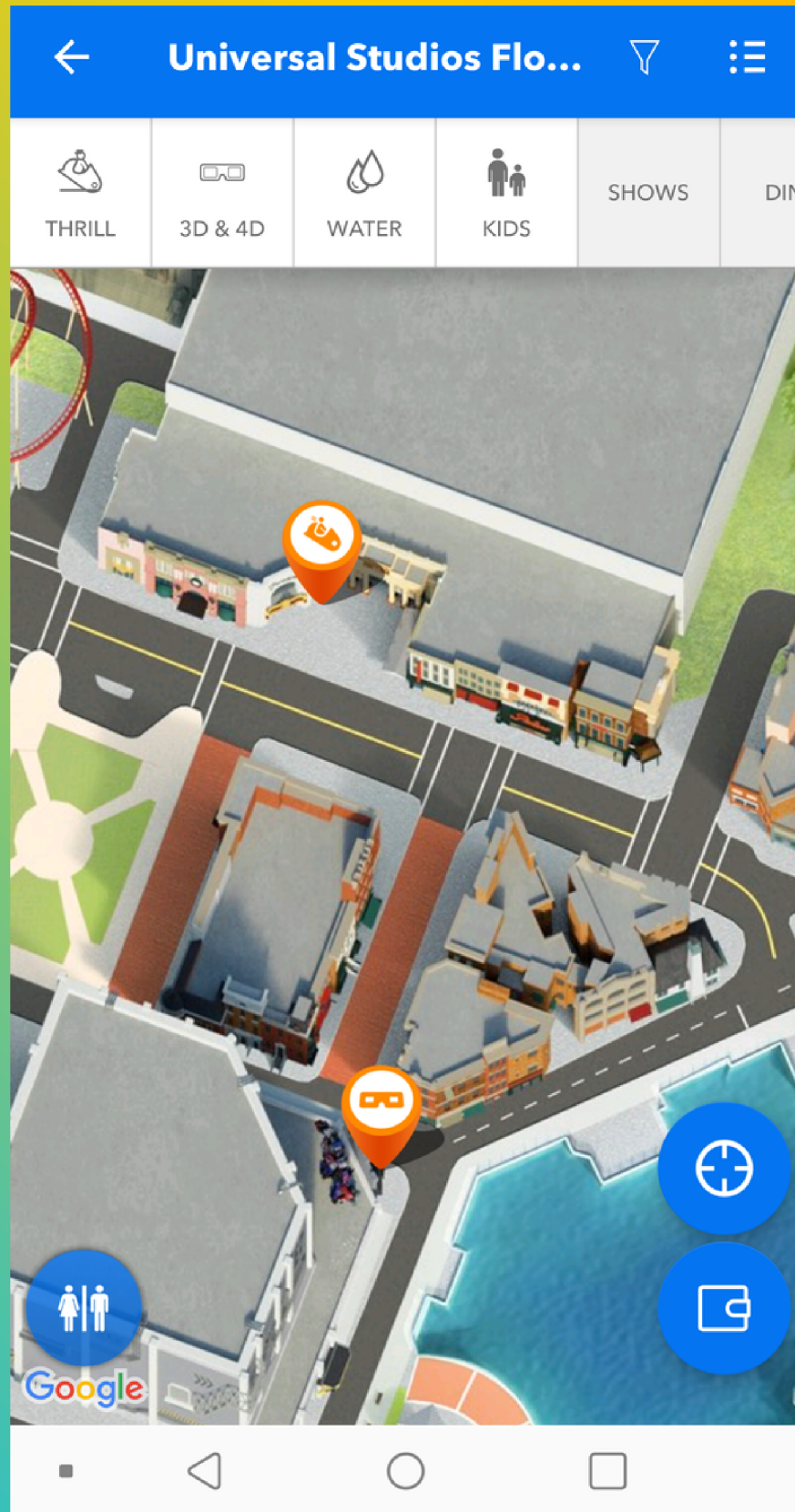


# Rock Walls

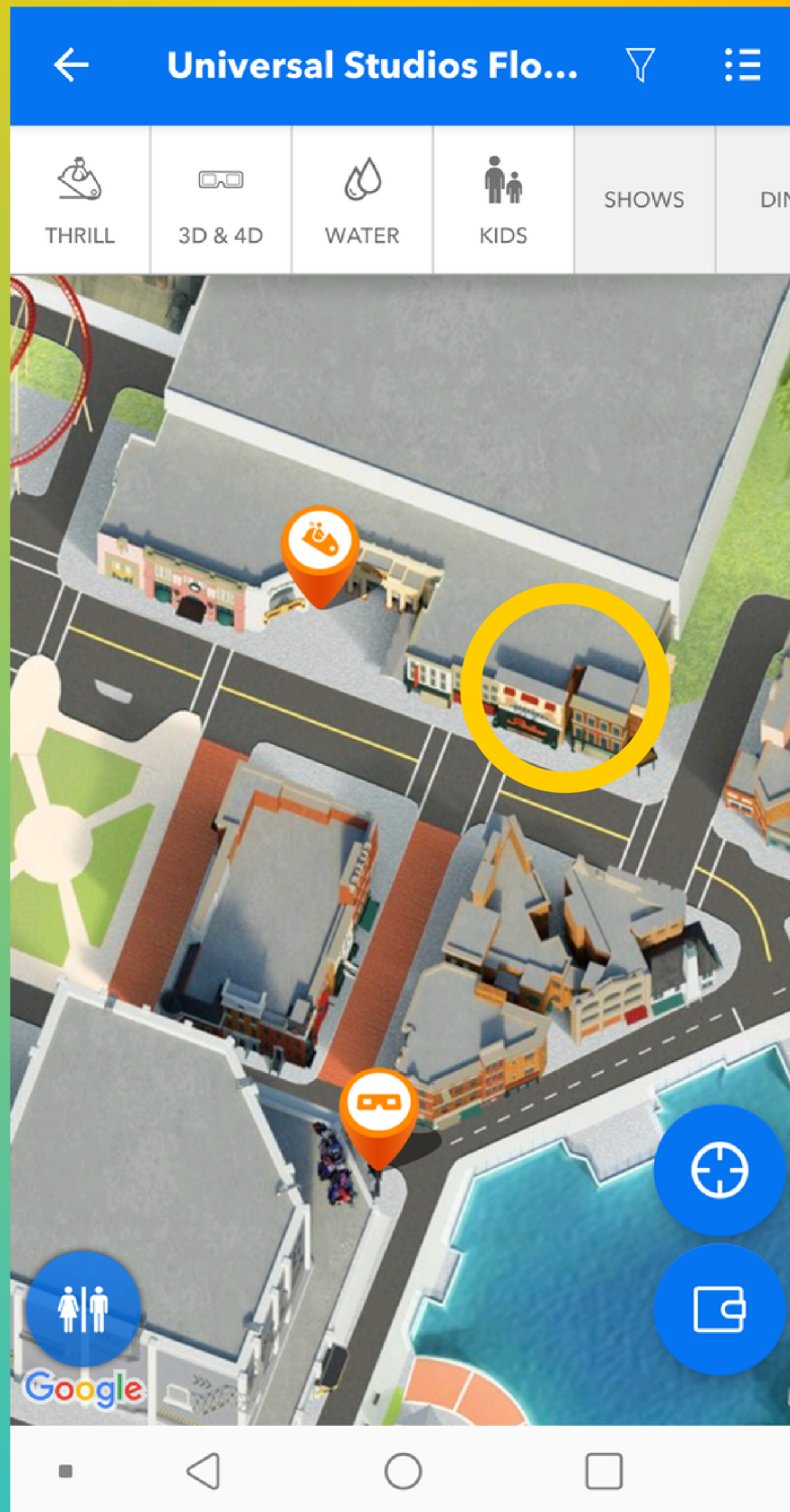
NEW YORK  
ROCK WALL

JURASSIC  
ROCK WALL

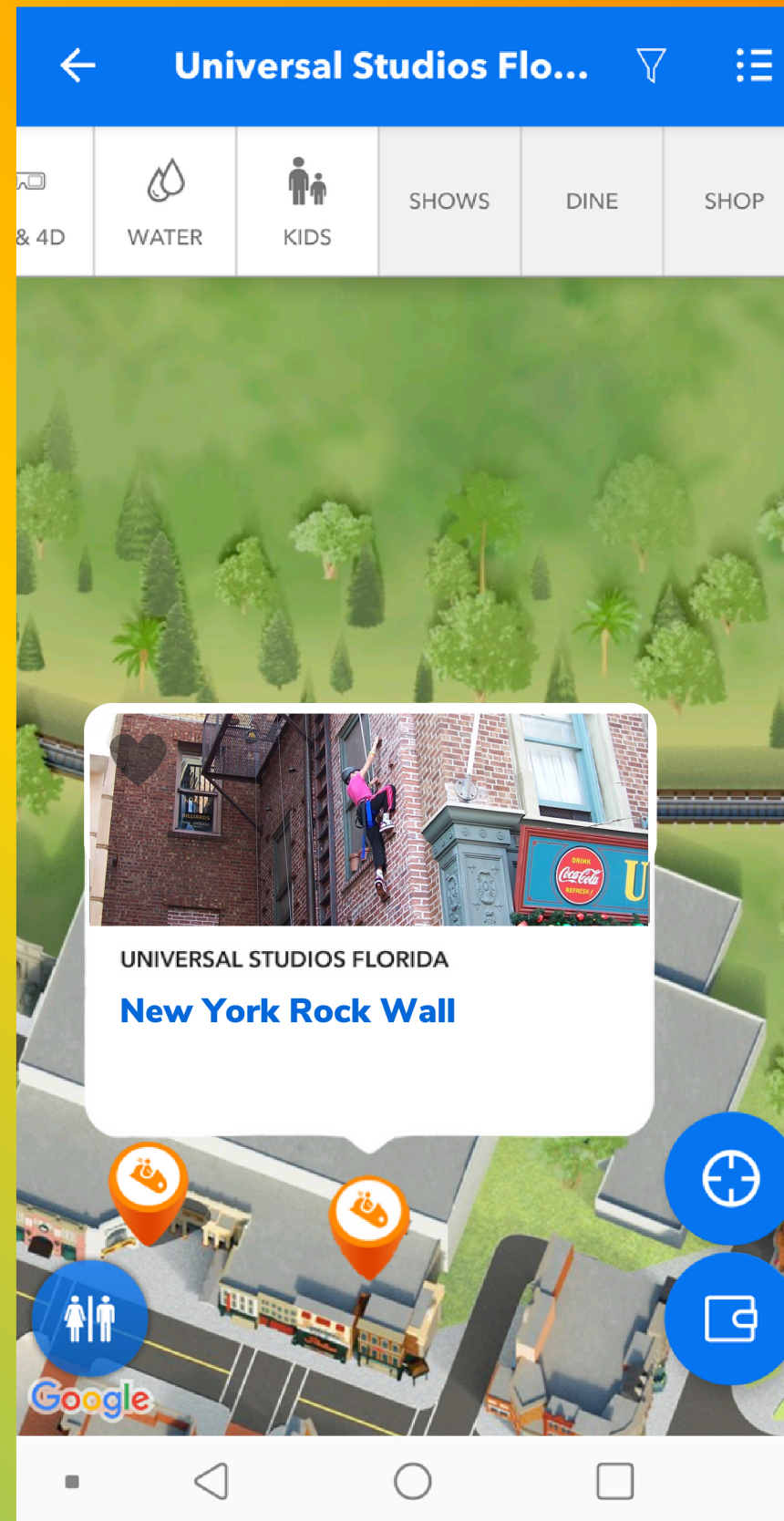
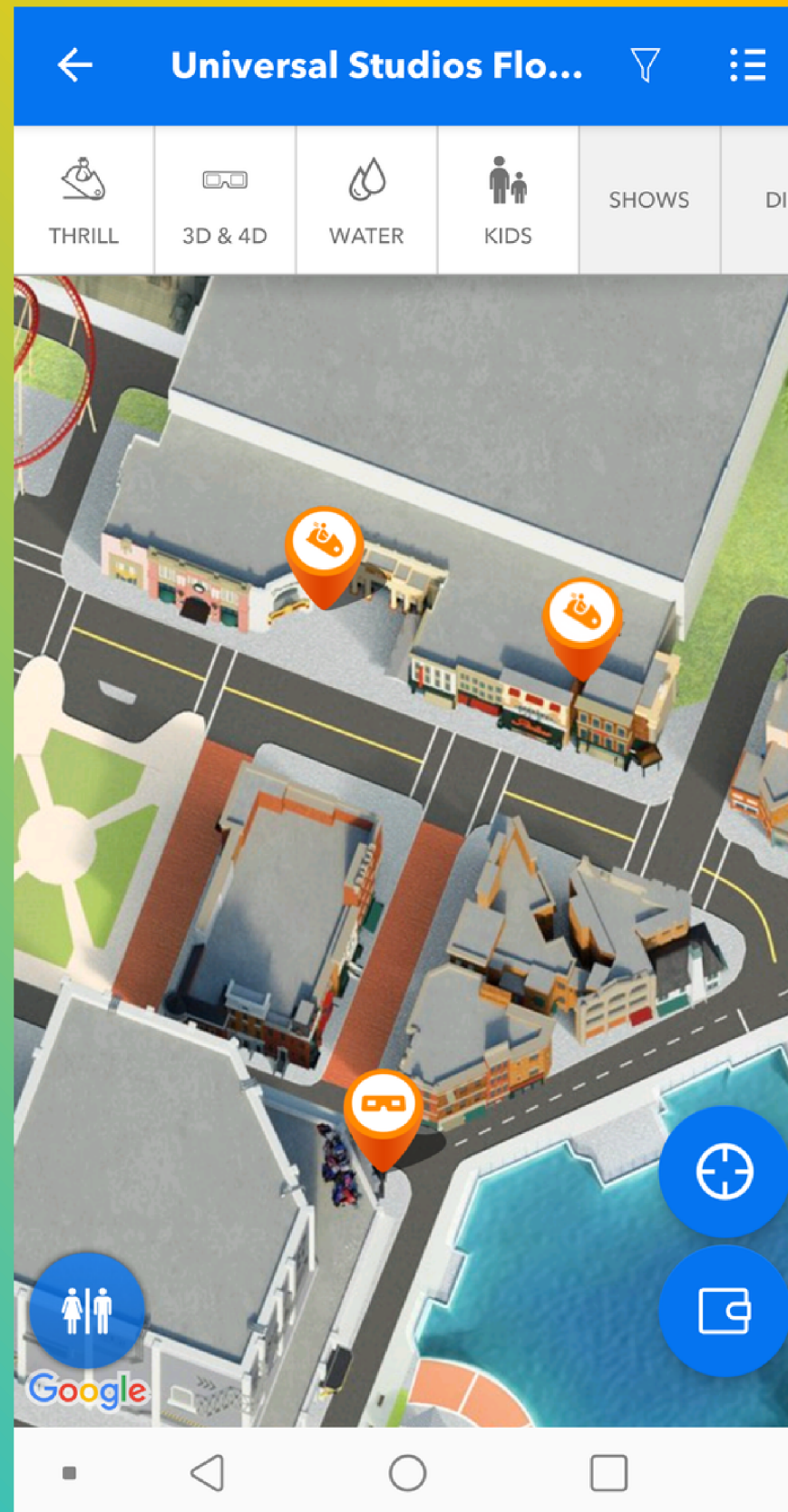
















Adding in rock walls as activities creates awareness and drives usage. Rock walls are great for our less thrill-seeking or younger guests!



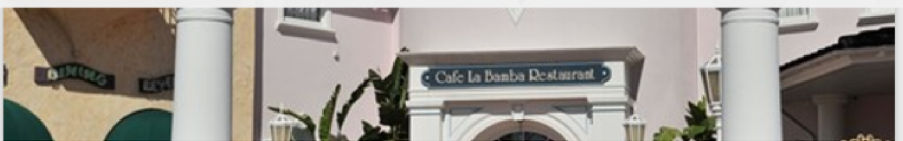






Universal Studios Fl...



THRILL   3D & 4D   WATER   KIDS   SHOWS    DINE





DINE







UNIVERSAL STUDIOS FLORIDA  
**Cafe La Bamba™**  
 Vegetarian Options Available




UNIVERSAL STUDIOS FLORIDA  
**England Jacket Potato Cart**  
 Vegetarian Options Available



Universal Studios Fl...



THRILL   3D & 4D   WATER   KIDS   SHOWS    DINE




DINE



UNIVERSAL STUDIOS FLORIDA  
**The Hopping Pot**

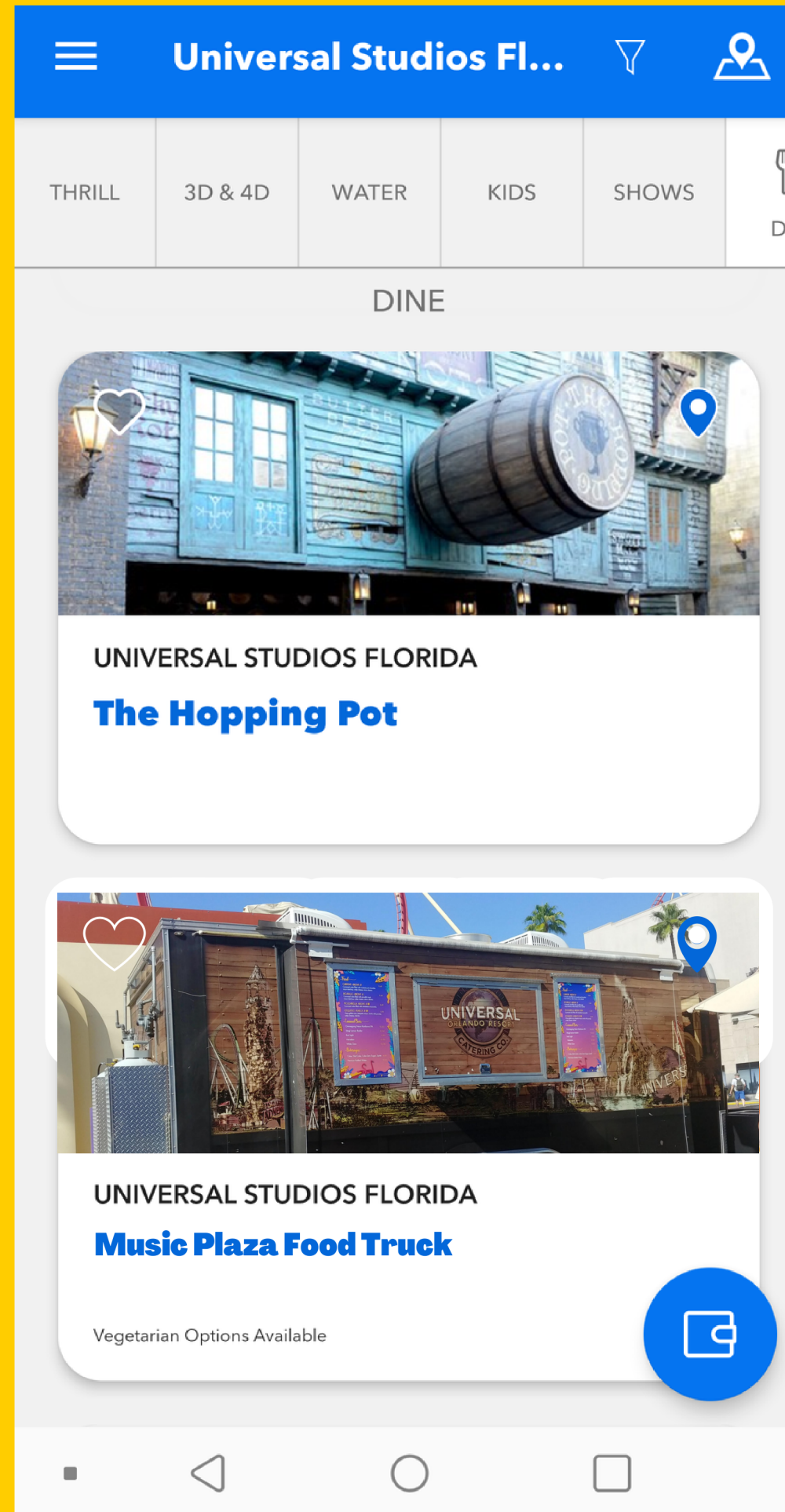
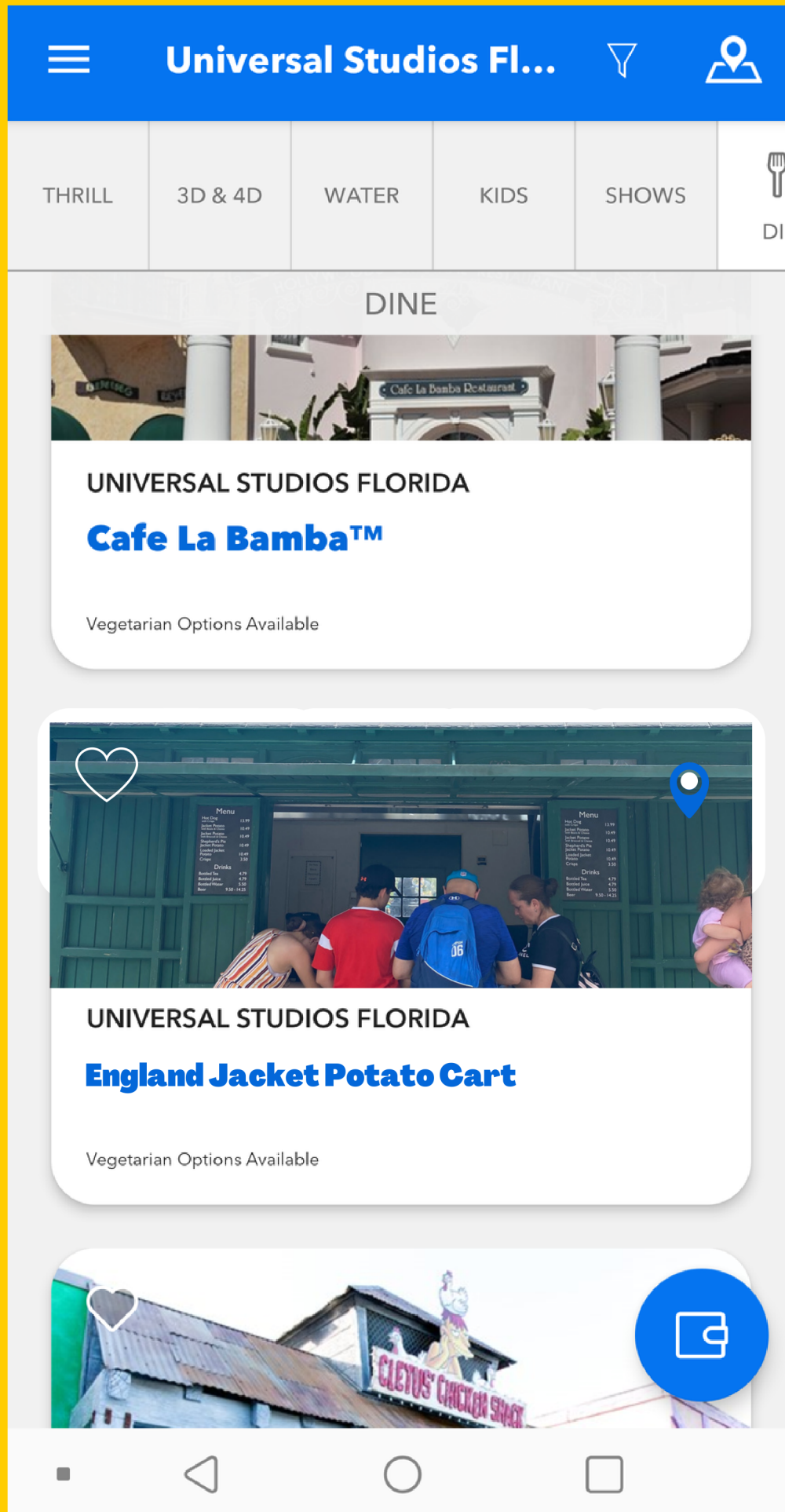


UNIVERSAL STUDIOS FLORIDA  
**Music Plaza Food Truck**  
 Vegetarian Options Available

# Food Carts





By adding in various food carts throughout the parks to the app, we can offer unique items that often go missed by guests, and can help attract flow during busy times





**HOW CAN WE  
CREATE  
MEMORABLE  
MOMENTS  
THROUGH OUR  
CURRENT APP?**



Utilizing push notifications to send geo-fenced tips and tricks to guests would share fun things around the park they might not have known about

- Surprises hidden around the park
- Events or street shows happening near them
- Short ride wait times
- Special offers
- Future gameification

# Epic Tips



 UNIVERSAL FL

Now

### Rain Got You Down?

Click here for our list of the best things to do in the parks on a rainy day!

[Press for more](#)

 UNIVERSAL FL

Now

### RARW!!!!

I heard Blue is showing up at the Rapture Encounter in 30 minutes. Hurry over but don't get too close!

[Press for more](#)

 UNIVERSAL FL

Now

### High Scoring Tips

During your training session at Men In Black make sure to hold down your trigger, you get 10 points every shot!

[Press for more](#)

 UNIVERSAL FL

Now

### Ring Ring

Did you see that phone booth? I heard if you find the special number you can give the Ministry of Magic a call...

[Press for more](#)

 UNIVERSAL FL

Now

### Mi\$\$ing Funds?

After your trip through Gringotts make sure to stop by the Money Exchange. One of the...err...friendly tellers on staff can help you...

[Press for more](#)

# Epic Tips





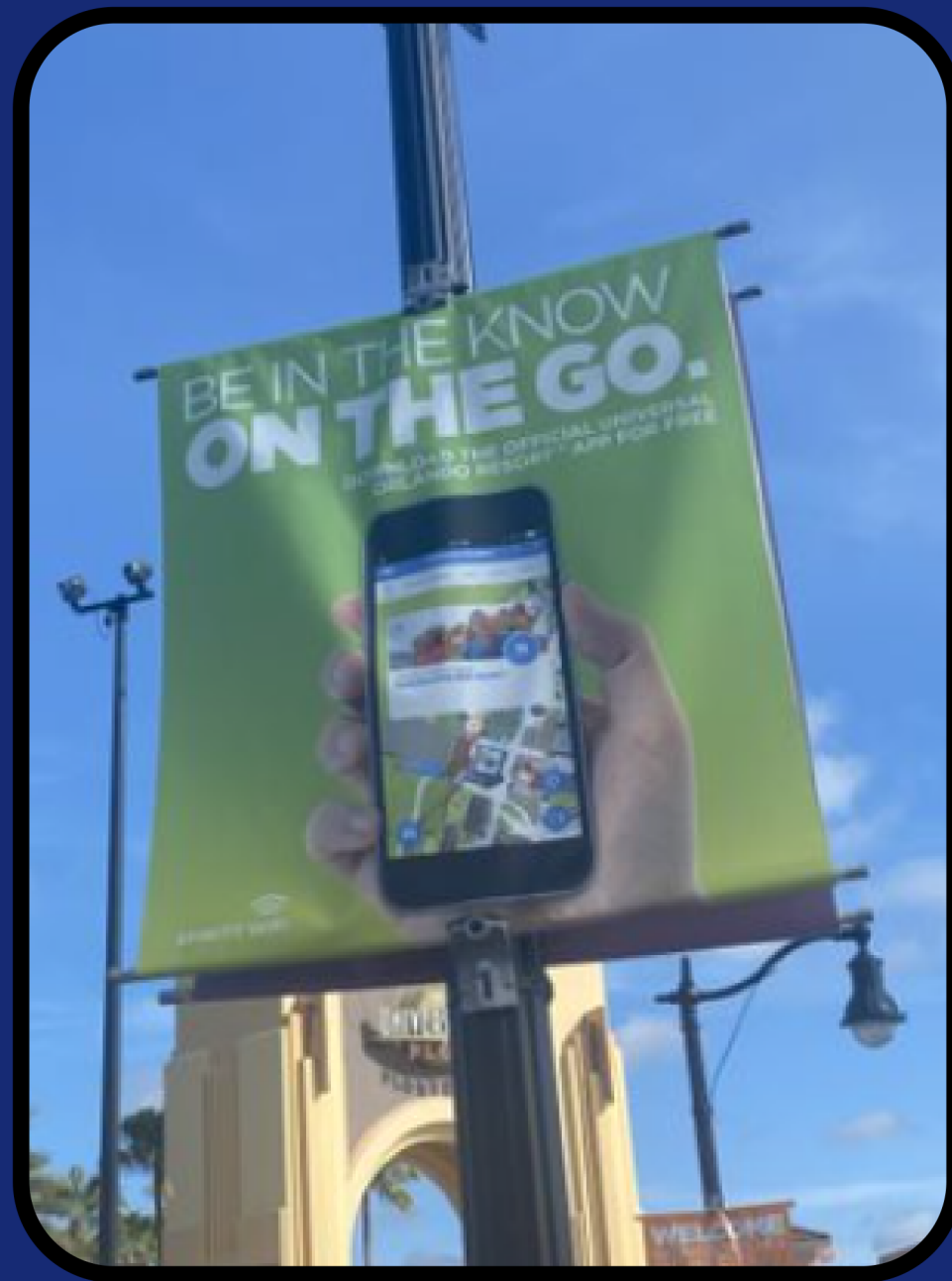
# In-Park Ads

Our parking garages are unique because they come with sound! Why not add to this space with a jingle for the app at the very first touch point of a guest's day





# IN-PARK ADVERTISEMENTS







# LOTS OF POTENTIAL!

THERE IS A LOT OF WASTED SPACE IN THE PARK WE COULD USE TO PROMOTE THE APP







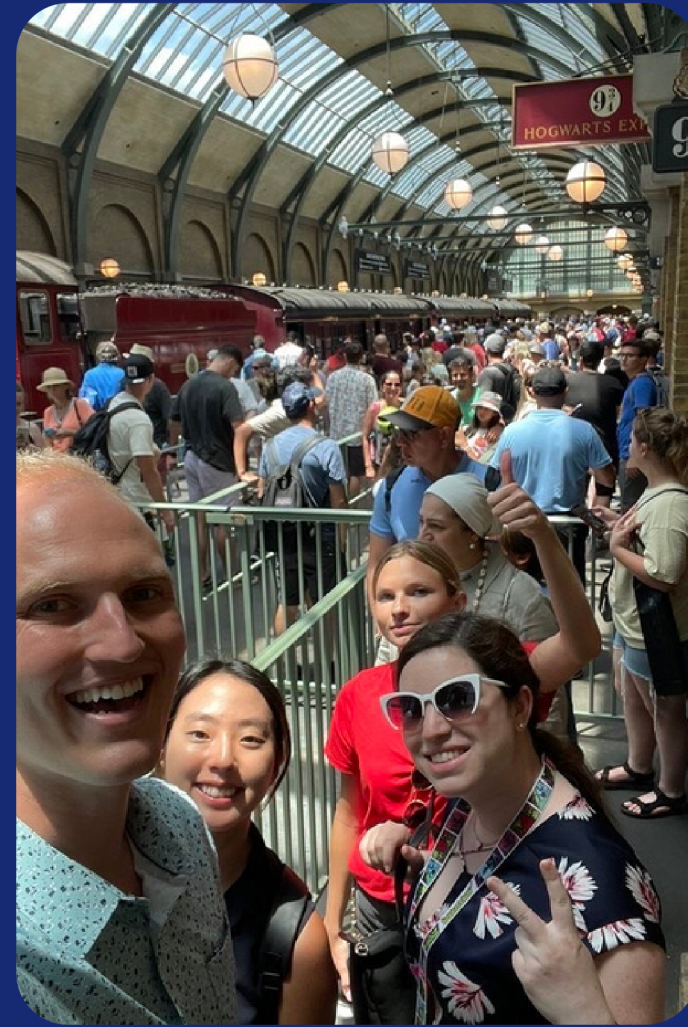
WHAT IT IS



WHAT IT WAS







Thank you!  
- The BT Interns -

