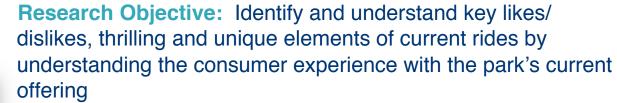
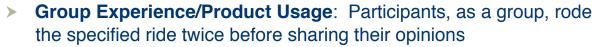
Case Study-On-Site Research--Thrill Rides











- ➤ **Group Discussion:** Upon exiting the ride, participants immediately debriefed their experience in a group discussion, identifying must-have elements for delivering an exhilarating experience in future rides/attractions
- Results: Insights were used to develop an "attraction doctrine" or blue print that includes a list of essential elements, innovative features and relevant themes for the prospective attraction





