

# Case Study—On-Site Research--Thrill Rides



- **Business Objective:** Design a new highly compelling prospective thrill ride by leveraging appealing features of current rides/attractions
- **Research Objective:** Identify and understand key likes/dislikes, thrilling and unique elements of current rides by understanding the consumer experience with the park’s current offering
- **Method(s):** Participants were recruited upon entering the theme park and asked to meet at a specified attraction at a designated time
  - **Group Experience/Product Usage:** Participants, as a group, rode the specified ride twice before sharing their opinions
  - **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