

AND NOW FOR  
**INTERACTIVE**  
**M A G I C**

**PART TWO: HOW?**



**RUSSELL ESSARY**  
www.russellessary.com

As we were saying...

*Interactive* Themed  
Entertainment  
means guests believe  
they can affect an  
attraction's outcome.

True, you *can't*  
design a pill that  
works perfectly on  
*every* patient.

But, you *can*  
generalize patients by  
similarity, anticipate  
side effects, and satisfy  
*nearly* everyone.

We have developed  
a *check-up tool* to  
distill motivational  
expectations from  
the creative intent.

This helps us direct the guest experience from behind the curtain.

Let's take a  
closer look.

# GOAL

What *conditions* do we *ask* guests to achieve?

**GOAL**

**+ ACTIVITY**

What *conditions* do we *ask* guests to achieve?

*How* must guests ultimately *achieve* the goal?

**GOAL**

**+ ACTIVITY**

**+ MOTIVATION**

What *conditions* do we *ask* guests to achieve?

*How* must guests ultimately *achieve* the goal?

*Why* would guests *want* to achieve the goal?

**GOAL**

**+ ACTIVITY**

**+ MOTIVATION**



What *conditions* do we *ask* guests to achieve?

*How* must guests ultimately *achieve* the goal?

*Why* would guests *want* to achieve the goal?

---

**GOAL**

**+ ACTIVITY**

**+ MOTIVATION**

---

**GOOD GUEST  
INTERACTION**

What *conditions* do we *ask* guests to achieve?

*How* must guests ultimately *achieve* the goal?

*Why* would guests *want* to achieve the goal?

Guests will try to achieve the goal by *our* desired path; success will be satisfying.

**GOAL**

**+ ACTIVITY**

**+ MOTIVATION**

**Let's  
try one!**

---

**GOOD GUEST  
INTERACTION**

**GOAL**

Eat lunch.

**+ ACTIVITY**

**+ MOTIVATION**

---

**GOOD GUEST  
INTERACTION**

**GOAL**

Eat lunch.

**+ ACTIVITY**

Make a sandwich.

**+ MOTIVATION**

---

**GOOD GUEST  
INTERACTION**

**GOAL**

Eat lunch.

**+ ACTIVITY**

Make a sandwich.

**+ MOTIVATION**

Satiate hunger; survive.

---

**GOOD GUEST  
INTERACTION**

**GOAL**

Eat lunch.

**+ ACTIVITY**

Make a sandwich.

**+ MOTIVATION**

Satiate hunger; survive.

---

**GOOD GUEST  
INTERACTION**

Guests will try to eat lunch by making a sandwich; satiating their hunger will be satisfying.

**GOAL**

Eat lunch.

**+ ACTIVITY**

Make a sandwich.

**+ MOTIVATION**

Satiate hunger; survive.

---

**GOOD GUEST  
INTERACTION**

**What do you think? Is this  
sound logic? Would you go  
ahead and build it?**

**GOAL**

**+ ACTIVITY**

**+ MOTIVATION**

**GOOD GUEST  
INTERACTION**

Eat lunch.

Who wants to eat  
lunch? Number of  
meals a day varies.  
Their names, too.

Make a sandwich.

How Western. Not  
everyone eats  
sandwiches, or can  
make one.

Satiate hunger; survive.

Solid motivation,  
but does it lead  
guests to our  
goal or activity?

**Hopefully, you didn't jump  
too fast. You need to know  
your audience; research first.**

How do we test  
the formula for  
each step of an  
experience?

NO MORE  
GAMES.  
I WANNA  
SEE THE  
MAGIC!



M A G I C

*design* **is** **M A G I C**

M  
+ A  
+ G  
+ I  
+ C

---

*design* *is* **M A G I C**

**MOTIVATION**

- + **A**
- + **G**
- + **I**
- + **C**

---

Guests, you really need **M**

*design* *is* **M A G I C**

**MOTIVATION**

+ **ACTIVITY**

+ **G**

+ **I**

+ **C**

---

Guests, you really need **M**  
so you must do **A**

# *design* is **M A G I C**

**MOTIVATION**

+ **ACTIVITY**

+ **GOAL**

+ **I**  
+ **C**

---

Guests, you really need **M**  
so you must do **A**  
to achieve **G** conditions;

# *design* is **M A G I C**

**MOTIVATION**

+ **ACTIVITY**

+ **GOAL**

+ **INTERACTION**

+ **C**

---

Guests, you really need **M**

so you must do **A**

to achieve **G** conditions;

right now, you must do **I**

# *design* is **M A G I C**

**MOTIVATION**

+ **ACTIVITY**

+ **GOAL**

+ **INTERACTION**

+ **CORRELATION**

---

Guests, you really need **M**

so you must do **A**

to achieve **G** conditions;

right now, you must do **I**

because **C** shows it will help.

# design is **M A G I C**

**MOTIVATION**

+ **ACTIVITY**

+ **GOAL**

+ **INTERACTION**

+ **CORRELATION**

**GOOD GUEST  
INTERACTION**

Guests, you really need **M**

so you must do **A**

to achieve **G** conditions;

right now, you must do **I**

because **C** shows it will help.

---

Guests will try to achieve  
the goal by our desired path;  
success will be satisfying.

Stick that to your  
wall, and it might  
get you out of a  
scrape or two!

# *design* is MAGIC

- + **M** You want to be a hero and to avoid losing control,
- + **A** so you must take over for the drunken astronaut
- + **G** to land the space shuttle and save the crew;
- + **I** right now, you must pull the nose up by grabbing the yoke
- + **C** because it is shuddering harder as we plummet faster.

---

## GOOD GUEST INTERACTION

Guests will try to land the shuttle by taking control of it; success will feel like mastery.

Most experiences  
will have several  
goals, each with  
its own activities  
and motivations.

We refer to  
less relevant or  
distracting goals  
and activities as  
*outliers.*

# *design* is **M A G I C**

## **Tight logic**

- + **M** Heroism; control.
- + **A** Take over shuttle.
- + **G** Land shuttle; save crew.
- + **I** Grab yoke and pull up.
- + **C** Yoke shudders; we fall.

---

# *design* is MAGIC

## **Tight logic**

<b>M</b>	Heroism; control.
<b>+ A</b>	Take over shuttle.
<b>+ G</b>	Land shuttle; save crew.
<b>+ I</b>	Grab yoke and pull up.
<b>+ C</b>	Yoke shudders; we fall.
	<b>Distant outliers</b>
	Revenge.
	Record “falling in love” song.
	Cure alcoholism.
	Answer lunar trivia questions.
	Alien enters; teaches card trick.

---

GOOD GUEST  
INTERACTION

# *design* is MAGIC

M  
+ A  
+ G  
+ I  
+ C

**Tight logic**

Heroism; control.

Take over shuttle.

Land shuttle; save crew.

Grab yoke and pull up.

Yoke shudders; we fall.

**Distant outliers**

Revenge.

Record “falling in love” song.

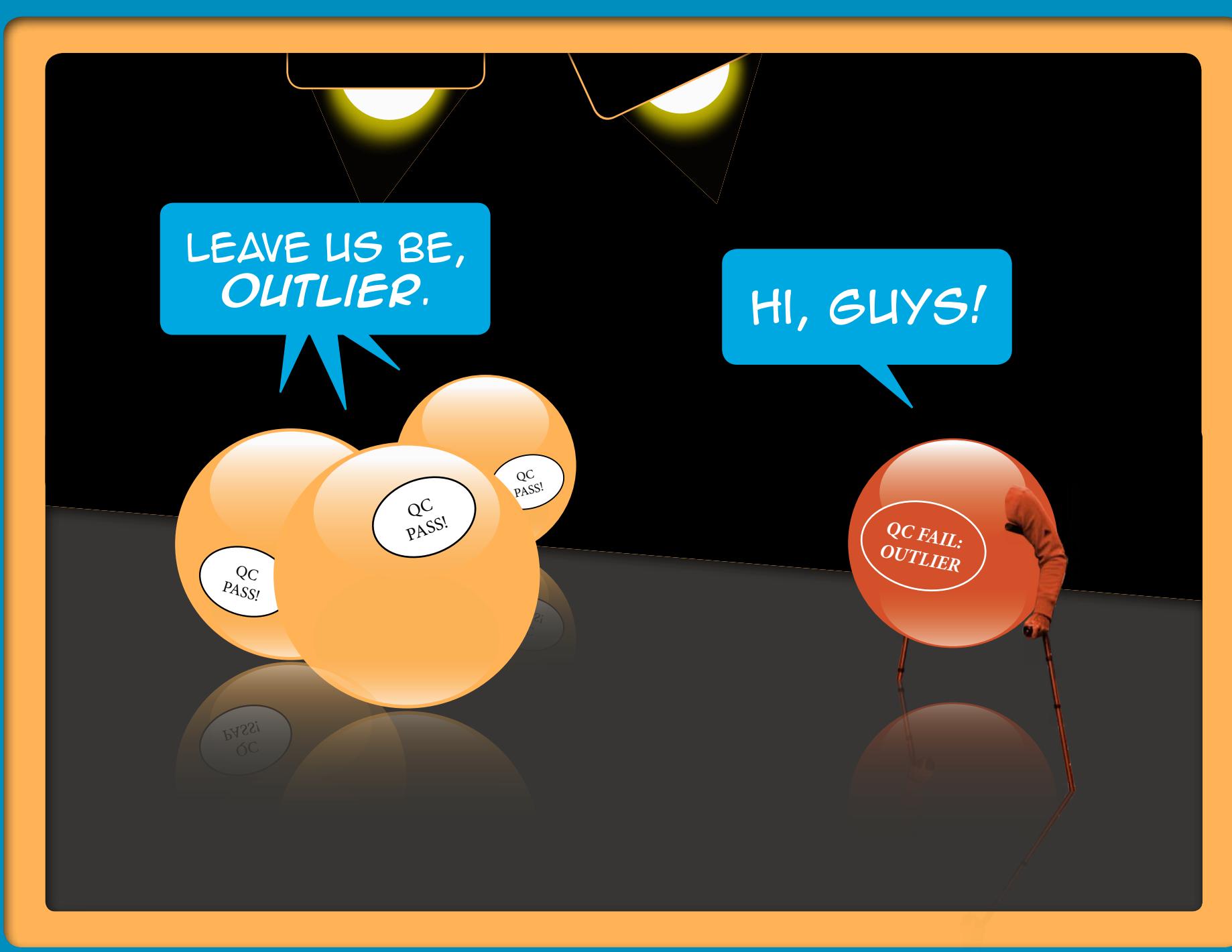
Cure alcoholism.

Answer lunar trivia questions.

Alien enters; teaches card trick.

## BAD GUEST INTERACTION

Guests will be confused about how and why to act; success will be overwhelming.



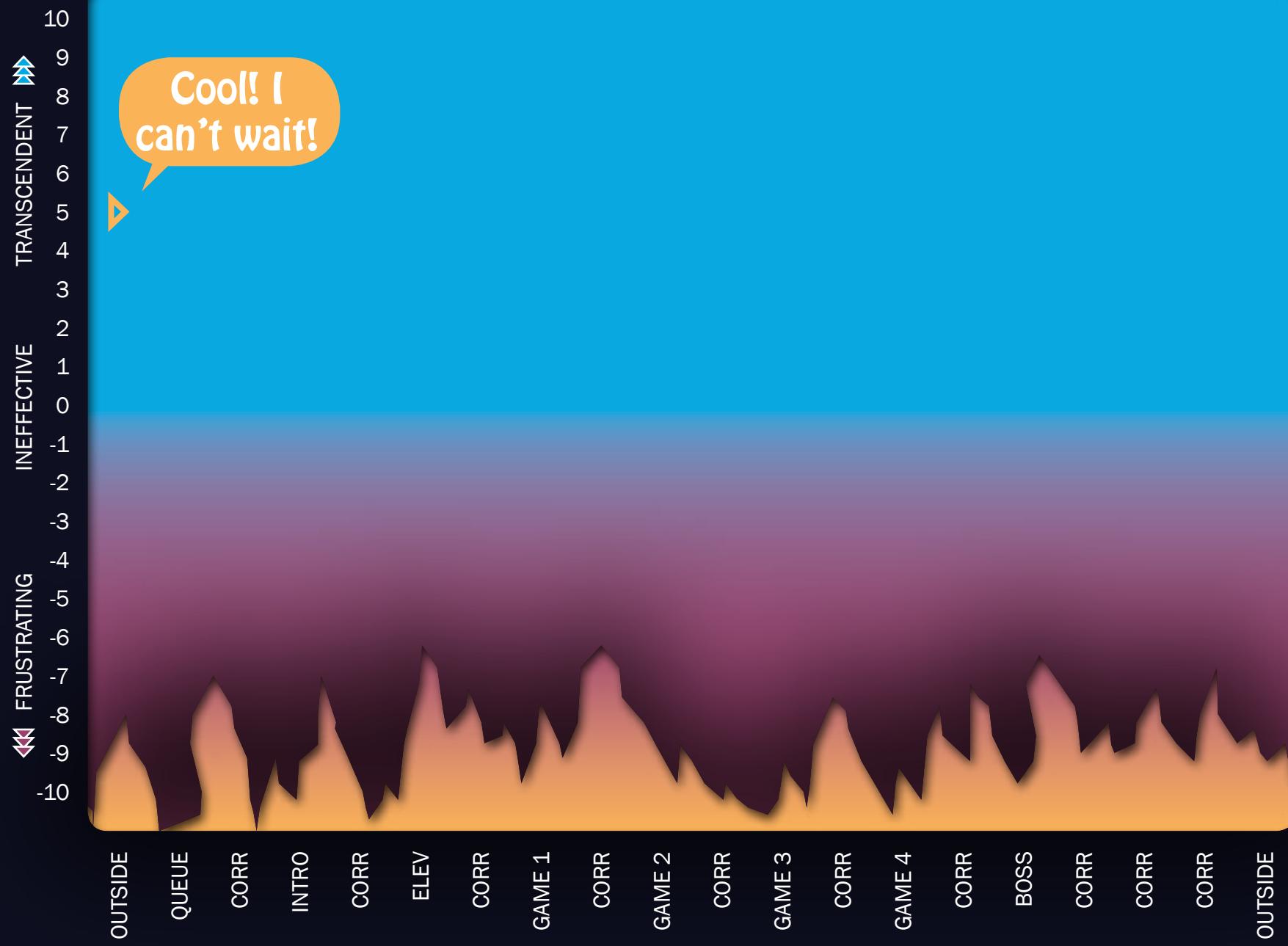
LEAVE US BE,  
*OUTLIER.*

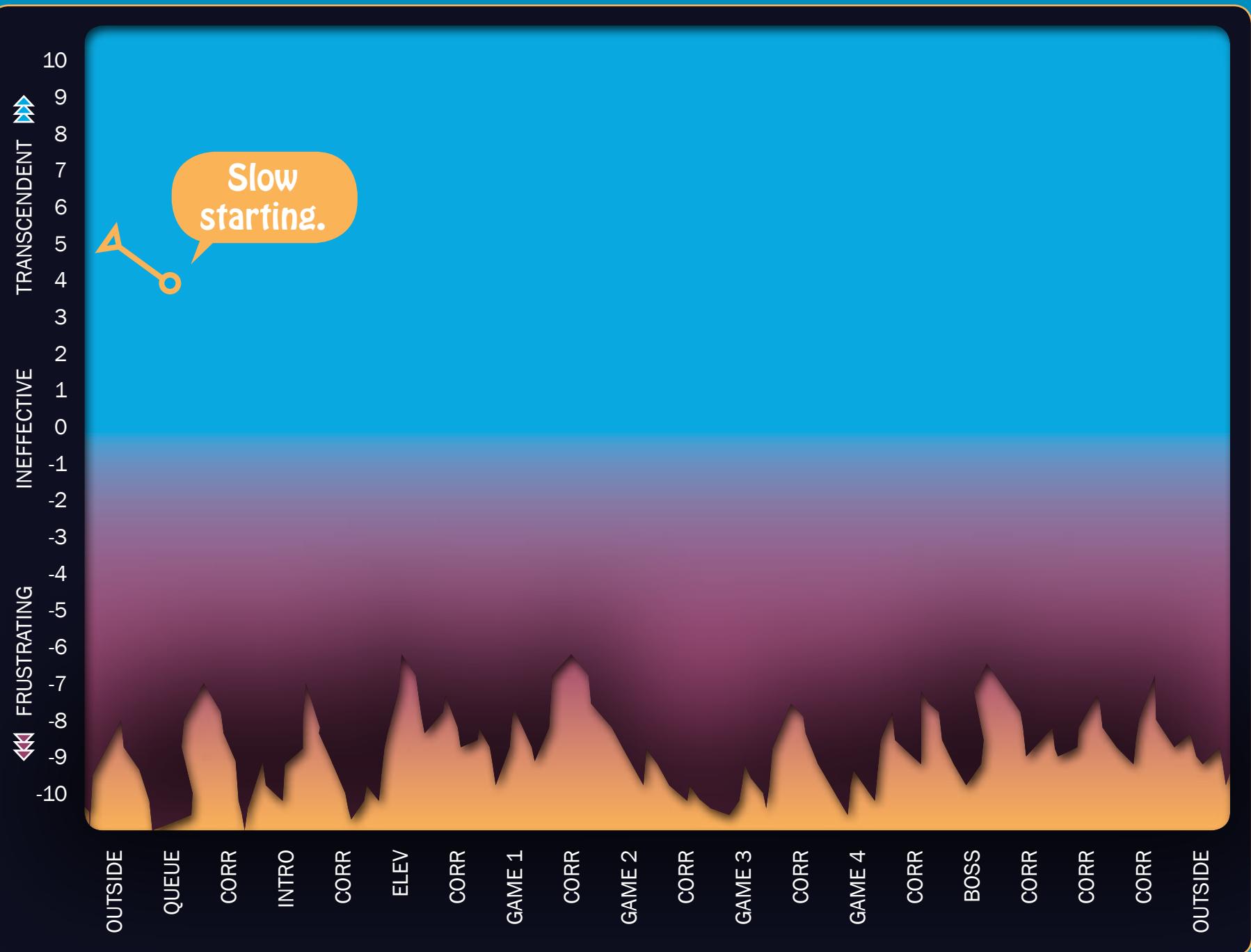
HI, GUYS!

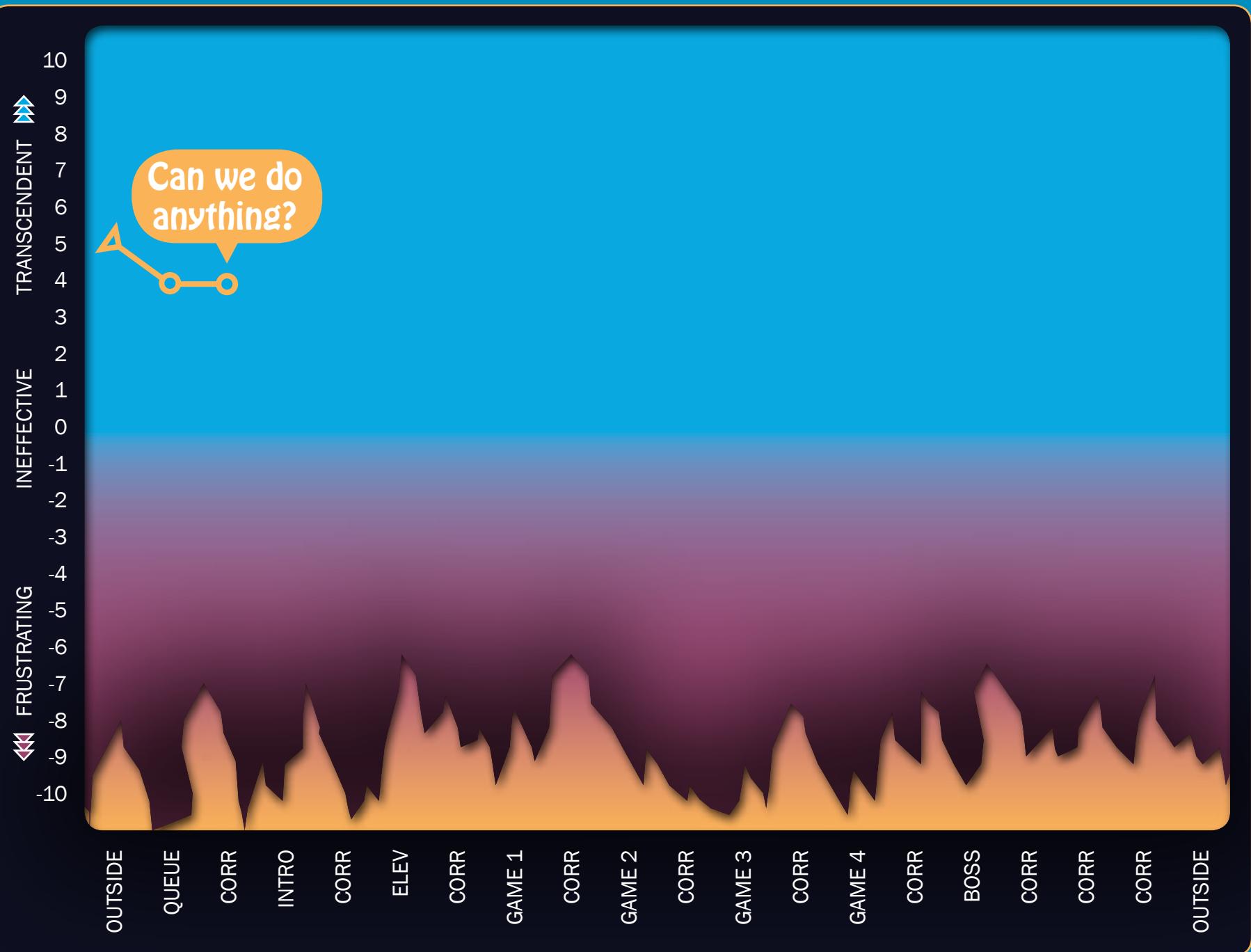
*Remove* outliers if  
you can; if you can't,  
you must *mitigate*  
their impact.

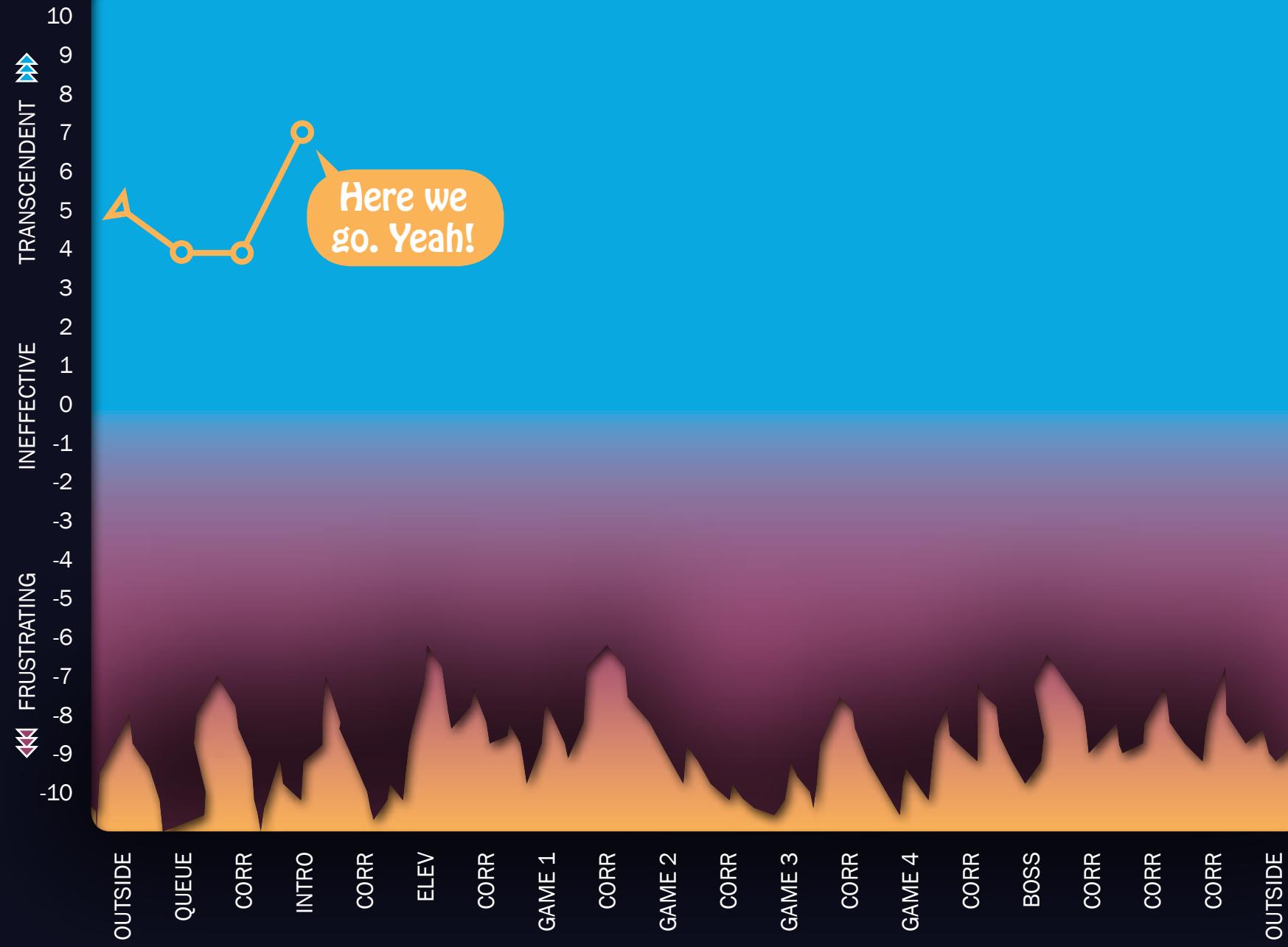
Once you have  
worked **MAGIC**  
on the experience,  
map its likely reception  
with target guest types.



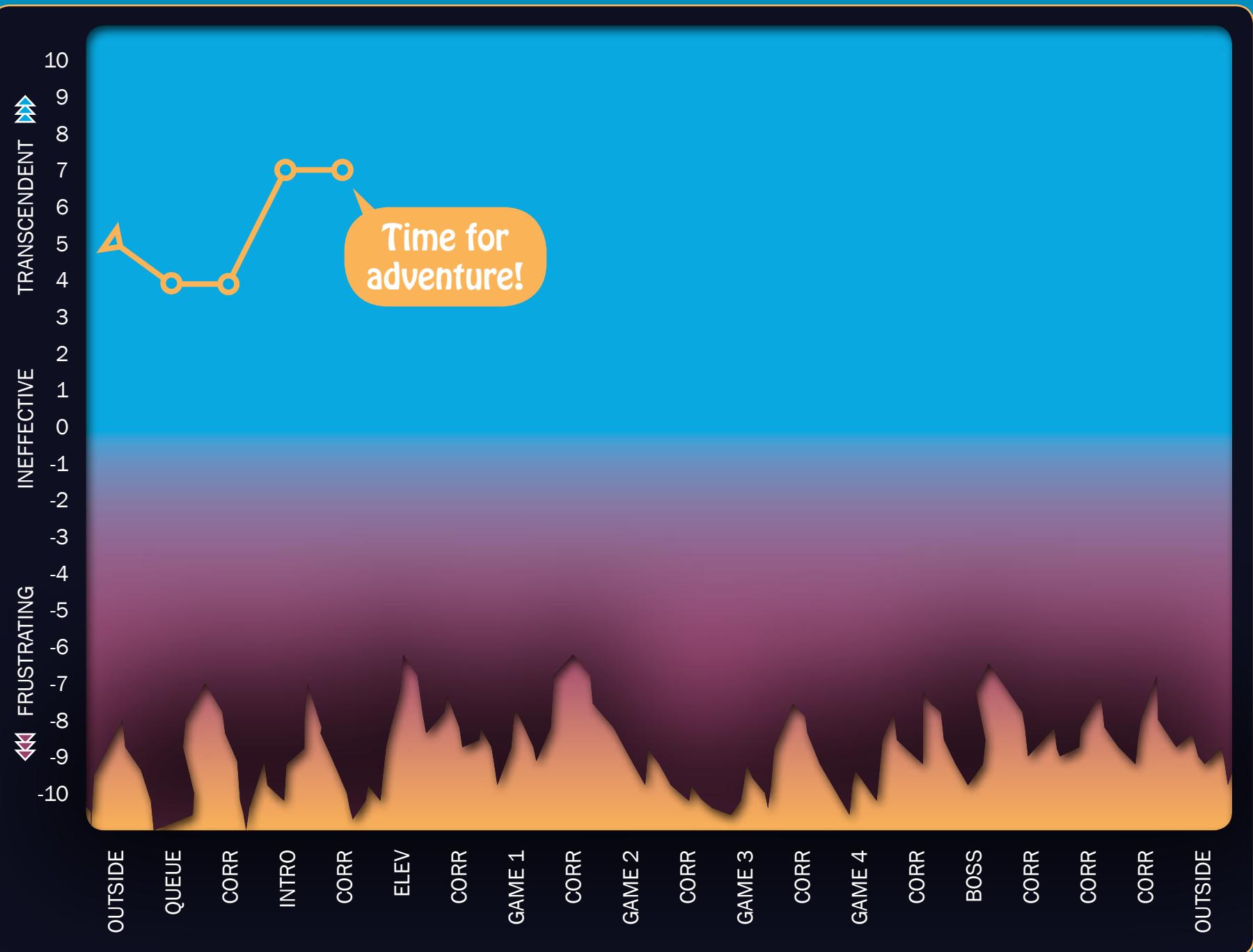


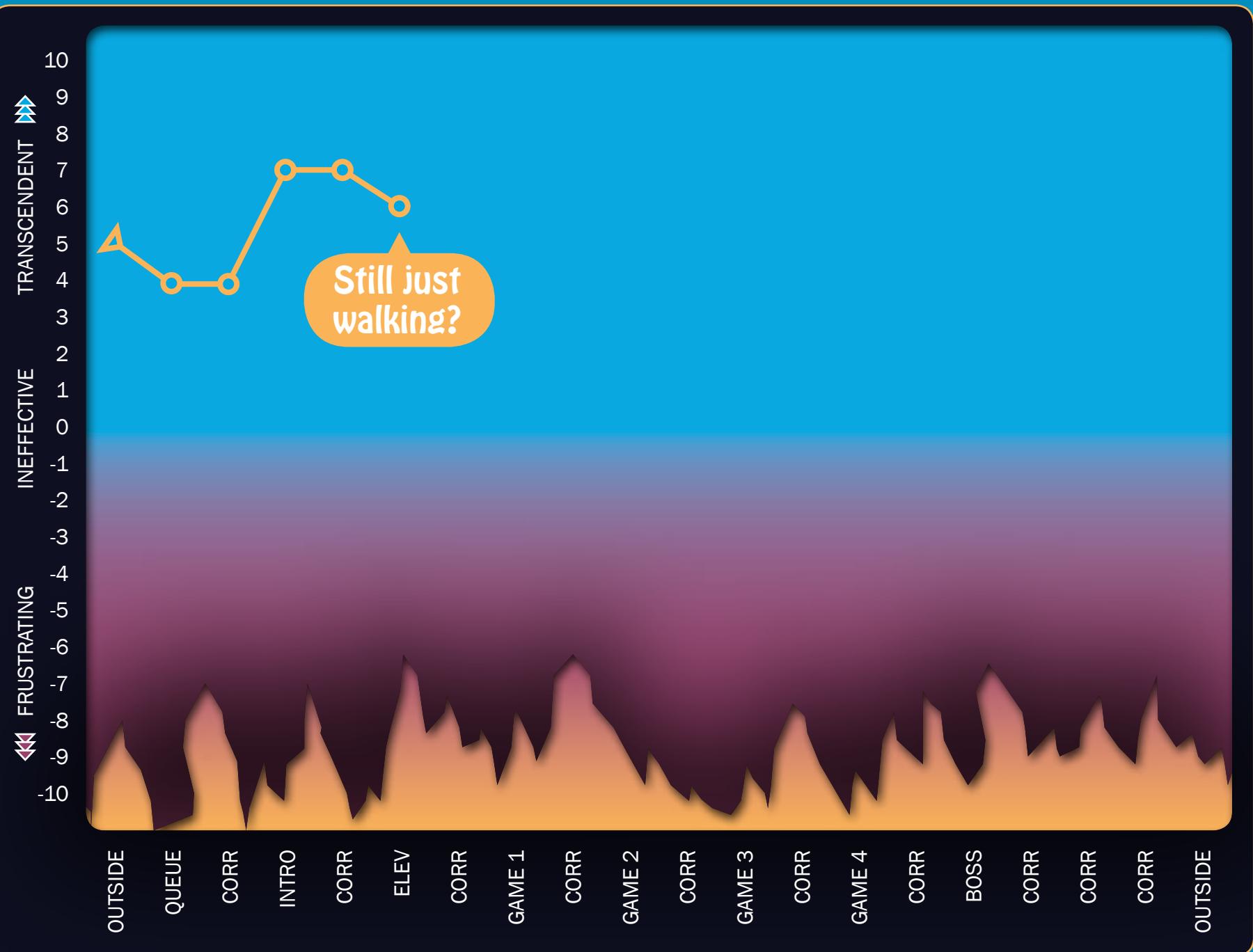


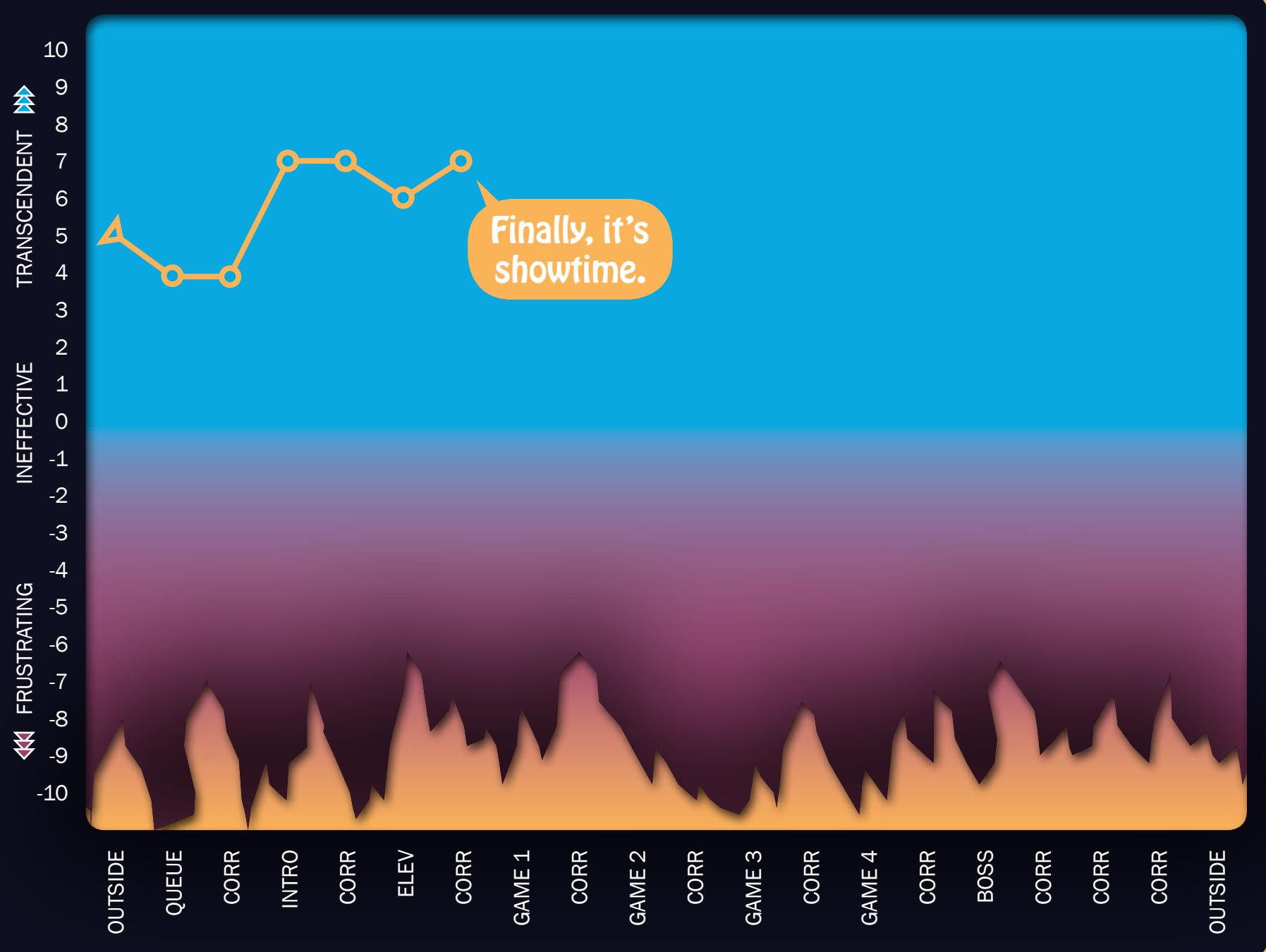


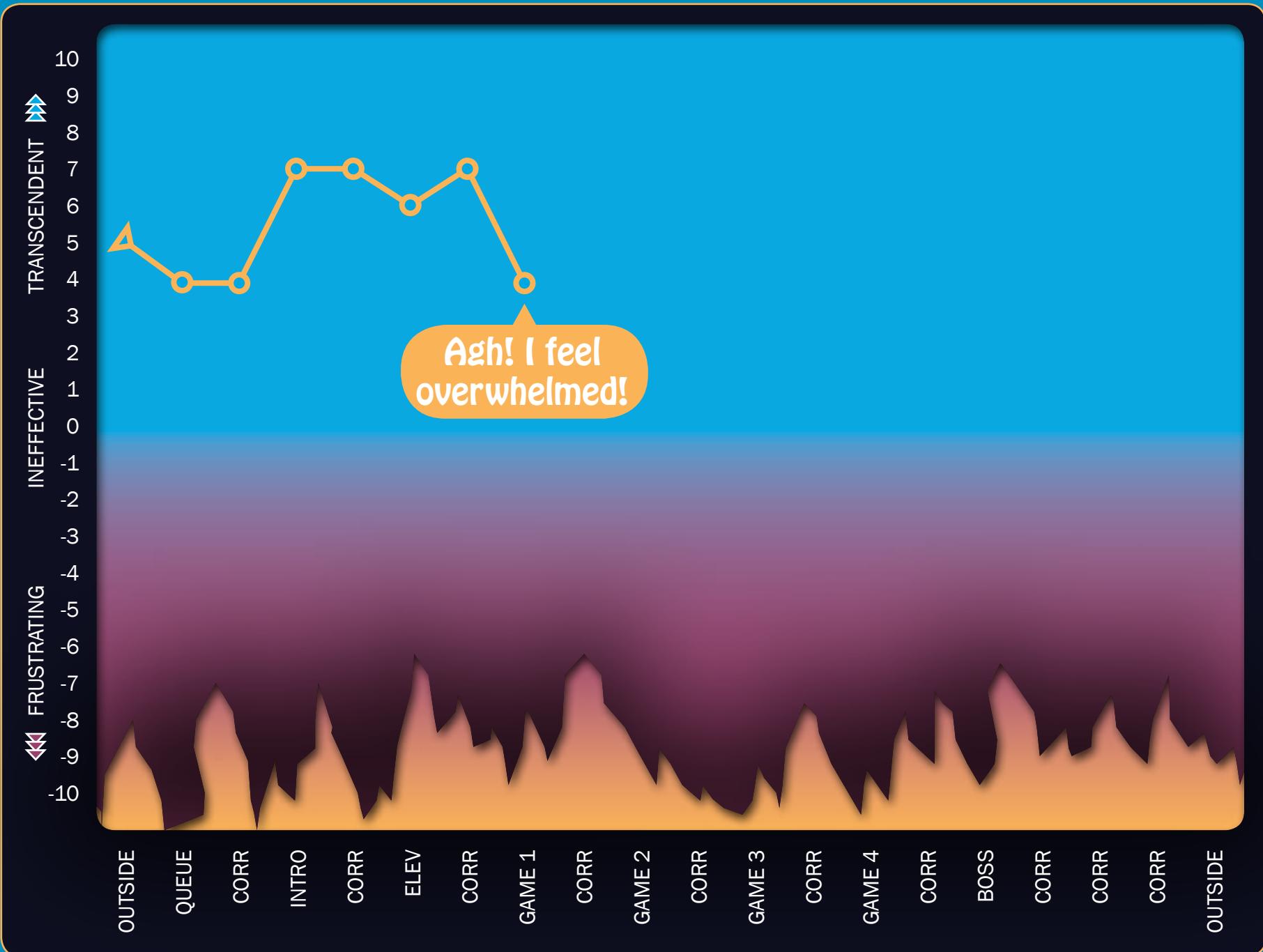


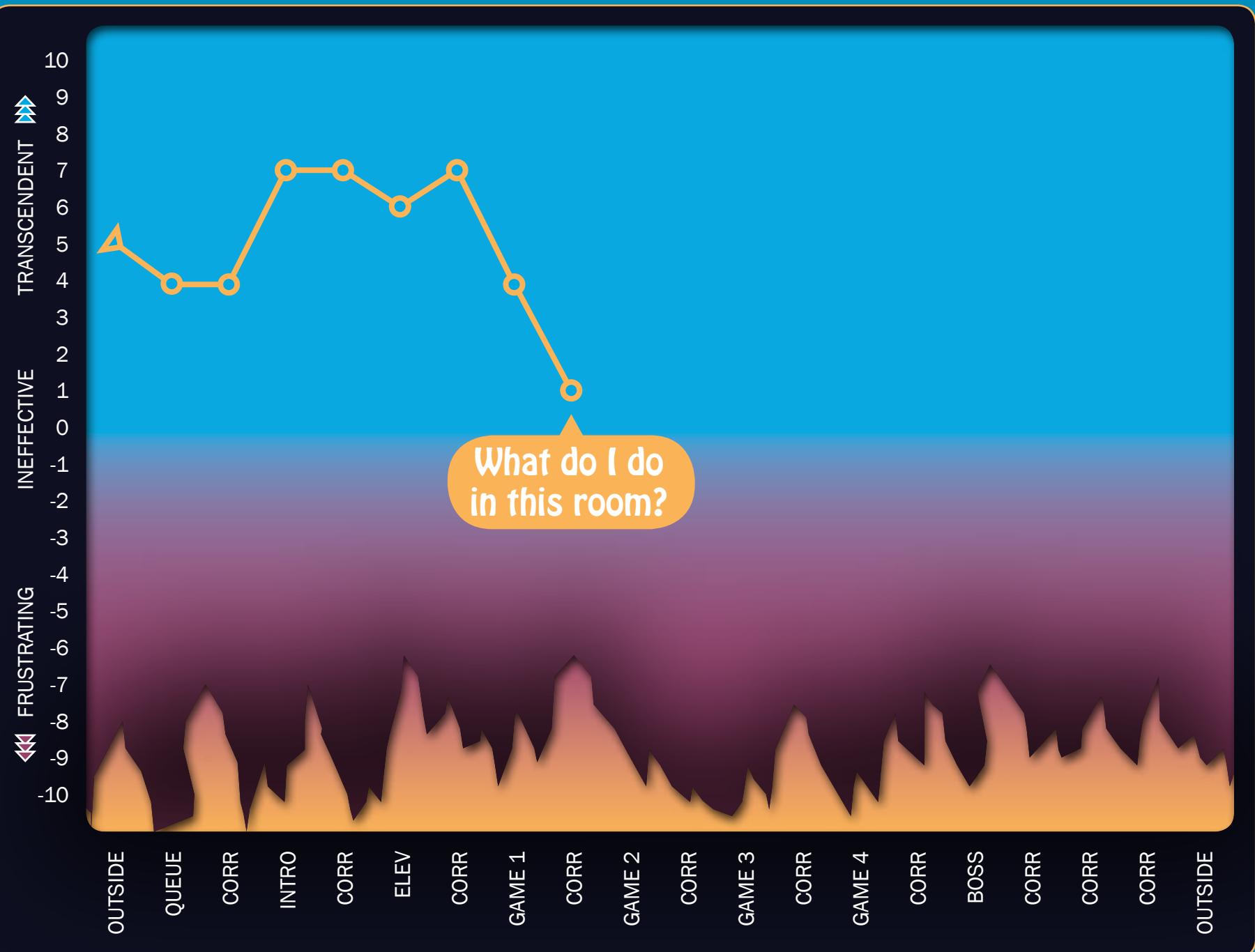
Here we  
go. Yeah!

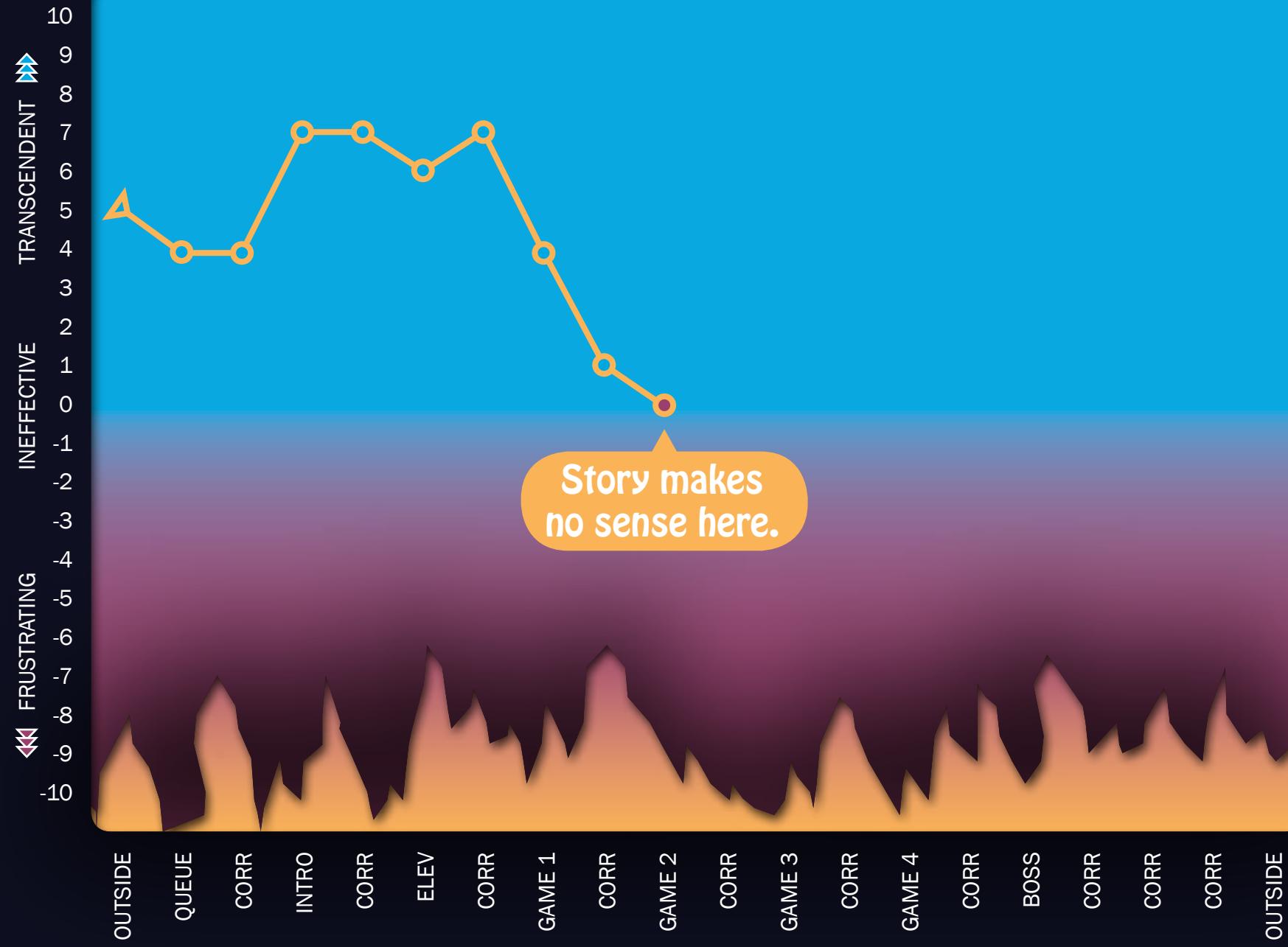


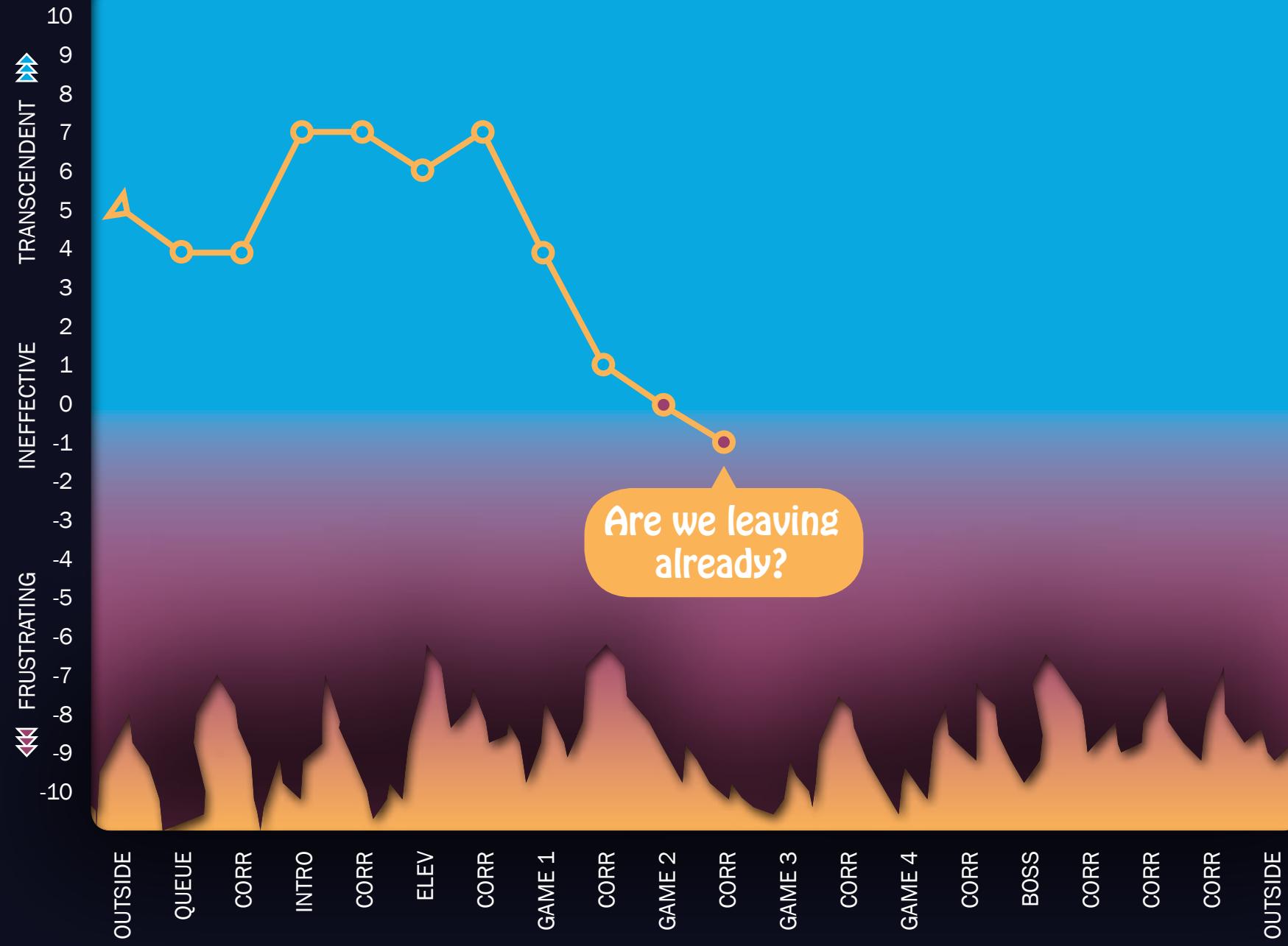


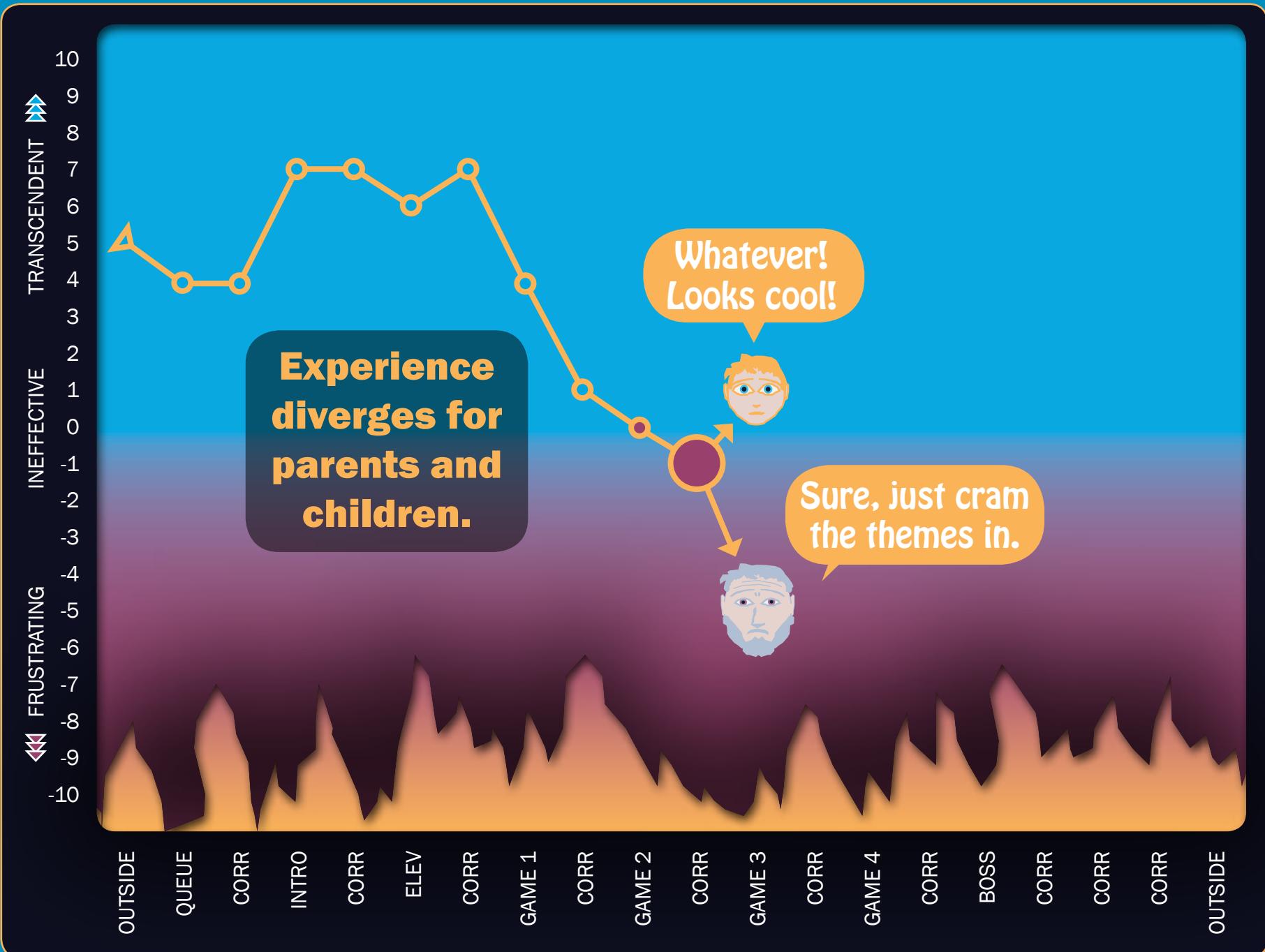


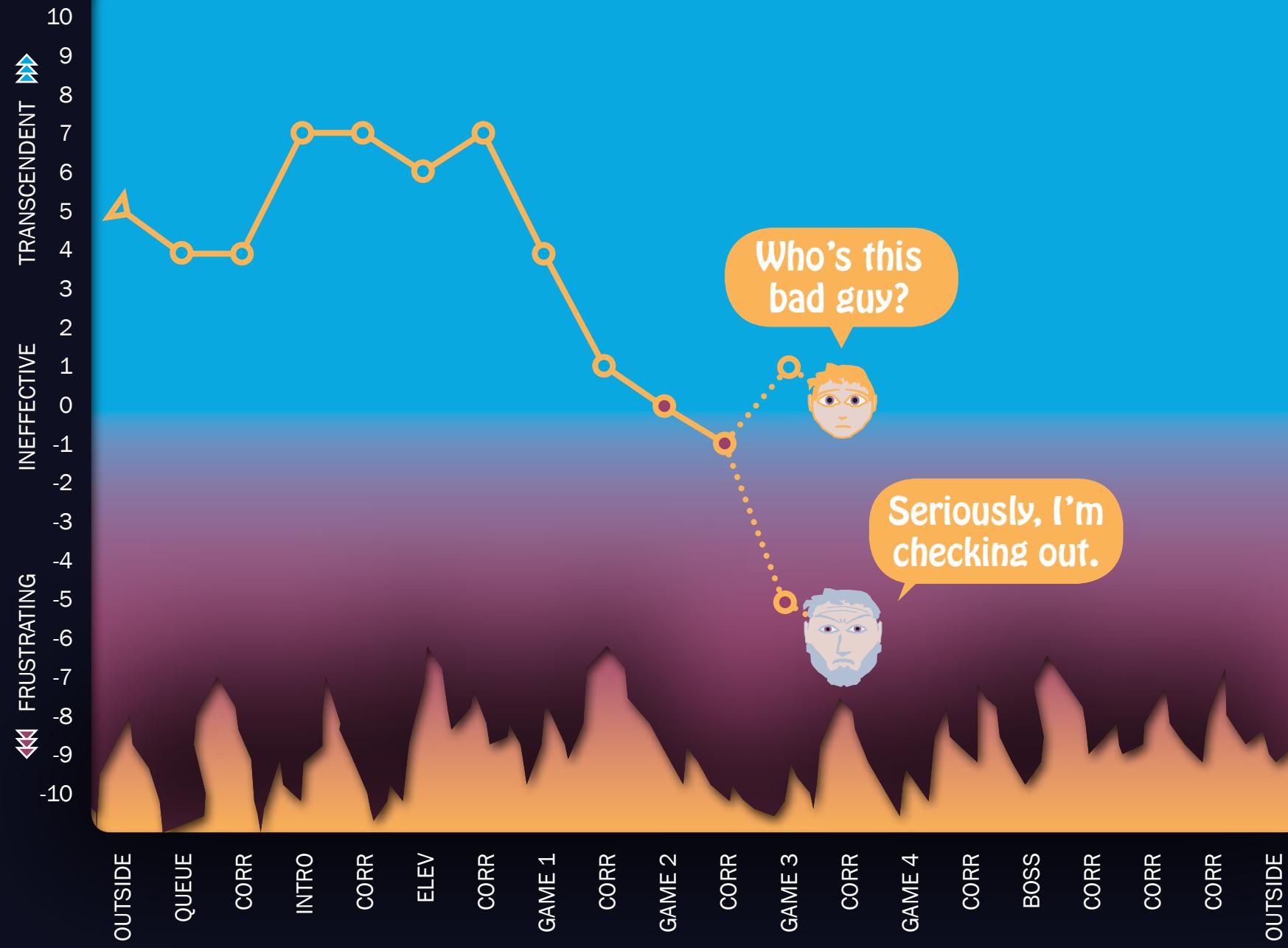


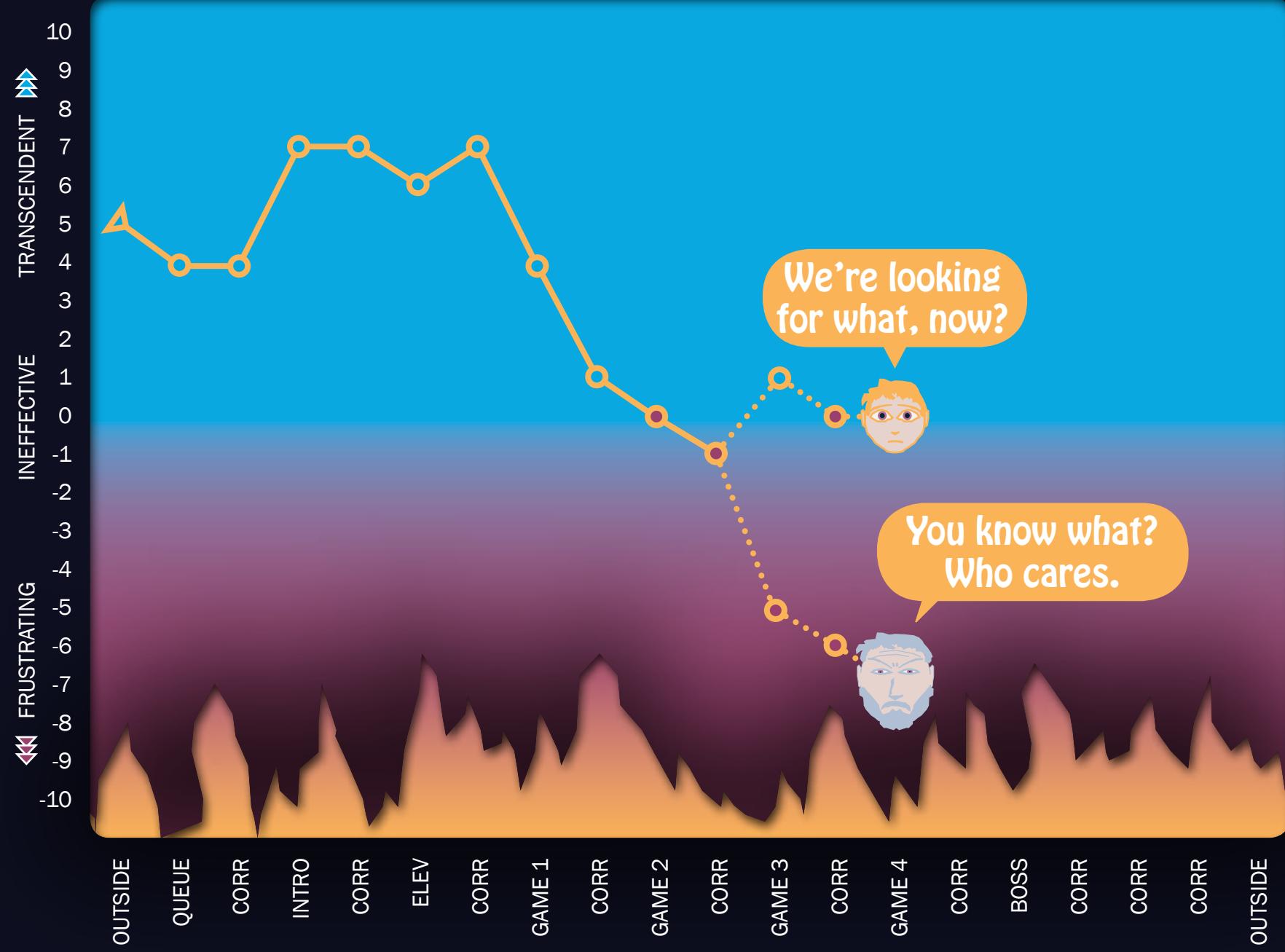


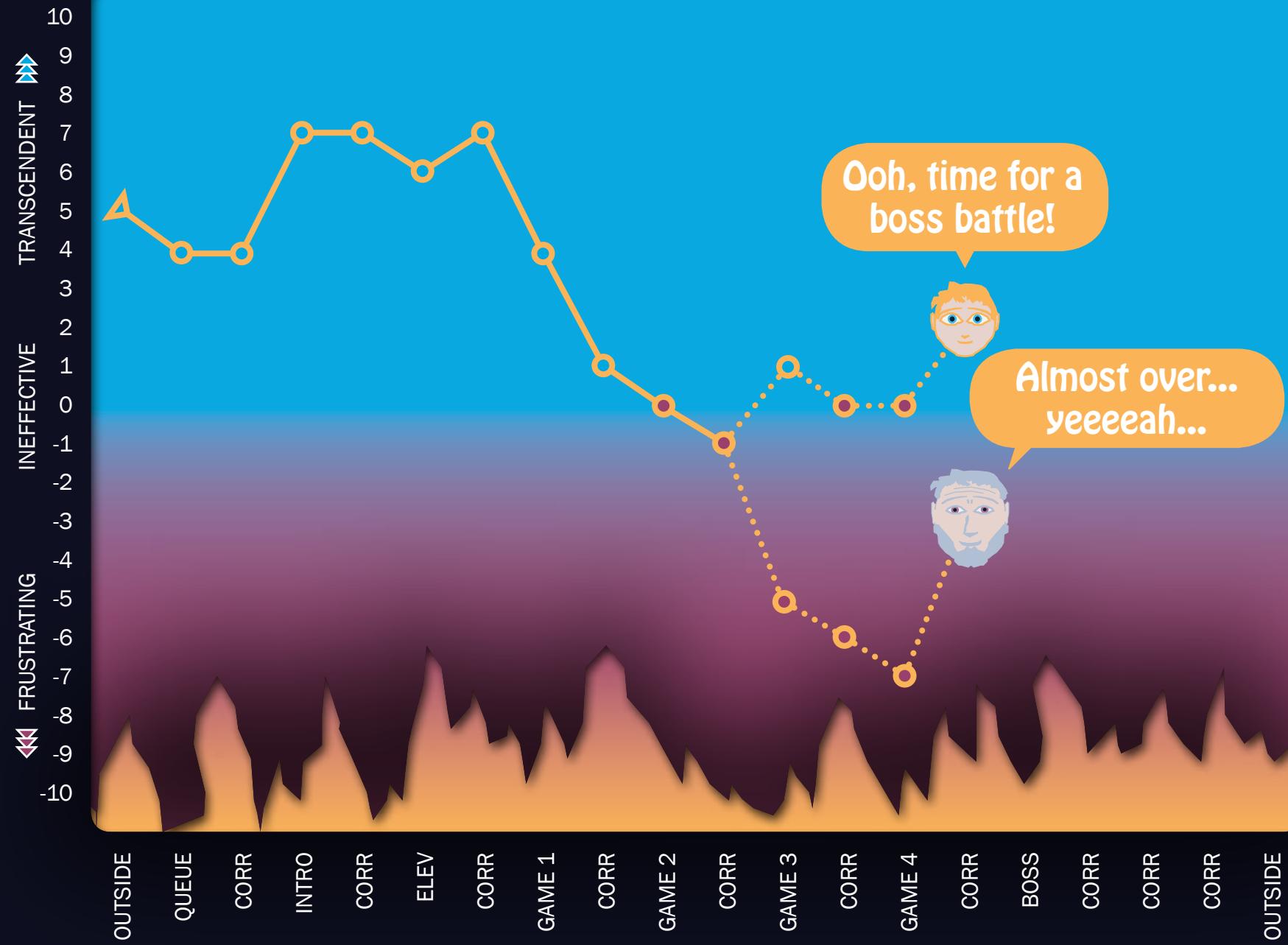


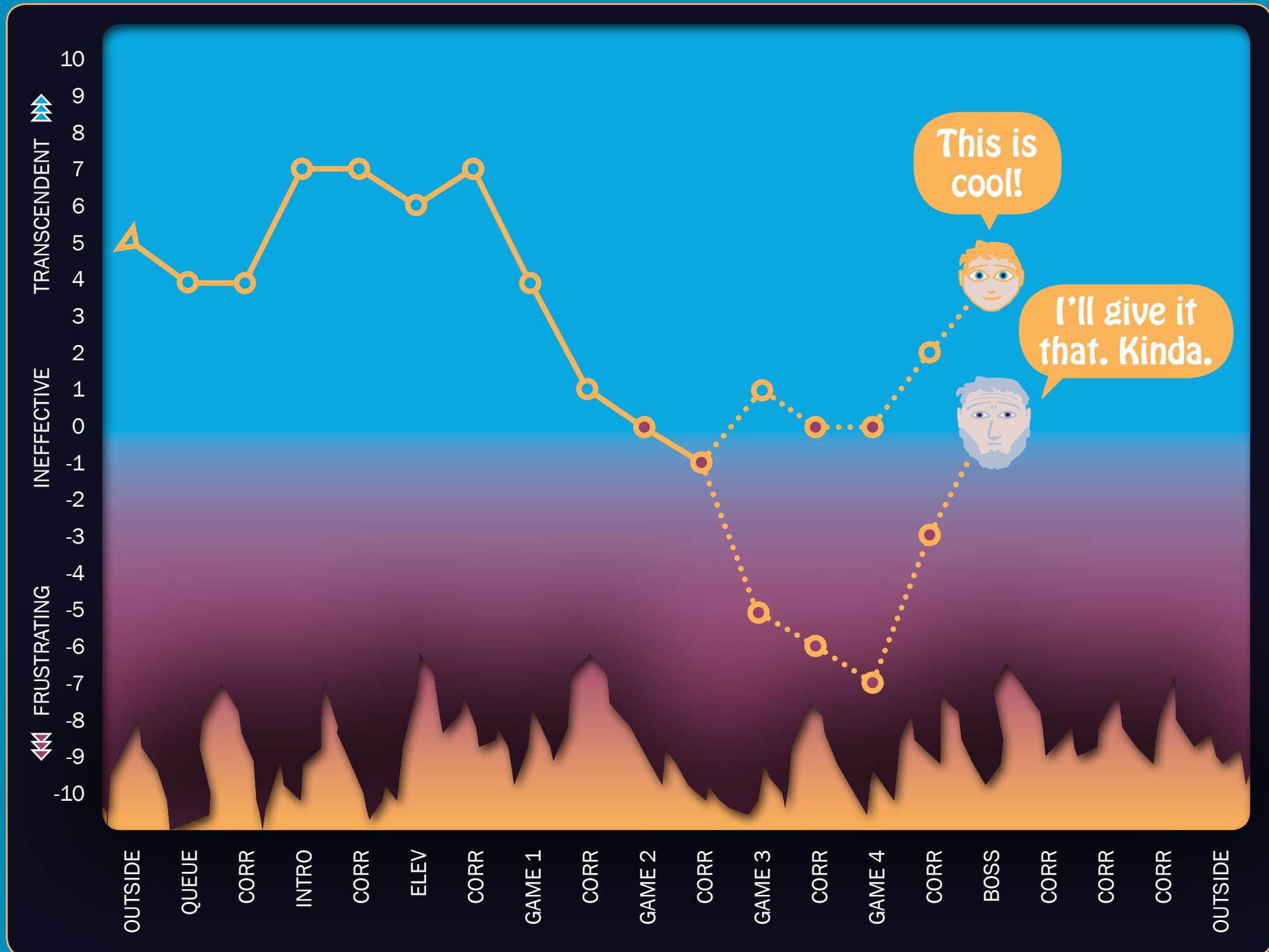


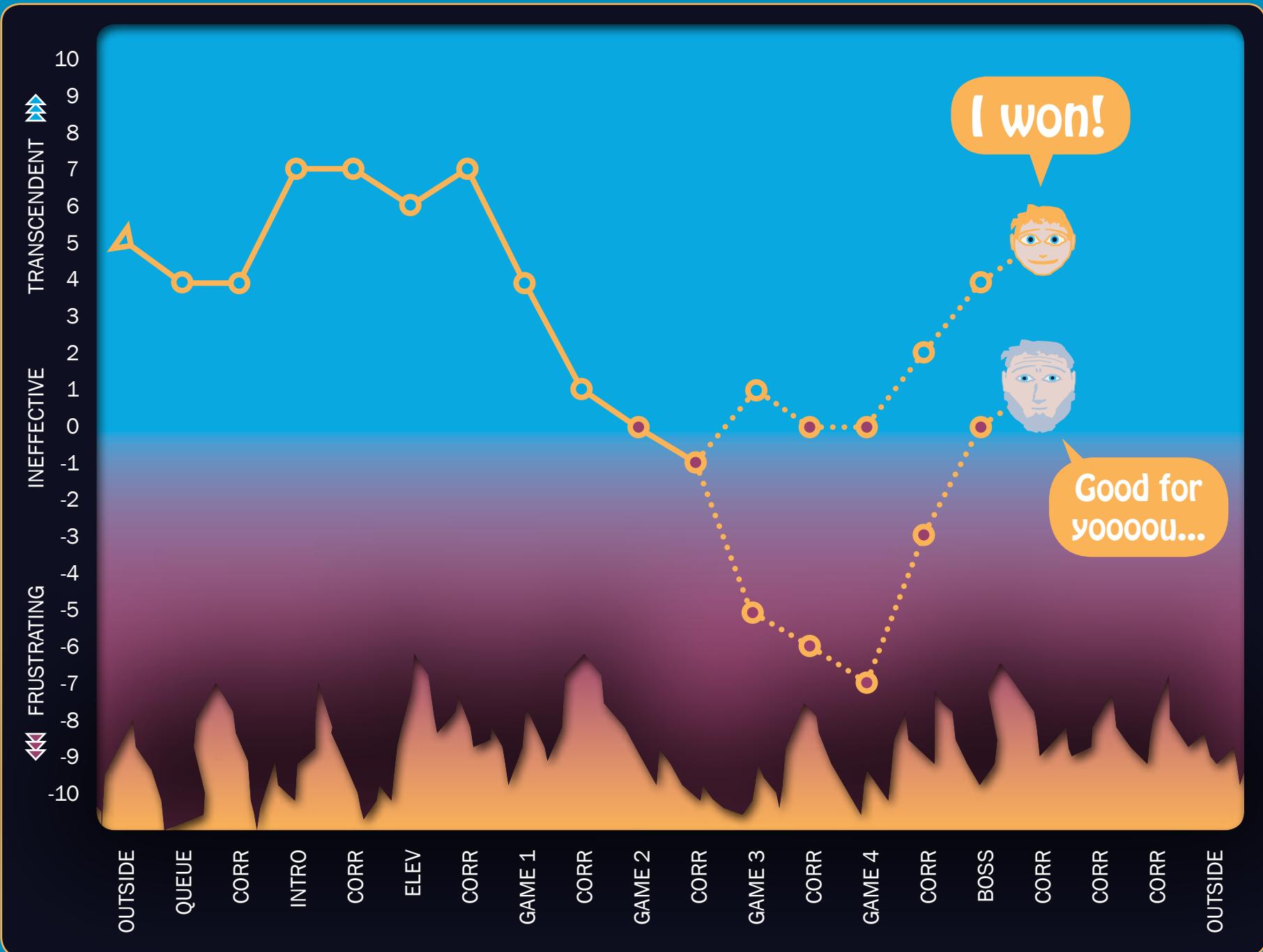


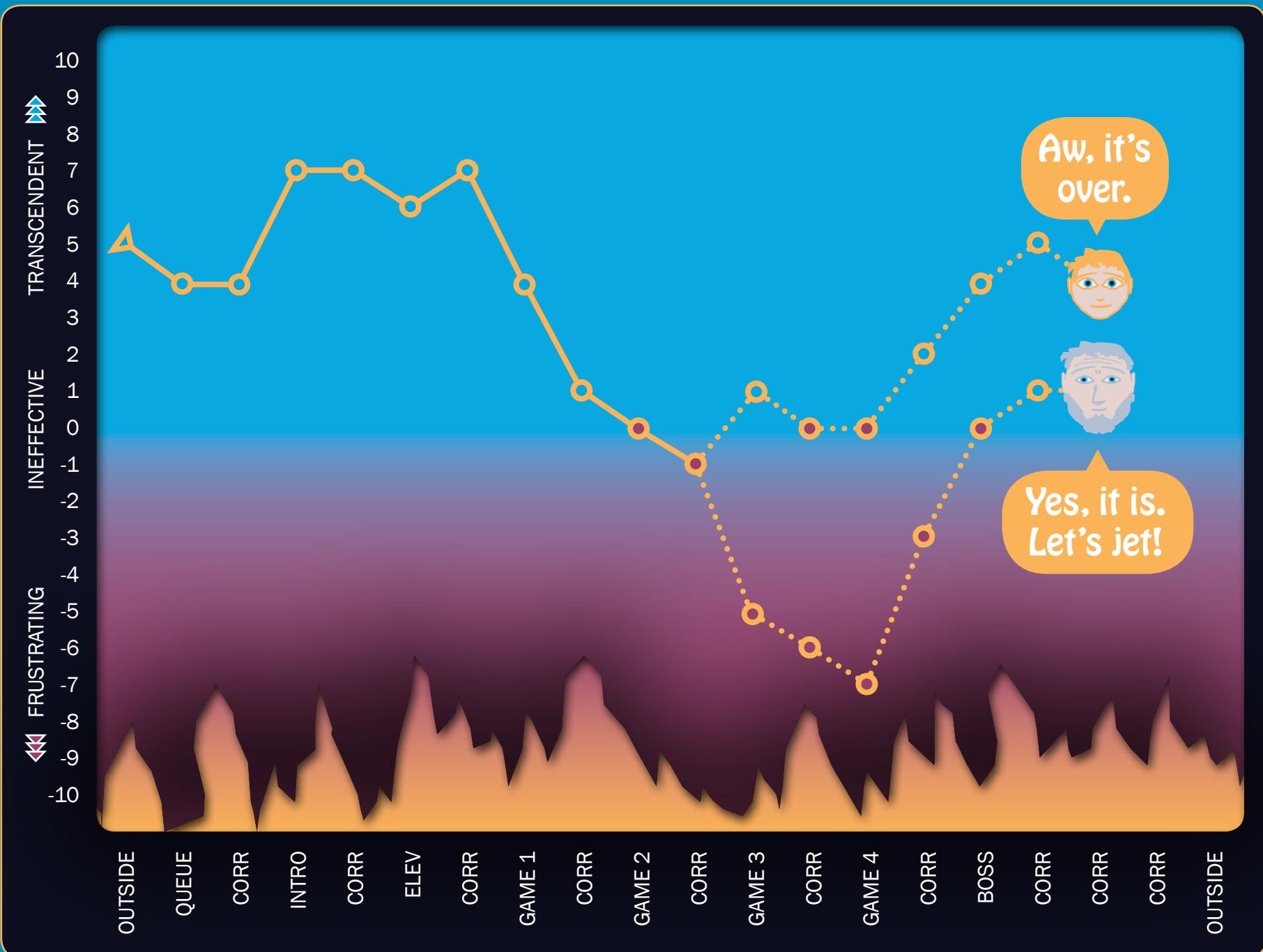


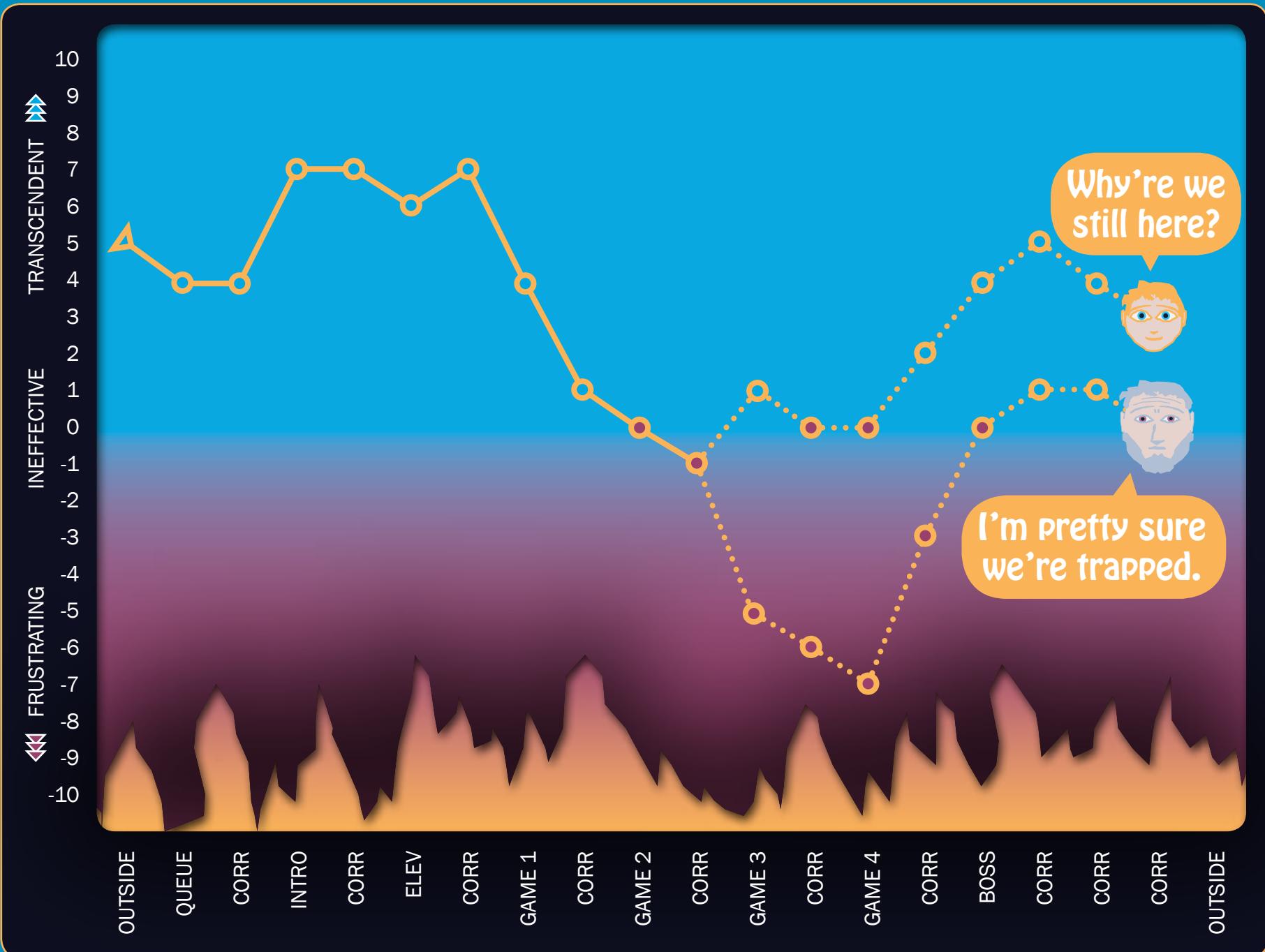


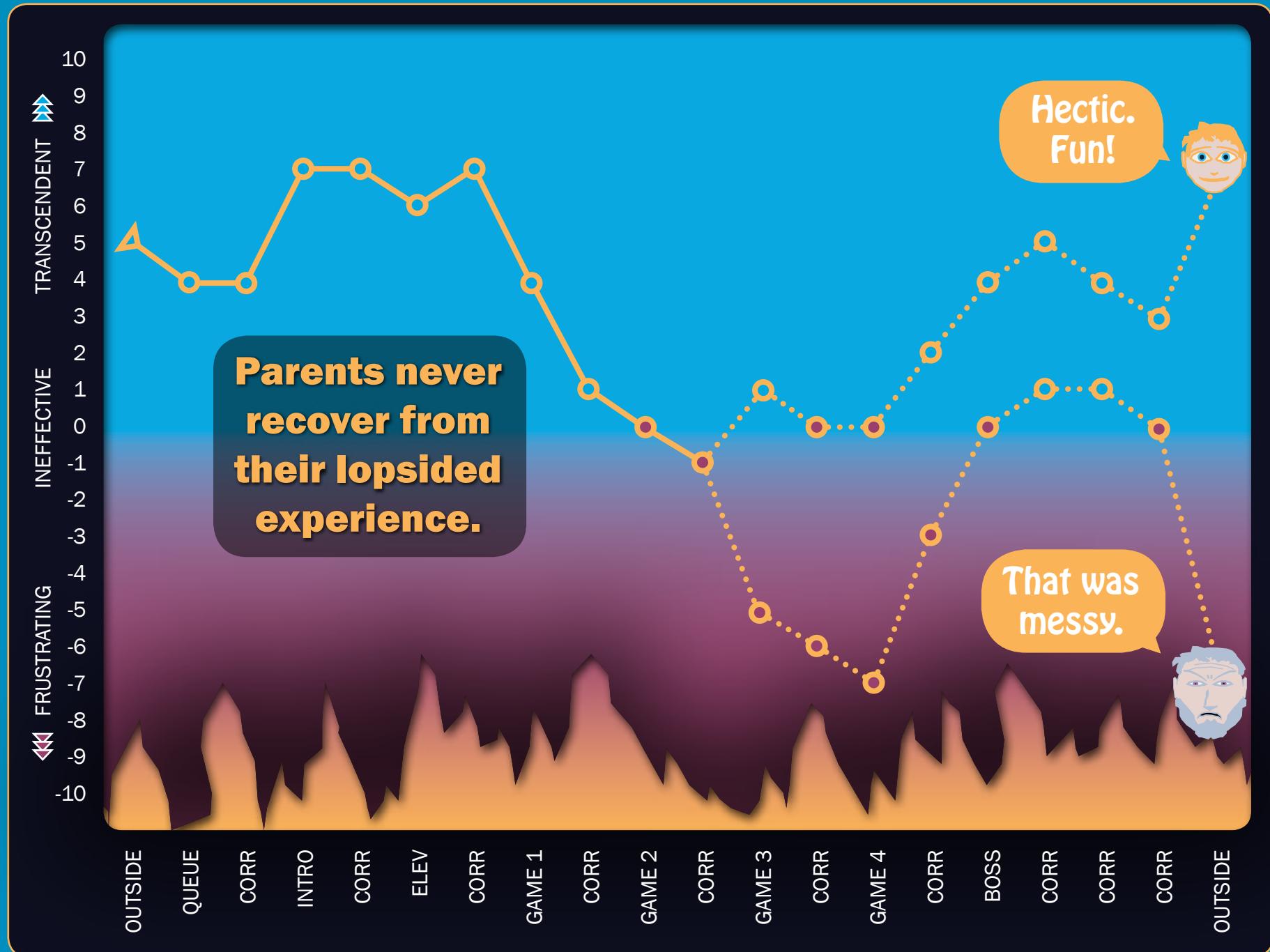


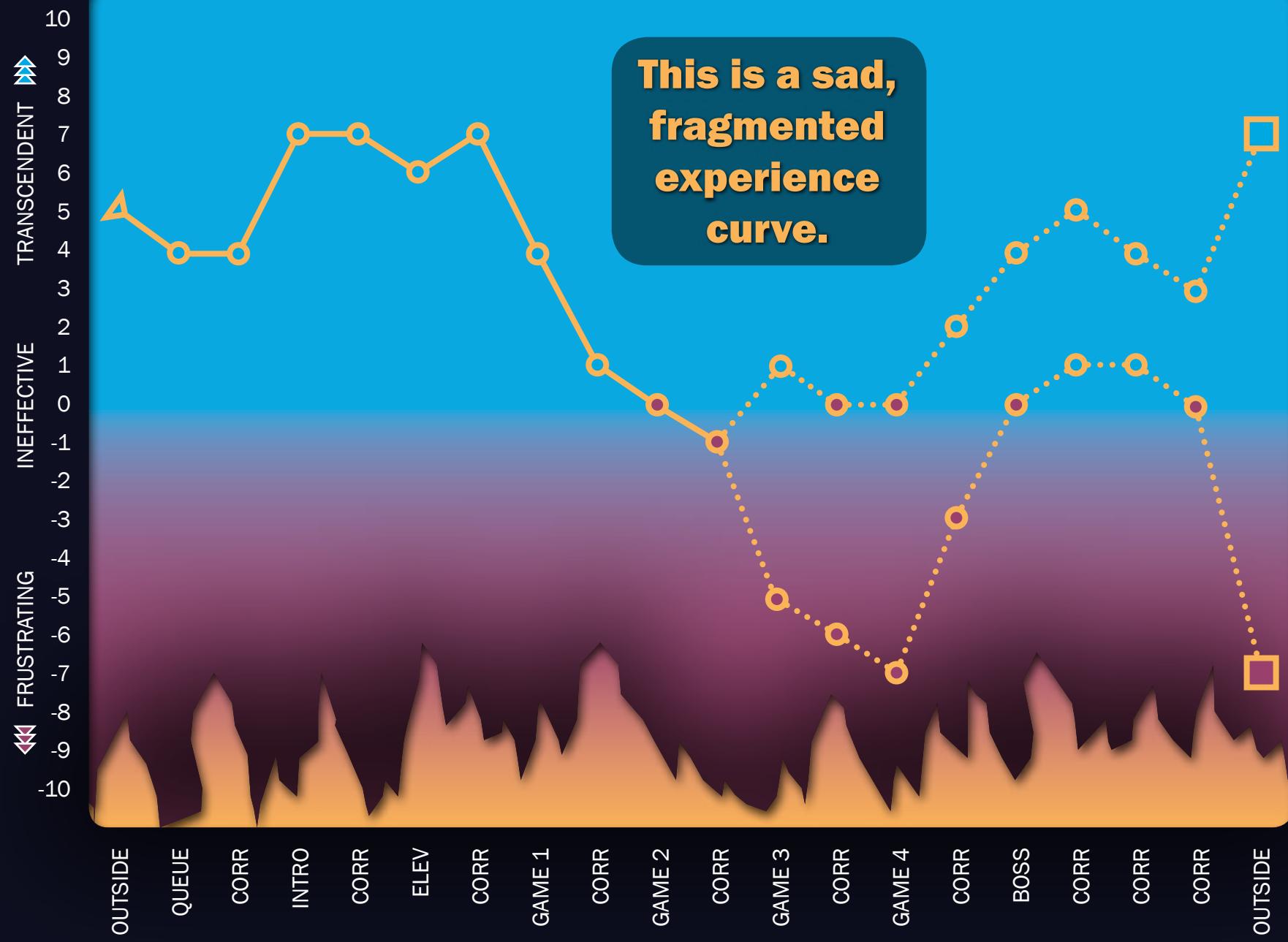






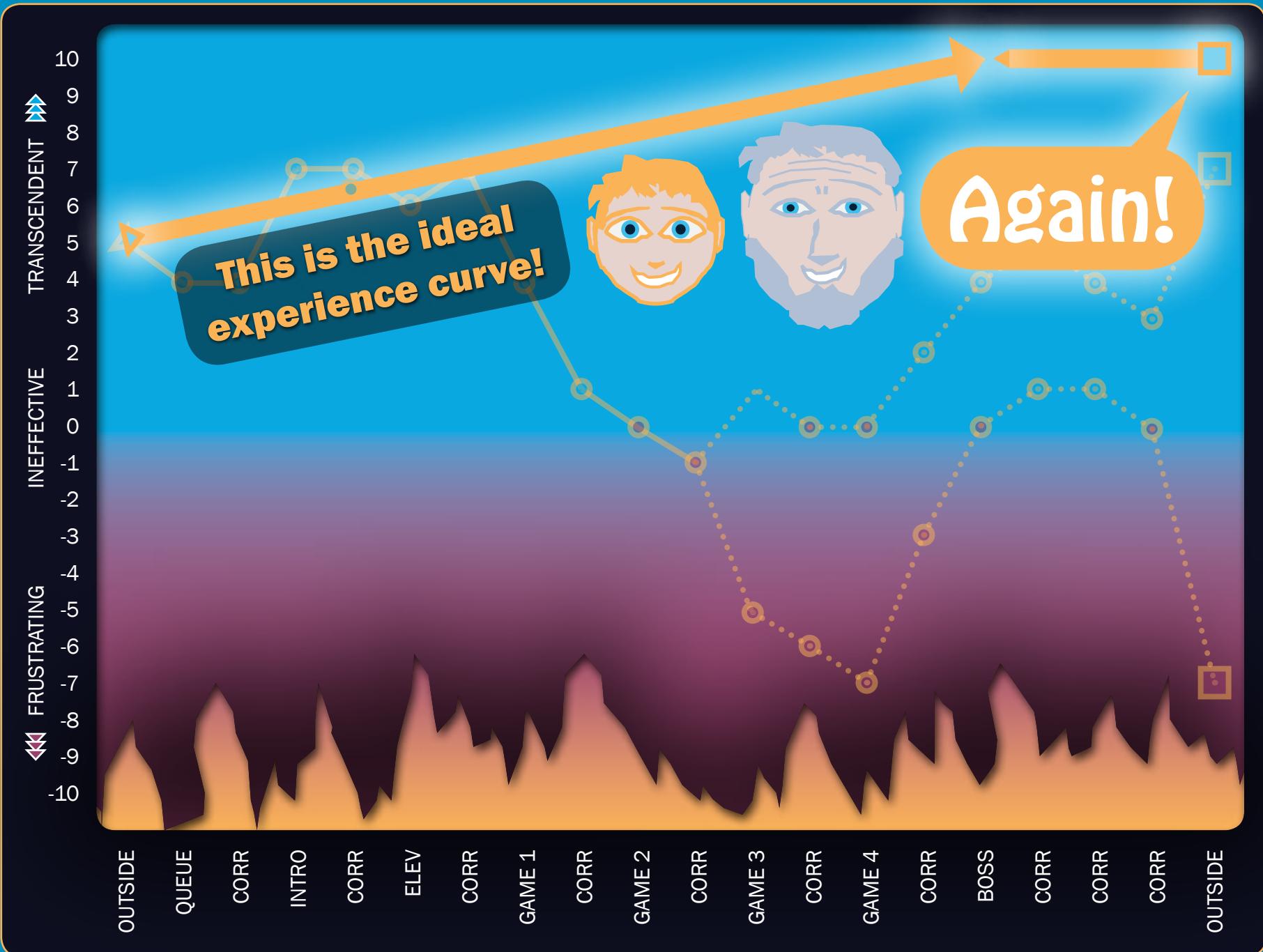






This is a sad,  
fragmented  
experience  
curve.

Adjust until you're  
confident that the  
most guests possible  
will have the best  
experience.



THIS HAS BEEN  
INTERACTIVE  
**M A G I C**

THANKS FOR ENGAGING!



**RUSSELL ESSARY**  
 [www.russellessary.com](http://www.russellessary.com) 