

AND NOW FOR

INTERACTIVE

M A G I C

PART TWO: HOW?



RUSSELL ESSARY

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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?

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

+ ACTIVITY

How must guests ultimately *achieve* the goal?

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

+ ACTIVITY

How must guests ultimately *achieve* the goal?

+ MOTIVATION

Why would guests *want* to achieve the goal?

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GOAL

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

+ ACTIVITY

How must guests ultimately *achieve* the goal?

+ MOTIVATION

Why would guests *want* to achieve the goal?

GOOD GUEST INTERACTION

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

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

+ ACTIVITY

Make a sandwich.

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

+ MOTIVATION

Satiate hunger; survive.

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

GOOD GUEST INTERACTION

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

Guests, you really need **M**

+ **A**

+ **G**

+ **I**

+ **C**

*design*_{is} **M A G I C**

MOTIVATION

+ ACTIVITY

Guests, you really need **M**

so you must do **A**

+ G

+ I

+ C

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**

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.

**GOOD GUEST
INTERACTION**

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 **MAGIC**

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**

M

Tight logic

Heroism; control.

+ **A**

Take over shuttle.

+ **G**

Land shuttle; save crew.

+ **I**

Grab yoke and pull up.

+ **C**

Yoke shudders; we fall.

Distant outliers

Revenge.

Record “falling in love” song.

Cure alcoholism.

Answer lunar trivia questions.

Alien enters; teaches card trick.

**GOOD GUEST
INTERACTION**

design **MAGIC**

Tight logic

Distant outliers

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

**BAD GUEST
INTERACTION**

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



LEAVE US BE,
OUTLIER.

HI, GUYS!

QC
PASS!

QC
PASS!

QC
PASS!

QC FAIL:
OUTLIER

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

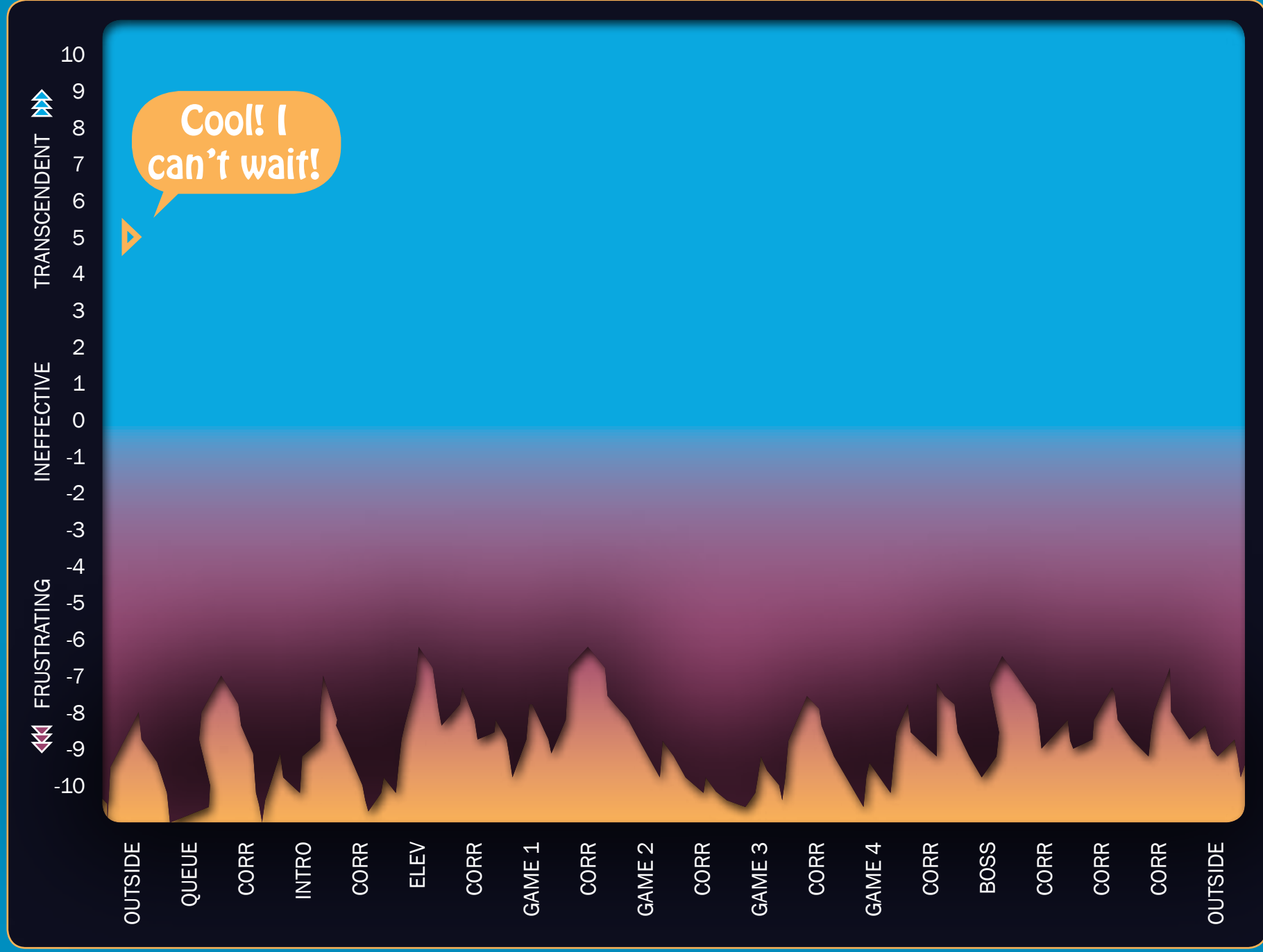
Once you have
worked **MAGIC**
on the experience,
map its likely reception
with target guest types.

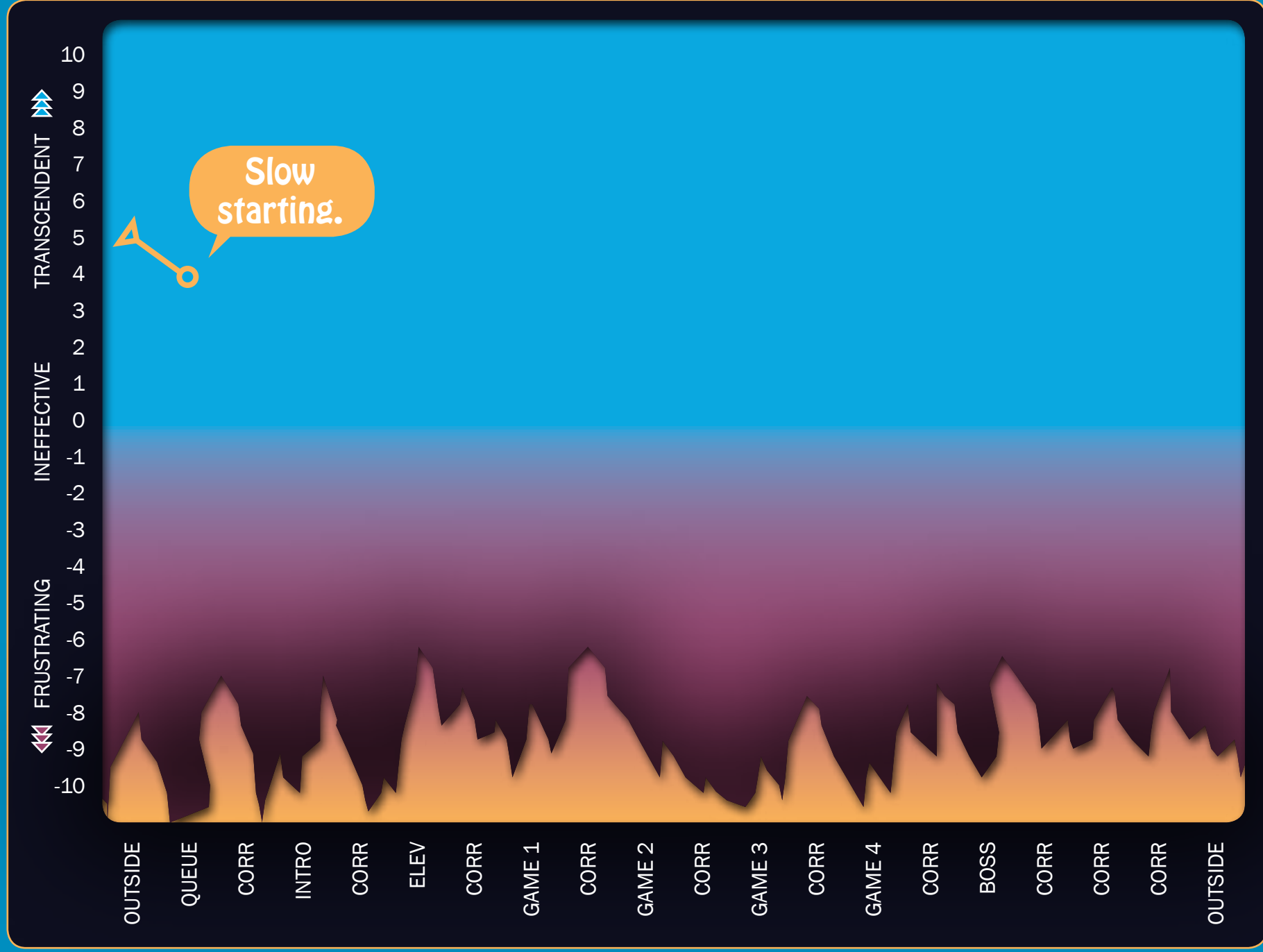


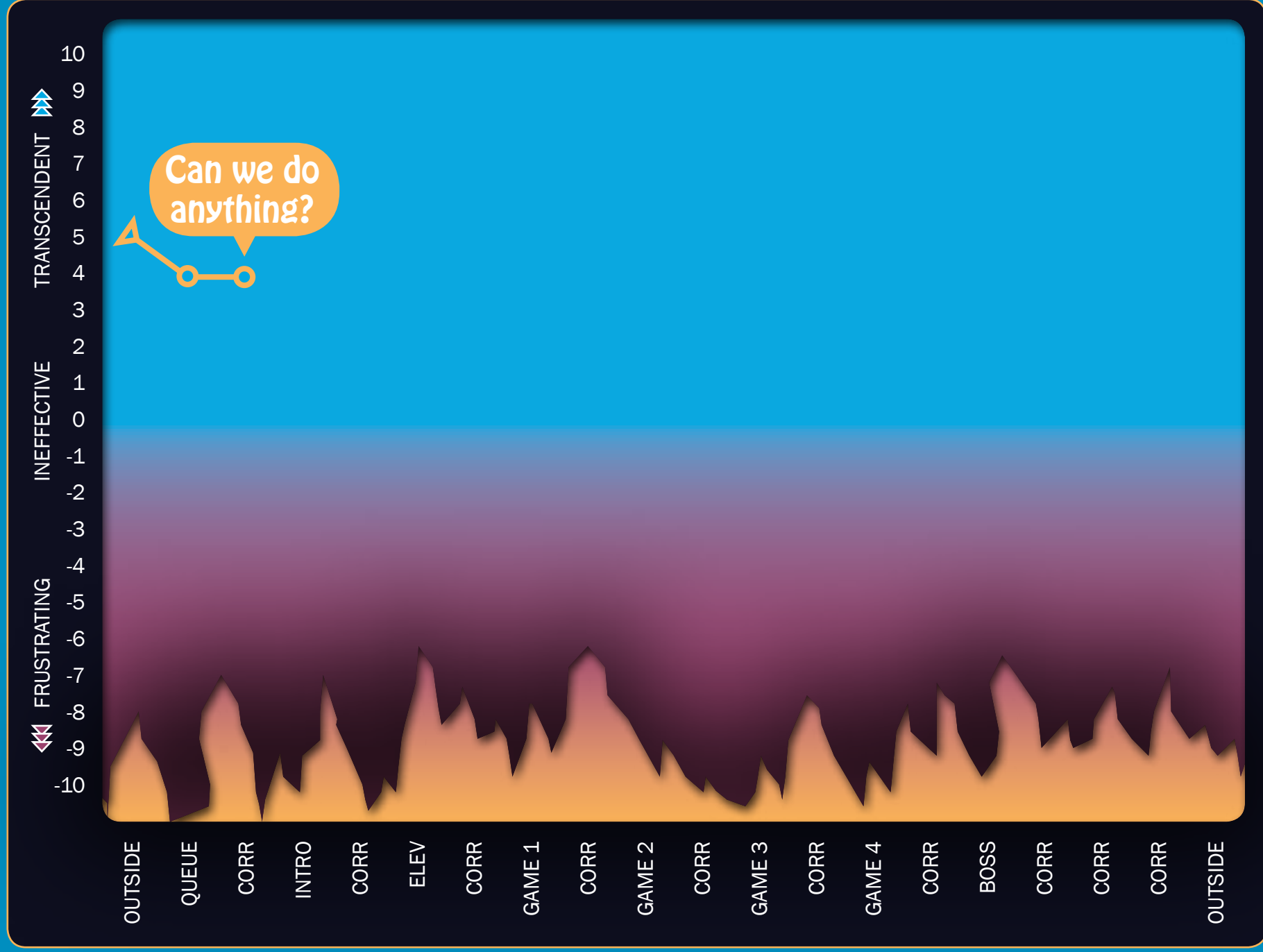
**On an *experience map*,
happy times happen up here.**

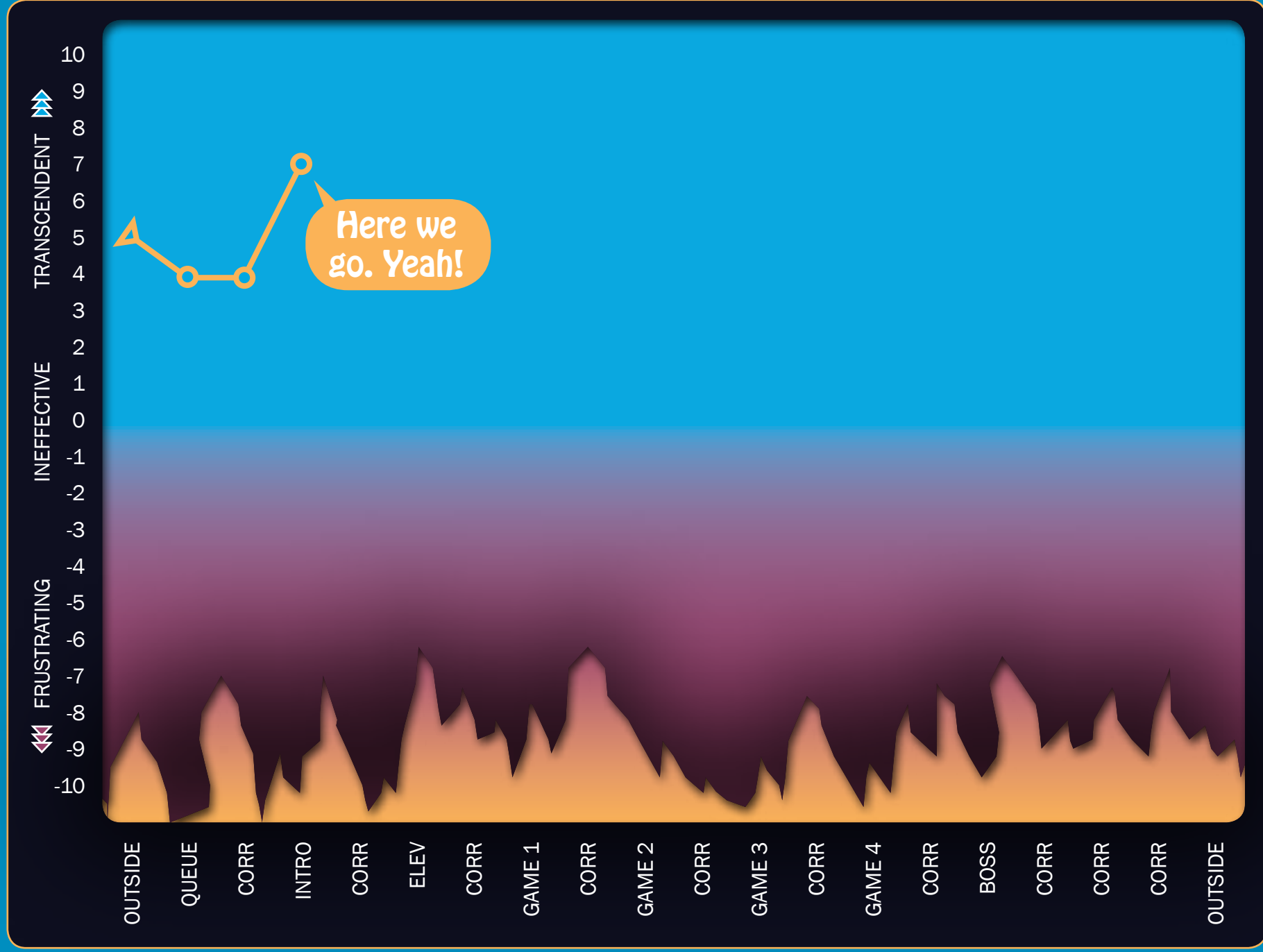
**Meanwhile, bad, scary times
happen down here.**

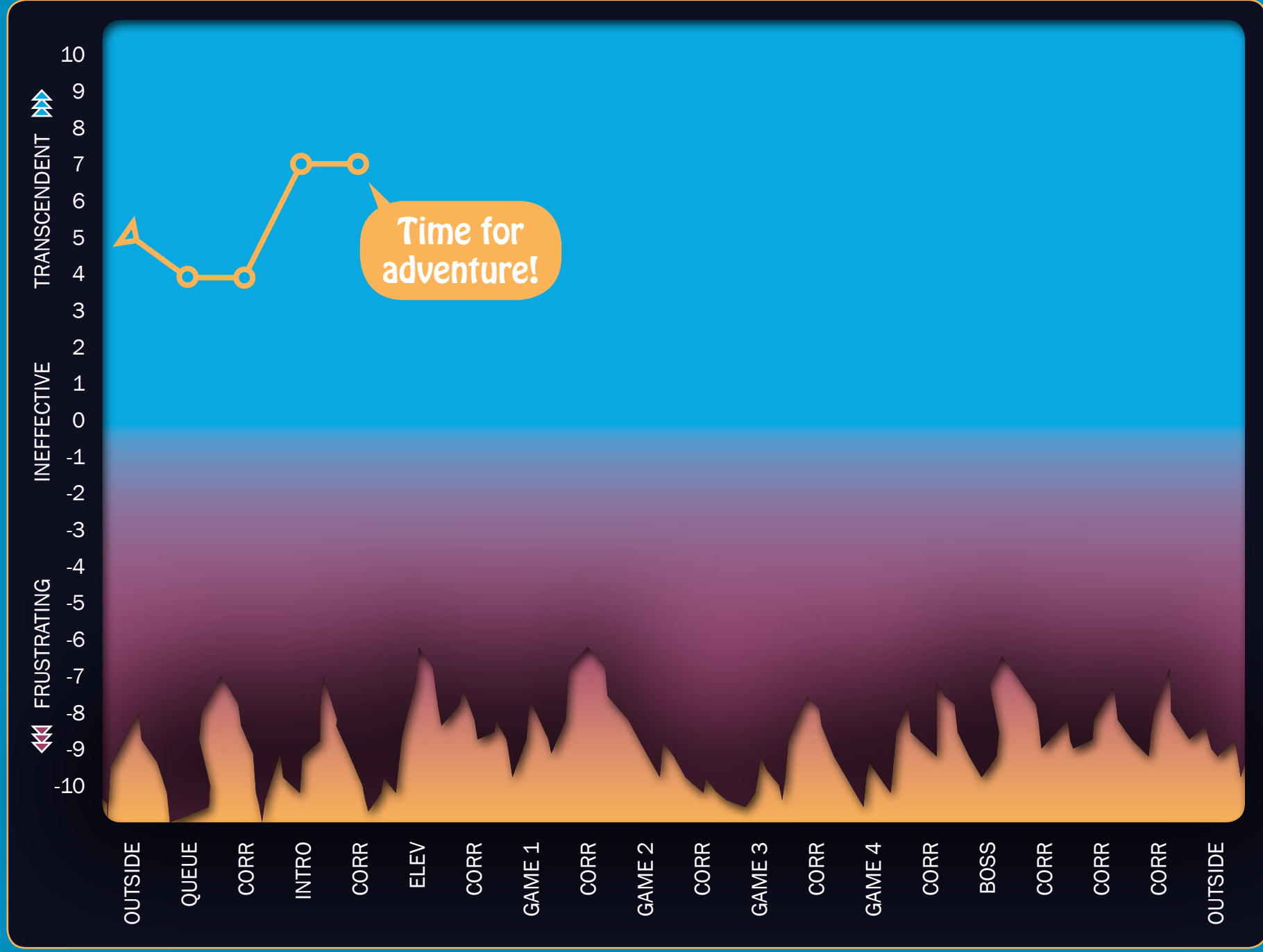
OUTSIDE QUEUE CORR INTRO CORR ELEV CORR GAME 1 CORR GAME 2 CORR GAME 3 CORR GAME 4 CORR BOSS CORR CORR CORR OUTSIDE

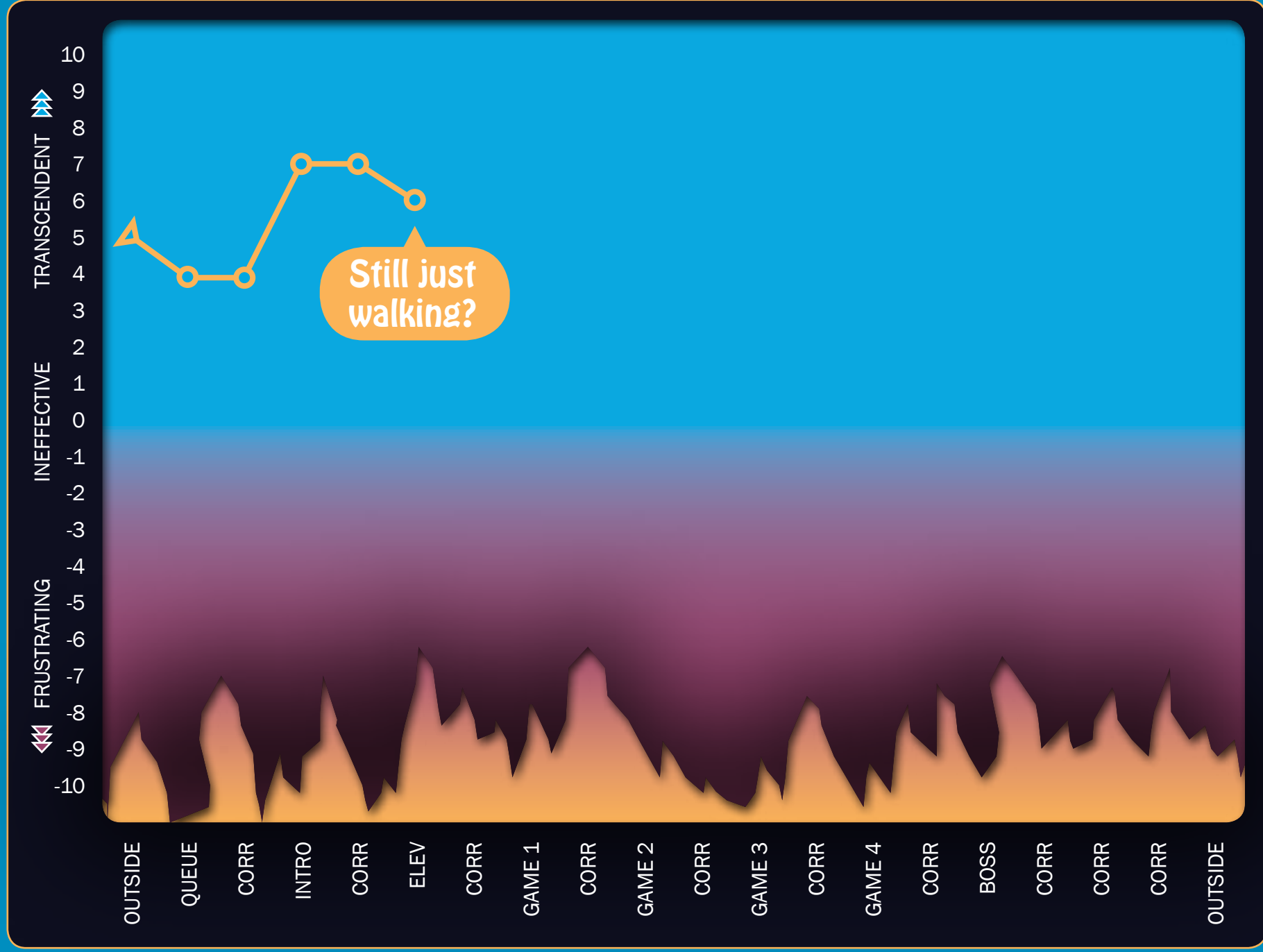


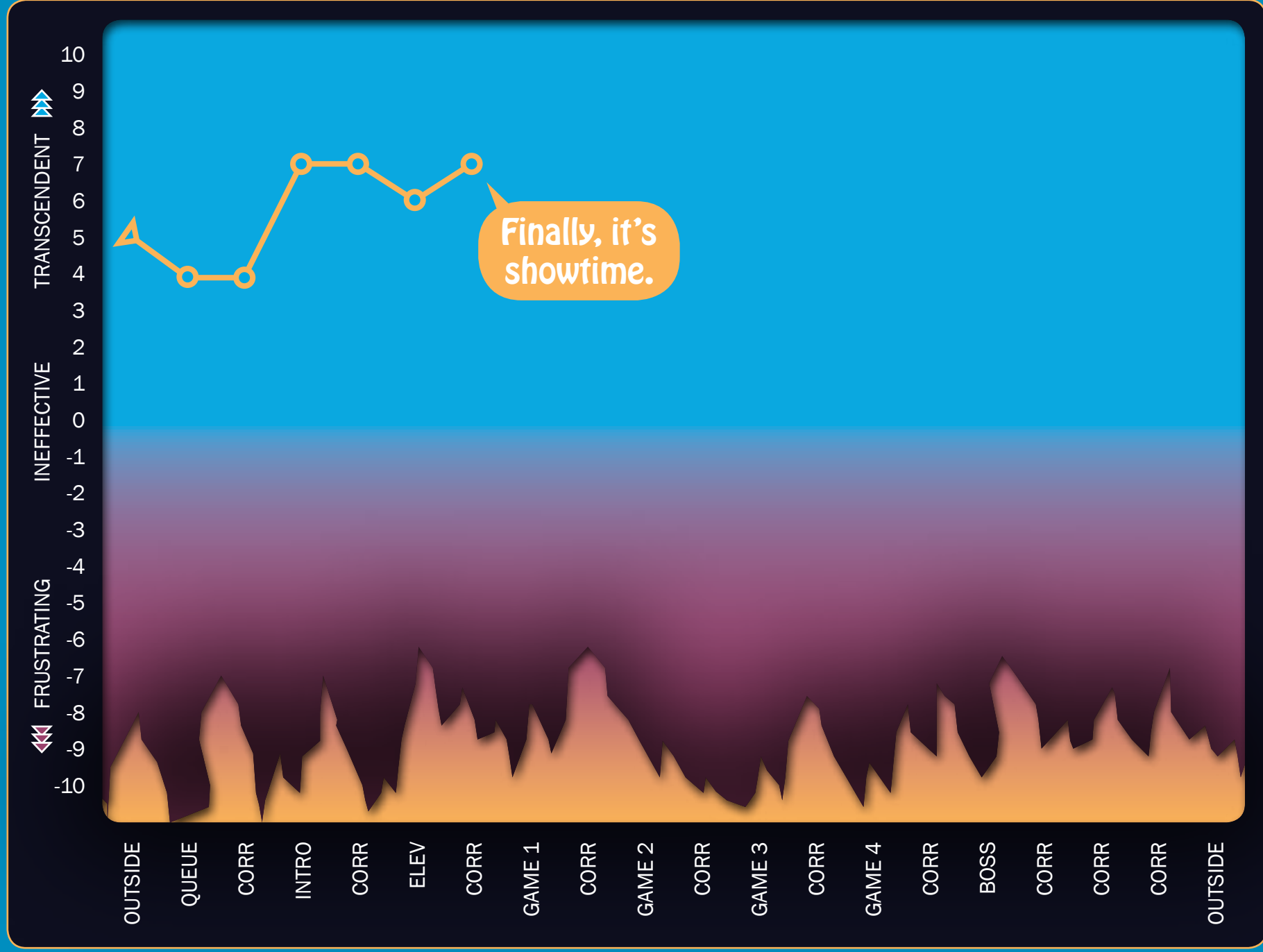


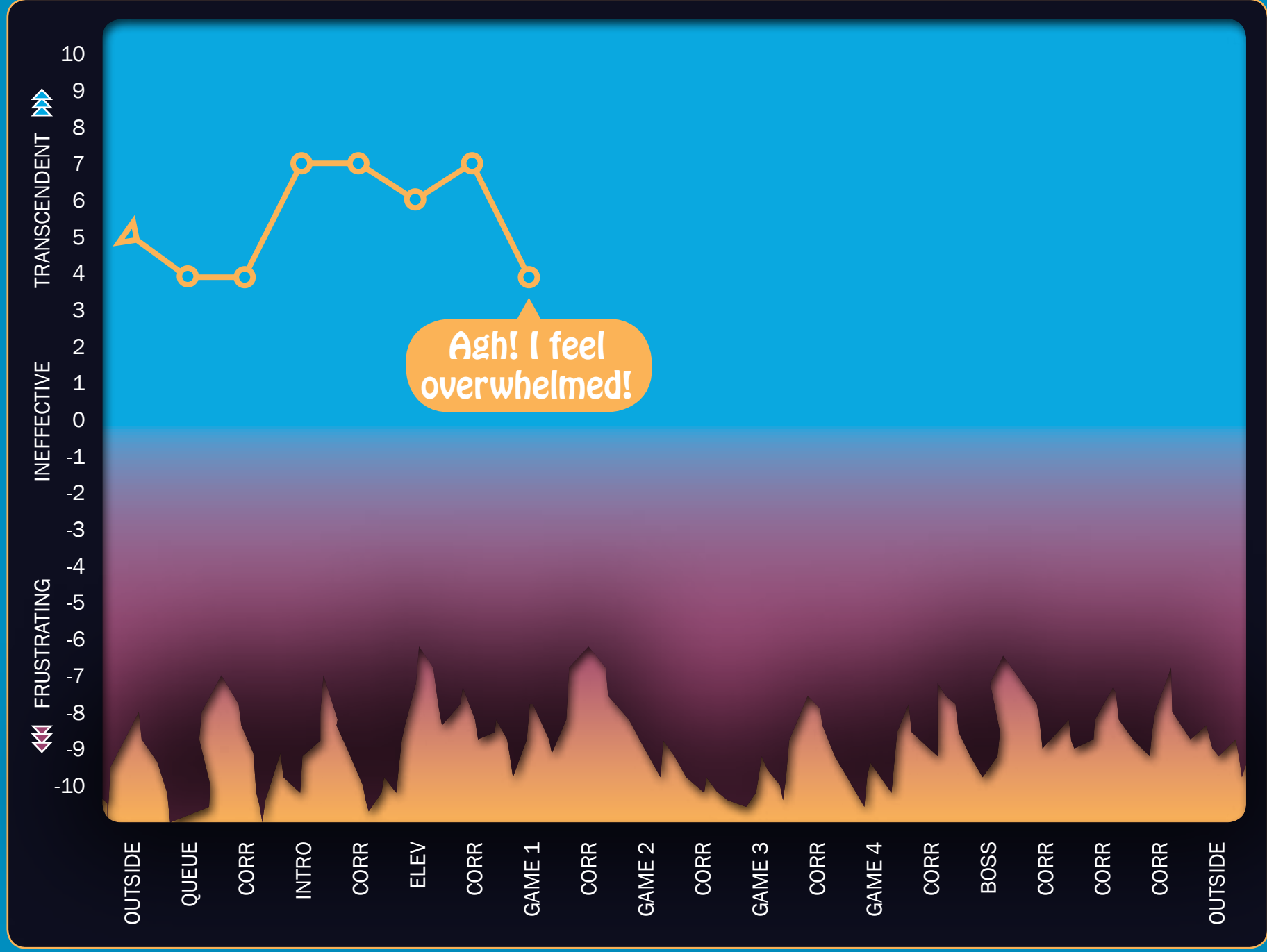


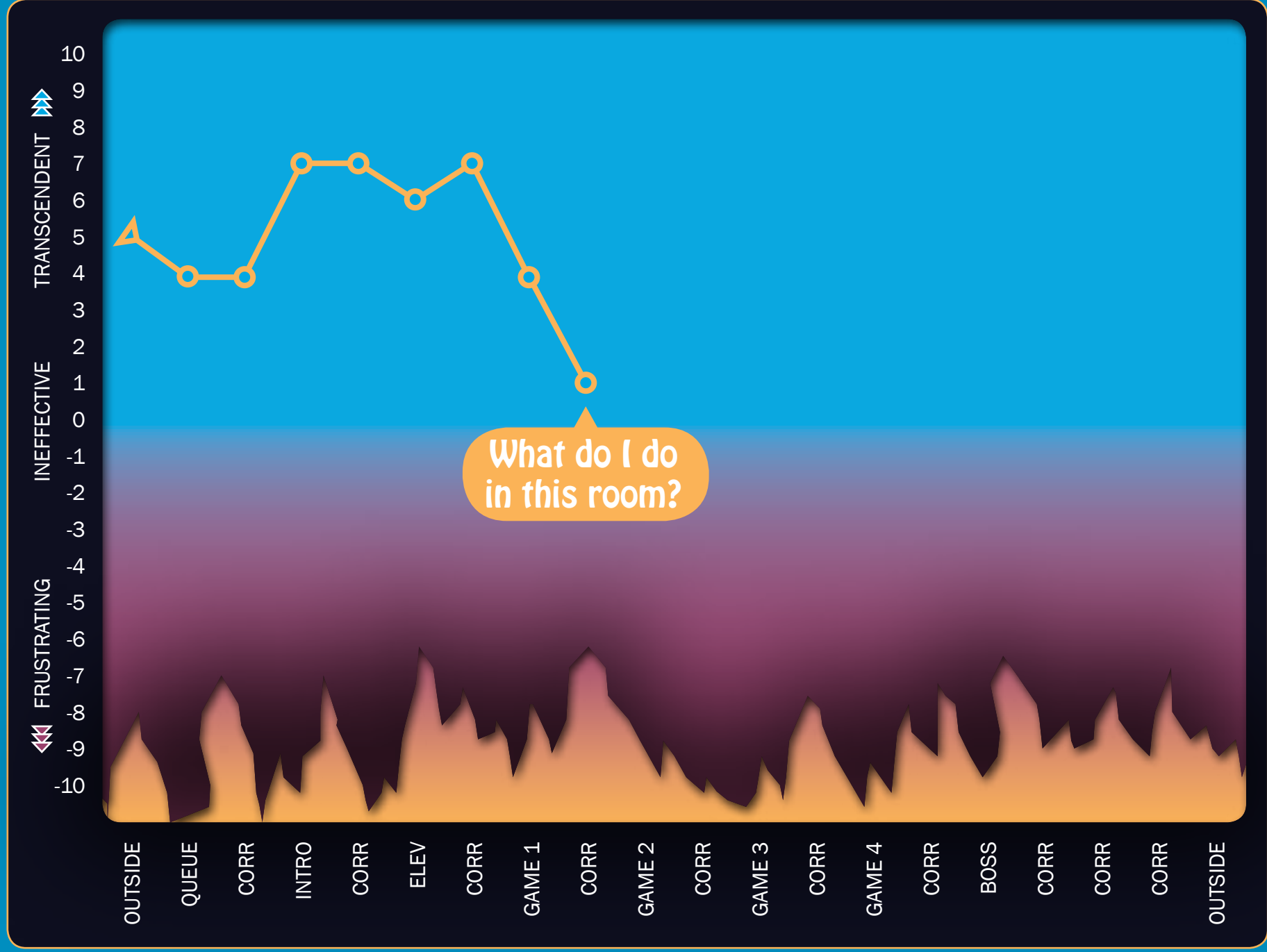


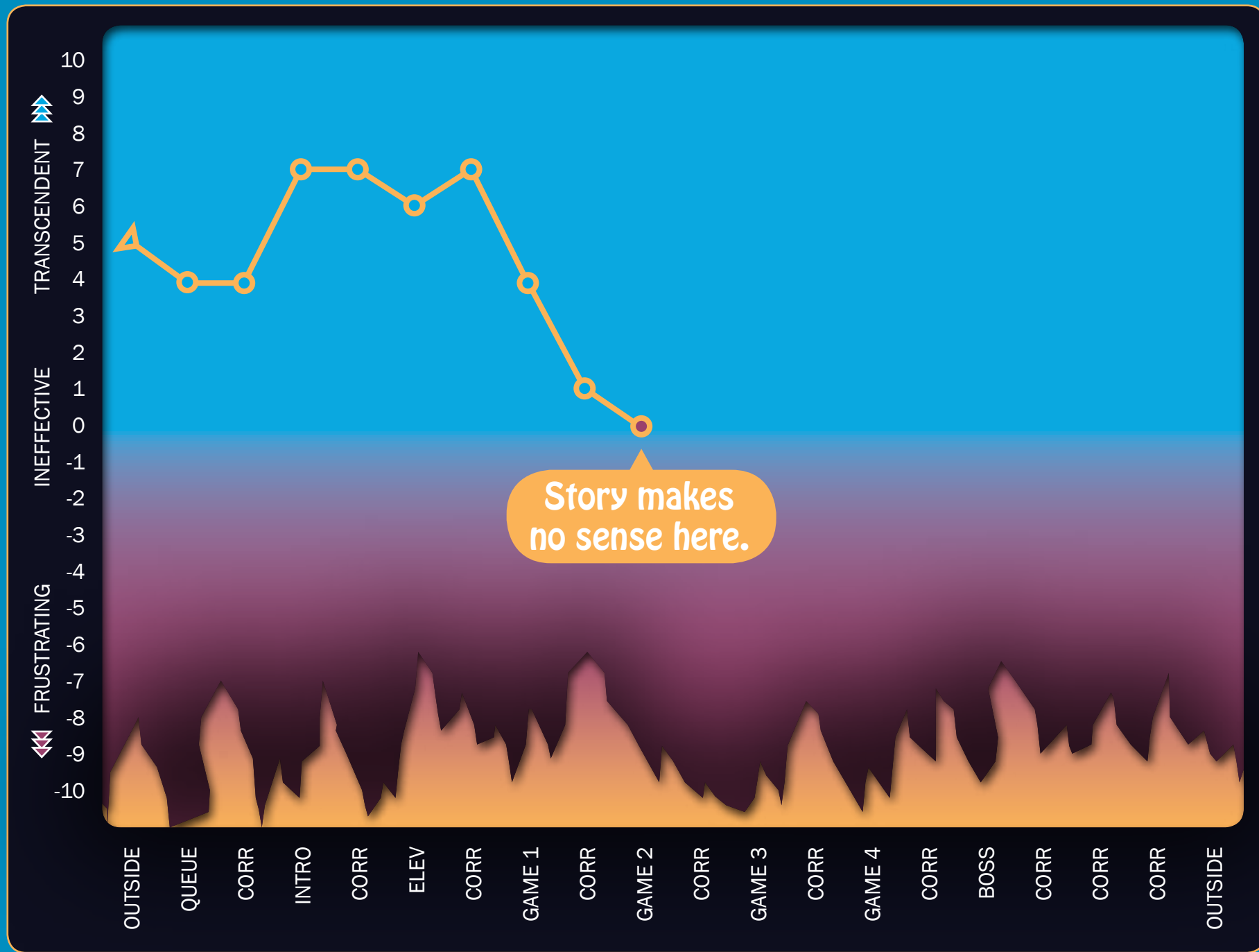


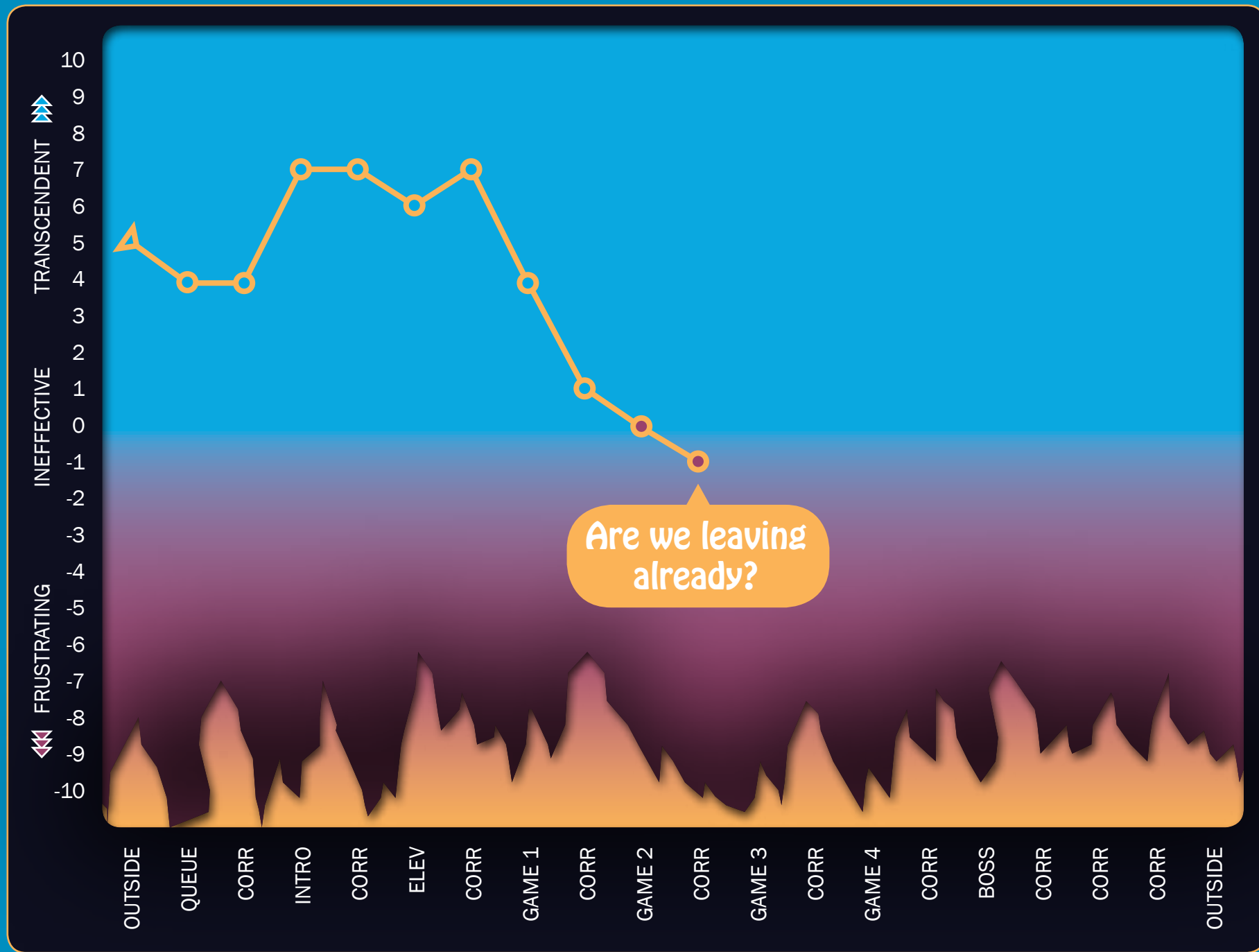


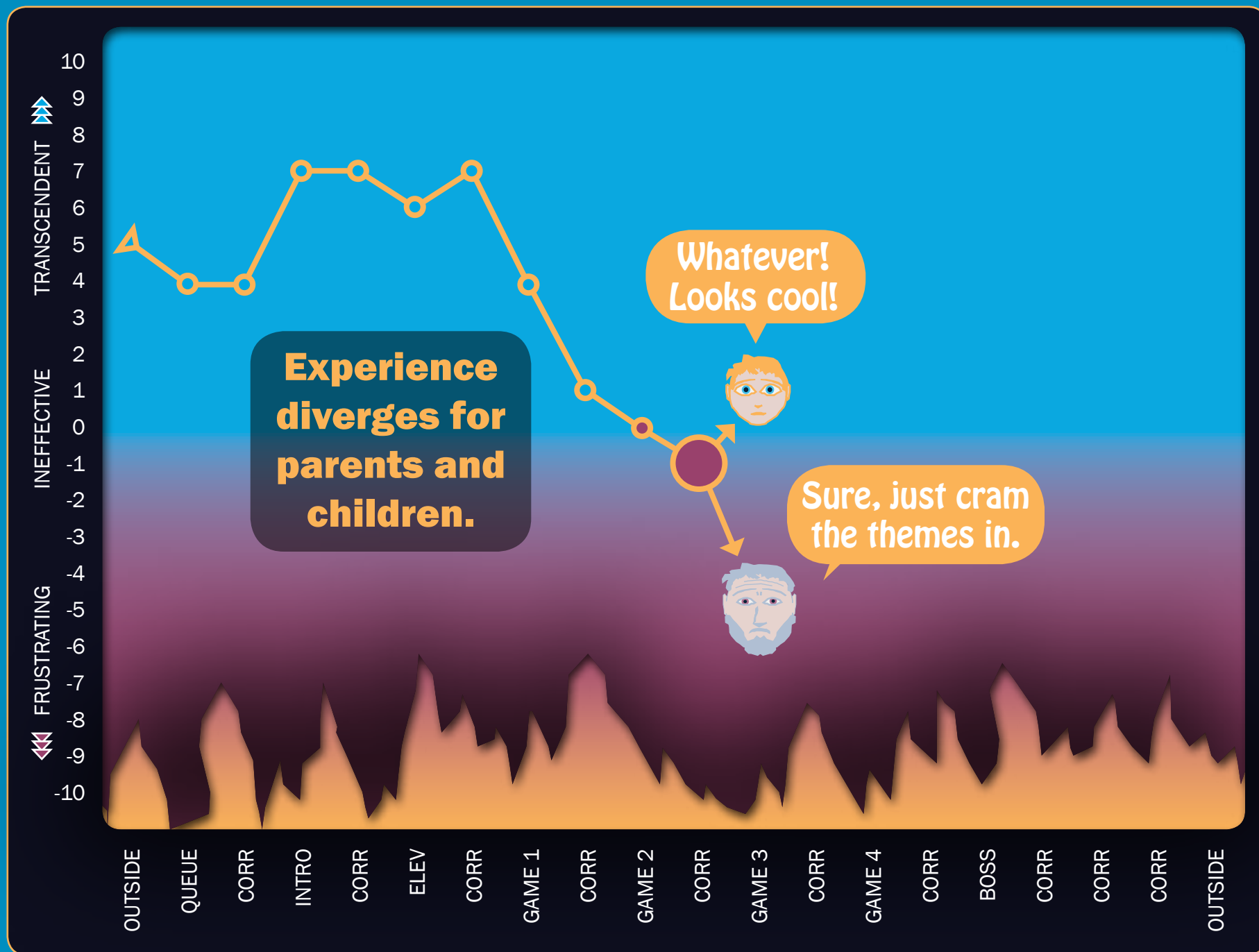


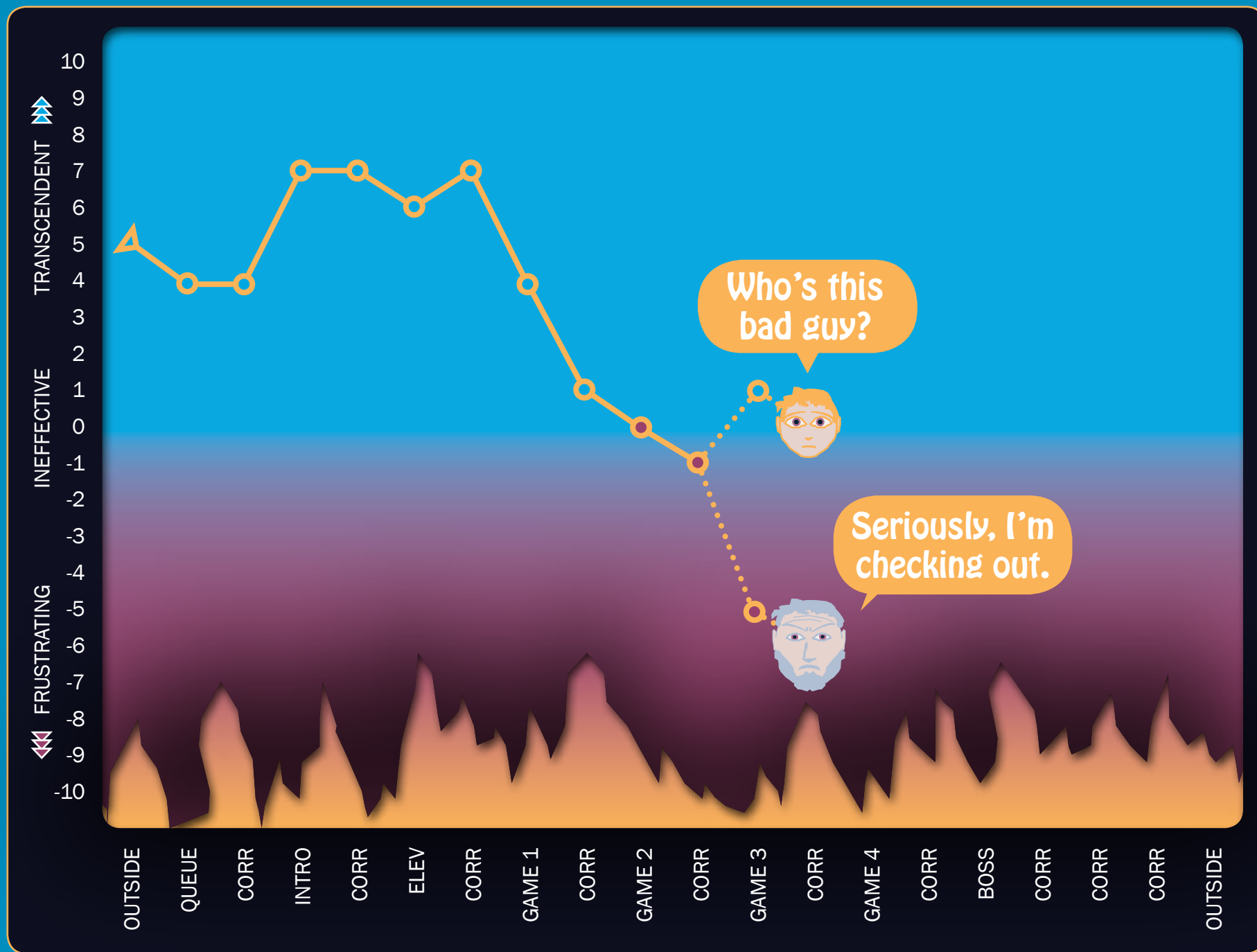


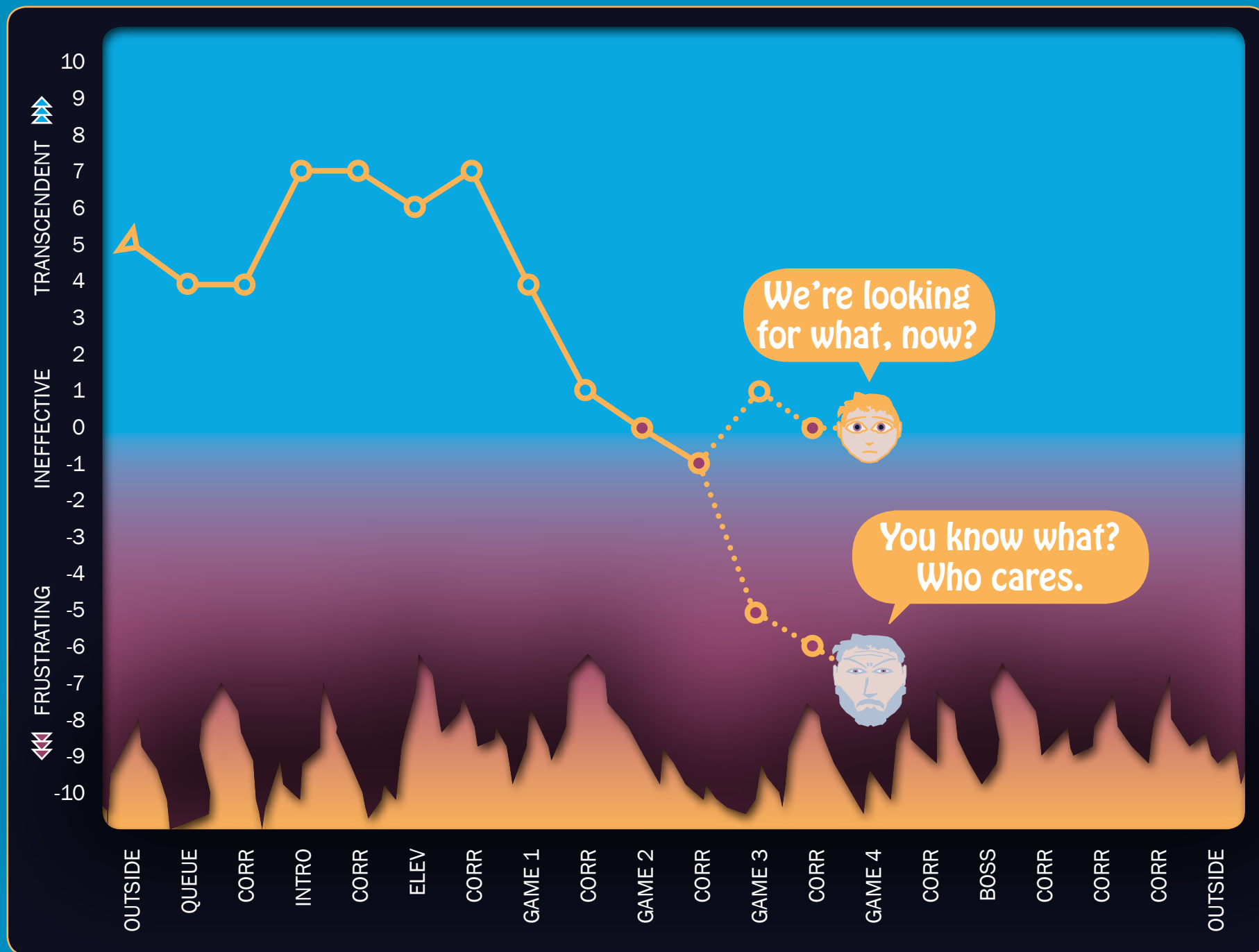


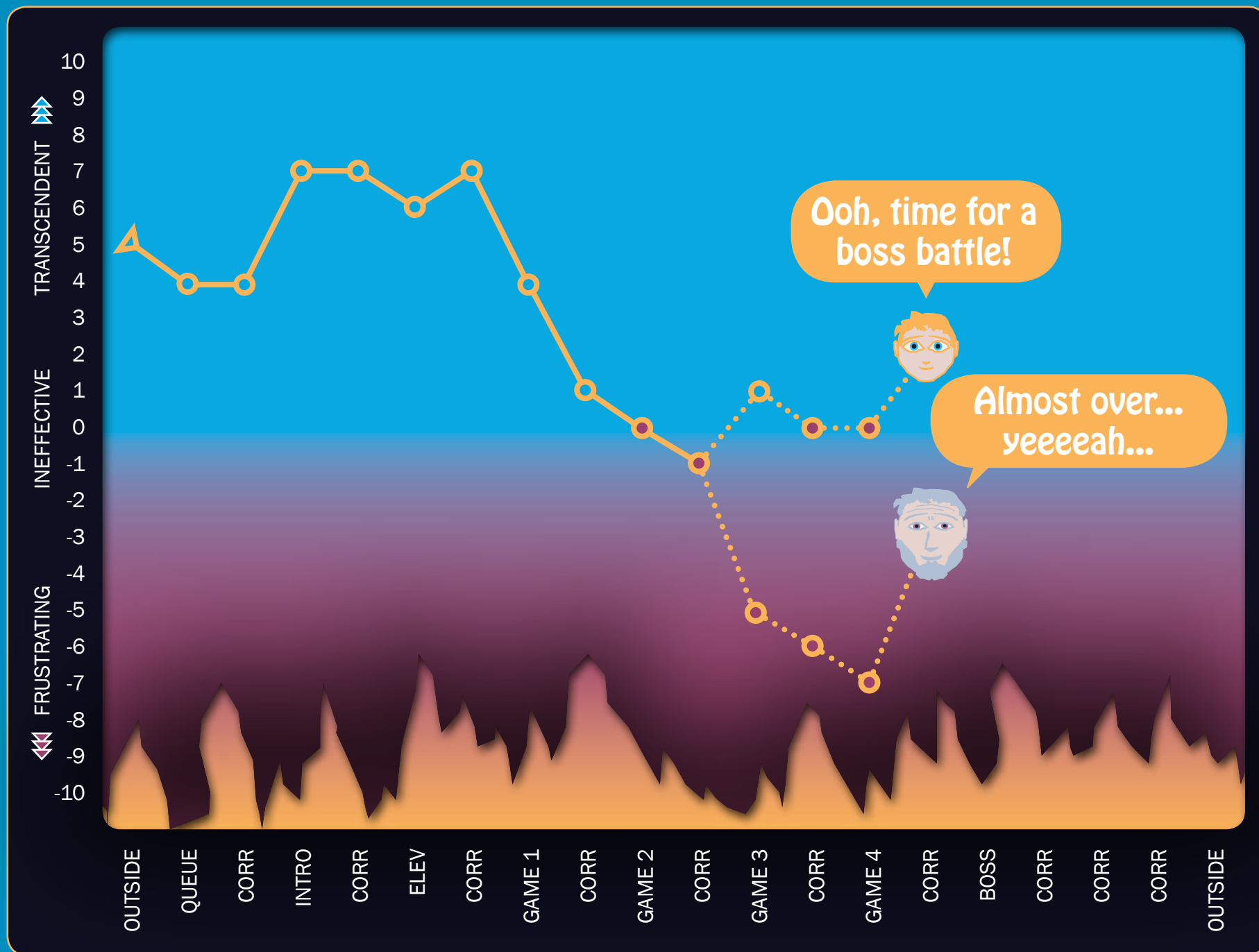


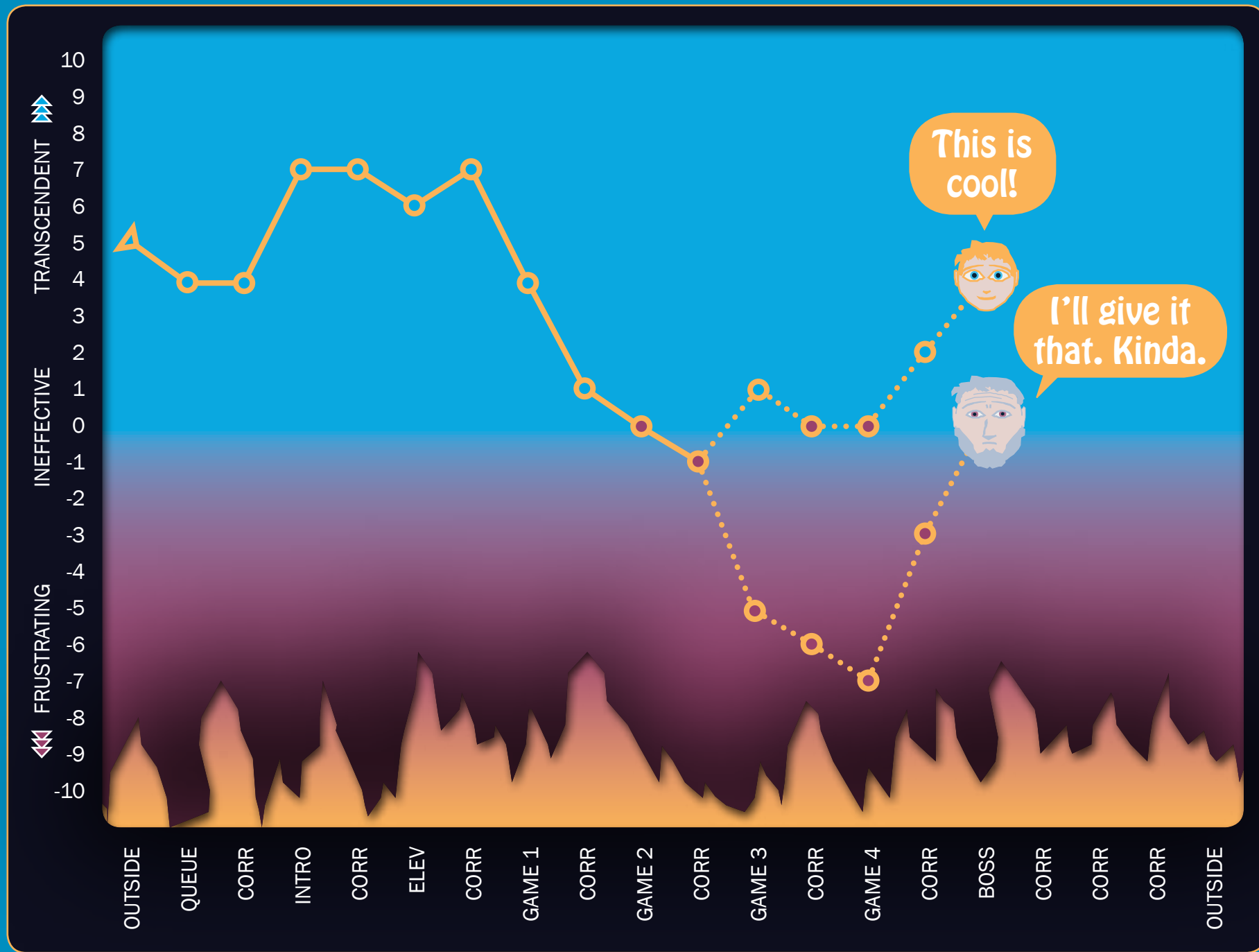


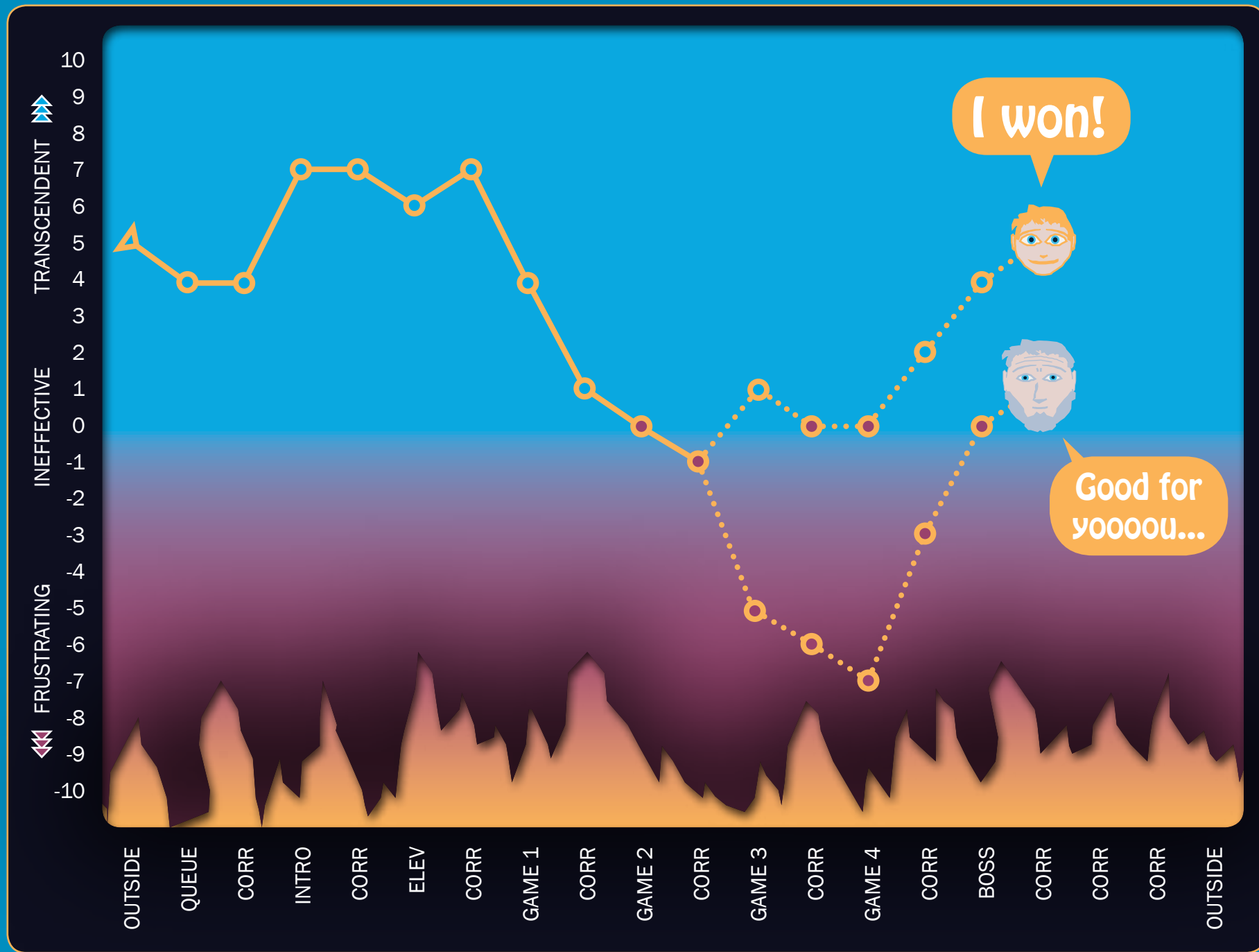


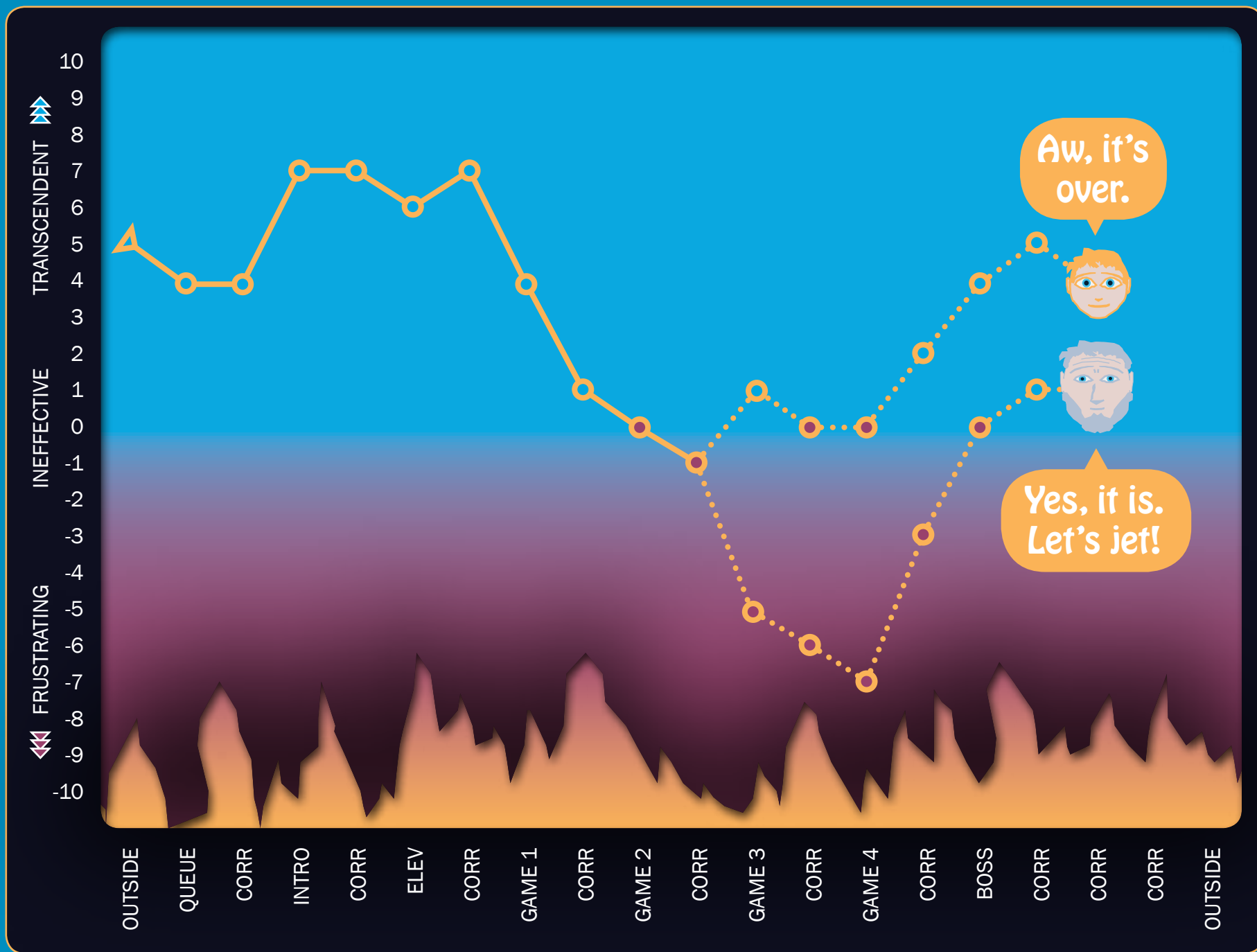


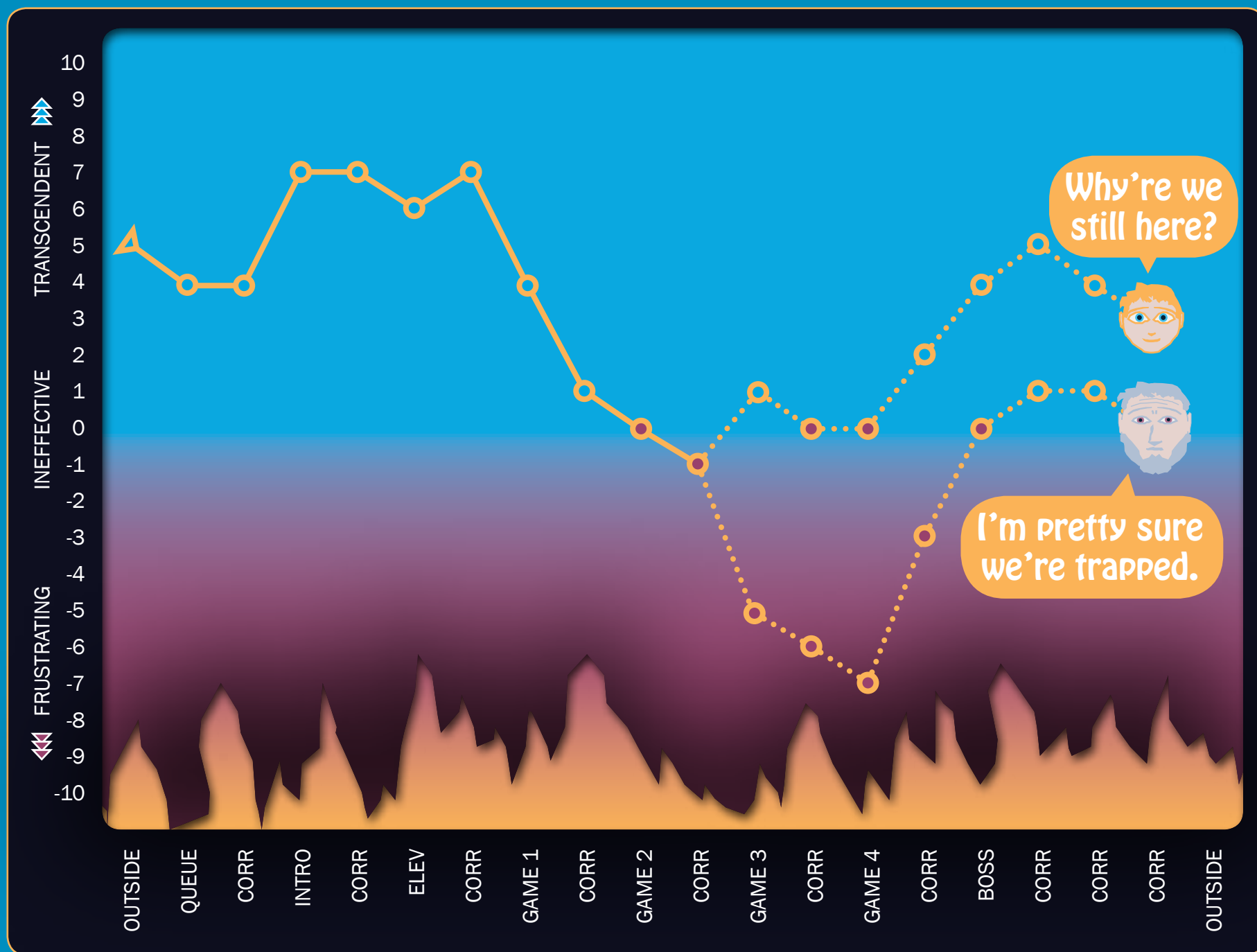


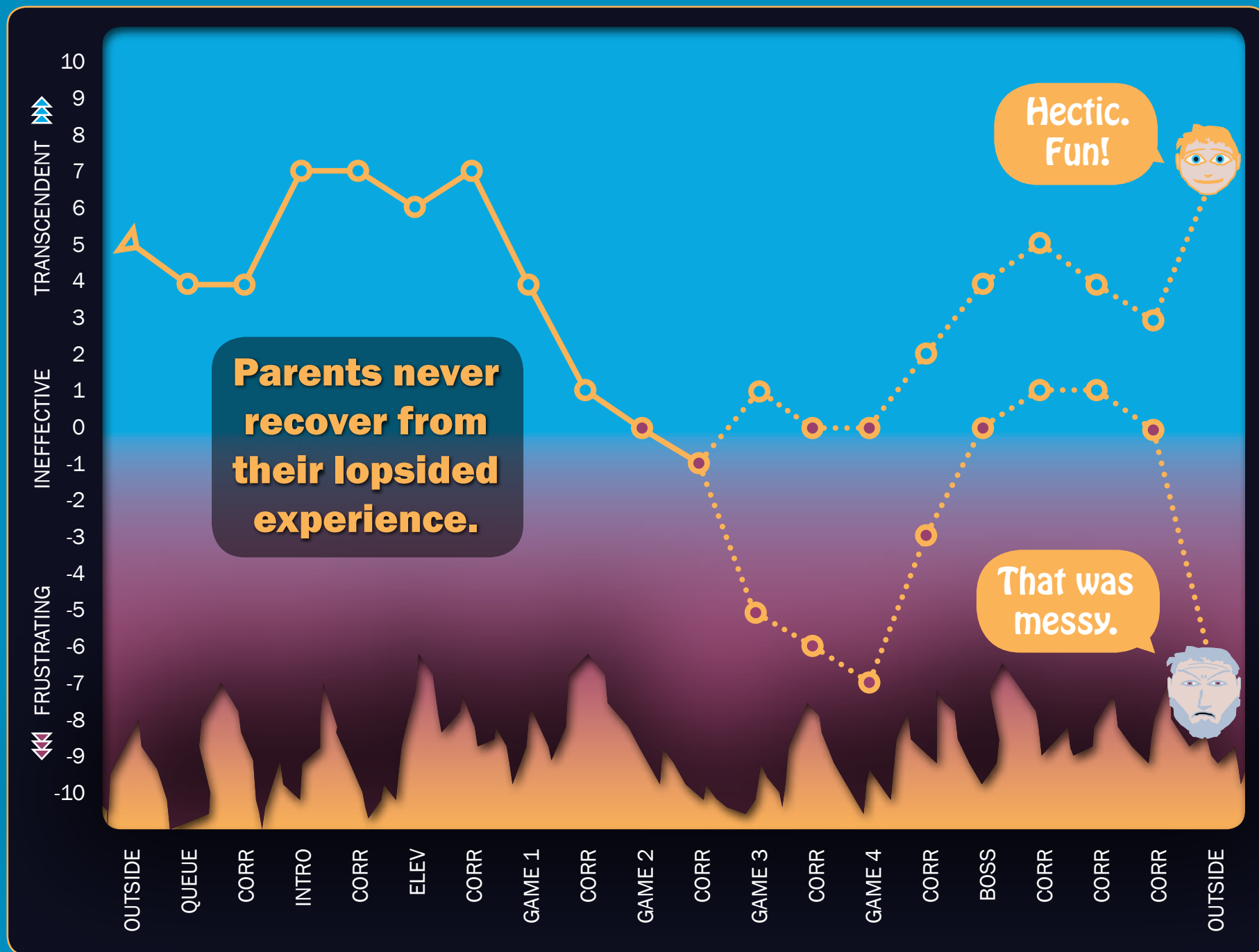


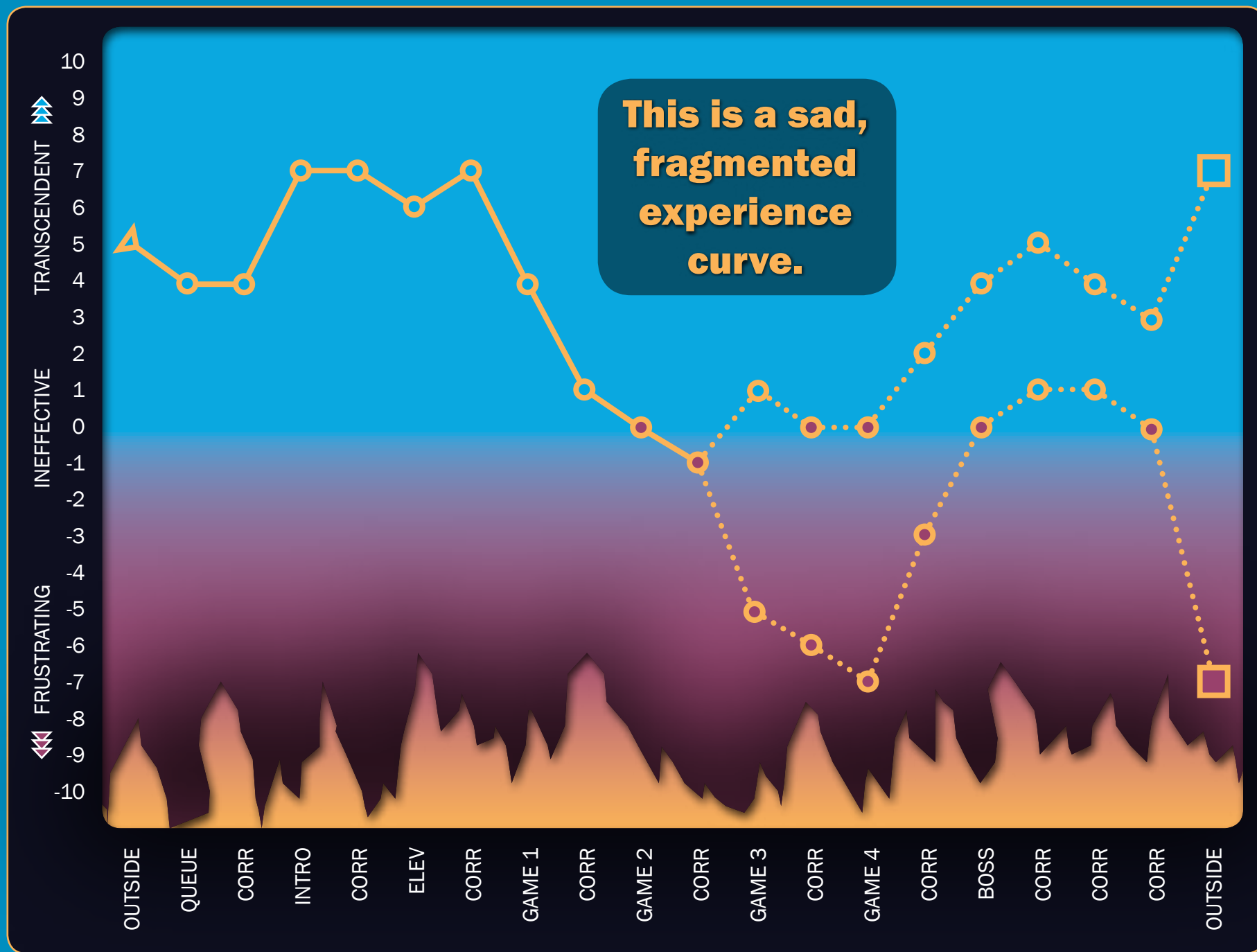




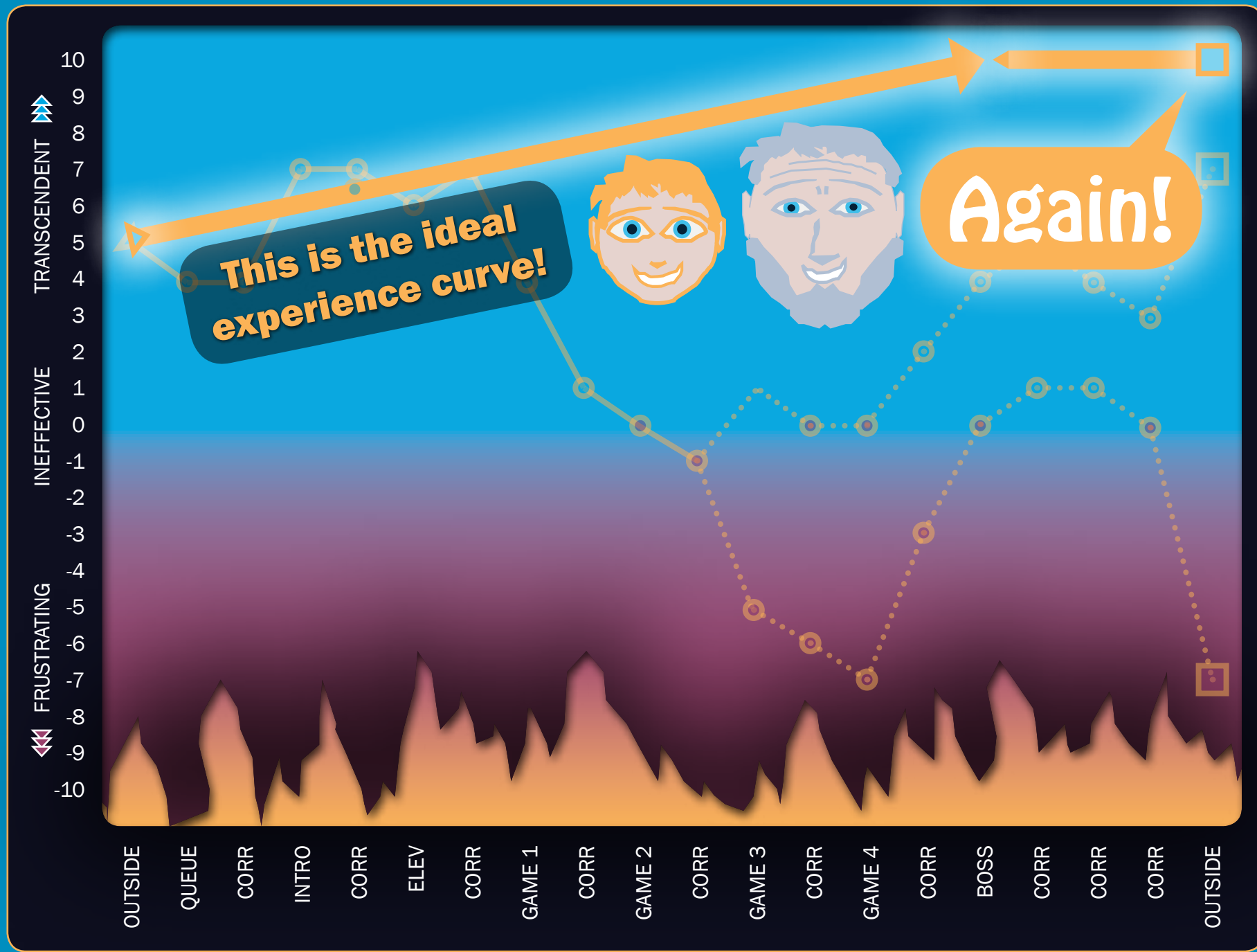








Adjust until you're
confident that the
most guests possible
will have the best
experience.



THIS HAS BEEN

INTERACTIVE

M A G I C

THANKS FOR ENGAGING!



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