

Reimagining the Wait

A Digital Product Strategy for Disneyland



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What we'll cover

01 Problem Definition

02 Vision & Goals

03 Users

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05 Solutions

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08 Conclusion

Wait times are turning magic into fatigue.

Guests consistently report that long ride wait times make the day frustrating and exhausting.

They feel much of their day is spent in line instead of enjoying the park, and many leave dissatisfied despite paying for a full day ticket.

ASSUMPTIONS

Wait times are inevitable

Popular attractions will keep long waits at peak hours because ride capacity is limited.

The app can't reduce actual waits

This doesn't change ride operations or throughput; it improves the digital guest experience.

Guests have the app with them

Most guests use it all day for wait times, maps, dining and reservations.

Quality experiences still matter

Cutting uncertainty, boredom and frustration lifts satisfaction even when the wait stays the same.

✦ 02: VISION & GOALS

There's a gap between the mission and the actual experience.

DISNEYLAND'S MISSION: "THE HAPPIEST PLACE ON EARTH."

APP GOAL

Help guests make the most of their time in the park, from planning before arrival to navigating moment to moment inside.

EXISTING TOOLS

Lightning Lane

Pay to skip the standby line.

Virtual Queue

Join digitally, return when it's your turn.

Disney Genie

Itinerary planning and wait and dining tips.

✦ **Opportunity:** Today's tools help you plan and skip the wait. There's still room to fix how it feels at every stage.

Families with kids are a strong target user group.

Three guest groups along the same life-stage axis.

FOCUS

Families with kids

Young couples

Young friend groups

Long waits hit families the hardest. Kids lose patience quickly, making wait time the biggest source of frustration.

Families have the most at stake. Parents invest real time and money, so every hour needs to feel worth it.

There are different points of friction throughout the wait.

Parents manage the experience for the whole family, children have limited patience, and one bad wait can throw off the entire day.

BEFORE THE WAIT

Is this ride worth an hour of our day?

Families lack confidence deciding what's worth waiting for.

- ♦ Limited time and energy make a long wait a major commitment
- ♦ Parents worry about the wrong choice and missing other experiences
- ♦ Plenty of information, still hard decisions under uncertainty

DURING THE WAIT

Why does this line feel like it's never going to end?

Families struggle to stay engaged.

- ♦ Kids get restless
- ♦ Parents constantly entertain them
- ♦ The queue feels disconnected from the Disney magic

AFTER THE WAIT

Did we make the most of our day?

Families feel the impact of lost time on the rest of the day.

- ♦ Long lines eat into time for rides, shows, and spontaneous moments
- ♦ The day ends feeling more exhausting than magical
- ♦ Guests leave wondering if it was worth the ticket price

Every stage of the wait needs a different fix.

BEFORE THE WAIT

Worth the Wait

Helps families decide if a ride is worth the time and cost before they commit.

Genie plans your day. This is a real-time nudge: is this ride, and Lightning Lane, worth it right now, based on time left, must-dos, and today's priority.

Pain solved: Confident decisions on where to spend limited time and money.

Disney magic: Feels like a Cast Member checking your plan: 'get Lightning Lane for this one.'

DURING THE WAIT

QuestLine

Turns the wait itself into part of the Disney adventure.

Turns queues into ride-themed quests and collectible rewards. Completing one can unlock a bonus nearby.

Pain solved: Keeps kids engaged so the queue becomes part of the attraction.

Disney magic: Unlockable badges, hidden stories, and collectibles.

AFTER THE WAIT

Our Disney Story

Turns the frustration of a long day into a story worth remembering.

Auto-compiles quick clips guests capture throughout the day into a short Disney-style movie by the end of the day.

Pain solved: Guests leave with something to smile about, not just the frustration of a long day.

Disney magic: Editing styles echo real Disney storytelling, Pixar-style intros, Disney-style music.

QuestLine offers the highest value for the effort required.

SOLUTION	VALUE	EFFORT
QuestLine ✦ Recommended	High value Changes the wait itself, directly fixing the core problem, and likely boosts app engagement and time in park.	Medium to high effort New game mechanics and ride-specific content; pilot on a few attractions before scaling.
Worth the Wait	Medium value Helps decide if a wait is worth it, and could increase Lightning Lane conversion, though it doesn't improve the wait itself.	Medium effort Builds on Genie's existing infrastructure, with new logic for tradeoffs and nudges.
Our Disney Story	Low to medium value Emotional impact depends on how the day went, but could support return visits if guests revisit their story later.	High effort Most complex. Integrates attraction data, media, personalization, and auto-generated video.

Success is measured across adoption and the wait experience.

ADOPTION & ENGAGEMENT

- ✦ Queue participation rate
% of eligible guests who start QuestLine
- ✦ Quest completion rate
% of guests who started QuestLine who also finished it
- ✦ Quest engagement
of quest interactions, time spent on quests

WAIT EXPERIENCE (PRIMARY GOAL)

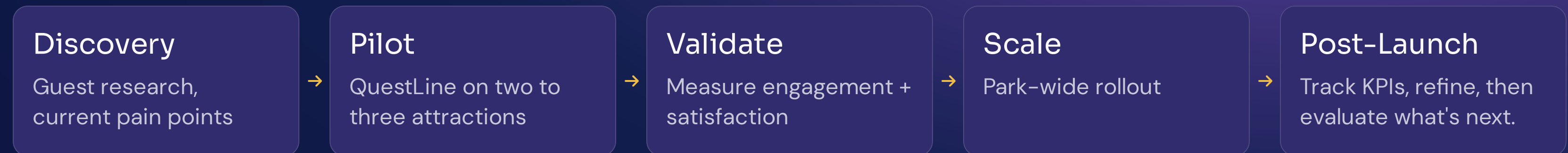
- ✦ Reduction in perceived wait time vs. actual wait time
Measured via post-ride quick prompt
- ✦ Queue satisfaction score
Measured via post-ride survey

✦ NORTH STAR METRIC

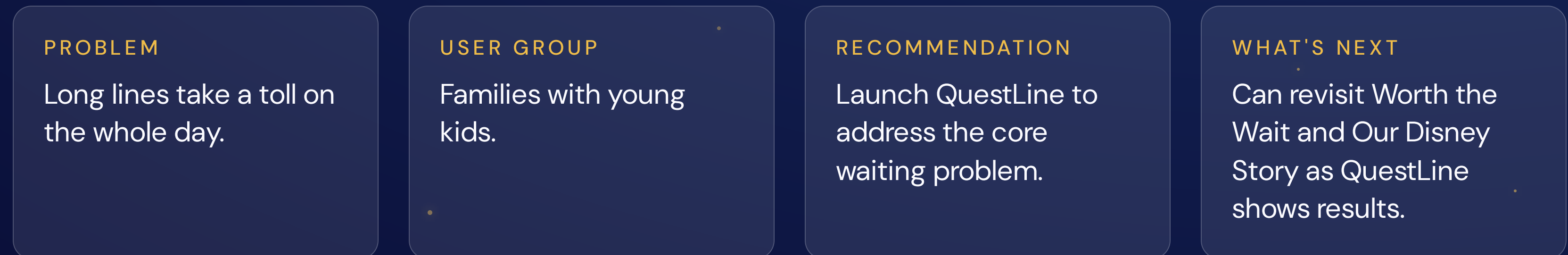
Reduction in perceived wait time vs. actual wait time

Pilot QuestLine first, then scale based on results.

ROADMAP



SUMMARY



Thank You

Questions?