# Wizarding World Wand

## Bring the magic home with you.

## Concept & Treatment

Zach Harper | Katie Hoovestol | Miu Nakata

# Wizarding World Wand - Table of Contents

## Wizarding World Wand - Concept

The Harry Potter wands currently are functional within Universal Studios, but cease their utility once the user leaves this physical space. Our AR-based extension of the wand would allow wand-holders to not only continue their interactive experience outside of the park, but also introduce new opportunities of engagement within the Wizarding World. Allowing users to earn real-world park rewards the more they engage with the app, this extension of the pre-existing wands would create more user agency and opportunities to dive deeper into theme park experience.

# Wizarding World Wand - Concept

# Wizarding World Wand - Audience Breakdown





Per earlier audience research conducted, we focused on creating a product for what we termed "aspirants" (fannish theme park goers actively invested in the relevant IP) and "performers" (theme park attendants who focus on the role play behavior of theme parks. However, because theme parks are inherrently social and communal, we had to be sure that our guest experience would not interfere with any other park goer's in-person experience, hence why the experience is limited to one's personal device.
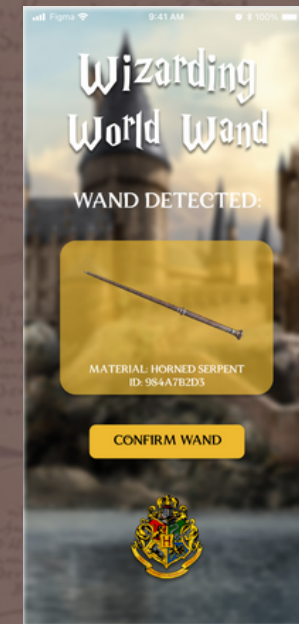
# Wizarding World Wand - Product Design

## *Onboarding Exclusive to In-Park:*

- Both to maintain security of the wands and to incorporate pre-exisiting authentic experiences, account installation would take place in Ollivander's Wand Shop.

Ollivander's Wand Shop Experience in Universal

# Wizarding World Wand - Product Design

## Tech Overview:

We are looking at **Unity** as our software of choice to develop this application. Unity (also the software used for *Pokémon Go*) would allow us to utilize *markerless*, *location-based*, and *recognition-based AR*.

It is important for this experience that we are proposing a *mixed reality* experience in order to keep authentic with the theme park experience.

## Wizarding World Wand - In the Park

Once arriving to the Wizarding World section of the part, users engage in the onboarding experience registering their wands.



After registering, users have a variety of instances in which they can continue utilizing existing wand interactions in the park.

# Wizarding World Wand - In the Park

*Added Interactions:*

- Existing interactions have more visual effects in the app
- Gain <u>real-world rewards</u> (free butter beer, access to quicker lines, discounted merchandise, etc...; detailed on page 12)
- Utilize object recognition based AR and QR codes to interact with physical objecrsunderstand more of the Harry Potter lore with buildings and objects
- <u>QR code quests in the park</u> (page 13)

## Wizarding World Wand - Rental Option

Visitors not sold on purchasing a wand may rent a wand from the shop. During this process, visitors register for an account that will establish their initial progress that can be leveraged should they purchase (and log the wand rental to their individual account). Visitors rent the want for the day and return at the end when they have the option to purchase a wand.
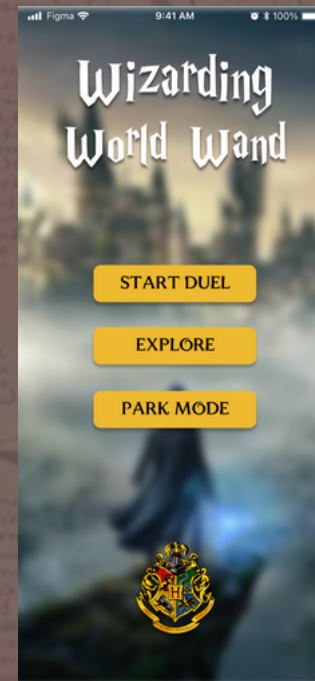
## Wizarding World Wand - At Home

The At-Home Experience gives users the ability to continue collecting points towards rewards and allows them to duel friends and progress throughout their wizard journey.

Friends can meet up and duel with one another giving the wand and the different spells in the Harry Potter universe further utility.

## Wizarding World Wand - At Home

Users may progress through their journey by exploring and capturing various 'Fantastic Beasts.'

Users will gain experience points and continue accruing rewards by consistent interaction with the application. This further enhances the experience and interaction with the wand.

## Wizarding World Wand - Returnability

*Real World Rewards:*

Per prior audience research, the main reason our target audience would engage in an extension of the Wizarding World theme park is if it led to real-world benefits to their in-person, in-park experience. This includes shorter lines for rides, free food options (butterbeer pictured), and reduced prices for merchandise. The more points users earn, the more benefits they would recieve over time.

# Wizarding World Wand - Returnability

*Seasonal Rewards:*

The in-park quests would be seasonal, which would encourage park goers to return to the park with their wands. One of the major pains we learned from our audience participants was that the wands lacked utility both outside the park and also once one completes all the interactivity offered inside the park. Seasonal quests would mitigate this pain and offer new ways of engaging with the theme park world.

## Wizarding World Wand - Returnability

*Social Rewards:*

The app extension also offers ways of engaging with others socially, whether it be in-app, in-person, or over social media. With options like bringing your magical creatures back to the park, there are a variety of ways to share this experience with friends, which is ultimately a big drive for the majority of our audience.

**Wizarding World Wand - Notes**

- User Experience Flow Chart on Figma
- Prototype Figma Flow Chart
- Google Drive
- Trailer