Finding those lost in a crowd

Using technology to ease parents' anxiety when a young child goes missing at an amusement park.

RESEARCH

There are a lot of choices when it comes to amusement parks. The reunion of missing child or missing parent begins when researching which park to attend.

PURCHASE

The process continues when parent purchases tickets or makes plans to take their child to a park. These interactions are opportunities for education & research*.

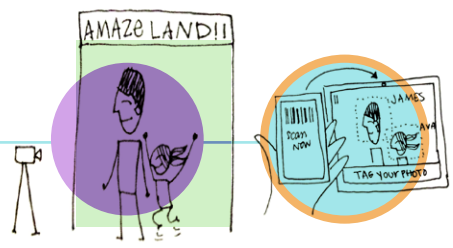
TRAVEL

REMINDER

Using GPS*, an app sends a parent a reminder notification to take a photo of all children and share cell number upon arrival.

ENTER

OPTIONAL



A fun photo-booth at park entrance, with easy 'tagging' touch screen helps identification if someone goes missing. What clothing is a kid wearing? What does her hair look like today? May be a revenue driver & data collection opportunity for the park, too*.

PLAY

EXIT

REVIEW

A positive experience leads to great reviews on Fourquare, Yelp, and Google+! Even though they had a little scare, parent & child are sure to return to AmazeLand!

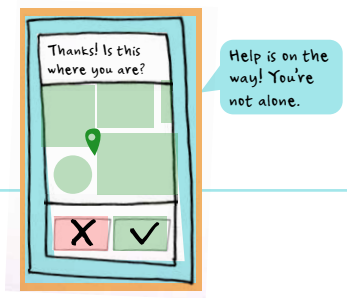
Parent realizes his child is missing.

EITHER

Parent asks security officer for help directly.

Officer enters relevant information into internal app. Child's pre-populated information becomes accessible by entering child's name*.

Parent uses consumer app to identify which child is missing by name, age, & photo*. **Immediately** alerts staff.



Parent identifies current location. Nearest security staff joins parent; human contact is important in high stress times.

Officer helps parent with the search as they both wait (anxiously) for an update. Officer helps parent keep calm.

Parent & guard receive notification that child has been found & is safe. Parent & guard notify child's guard they are on their way. They make their way to the child.

Child pushes emergency 'blue light' button*. After quickly confirming the child is lost, an alert is immediately sent to staff.

Nearest security staff joins child & enters relevant information into internal app. Parent's pre-populated information becomes accessible by entering child's name.

Child realizes her parent is missing.

prime opportunities for additional research & prototyping

EITHER

Child asks security officer for help directly.

Officer enters relevant information into internal app. Parent's pre-populated information becomes accessible by entering child's name.

Officer stays with child, and helps her stay calm. Officer engages child with games, information, & (possibly) juggling.

Guard receives notification that parent has been found and is on his way, accompanied by another guard.

Through rigorous analysis of data collected within their app, parks will identify opportunities to create a better experience for all patrons. One way to do this is to reduce the risk of a lost child. Metrics on hot spots for missing children & other information can be helpful in eventually eliminating the need for this app altogether.

PARENT + CHILD | PARENT | CHILD | SECURITY STAFF | DATA GATHERING