

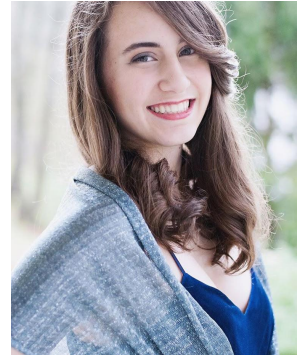
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Title: Effects of an Interactive Mobile Game on Movement in a Queue Line at an Amusement Park



Abstract

In amusement parks, almost everything has a line, from entering the park to exiting the park. To eliminate the tedious part of waiting in the line queue, theme park engineers and designers have implemented interactive systems, videos, and themes to immerse guests in their experience. The inclusion of interactive line queue experiences has been shown to increase positive perception of an amusement ride, even when some patrons do not participate in the experience but instead watch others play. Expectations of guests continue to grow and develop, which included the interactive line experience. This study focuses on the implementation of an interactive system into a queue line in order to eliminate common problems on lines with these interactive systems. The main problems focused on were congestion, park experience, and time perception. Following IRB approval, voluntary participation of children was recruited through the recreation department and a class at Pawling Elementary School. Pre & Post surveys were administered to participants (n=16) both at the roller skating rink in Pawling, NY and online prior to a virtual class rollercoaster. Results illustrated that with the virtual queue, people had believed they had waited longer than predicted ($p=0.072$), while people in the physical queue believed that they had waited shorter than predicted. This shows that by introducing interactive line queues, patrons perceive time waited as less than it is. Future research should explore the impacts of interactive line queue activities on time perception investigating long wait times and different line experiences.