



## XMOD Ultra, the key to improving Visitor Experience

Brought to you by Vision XS Ltd, world-wide industry strategists, XMOD Ultra is a comprehensive, metrics driven evaluation tool that delves into every level of the visitor experience you deliver, pinpointing exactly what works and what doesn't. Developed by mathematicians, psychologists, statisticians, and market researchers, it scientifically identifies key drivers and offers proactive solutions that will help you connect with the needs of your visitors. Its analysis informs on value, pricing, master planning and return on investment. The Vision XS process can either lead on business planning or support such within an organisation. In short it is an incredibly powerful strategic tool but also one which produces tactical outputs, 'quick wins', at the same time.

### Turn experience & guesswork into insight

For the first time you get scientific evidence that tells you everything from the viability of your pricing policies to which age groups get the most and the least out of their experience when they visit your venue or destination. There's never been a more comprehensive analytical assessment of how your product offer engages with your visitor.

#### Sample Report

The information in this document assumes that you have either received a presentation of XMOD Ultra - visitor experience modelling and all that it can do for you, or have at the very least reviewed our website. [www.visionxs.co.uk](http://www.visionxs.co.uk)

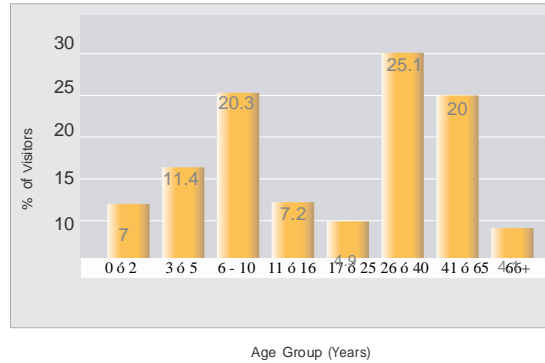
If you have received neither then we recommend you briefly take a look at the website to familiarise yourself with this tool and to read relevant case studies. Alternatively call Chris Webster, Chief Executive of Vision XS Ltd who would be delighted to offer an overview to support the sample report you are about to read. Telephone: +44 (0) 7787 563392, email [chrisw@visionxs.co.uk](mailto:chrisw@visionxs.co.uk)

## Introduction, Objectives & Glossary of Terms.

The introduction helps readers understand the background to a project, including the organisational objectives for undertaking the study. The glossary of terms helps readers understand the definitions as we move forward in interpreting the report.

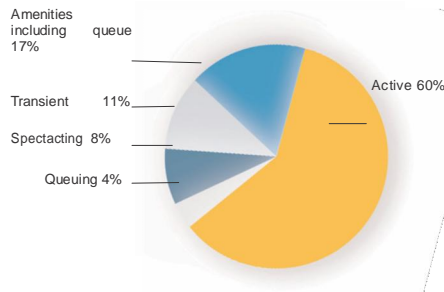
A COMPONENT is an area which engages the visitor such as a show, an exhibit, a ride, etc. It can also sometimes be a gallery IF the gallery doesn't substantially change within itself.

AN ELEMENT is part of a component and could be



We also look at the distribution of a visitor's time

Figure 1.2



## Visitor Flow & Journey

This section of the report looks at and helps answer the following questions:

- How do people move around your attraction?
- How long do they wait in lines?
- How long do they spend looking at something?
- How much of their time is transient?
- How much of their time is active?
- Are you above or below the norm in all of these for a comparable attraction?
- How is the visitor journey different for an 8 year old compared to a 17 year old?
- What are their dwell times?

The first step is to take a look at a typical Design Day. We want to reflect an average busy day and design around that. No sense designing for your slow days or your absolute busiest days. The Design Day is the average number of people through your busiest month. We take a look at your admission statistics (if you have them) and plot a histogram chart.

We also map out a typical visitor flow. Visitor flow is essential in understanding everything from what attracts different age groups to the placing of restrooms. Analysis of visitor flow will help answer questions such as:

1. Can each component cope with the peak flow of people?
2. Is the experience too linear and therefore visitors are not able to spend money on catering or retail?
3. Does the experience peak half way through the attraction and then fade away leaving a poor lasting impression?
4. What components are most popular by age group?
5. How does the visitor flow affect my operating capacity and is there a way I can improve on this?
6. Are parents engaged or bored?
7. Is there enough staff interaction?
8. Does each component show enough difference in intensity of experience through the journey?
9. Do children have enough elements to keep them interested?

These questions, as well as many more, are answered through collecting data on your premises, mapping out your location, comparing it to our predictive data base (which includes demographic and psycho-demographic information by nationality, attraction type, and sometimes through visitor tagging studies on site where we follow people around and watch what they do, how they do it and for how long.

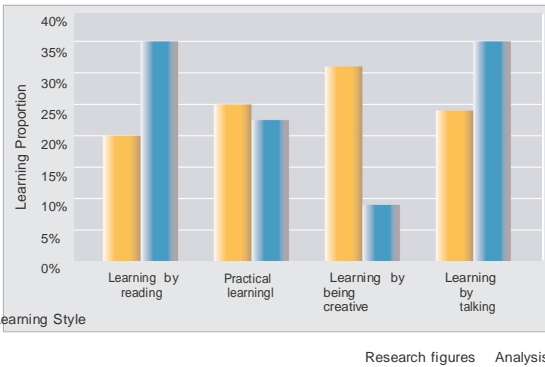


## LEARNING AUDIT

Learning is considered in terms of how the visitor accesses the experience and is becoming a predominant ingredient in the quality of an experience. Each visitor learns using a combination of 4 different learning styles, often having a preferred dominant style.

The chart below illustrates a learning style audit for an attraction. The overall learning suitability of the attraction is compared against the database of visitor learning requirements.

Figure 1.4 – Learning Style Audit



One can see from this example that learning by being creative is not well balanced to comparative norms within the industry. There is also too much learning by reading ([interpretation signs maybe](#)) at this particular attraction as well as learning by talking.

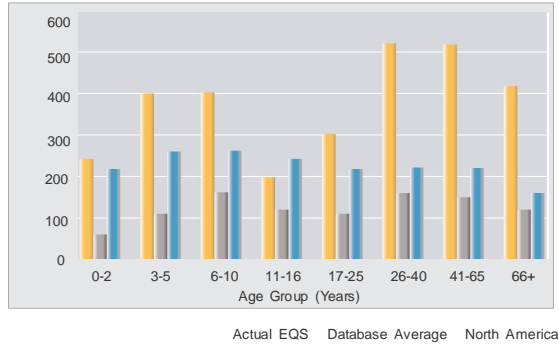
## EXPERIENCE QUANTITY

Moving on from experience quality score, we now calculate the experience quantity score.

The quantity of experience is measured by the number of activities per hour undertaken by the visitor or by the time spent on those activities, relative to the total time spent at the attraction. Component and amenity capacities also contribute to experience quantity.

Through a mathematical formula, we calculate the experience quantity score for your attraction and then compare it to the database average including all locations internationally as well as the national average.

Figure 1.5 – Experience Quantity Score



From this example, we can see that:

- ~ The quantity of experience offered to toddlers is right.
- ~ 3-10 year olds are given too much experience.
- ~ Teenagers are receiving too little.
- ~ Adults are receiving far too much experience . the result: people are over stimulated and leave early.

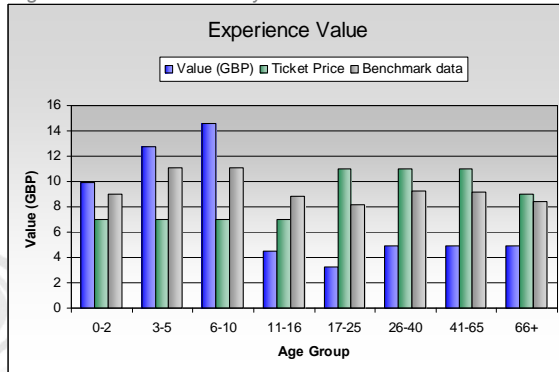
Next, we need to examine how improvements can be made to the quantity score. We basically look at:

1. Activities per hour
2. Active time comparisons
3. Maximum occupied time
4. Component capacity summary
5. Amenity capacity summary

## EXPERIENCE VALUE

Everyone wants to know was it worth going to? Experience DNA™ compares the admission price for each age group (if you have an attraction that charges an entrance fee) to the value they have received. As you can see from the chart below, ages 17-65 received the lowest value for money, while 6-10 year olds receive the highest value for money.

Figure 1.6 – Value for Money



**CAPACITY PER AREA**

Area capacity analysis illustrates the relationship between the area used by a component and the component operating capacity.

**COST CAPACITY**

The cost capacity analysis illustrates the relationship between the estimated component investment and the component operation capacity. For example, one does not want to necessarily invest a huge amount in a low capacity item.

In terms of investment, the database also calculates your capacity per hour per person and compares it to similar attractions.

**PSYCHOLOGICAL APPEAL**

What is the psychological appeal for a 6 year old versus a 17 year old? In this section of the report, marketing appeal is calculated by weighting elements according to their relative popularity in our independent research surveys for similar attractions. Each component of your attraction is scored using the elements, and we can then predict where your marketing appeal lies.

XMOD Ultra also calculates by age group which components have the highest psychological appeal.

0-2	3-5	6-10	11-16
1. Fire Display	1. Fire Display	1. Touchpool	1. Touchpool
2. Blocks	2. Bugs	2. Tunnel	2. Tunnel
3. Interactive Area	3. Interactive Area	3. Interactive Area	3. Talk

17-25	26-40	41-65	66 +
1. Ride	1. Hobbies	1. Eco Display	1. Eco Display
2. Tunnel Display	2. War Gallery	2. War Gallery	2. Veterans
3. Talk	3. Talk	3. Talk	3. Talk

**Recommendations**

**PUTTING IT ALL TOGETHER**

Like a 1000 piece puzzle, each analysis, each piece of information, each score, when put together form a picture. While this is a lot of very detailed information, it takes some time to digest. Our recommendations will provide you with a objective, well business grounded way forward.

**NEXT STEPS**

After all this information is digested, we conduct a brainstorming session to tease out specific solutions beyond the recommendations made in the report. The beauty of this predictive model is that now we can run any scenario based upon what solutions you think may work. We can tell you if they work or not before you spend the money!

**PHASE 2**

Some clients choose to move on to a Phase 2 of the project where we will work with the client, their designers, exhibit directors, marketing and operations to come up with a detailed 5 year plan with estimated costs.

Working with the team, we will explore ideas that will affect your visitors experience. The results of the experience model inform the master planning process and indicate which elements need changing as a priority and which can wait. A detailed plan is put together which breaks out the 5 years and indicates the capital outlay for each year.

After identifying a 5 year plan of action, the model can then be run again to see what impact one or all of these will have on your visitors experience.

**In Summary**

This sample report is designed to give you a snap shot of what to expect. Your own report will be highly customised and more comprehensive. What we hope to have shown you here is an indication of the level of detail the model will offer.

To contact Vision XS Ltd and request a full presentation of XMOD Ultra . Experience Modelling Tool and find out more how it can help with your specific challenges, please contact:

**Chris Webster**  
**Vision XS Ltd**  
**M: +44 (0) 7787 563392**

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