Level 11 is a user experience and software development firm that helps transform how customers interact with your company and brand.

Amplifying the Guest Experience for Hospitality, Travel and Tourism

Level 11 | Be Disruptive™
November, 2017
Who is Level 11?

Level 11 has developed transformational guest experiences to the biggest brands in the world, including Walt Disney World, Starbucks and Carnival Cruise Corporation.

We combine design + engineering under one roof to successfully deliver unique, frictionless experiences for large-scale, complex ecosystems.

XDE™

Experience Design Engineering™
What we do.

P.A.E.R
Curated innovations that connect guests to your brand.

Orchestr8
Creating seamless experiences while gaining data and business intelligence.
Orchestr8 is based on our platform development and experience creating the Disney MagicBand and Carnival OCEAN Medallion.

Integr8
Bridging disparate systems to create a connected ecosystem.
We created Integr8 because connected ecosystems require best-of-breed solutions to seamlessly work together.

How we do it.

01. DEFINE THE MISSION
02. ASSESS THE PROBLEM
03. ENVISION THE SOLUTION
04. PROVE THE CONCEPT
05. EXECUTE THE VISION
06. ANALYZE THE RESULTS

Excellence requires iteration:
Iteration is the key to building products that meet real human needs.
Creating an Integrated Experience

A unified experience across the customer journey lays the groundwork for innovation.

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Integr8 - All Systems of Record: Reservations, Parking, Property Management, Concessions, Housekeeping, Transit, Financial, CRM, etc.
Q: Why Level 11?

A: Experience Design Engineering

- Level 11 partners with its clients to envision and deliver seamless and unified guest experiences at scale - always delivering transformational solutions.

- Our Orchestr8 platform is based on solutions for Disney and Carnival and has over $40 million in engineering investment.

- Our people, platform technology, and know-how deliver value to all stakeholders in the ecosystem.

- Partnering with Level 11 mitigates risk while ensuring a seamless and frictionless experience for your guests.

Level 11 has a proven track record of helping the Hospitality, Travel and Tourism industries:

- Enhance the guest experience
- Generate revenue opportunities
- Optimize staff productivity and efficiency
- Perform data analytics and create digital profiles of guests as a first step to developing a "guest genome"
Solution Thought Starters
Arrival and Guest Recognition

Frictionless and efficient, yet warm and personal

Guests receive warm welcome by any and all hotel associates upon their arrivals.

Access rooms multiple ways, including smart door locks.
Amplifying the In-Room Experience

Service recovery, feedback, and convenient experience delivery

Level 11 has developed feedback systems to increase awareness of needs and expectations

Features included:
- Experience ratings
- Ratings analysis
- Operational responses

Technology enabled conveniences (blinds, lights, etc.)

Personalized room amenities (preferences, allergies, etc.)

Personalized streaming content

Guests can customize room amenities, view info and make requests via in-room control panel.
Empower Your Associates with Information... Transparently

Automation to allow associate to do what they do best: serve the guest

- Guest information

Armed with the RIGHT information, delivered at the RIGHT time, hotel associates are able to further develop personal relationship with guests.

This satisfaction of hotel amenities and service will encourage guests to share more information about themselves, which will in turn further enhance their personalized experience.
Through Level 11 developed technology in Walt Disney World’s Be Our Guest restaurant, Disney guests can pre-order their meals through the MyMagic+ app or kiosks located in the restaurant, seat themselves wherever they want, and relax as their food magically appears.

Concession options: restaurant, pool, spa, gift shop, meeting room, gym, etc.

Level 11’s ‘Travel Party’ Group management in the mobile app as implemented for OCEAN

Group coordination

Meeting rooms arranged dynamically based on need

Potential group coordination platform extensions

Pre-order before arrival

Order is delivered where and when the guest wants it

Booking via In-room control panel

Service is booked based on guest’s schedule and preference
Example Level 11 Work
Launched in 2013, MagicBand is recognized as one of the largest and most successful launches of a consumer wearable technology in a connected ecosystem. Over 30 million guests and 100,000 daily visitors have experienced the xConnect system, which powers over 250,000 events per second.
Transforming the Entire Guest Experience

My Disney Experience

My Disney Experience taps into your dream, plans and other plans, and plans and on the go. My Disney Experience gives you the tools to plan, manage your experience, and enjoy your time together, ensuring frictionless transitions between locations, maximizing the overall Disney experience for all.

Park Entry

As you approach the theme park, a personalized mobile experience allows you to virtually enter the park and select your Custom FastPASS+ time. Your MagicBand automatically enters the park, making it easier to enjoy the parks.

Be Our Guest Restaurant

With our reservation system, you can book your meals ahead of time. Whether you’re planning a family outing or a romantic dinner, our system makes it easy to reserve your table.

Personalized Interactions

Within the park, special experiences are available for ordering food, entertainment, or other services. These experiences can be personalized to your preferences, ensuring a unique and memorable experience.

Payment

The payment system provides the opportunity to pay for merchandise and experiences with your MagicBand or mobile wallet. This system streamlines transactions and makes the process more convenient for guests.

Memory Maker

The Memory Maker program provides access to a wide range of photos, videos, and other memories created during your visit. These memories can be shared with friends and family, creating lasting memories of your trip.

MagicBand

The MagicBand is the key to unlocking the entire Disney experience. It allows you to access your reservation, pay for merchandise, and enjoy the park without the hassle of carrying a wallet.

FastPass+

FastPass+ is a system that allows guests to reserve attraction and show entries in advance. This system helps guests avoid long lines and maximizes their time in the park.

My Disney Experience Mobile

The My Disney Experience Mobile app allows guests to plan their day, view their FastPASS+ times, and make dining reservations. It also provides maps and other information to help guests navigate the park.

Payment

The payment system is designed to make transactions quick and easy. Guests can pay for merchandise and experiences using their MagicBand or mobile wallet.

Memory Maker

The Memory Maker program is a comprehensive service that provides guests with access to a wide range of photos, videos, and other memories created during their visit.
Level 11 was brought in as a skunkworks team to assist Disney's Next Generation Experience team with the design and development of a system that could read the ping time/flight from a new consumer BLE-enabled wearable.

Level 11’s role was to build the xConnect system which today manages all events from the MagicBand to all contact readers, long-range readers, door locks, tables, and attractions.

Level 11 was instrumental in rethinking how to manage the volume and scale of the events expected from over 40 million annual guests and design a resilient system with a high degree of maintainability.

Level 11 maintains an ongoing role as the key development partner for MagicBand V2 and also provides ongoing maintenance and support for the xConnect system.
Images: Working touchpoint and park entry POC and prototype of the Walt Disney World MyMagic+ system
Disney is now able to track customer satisfaction, movement, and conversion across the entirety of its parks, resorts, and cruise lines thanks to xConnect.

By considering the corporate steward as a user of the data—whose experience is just as important as the guest’s—Level 11 ensures that Disney will be able to employ continuous innovation and improvement within their ecosystem based on real and actionable intelligence.
Since 2014, Level 11 has partnered closely with Carnival Corporation to create the world’s largest, most revolutionary guest experience platform. Ocean is the first ever to fully deliver on the promise of personalized experiences based on location, identity, and context.

The Ocean Medallion and Ocean Compass were designed to create seamless IoT integration, location-based services, and unprecedented guest service and personalization. Level 11 has played key roles in all phases of Ocean development, ranging from early ideation to technical engineering and solution deployment.
Level 11 has built technology that enables seamless movement throughout and beyond the ship

By enabling guests to plan their trip ahead of time and authenticate themselves at home, boarding the ship is now hassle-free: simply walk onboard as your Medallion positively identifies you to security personnel and crew.
Level 11’s event processing and analytics will handle trillions of transactions

The IoT-connected ships will not only empower guests to create their dream vacation, but will empower crew to understand every moment of the customer journey, as well as view real-time individual, group, and shipwide analytics—from embarkation and boarding times, to luggage location and handling, to housekeeping and emergency management. The Ocean Compass provides service delivery and operationalization to an unprecedented depth and scale.
Carnival: Wayfinding

Guest-aware, personalized navigation experience on 4K touchscreens and mobile devices
Carnival: Wayfinding

Guest-aware, personalized navigation experience on 4K touchscreens and mobile devices
Carnival: Ocean Memories

Large quantities of photos generated and shared by guests and crew and automatically associated with events create a starting point for guests to tell their stories.
Carnival: Safety Assembly and Monitoring
Level 11’s Mobile Order & Pay solution is enabling some of Starbucks’ busiest stores to move more customers, thereby driving incrementally and significantly more transactions, while helping to improve customer satisfaction.
In order to make ordering from Starbucks painless and fast while increasing throughput and drink production, Starbucks launched one of the first QSR pre-order systems in the world.

Level 11 designed the operational processes transformations for both drive through and in-store, as well as leading the design, technology, prototyping, rollout and adoption. Level 11 launched an initial pilot, which preceded a national rollout.
Video Examples

Wayfinding
https://vimeo.com/242403572

Interactive Signage Prototype
https://vimeo.com/242403066

Network Wall
https://vimeo.com/243397957
12 Factors To Help You Evaluate Potential Technical Solutions

Click here to read article

The Hype And Hope Of Experience Design

Click here to read article

How To Power A Better, More Personalized Customer Experience

Click here to read article
There seems to be no shortage of folks that suggest "they actually did it" with respect to these innovations, but the reality is most have had little to nothing to do with "doing it". However, I will share that Level 11 has been an invaluable strategic technology partner on the toughest and most critical project elements at Disney and Carnival. The Level 11 team is the best and brightest in their space - always delivering amazing solutions.”

- John Padgett

Chief Experience and Innovation Officer, Carnival Corporation. John has been central to the most significant innovations in the theme park, destination, and cruise industries for the last 15 years. They all blend strategy, creativity, technology and operations centered on the Guest: Disney's FastPass, MagicBand, Magical Express, and Be Our Guest; Carnival's OCEAN Medallion, and others.
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Thank You