**Case Study 1: Disney’s magical wristband**

100 points

Read the article and answer the following questions. Where appropriate, use ideas from chapter 1 in the Tiwana book.

Create a document using your favorite editor. Start with your name. Copy over the questions and write your answers underneath them. Check your spelling and grammar. Include your preferred first name and last name in the file name (e.g. “MIS 3534 Case Study 1, Jane Doe”). Unlike with the first two assignments, I expect you to write in full sentences.

Email your file to me: ajraven@temple.edu

1 (10 points). Who is the competition (arch rivals) for Disney World? Name more than one company.

2 (10 points). Did Disney use non-IT managers to drive the strategy?

3 (15 points). How do the MagicBands provide a strategic advantage to Disney?

4 (15 points). Can their competition replicate the technology? If yes, how easily, and how soon?

5 (20 points). When the prototype experience was ready, it was shown to the executives, and they signed off on the $ 1 billion project. Why did it take 3.5 years after this before it was finally used in the park?

6 (30 points). How could Temple use similar armbands to enhance the student experience? Name at least five ways in which such an armband could be used. Would students accept them? What would be the ethical concerns? What would be the benefits to the university?