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

100 points

Fall 2020

Read the article and answer the following questions. Where appropriate, use ideas and especially conceptual models from chapters 1 and 2 in the Tiwana book and chapters 1, 2 and 3 in the Adventures 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. Unlike with the first three assignments, I expect you to write in full sentences. Submit your file in Canvas.

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

2 (10 points). What is the product that Disney World provides for its customers?

3 (30 points). Describe how the wristband changed the Disney World product in terms of the digitization cube in Figure 1.7 on page 20.

4 (20 points). Complete the trifecta by describing the wristband and how it changed the Disney World product in terms of Ubiquity and Infusion

5 (15 points). Who do you think drove the wristband strategy? Non-IT managers or IT managers? What is your evidence?

6 (15 points). Can Disney World’s competition replicate the technology? If yes, how easily, and how soon?