

SWEEP STAR

Where *Tid-E* is *Migh-D*



REIMAGINING THE UNSUNG STARS OF THE SHOW

As every new cast member goes through Traditions, they are taught that they are not just an employee performing a job, but a member of a cast performing on a stage. This concept makes absolute sense, where the staged nature of theme parks provide a unique opportunity to offer a guest experience that is truly immersive. From the day that concept was introduced to me, it has resonated deeply, as I have felt that not only seeing oneself as a performer in the show is an important component of the guest experience, it is also critical from the cast perspective, where by being a performer can help get through the not-so pleasant aspects of being a front line cast member. As custodial cast members, we are exposed to many challenges day-to-day, from cleaning up codes, such as blood, to navigating heavily trafficked areas with a trash cart, with many of those challenges being performed under pressure and in front of thousands of guests.

To help evolve roles like custodial, technological tools, such as Augmented Reality, and concepts of story telling and gamification can greatly help with coping and embracing the realities of being an on-stage cast member, offering a net positive impact across the 5 Keys, emotional intelligence, and beyond!

CLEANING ISN'T SEEN...UNTIL IT'S NOT DONE

One of the unfortunate current realities of a custodian and those cast who keep the parks clean is that *cleaning isn't seen...until it's not done*. I've personally experienced this, as uncleanliness typically gets noticed before cleanliness, but when that moment of cleanliness comes to light, whether from a guest or fellow cast member, it is MAGICAL! Here are some of the observations and insights gained from 9 months of performing a role as a custodial cast member.

Observed Pain Points for Current Custodial Cast:

- Under recognition for keeping their zones and restroom clean
- Repetitive workflows
- Lack of narrative ownership
- Inconsistent training implementation

Cultural Tension: Functional vs. Emotional Labor in Roles Often Deemed “low skill”

This perceived cultural tension can be observed by both guest and cast member lenses. An example from a guest lens could be seen in a restroom setting, where invisible tension exists in an environment where humans are in some of their most vulnerable positions in their everyday life. Although restroom functions are something every human experiences, there can still be a feeling of tension and personal judgment as vulnerability can cause irritability and uneasiness.

From the cast lens, the tension can be felt throughout various activities and custodial duties typically encountered on a shift. These include code clean up (Bloodborne Pathogens, vomit, urine, and feces), where sometimes non-custodial cast members may not be comfortable with these incidents or view them as “below them”, leaving custodial cast with the weight of feeling isolated with the task, or worse, feeling below their fellow cast members. This example is non-typical, as most incidents are treated with respect, but when professionalism and empathy lacks, these incidents can especially be difficult to digest.

The Guest-Side Blind Spot: Cleanliness as Invisible Labor

As a custodian, picking up after guests and even fellow cast is expected, it's what a custodian does afterall! But when custodians encounter blatant disregard for cleanliness, this can be taken personal, where the feeling of meaningless and disrespect can be felt immensely, potentially triggering uneasy feelings, and at worse, animosity towards those they serve and work with.

NOT JUST A ROLE - A PERFORMER IN THE SHOW

Guest immersion is the park's product, so why not use that internally too? By offering custodians a deeper role as a performer in the show, new perspective and spark can be introduced to maintain consistent engagement, work ethic, and morale. Not to mention the aspect of utility, where digital applications have great potential to expand on many of the 5 keys from a functional standpoint, such as increased operational efficiency, enhanced show qualities, and ensured safety. It's this blend of operational excellence and cast member spirit that can be achieved with emerging technology, where emotional design opportunities can be applied to even the most utilitarian of roles.

So what does something like this look like? Digital tools, like mobile devices (smart phones, tablets) and smart glasses offer a world of possibilities to fulfill the utilitarian aspects of the custodial role by introducing greater wayfinding and real-time data capabilities. The emotional design could significantly enhance the front-line cast experience by integrating system mascots and weaving their daily tasks into a story that engages and evokes the true spirit of performing in an on-stage environment, instilling good sense of meaning, purpose, and dignity.

INTRODUCING SWEEP STAR & TID-E

Sweep Star: Augmented Reality Custodial Application

Integrated AR Interface that Helps:

- Route optimization
- Enhanced wayfinding
- Hazard, code, and cleanliness reporting
- Inventory and supply status
- Asset tracking (Trash cart and vehicle location, custodial tool finder, code/bbp kit locations)
- Live engagement with guest needs
- Cast communication

Tid-E: The Charming Robotic Mascot Assistant - “Total Immersive Dignity Enrichment”

A Digital Mascot that Inspires:

- A new face to represent the custodial organizations at Disney Parks and Resorts
- Cast interactions, along with optional guest-facing interactions (scan and meet “Tid-E” to learn about “unsung heroes of the park.”)

WHEN CLEANING BECOMES A STORY

Who says work can't be fun! By offering front-line cast members an opportunity to be a part of the story, greater focus to professional duty can be attained through immersive experience, adapting to the ever evolving technological and societal changes rapidly changing around us that can sometimes feel isolating compared to the human experience previous generations were attuned to.

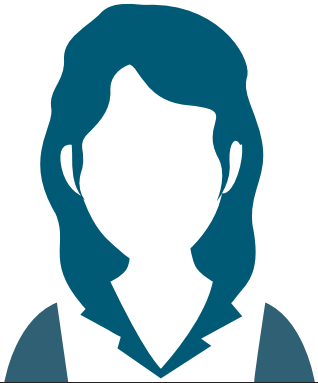
Story and Gamification concepts:

- Sweep Stars are “guardians of the Magic Cleandom”, stewards of custodial order in a chaotic, high energy, and ever evolving world.
- Custodial cast roles are framed as part of an intergalactic (inter-property) alliance , forging symbolic empowerment through common identity and purpose.
- Use of visual iconography (stars, badges, clean zones) to encourage holistic work engagement, boost morale, instill cast pride, and pique guest interest.
- Friendly competitions (cleanliness scores, task time trials) to fuel team work and foster better relationships in the work place.

Optional: tie-in to interactive guest experiences (e.g. badges for spotting Sweep Stars or scanning AR murals)

DESIGNED FOR THE ONES WHO KEEP IT MOVING

User Personas

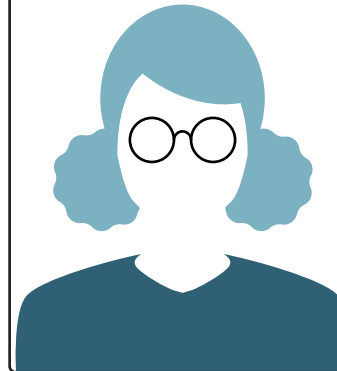


Persona 1

Role: Custodial cast member

Age: 22

About: loves the park, but feels disconnected from guest impact.



Persona 2

Role: Custodial guest services manager

Age: 38

About: Looking to optimize dispatches and team morale.



Persona 3

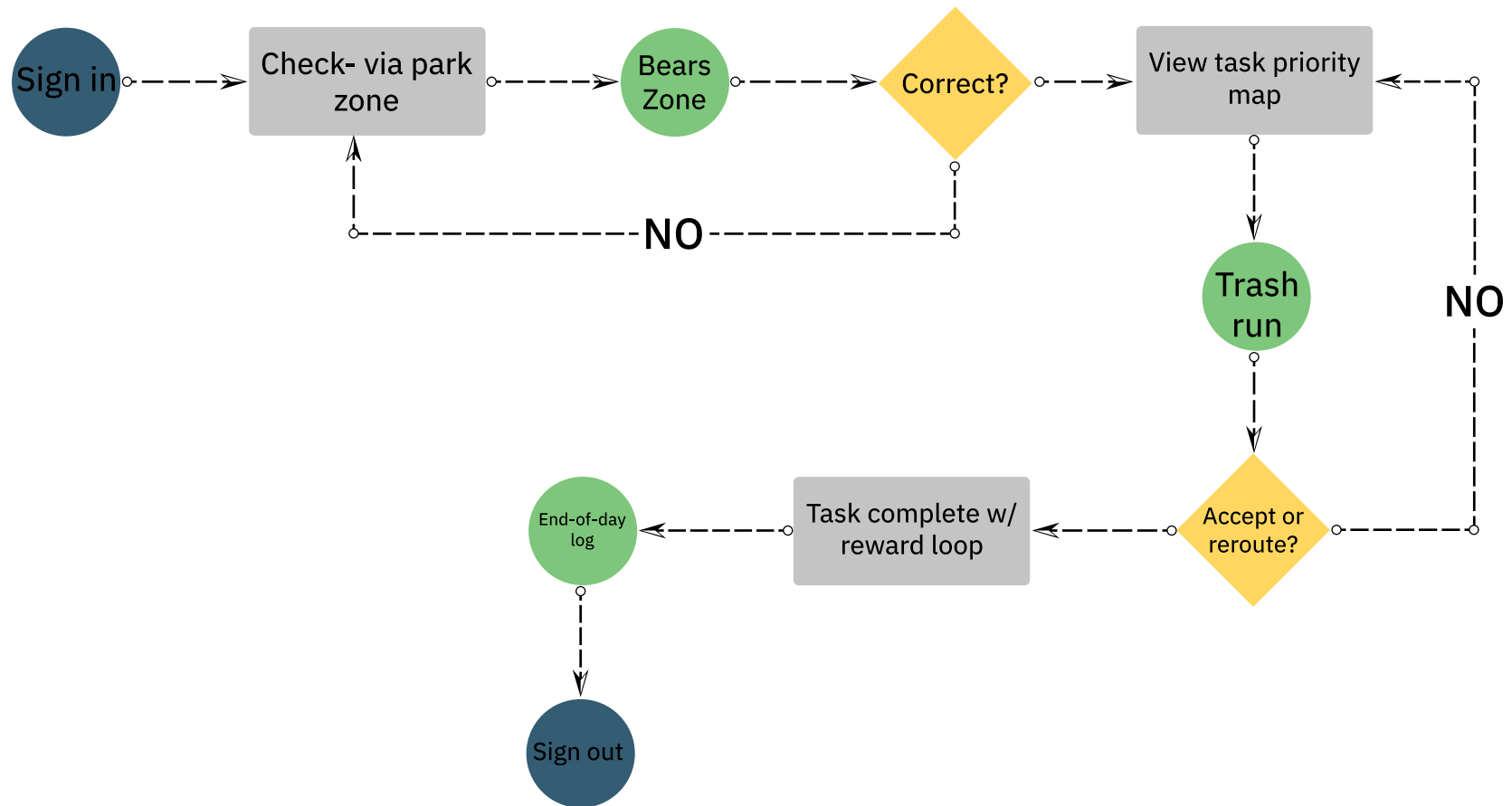
Role: Guest

Age: 10-13

About: Fascinated by cool tech and cartoon robots - forms bond with Tid-E

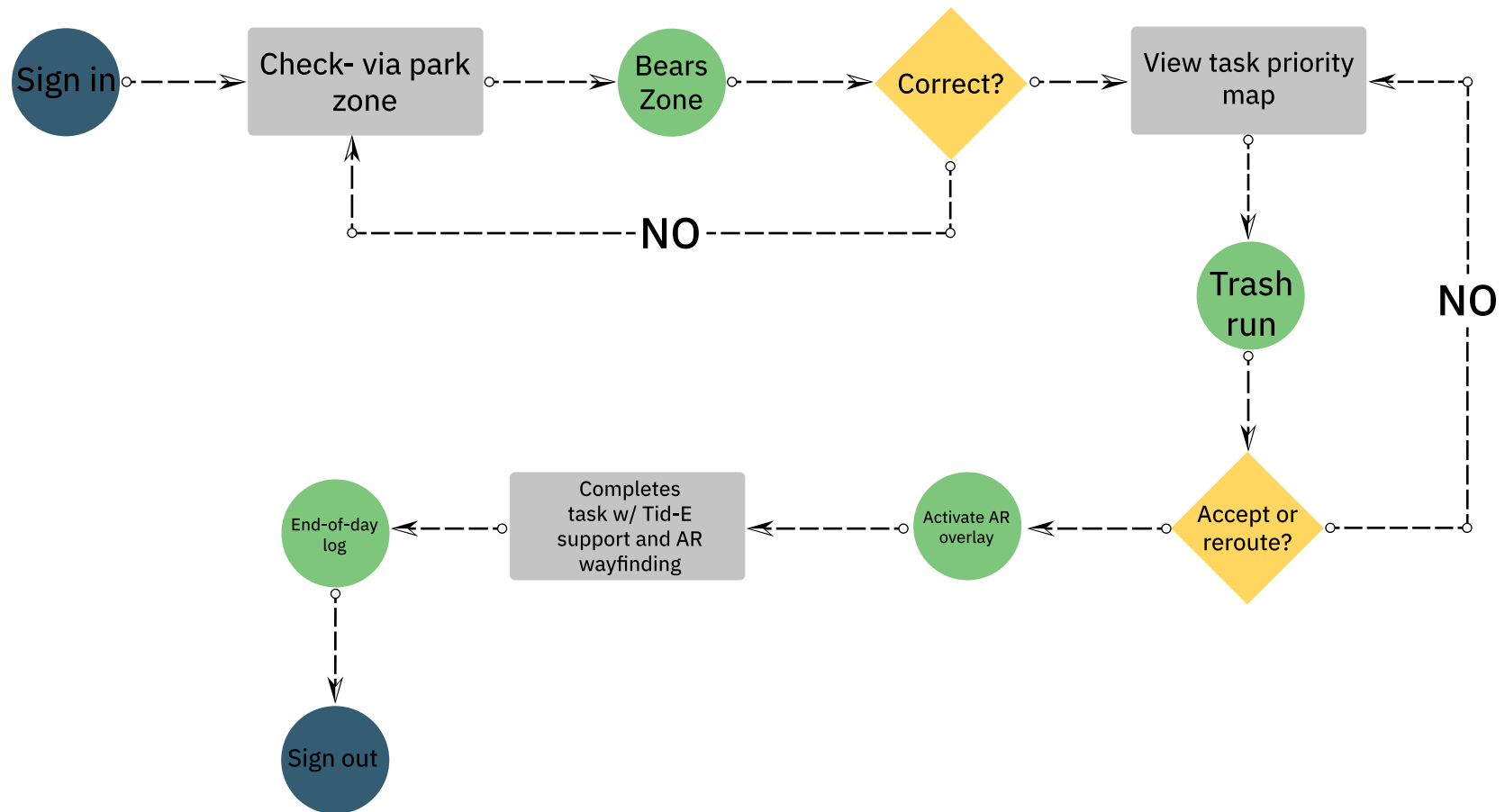
FROM TAP TO TRIUMPH

User Flow Daily Start/Task Assignment



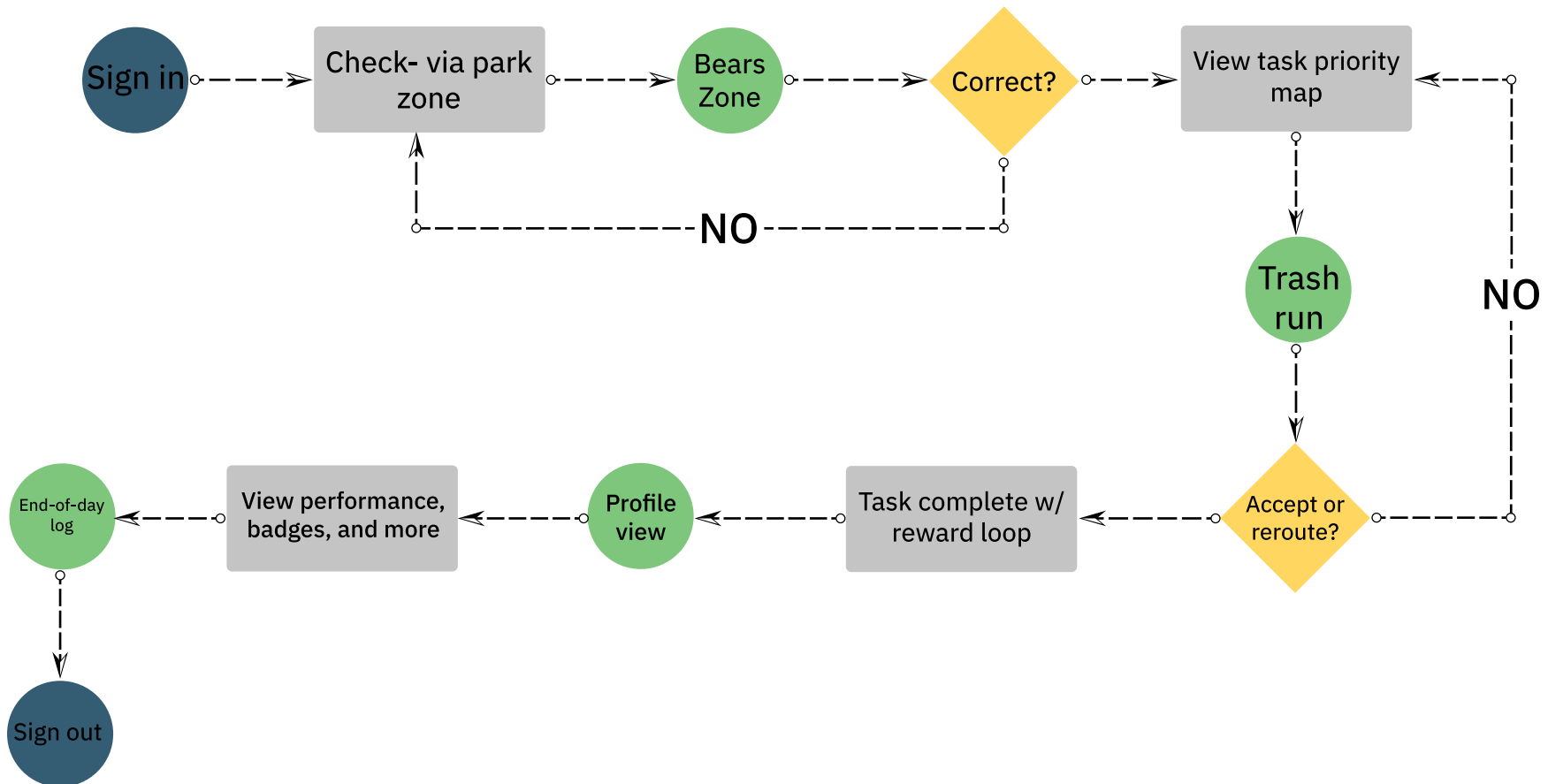
FROM TAP TO TRIUMPH CONT.

User Flow With AR Guidance



FROM TAP TO TRIUMPH CONT.

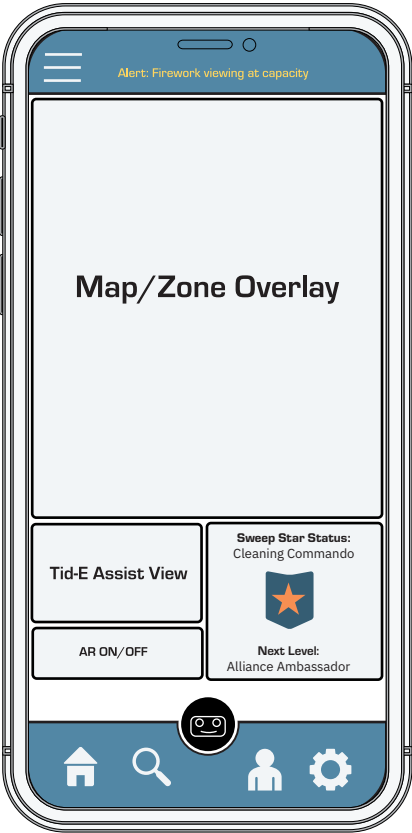
User Flow With Performance Check/Badge System



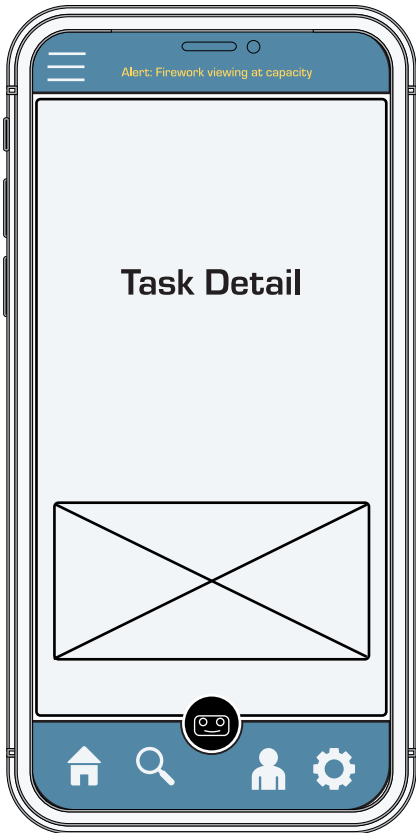
DESIGNING DIGNITY

Wireframes

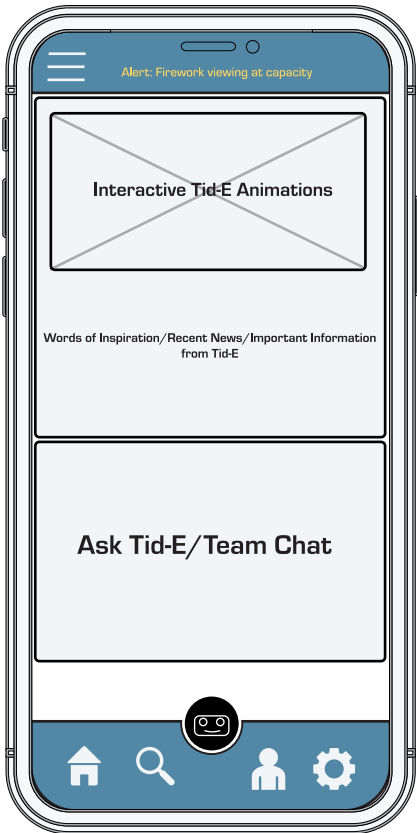
Home



Task View/Detail



Tid-E View



DESIGNING DIGNITY CONT.

Wireframes

AR View



Profile View



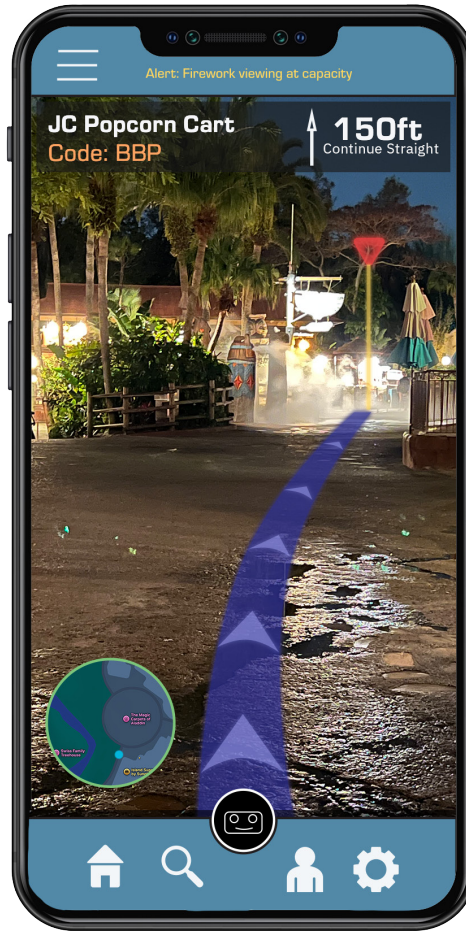
DESIGNING DIGNITY CONT.

Mockups

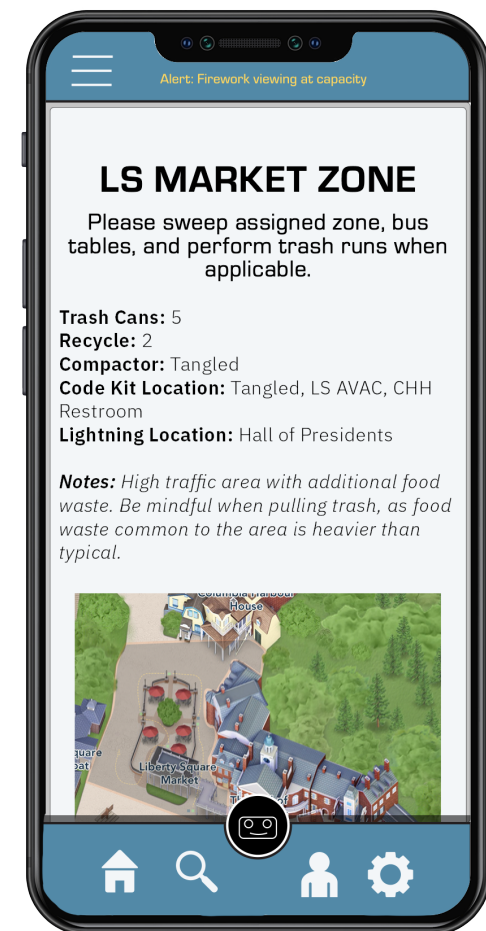
Home



AR View



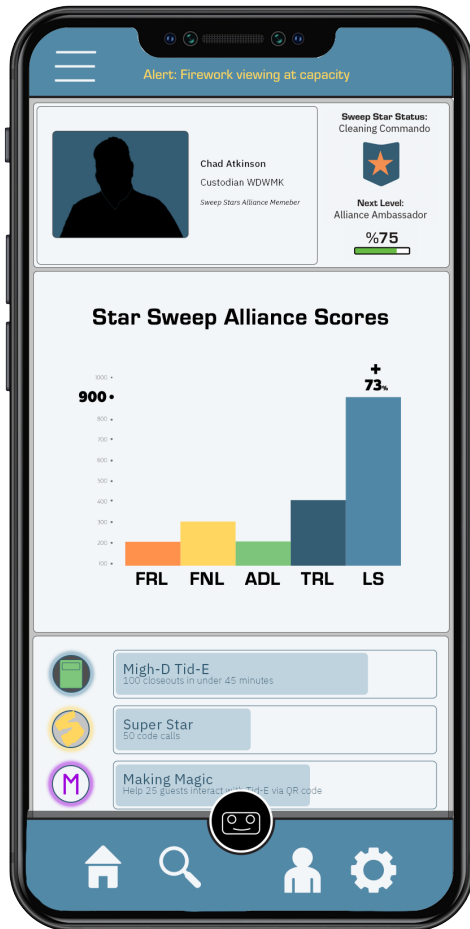
Task View/Detail



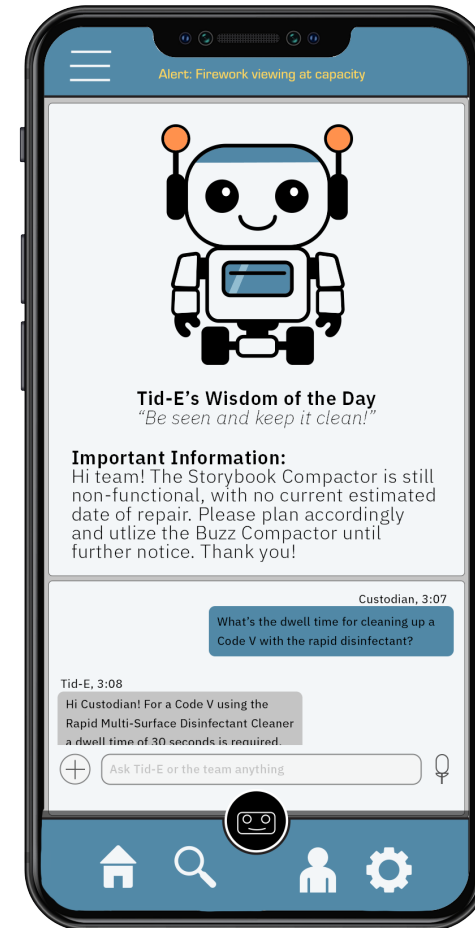
DESIGNING DIGNITY CONT.

Mockups

Profile View



Tid-E View



CUTE, CAPABLE, CAST-CENTERED

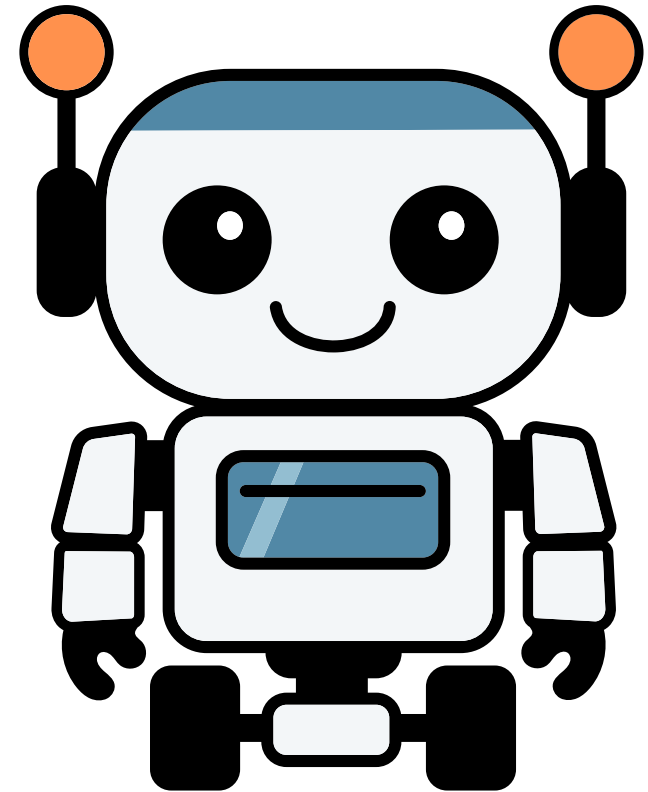
Meet Tid-E, the cute, capable, and cast-centered mascot to assist with everyday custodial needs and provide positive reinforcement when it matters most. Inspired by many Disney technologically advanced characters, Tid-E aims to capture the essence of Baymax's empathy and safety, Sox's charm and sense of companionship, and WALL-E's custodial, clean-up spirit.

Potential dialogue:

- "Let's clean with Digni-D!"
- "Tid-E is Migh-D"
- "Always remember, Safe-D first!"

Design elements:

- Rounded geometric shaping give a strong, yet welcoming feeling, helping convey a message to cast of teamwork and integrity.
- High contrasting color palette gives off safe, engaging, and welcoming vibes, being friendly and fun, but also serious.



WHERE WORK MEETS WONDER

Sweep Star is where work meets wonder, offering several opportunities for AR immersion, for both cast and guests.

AR Immersion Opportunities:

- Optional guest-side AR unlocks (e.g. scan floor sticker, see hologram of Tid-E cleaning)
- Park “energy zones” based on frequency and traffic (help cast time and plan routes for trash runs, sweeping, and guest interaction).
- Event-based overlays (e.g. during parades and fireworks, AR interface adjusts task priorities and shows cleaning routes).

FROM PROTOTYPE TO PARK PATH

Pilot and Testing Strategy

With the nature of Disney Properties requiring custodial services back stage, initial pilot rollout and application testing has the advantage of utilizing zones out of sight from guests. The layout of Disney theme parks also gives an advantageous opportunity on-stage, where gradual rollout could be introduced into specific areas of the park (e.g. Fantasyland, Tomorrowland, Galaxy's Edge).

Feedback loops:

- Anonymous cast journaling built into app.
- Real-time heatmaps of successful routes.
- Dedicated app focal within the custodial organization (tech savvy coordinator, guest services manager).

Guest Perception Sampling:

- Guest surveys via in person around the properties "Did you notice the Sweep Stars today?"
- Interactive QR codes around trial areas.
- Option to offer feedback via My Disney Experience.
- Social media monitoring and outreach (post social media tags around testing areas).

STARLIGHT, NOT SPOTLIGHT

Branding Elements

Primary Logo



Color Palette

Primary



#5188A6

Star Blue

*Calming, tech forward,
dependable*

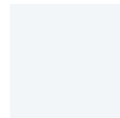
Typography

Headings and Titles

Eurostile

Geometric, modern, and a typeface for tomorrow. A perfect combination to capture the essence of progressive Disney thinking while also reinforcing utility and technology

Secondary



#4F4F4F

Custodian Gray
Grounded and serious



#F3F6F8

Sanitizer White
*Cleanliness, clarity, and
UI friendly*

Regular

Medium

Bold

Heavy

Black

Regular Oblique

Medium Italic

Bold Oblique

Heavy Italic

Black Italic

Accent



#FFD760

Glow Yellow
*Alerts, highlights,
gamified prompts*



#FF914D

Flare Orange
*Sparingly used to convey
energy and motion*



#7DC67B

Eco Green
*Optional for eco tasks or
sustainability*



#345C73

Steel Blue
*Provide contrast to Star
Blue*

Subtitles and Body Text

IBM Plex Sans

Friendly and human combined with industrial precision, IBM Plex Sans offers a duality to showcase the heart of Sweep Star, a technological advanced tool to enhance human experiences

Thin

Extra Light

Light

Regular

Text

Medium

SemiBold

Bold

Thin Italic

Extra Light Italic

Light Italic

Italic

Text Italic

Medium Italic

SemiBold Italic

Bold Italic

Secondary Logo



MORE THAN CLEAN

Future Potential

Sweep Star doesn't just have to be exclusive to the those who tend to the Magic Cleandom, but can be expanded to encompass many other on-stage and back-stage roles, including utilities, support engineering, security, merchandise, and crowd control to name a few. There is also potential to tie into a larger narrative fabric by having multiple organizations "joining the alliance", perhaps offering park wide badges to those who represent and contribute to the ongoing support of the alliance.

There is also the guest-facing component, where guests could also join in on the fun by being honorary members of the alliance, utilizing a connection to the app to participate with gamification, whether by earning points for helping/reporting spills or interaction with Sweep Stars or Tid-E around the property.

EVERY ROLE IS A STAR

Sweep Star isn't just about the tech - it's about the future of cast empowerment. By integrating emerging tech to not only boost utility, but to also offer an emotional component in a world becoming more isolating - dignity, purpose, and pride can be further enhanced through an immersive work experience utilizing augmented reality.

"We keep moving forward, opening new doors, and doing new things, because we're curious and curiosity keeps leading us down new paths."

-Walt Disney