

## Digital Asset Report

Lagoon Amusement Park is a theme park located in Farmington, Utah. Known for its rides and attractions, Lagoon has been entertaining both the young and the old for decades. Lagoon currently runs and operates 55 different rides throughout the park. Lagoon, however, is not just rollercoasters. In addition to thrilling rides, Lagoon also provides live entertainment. During the hottest summer months, 'Lagoon A Beach' is a fun way for visitors to beat the heat. While at the park, visitors may also visit the "wild west," also known as 'Pioneer Village.' There, visitor can walk through old western streets, eat old western treats, and examine artifacts that will take them back in time. Lagoon also puts on great seasonal events. Every year around Halloween, Lagoon puts on 'Frightmares.' With over nine Halloween-themed attractions, Frightmares gets Lagoon visitors ready and excited for Halloween. Another example of Lagoon's commitment to holidays takes place in the spring. Lagoon generates a park-wide Easter egg hunt every year. It is clear Lagoon goes to great lengths to ensure their visitors and guests enjoy the time they spend at the park. Lagoon's use of many different seasonal events keeps guests coming back. Lagoon's policies and practices clearly show that the customer is king. All actions taken by Lagoon are done with the customer's best interest at heart.

Like any other business, Lagoon was significantly impacted by the Covid-19 pandemic. In March of 2020, Lagoon regretfully announced their decision not to open their park as scheduled. In their Instagram post where they shared the unfortunate news, Lagoon concluded with the following mantra: "Together we will ride this out." Since this post, Lagoon has worked very hard to keep their customers excited about the park.

Now, Lagoon is one week into their 2021 season opening. Like most businesses during Covid-19, Lagoon has many new safety protocols and guidelines for their guests to follow. With an already difficult adaptation to Covid-19 in the park, the creation of a mobile app will benefit customers and create an easier, more convenient Lagoon experience. The Lagoon experience is significantly altered because of Covid-19. Attendees must wear masks and stay socially distant. An app would make customers' adherence to these guidelines much easier. It can provide guests with necessary information to maintain social distancing and avoid large crowds throughout the park. An app would help customers realize that these adjustments are not monumental. It would motivate customers to come back to the park.

Because Lagoon does not already have a mobile app, its customers are limited. Lagoon has a functioning website that keeps customers informed. The website gives details on top rides and attractions, provides updates on park news, offers access to a 'MyFun' customer portal, and gives customers a place to purchase tickets. The creation of a mobile app would make all of these tasks much easier. The mobile app allows visitors to login and access all of Lagoon's amenities. The app permits guests to check wait times for their favorite rides via live feeds. The app locates restaurants that fit each customer's different desires. If a restroom is not up to Lagoon's cleanliness standards, or visitors have questions for park experts, they can contact support teams for help. The app also shows which rides are closed for renovations and displays park hours and closures. In general, the app is very beneficial. It gives all visitors an easier and more seamless experience at Lagoon right from the convenience of their back pockets.