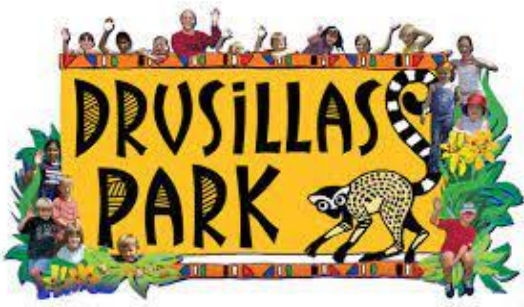


Drusilla's App



(Drusillas, 2021)

Drusillas Park is a family-run company that began in 1922 when Captain Ann purchased a run-down farm and 20 acres of land and opened a cottage to sell tea to passing motorists. He called the tea rooms after his first wife, Drusilla, and added attractions and animals to increase business. Drusillas remained in the Ann family until 1997, when current owners Laurence and Christine Smith purchased it after selling a national recruiting firm.

The Smiths, who are joined today by their daughters Cassandra and Caroline, have invested heavily in the Park in recent years, including negotiating a contract with the Japanese multinational Sanrio to introduce Hello Kitty Secret Garden to the Park. Drusillas was also one of the two attractions in Europe to have a permanent Thomas the Tank Engine train for ten years, from 2007 to 2016.

Drusillas has received several prestigious awards in the last five years, including Best Visitor Attraction of the Year in the South East England Tourism Awards and Company of the Year in the Sussex Business Awards. Drusilla's has also been named one of the best places in the UK for families with children by the Sunday Times, the Daily Telegraph, and The Guardian. The business now employs 50 permanent employees, with the number rising to over 100 during weekends and holidays. Everyone on the team is dedicated to fulfilling our mission statement, which has been in effect since the beginning. "To create an outstanding zoo and visitor attraction which excites and educates children about animals and their environment and which also provides them with a fun day out in safe and secure surroundings."

Drusilla's organisational objectives

- To be recognised as one of the best small zoos in Europe
- Achieve 375,000 visitors per year.
- To provide a value for money day out
- Ensure our profits are in line with budget.
- Increase the secondary spend.
- Keep high standards of health & safety, hygiene, and animal welfare.
- Be involved in more endangered species breeding programmes.
- Improve our old buildings and enclosures.
- Keep education important.
- Develop staff skills.

I am researching and developing an app for Drusillas to benefit their customers and improve their experience from booking tickets to their time at the park. This will benefit Drusillas to improve their customer service they provide as it is another way to improve the experience they can provide to their customer. It will include features to help improve customer experience at Drusillas including ride queue times so that

you can see how long you may have to wait which is important when with children as waiting can be hard work and stressful so if you can quickly view times for the waiting of their Hello kitty secret garden rides and the safari express then this help to make the day run move smoothly for visitors. Another feature that will benefit customers is an interactive map that will track your location and can give you directions to the animal or attraction that you want to visit in the fastest and most efficient route and can adapted for routes to suit wheelchair and pushchairs, this will avoid lots of wasted time moving around the park which can be tiring with children. Also, to help your day to be well planned and get the most out of your experience at Drusillas the app will include a platform to plan your visit before the day where you can specify what you wish to do in the day and the time you wish to spend at the park and it will order the rides, animals and other attractions in the most efficient order in which to visit this throughout the day around the park, enabling customers to get the best experience at Drusillas and increasing their likelihood of returning to Drusillas which is important for Drusillas in managing marketing.

Another feature that I am thinking of including in order to help Drusillas achieve their objective of increasing secondary spend is offering the ability to buy food, drinks, gifts and experiences on the app this will enable customers to order food and drink without going to the counter which will be easier for families with children because it can difficult to queue with children and therefore this will increase the likelihood of them purchasing additional products at the park as will increase the secondary spend Drusillas and make the experience at Drusillas stress free for families. One more feature I will include is the option of purchase tickets via the app before their visit and also have a vital annual membership card on the app so that you don't have to print or bring physical copies of tickets eliminating the chance of losing them and making the day less complicated for visitors. In addition, some other features that I will include to improve the customer experience at Drusillas is a ratings and review section to encourage customers to leave feedback which Drusillas can review and act upon to improve and also that other customer can access to inform them about Drusillas and encourage them to visit. Also, to help customer be more inform I will include some FAQs on the app, this help to manage customers as it means there can be less demand to speak to staff as questions can be answered there. A final feature which I think is unique and will really benefit the customer experience is providing information via the app on the animals in which they are near this will track your location and provide interactive information, quizzes, videos to help educate people in an innovate interactive way, this will help Drusillas to meet their objective of keeping education important as this will incorporate this in an exciting way for visitors.

Market research objectives

Market research objectives that I have set to develop this app for Drusillas is to find out if visitors would be interested in the app and if it were something they would use and would help benefit and improve their experience including which features they would like to see included. I will carry out this research on a range of ages groups that are likely to visit with children including existing customers and new customers.

Primary Research methods

My primary research will include using a google forms with a range of questions about the app to distribute across a range of age groups to find out if the app is something that would improve their experience at Drusillas and help Drusillas to meet their objectives of increase visitor numbers and profits whilst being a value for money day out. With the data that I collect from this online survey I will be able to determine whether the app is something that will be well received by customers and also help Drusillas to get closer to meeting these objectives. Furthermore, another primary research method that I will use to gather information from existing customers that are already visiting the attraction is focus groups through giving them free entry to the park for day and in turn asking them to provide feedback on their experience and opinion on their app that they will get the opportunity to use throughout the day. Then using this information to find out about their desire for what they wish the app to include, how to access the app and how would it benefit their experience. I can use the data collected through this Focus group method to improve the app before launch and use it to help understand the opinions of existing customers which is important as they are already using the attraction so they know it well and can give a valid opinion on how an app can benefit Drusillas effectively.

Secondary Research Methods

My secondary research will include researching Drusillas online looking for statics and facts to benefit my develop of the app through understanding what the customer enjoys and wants more of at Drusillas, this may include looking at customer reviews on sites like TripAdvisor because this gives you a true representation of what people think about the attraction. As well as this another method of secondary research I am going to use is looking at their social media platforms including Instagram, Facebook, and Twitter to find more about their visitors that already use their online platforms as this is the main market that my app will be attracting. A final method of secondary research that I am going to use is researching other competitors who already have apps to find out what features they include and use this information to design and launch Drusillas app.

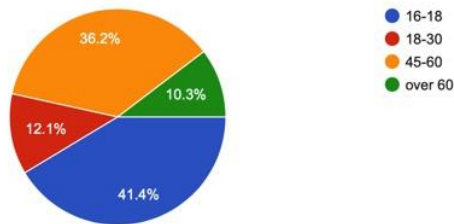
Quantitative and Qualitative data

I will use qualitative research through the data collected from my survey and responses I get from my focus groups to understand the details of my app that people find useful and improve their experience and also to see where improvements may be needed. On the other hand, my quantitative data will be through statics I find when researching Drusillas online this will help to provide me with precise information to inform the design and launch of my app for Drusillas.

Research target group

How old are you?

58 responses



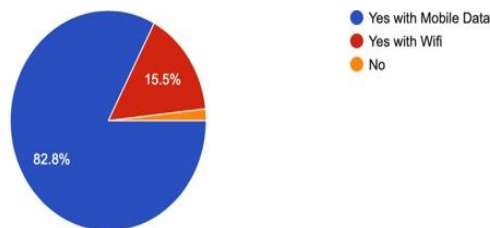
I am going to focus my research on collecting data from a variety of ages ranges to gauge the whole populations perspective on this product as although Drusillas target market is predominately children under 11 and their families, it is their families and people bringing them to the

attraction that are going to be using the app rather than the children themselves. So as a child can come to Drusillas with a range of people from young parents to older grandparents it is important to understand everyone perspective on the app and they need majority of visitors to use it to be cost effective. So, my primary research conducted will survey a range of ages to gather information on the whole population.

Market Research Results

Would you be able to access an mobile app whilst at a visitor attraction?

58 responses



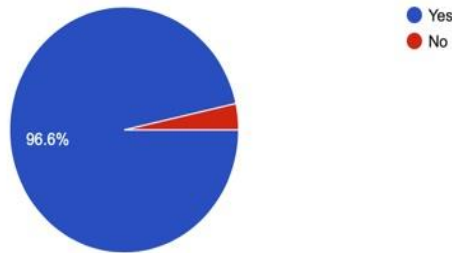
The primary research I conducted via a google forms survey that include 58 people from a range of ages, 16 years and above asked a range of questions about whether people think that the app would be helpful, what they wish the app to include and how much it should cost? The survey concluded that 15.5% would use an app at the park

with WIFI and a further 82.8% of visitors would use the app with mobile data so I think it is important to invest the WIFI of the park to make sure that all 98.3% of people surveyed that said they would use the app have the opportunity to while at the park. Therefore, alongside the development of the app I think it is important that the WIFI at Drusillas is also upgraded.

My secondary research comprised of many methods that included collecting data from Drusillas own market research they already conducted displayed on their website as well as other information including areas of importance for Drusillas customer service and marketing departments. Also, conduct research on TripAdvisor to obtain some reviews both positive and negative of Drusillas to understand how app can could benefit the experience and deal with issues people were mentioning in poor reviews, to help Drusillas reduce complaints. A final secondary research method that I conducted was looking at apps that competitors have already develop including Chessington, Paulton's park and Marwell zoo using information found on their app, it gave me ideas for features that I may include in my app to aid the development and to help to understand what customer want from an app to improve their experience at Drusillas.

When visiting attractions would you find an app useful?

58 responses



The primary market research that I collected via the google forms survey shows that there is a demand for an app at Drusillas as 96.2% of voters said that they find an app helpful when visiting an attraction like Drusillas. This shows that the product I am developing would be received well by customers at Drusillas and would

help Drusillas to improve their customer service at the park so would be a beneficial to both consumer and provider. Also, when I conducted focus groups at the park majority of participants said that the app made their day run more smoothly and help to make their experience be better, so this shows that the app is potential beneficial to both existing and new customers. Therefore, I think the development of the app should go ahead so it can improve customer relations at Drusillas.

My secondary research also suggests a strong demand for an app at Drusillas to aid the customer experiences that both new and current customer receive. By looking at market research statistics on their website this shows that they receive 21% of revenue is from their catering and 12% is from retail this shows them to contribute to Drusillas success. (Drusillas, 2021) However, by introducing the app which will have features such as buying food, drink, and gifts online this means that they can increase the input of retail and catering on Drusillas revenue and help to achieve their objective of increasing secondary spend which is important in increasing profits overall. Both the primary and Secondary research show that there is a create demand for an app to help customer have a better experience at Drusillas.

Would an app with the features above help you to improve your experience at a visitor attraction?

58 responses



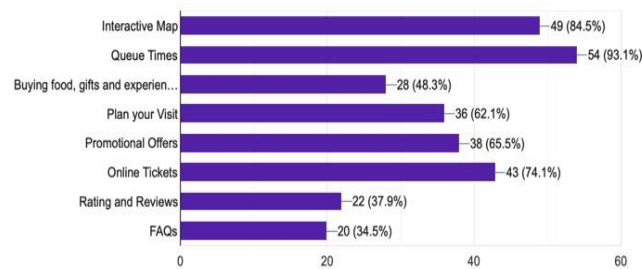
I think my primary and secondary market research clearly shows that the target market for this product is broad range of adults as the people that Drusillas primarily target are children under 11 so they will not be using the app themselves. But the app itself is targeting a broad range of ages as it is aimed the people who are coming to the park with the children for instance

their parents and grandparents. It is clear in survey that I conducted which covers people from age 16 plus that 96.6% of people said that they would find an app would improve your experience at a visitor attraction, so this shows that most people that are visiting with children are willing to use the app to benefit their experience. Also, my secondary research shows that 26% of visitors are visiting for the first time so app with features such as map would be very important in helping to them become familiar with park and aiding their day to run more smoothly. Also, it will be important to also target the 75% of people who have visit the park before, it is important to keep the app up to date to keep these customers engaged when visiting multiple

times. (Drusillas, 2021) So overall from my primary research which suggests that the target age group is broad and varied as well as my secondary research which highlights the different needs and importance of targeting both new and existing customers with different features so overall is wide and varied target market for this app will need to be largely considered in development of Drusillas app.

What features would you find most helpful on an app at a visitor attraction?

58 responses

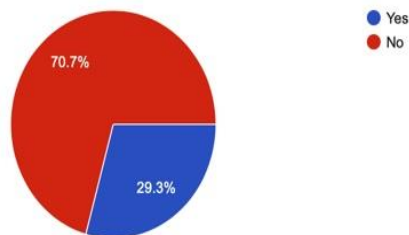


However, the customer needs are made clear by this primary research I conduct as customer stated what features they wish to be included to aid their experience at Drusillas. Some features that voters said that they would find beneficial are 84.5% said they want an interactive map on the app, 74.1% said they would want an online ticketing system, 62.1% said that they would like to see a

plan your visit feature and also 65.5% want the app to include promotional offers. The most popular feature that visitors wanted to see on the app is 93.1% of participates said that they want to see queue times of the attractions at Drusillas.

Would pay for this app at a visitor attraction?

58 responses

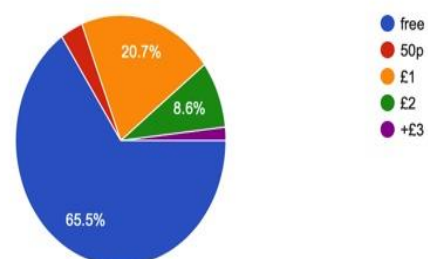


Also, participates responses to the survey show that they wish for the app to be free as 70.7% said that they would not pay for app in addition to the ticket and 65.5% further added they would wish for the app to be free. On the other hand, 20.7% of voters did say they would be willing to pay £1 for the app so I could consider a small cost, but it would not be favourable. Therefore, as a result

of this researc I will make the app free and fund it via sponsorship from other local business who are stakeholders in Drusillas. Furthermore, some additional features that customer suggested they would like to see include on the app in the survey and focus group that I conducted were features such as alerts about special events, projection for best times to visit, prices of tickets and extras, top 10 things to do whilst visiting Drusillas, Toilet finder, how to get there and other transport options as well as a chat box system to ask questions. I will consider all these features in the development of my app to make it better and tailored to customer's needs better as this is the most important accepts of this app development is that it is suited to the needs of customers as others it will not be successful in improving their experience at the park.

How much would you be will to pay?

58 responses



In addition, my secondary research (Tripadvisor, 2021) through the analysis of comments they receive on TripAdvisor suggested issues in particular with high queue times and a busy park so the features that I am considering including such as ride queue times and planning your day will help to reduce this poor review and meet the customers' needs better. Also, the secondary research I collect through Drusillas website made it clear that features like directions and transports links to get there would be important as 30% of non-members have a journey of over an hour so are unlikely to know the area. Also, the inclusion of a weather feature would be beneficial in meeting needs of customers as 72% of visitors check the weather forecast before they visit. (Drusillas, 2021) By including this features that are suggested through my secondary research I think this will help Drusillas to meet more of customer needs and offer a better experience overall. It is clear to me that from both the primary and secondary research that the target market is broad and covers people from lifestyles and ages, but the needs of customers are made clear that they can app that can improve and make their experience more enjoyable through a range of features stated above.

Through my secondary research I conduct I analysed competitors of Drusillas who already use an app to improve the customer experience some of these include Chessington, Paulton's park and Marwell zoo. As Drusillas is fairly unique in the combination of experiences it includes in the park there is little strong and close competitors particularly in the local area. However, these competitors that I mention above may be more distant and weaker but have an app already developed so are important to consider when constructing the app for Drusillas as some of their features that they include may be vital for Drusillas to include in their app in order for it to be successful. Chessington's app includes features such as special promotions, ride queue times, interactive map, plan your visit and pre-ticket purchase. Some of these features in particular special promotions and marketing of tickets help Chessington marketing department to promote Chessington better and aid their marketing objectives to be achieve. (Chessington, 2021) These are features that are clearly beneficial in improving the customer experience at Chessington as well as helping their marketing department and therefore would be worth considering in the development of Drusillas. Moreover, it worth considering that the app is free at Chessington and think is important particularly in the launch of this new product at Drusillas for their app to be free to encourage people to use it.



(Chessington, 2021)



(PaultonsPark, 2021)

Another similar competitor of Drusillas which uses an app to help with their customer service is Paulton's park they are using an app which includes vital tickets, map, queue times, plan your day as well as helpful information regarding Covid and opening times this helps to be prepared for the day and help It to be a better overall experience increasing the chances of visitors returning. (PaultonsPark, 2021) This is important for their marketing department because retaining customer is much cheaper than

attracting new ones and customer service in which an app is part of is a key element in retaining customers. By considering these features that Paulton's Park include in their app when developing the Drusillas app will help them as they are features, they have already been trailed and well received. Overall, by analysing these competitors that have similar target markets and also already have an app this will help Drusillas to understand the competition as well as use the data that I collect from this secondary research of looking at their apps and what they include to develop the best app possible to aid customer experience.

Through the data I have collected in both my primary and secondary research it is evident that my target market is the adults accompanying the children to Drusillas, so this therefore encompasses a broad range of people from all ages and backgrounds, and it is important that they also focus on targeting new and existing customers with this new product. The purpose of the product that I am developing for Drusillas is to make the customer experience at the park better through improved customer service and an experience that runs more smoothly due to the impact of the app. The idea is that the development of the app and the features that I am including will mean that customers have more information which is vital in helping them to have an organised day out that is able to run smoothly and efficiently. Also, it is important that the app has an impact on improving profit levels and visitor numbers and reducing complaints.

The Marketing Mix for the app that I am developing for Drusillas includes the product which is an app that consist of features that were made clear were important to the customer in my market research including ride queue times, interactive map including toilet locater, buy food, gifts, and experiences, plan your visit, show times, buy your tickets online, promotional offers. online membership pass and memberships perks, rating and reviews, FAQs, Interactive animal information, weather, and top 10 things to do at the park. So, the app will be developed to be accessible to all so it is easy to navigate and find different features using a search bar. As a result of my primary research, I have concluded that the price will be free as 65.5% said they wanted the app to be free so therefore to make sure it gets the highest number of users possible in particular in the initial stages of launch I will make the app free through funding via sponsorship through various stakeholders in Drusillas. The place will be available to consumers is via the app store and google play store so it is download available before the visit to the park to all mobile users,

as 98.3% of participants surveyed said they would use a mobile app with WIFI or mobile data.

Finally, the promotion of the app which is most important element in it being successful as people need to know about it. I will promote the app by various methods to make sure that I make it accessible to the broad range of ages and background that it is targeting. One way in which I will promote it to existing customer in particular is through posters and handouts at the park that have QR codes on them allowing you to download the app quickly and easily when at the park. Also, another way that I will promote the app to existing customers is by direct mail sending them emails about the app and links to able to download it before revisiting the park and I will also attach a link to the app which people purchase tickets online before there visit. In addition, more directed at attracting new customers I will run campaigns on Drusillas social media pages for instance on Instagram, twitter, and Facebook and also on their website to promote the app and what it includes to make your experience at Drusillas better. These campaigns will all includes QR and links to enable you to downland the app quickly and easily as well as images of the app and what it includes and how it can improve the customer experience at Drusillas. Using this broad range of media to promote this app will ensure that the all the target market from young parents to grandparents are in included in the promotion. For example, the email and website aspect of promotion is more suited to the older audience as these are media, they are more familiar with. On the other hand, social media campaigns are likely to attract the younger generations. I hope this is targeted promotion and varied methods that I will be able to capitalise on the highest visitor numbers and profits after the launch of the app.

Campaigns aims and objectives:

- Improve customer experience through the engagement process with Drusillas.
- Increase visitors' numbers to the park.
- Attract a broad range of ages and backgrounds to Drusillas.
- Increase annual revenue to aid further development and reinvestment and to make better profits.

Overall, through the primary and secondary research that I have conducted I think there is a strong demand for an app at Drusillas to improve the customer experience. Therefore, I will go ahead with the development of the app and then the promotion and launch of the app at Drusillas park. I will need to source external finance for the research, development and launch of the app from people who have an interested in the park this be other local business who benefit from the success of Drusillas or maybe the local council will help with funding. Once funding for this new product is obtained, I can focus on developing the best app possible to increase profits and visitor numbers at the park through offering a better experience for customers to enjoy.

Outcome D

Initially to introduce my new app to consumers at Drusillas, I will host a launch day in which I will invite annual membership holders, local celebrities, and influential figures such as mummy influencers to experience the park with the new app for free in return promoting their day out and giving feedback on the app. Through inviting mummy influencers and other celebrities and influencing people with their children that can promote the app and their experience via their extensive audience on social media and other methods of promotion they can use as they already have a wide following of potential consumers of Drusillas. So, by offering a free experience to people that are influential on your target market this will mean they see the new app being used by people they admire and wish to visit again to have the same experience with new app as the influencers. In turn increasing your visitors' numbers to the park, increasing revenue and profit for Drusillas that they can reinvested in other areas. Also, by rewarding annual membership holders with a free day this will encourage them to return and retain their annual membership in further years which is very significant for Drusillas in meeting objectives like achieve 375,000 visitors per year as if achieve a significant number of annual memberships by retaining them year on this will help you meet the visitor number objectives more easily.

I will also make it front page on their website with a large standout banner with a hyperlink taking to download the app and a picture of what the app profile, so everyone sees the promotion every time they visit the website making customers aware of the new product that they are offering and increasing the potential customer bases for this new product. This will be very specific to their target market as people visiting the website are clearly interested in the park and therefore in your new product plus, they clearly have access and use the internet so therefore are likely to be users of the app when visiting the park.

This campaign and launch of this app at Drusillas add to their sustainable and successful marketing activities that promote the brand and the park. This is because it diversifies their brand and what gives them more offer to customers making their experience more unique. Therefore, this gives the market department more to promote about Drusillas and how good their customer experience is to bring in more visitors and increase numbers visiting the park. It is important that that the campaign I am establishing to promote this app at Drusillas is supportive of their organisational and marketing objectives as well as the specific campaign objectives.

The target market for this product is broad range of adults as the people that Drusillas primarily target are children under 11 so they will not be using the app themselves. But the app itself is targeting a broad range of ages as it is aimed the people who are coming to the park with the children for instance their parents and grandparents. It is important in the campaign that we target both existing and new customers as both are important in its successful of improving customer experience and attracting higher customers numbers and revenues to the park.

The Unique Selling Point of this product is the product that will give the customer the best day out by enhancing customer experience and improving customer satisfaction levels. This USP is very important in the development stages of the app so should keep at the forefront of the development and promotion as it is the strongest reason

you have to sell it the app to consumer. So, therefore you have to focus your promotional campaign around this in order for it to encompass everything you want to promote about the app.

The price of the app will be free to all customers who visit the park, and I will obtain finance to cover the costs by getting sponsorship from stakeholders of Drusillas. For instance, using a local app developer to design the app for Drusillas for minimum cost that can be covered by the marketing budget or for free in turn I will include the brand name in my app to promote them in my app too. In the future, if the app needs further development and a relaunch then I may need to need to consider charging a small cost for the app, maximum £1 which consumers in my market research said they would be happy to pay so I think the app will still be successful even if there is a small cost. But at this initial point of launch in this promotional campaign the app will be free to all visitors to the park. To obtain this price I will use the penetration pricing strategy that means I think enter the new market with a low price in this case for no cost to encourage consumers to use your product and this will establish a customer bases before possibly increasing prices in the future to make better profits if necessary.

The promotional campaign will also in occur costs as I will be promoting by a launch party, website, direct mail, and posters. The website and direct mail will have no/ limited costs as they can be done by marketing Drusillas staff by just updating the website and collecting the customer database together to order to send out direct mail via email with hyperlinks to the app for people who have already visited the park. Whereas the launch event and posters will encourage costs for Drusillas and therefore may affect price you can charge as the costs of these promotional activities be high. The launch event for the app will be the highest cost to Drusillas in terms of the promotional campaigns and marketing aspect of this app. The costs will be expensive as it will include the cost of the admissions for all guests as you are giving them their tickets for free, also the event would include food and drinks and experience which would be expensive. Also, the posters that I will hand out and put up around the park will need to be designed and printed by an expert for the best results.

The place in which the app itself will be available to purchase is on the app store and google store for visitors to purchase before their visit through using links on websites and email they receive from Drusillas if they have visited before or in the park by scanning the QR codes on posters around the park. Meanwhile, the place of the campaign will be promoted will also be varied too it be on the internet and social media as well as at the park itself through promotional material like posters that will be placed around the park. So, the place of method is broad so that it can account for the large range of ages and background that this app is targeting to enable them to all access this app.

The promotion campaign will include a variety of methods in order to capture the wide target market that the app for Drusillas is aimed at. The primary method I will be using is a launch day in which I will invite celebrities and influencers along with some members of the local community and annual pass members who will get to

experience a day at the park for free with use of the feedback in return for promotion via mummy influencers social platforms. This is a very expensive form of promotion as you have to entertain visitors for free and only last for day so has a very short timescale. But it can be very effective in bringing in visitors and in turn increasing profit because people want to be like influencers and celebrities so by them promoting the park experience with the use of the new app then consumers are going to want it visit to be like them. I will also promote the app by using a banner on the front of page of Drusillas website to capture everyone that visits the website to encourage them to use the hyperlink included to download the app, this will be a long-term source of promotion as website will continue to be update and include this links to the app for all visitors to download.

Another way I will promote this new product at Drusillas is by using direct marketing to email existing customers that data is present on Drusillas system with an advertisement to promote the new app and encourage them to use the link to download the app before a return visit and offering a small 10% discount for returning and purchasing tickets by the app, this offer will be available for 30 days after launch to encourage people to return quickly to experience the app and also to increase visitor numbers and the number of customer Drusillas retains. A final way I will advertise the product through my promotional campaign is by targeting customer already at the park is using posters that will be put up around the park and handout at arrival, which will have QR codes on them as well as information about the app so they can download the app whist at the park. This will be a permanent method of promoting the app as the timescale can be as long as necessary as posters can stay around the park in the long term. However, this method will require the design and printing of the posters which can be expensive, and time must be taken to put up and handout posters too. By using this variety of methods to promote the app I will hopefully capture the broad audience that the app and promotional campaigns are aimed at including new and existing customers from a range of age groups intending to visit the park with children. The app will make the customer experience better, improve customer satisfaction by making their day run more efficiently and smoothly. So, it is important that the promotion is targeted right to make sure that the app is used by everyone to its full potential so it can benefit customer to the highest level.

Budget

To calculate my budget, I will consider all costs that I can calculate at the time of planning my campaign that I will list below plus a small contingency amount to allow for additional costs that I may occur along the way, listed below are all the initial costs I have calculated:

Costs of promotional campaign:

Local community members and other stakeholders in Drusillas costs of tickets = $30 \times £24 = £720$

Celebrities and Influencers costs of tickets = $70 \times 24 = £168$

50 annual pass members tickets are already paid.

Total Number of guests = 150

Other launch party costs total: £300 including food and drink.

Launch Party total costs = £1888

Posters = £44.61 to have printed.com design and print my posters

Social media, Website banner and Direct mail will have very little or no cost as they are being done by in house staff, so they are already employed by the business to carry out this marketing roles so there is no additional cost.

Overall Promotional campaign Costs = £1932.61

Overall promotional campaign budget = £2000

Cost of App development and market research:

Cost of App development = £5000

Costs of market research = £500

Overall costs and budget:

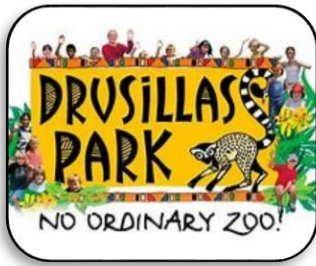
Total costs = £7432.61

Budget = £8500

I will budget £8500 for my research, development and launch of my app at Drusillas as this considers all costs that I have initially calculate that this will involve plus a small amount of contingency to account for any small additional costs you encounter along the process. My budget will be taken out of the profits from the previous year for this reinvestment into the park which will be hopeful in turn improve profits in future years.

I am going to measure the success of this campaign by using key performance indicators of the number of downloads the app gets so I can obtain the number of visitors attending the park and what percentage of those are using the app to understand its success in improving customer experience. I will use indicators such as visitor numbers and revenue as if the campaign is successful in meeting its objectives I set, then both indicators should increase. I think asses this monthly for the first year and produce an annual report at the end of the first year to measure its success because if at the end of one year it is not being used and meeting the campaign objectives set then we will need to consider altering the app and the promotion used to suit customers needs better otherwise it will be an unsuccessful campaign which can be impactful on the business reputation, visitor numbers and profit levels in the long term.

Design of Drusillas App



This is the design I have chosen for my app; I have included the logo and slogan of the park to make it clear what brand the product is associated with. I have kept the design simple but colourful, so it is eye-catching to draw in people's attention, so they download the app. Once on the app it will follow the same basic format so that it is easy to navigate for all visitors who varying ability will have to use technology. It will include different tabs at the bottom to

take you to the main features included in the app for instance the app, buying another products and services and planning your visit. In addition, it will have search bar for visitors to find their way around to everything they want with ease and also a chatbot feature to talk with the customer service team. These will be the main visual aspects on the app as I want to keep it simple so everyone can use it, but it will include bold colours and pictures to engage people's attention.

Promotional Poster

DRUSILLAS PARK
NO ORDINARY ZOO!

DOWNLOAD OUR APP FREE TODAY!

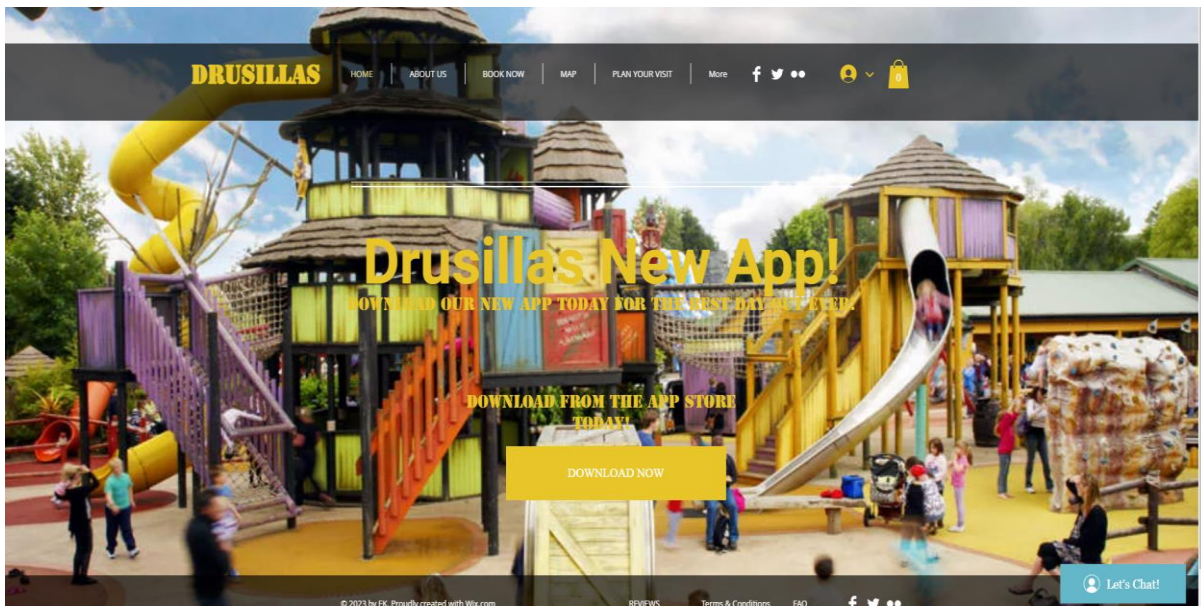
Features:

- ◊ Interactive map
- ◊ Food, Drink and gift purchase available from anywhere in the park
- ◊ Plan your visit
- ◊ Queue times
- ◊ Book tickets and experiences
- ◊ FAQs
- ◊ Ratings and Reviews

Reviews:

- ◊ "Outstanding app that made my day ten times better"
- ◊ "Faultless day"
- ◊ "Without the app our wouldn't have run so smoothly and explored so much of the park"

Webpage for my App



[HOME | My Site 10 \(wixsite.com\)](https://www.drusillas.co.uk/)

Success of App (AIDA)

I think my research, development and launch of my app along with the promotional campaign has been successful in improving the customer experience and satisfaction levels at the park. The app does this by offering better customer service through the app's various features that aid the customer's day to run more smoothly and be more enjoyable, which means they meet the overall aim of the app and avoid the organisational objectives too. In turn, the success has converted into increasing visitor numbers and revenue for Drusillas so they can benefit from perspectives including improving their financial position and promoting their brand image. Both the financial position and brand reputation of Drusillas are important in their overall success and therefore show that the time and money spent on app development and launch has been worth it and has been successful and beneficial to Drusillas as a business.

Attention

I think through my bright and bold promotions I have conducted through a range of media to suit the varied target market have worked in capturing the attention of my target market in multiple ways. This is important as promotions must be eye-catching to catch the attention of customers as they become aware of your product and what you have on offer to benefit their experience at Drusillas. It is important to create brand awareness and affiliation with your product or service. I think my app and the various promotional material that I have produced to advertise it, including posters, launch event, website banners and emails, have been successful in capturing the attention of customers and getting an awareness of the new product and how it can benefit customer experience.

Interest

Once I have captured their attention, I need to turn this into interest to download my app and use it around the park by promoting the features it includes and reviews of

customer this will generate interest for visitors to follow links or scan QR codes to download the app. It is important to generate interest in the benefits of your product or service to improving the customer experience at Drusillas which is the purpose of the app and then creating sufficient interest to encourage the buyer to start to research further in purchasing the app.

Desire

This is about moving from just liking the app to wanting to download it, having a desire to have to want to use the app to better the experience you get at the park. It is about getting a connection for the customer on using the app, I think I have done this well by promotion because I have informed the customers about all the app has to offer so they can see what features they like and how these features will benefit their day and overall customer experience for the better. This desire is important as it's the point in which they are liking to download the app.

Action

As soon as the desire to buy is aroused, this must be transferred into an action, that is, the purchase. This is made simple by the promotion material I that have created to launch my app and promotional campaign which all has easy access and free links and QR codes to be able to purchase the app, so I think the action part of my campaign is also successful. This is because the I have made my promotions linked to purchasing easy and accessible to my whole target market as they have a range way of promotion to suit the wide market that I am targeting, making it as clear and easy to access as possible. Therefore, this changes the customers want for the product into a purchase that they download the free app. The evidence of the success of this part of the process is shown by number of downloads the app gets.

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