

TANGIBLE/ PHYSICAL EVIDENCE

CUSTOMER ACTIONS

SHARING

LINE OF INTERACTION

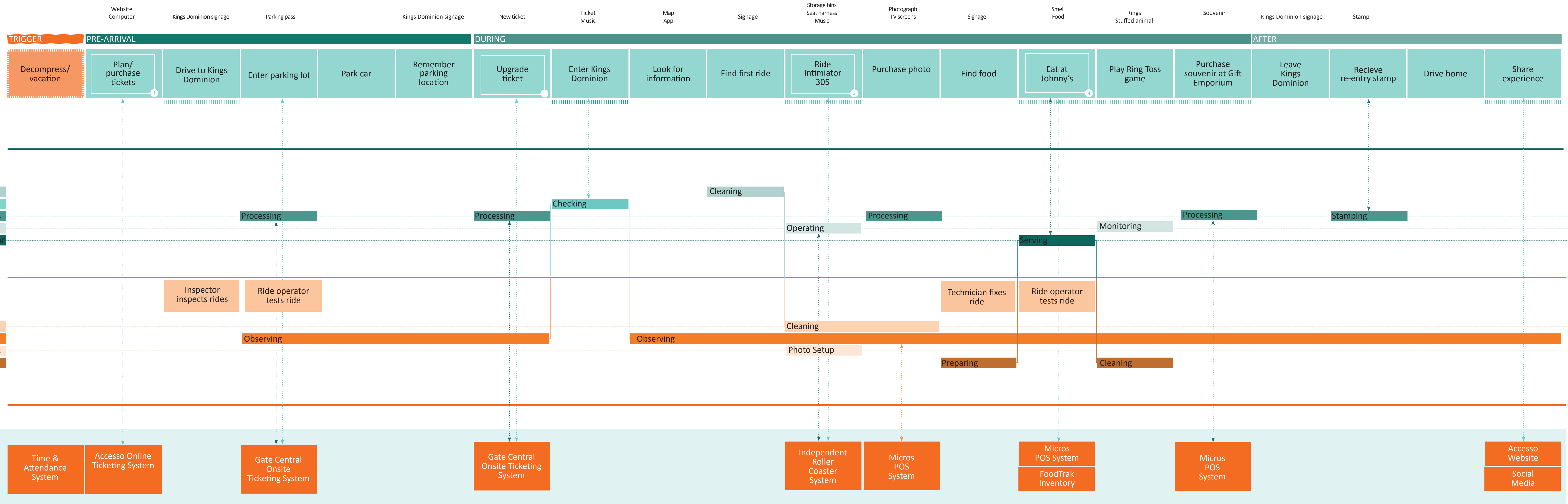
FRONT STAGE

LINE OF VISIBILITY

BACK STAGE

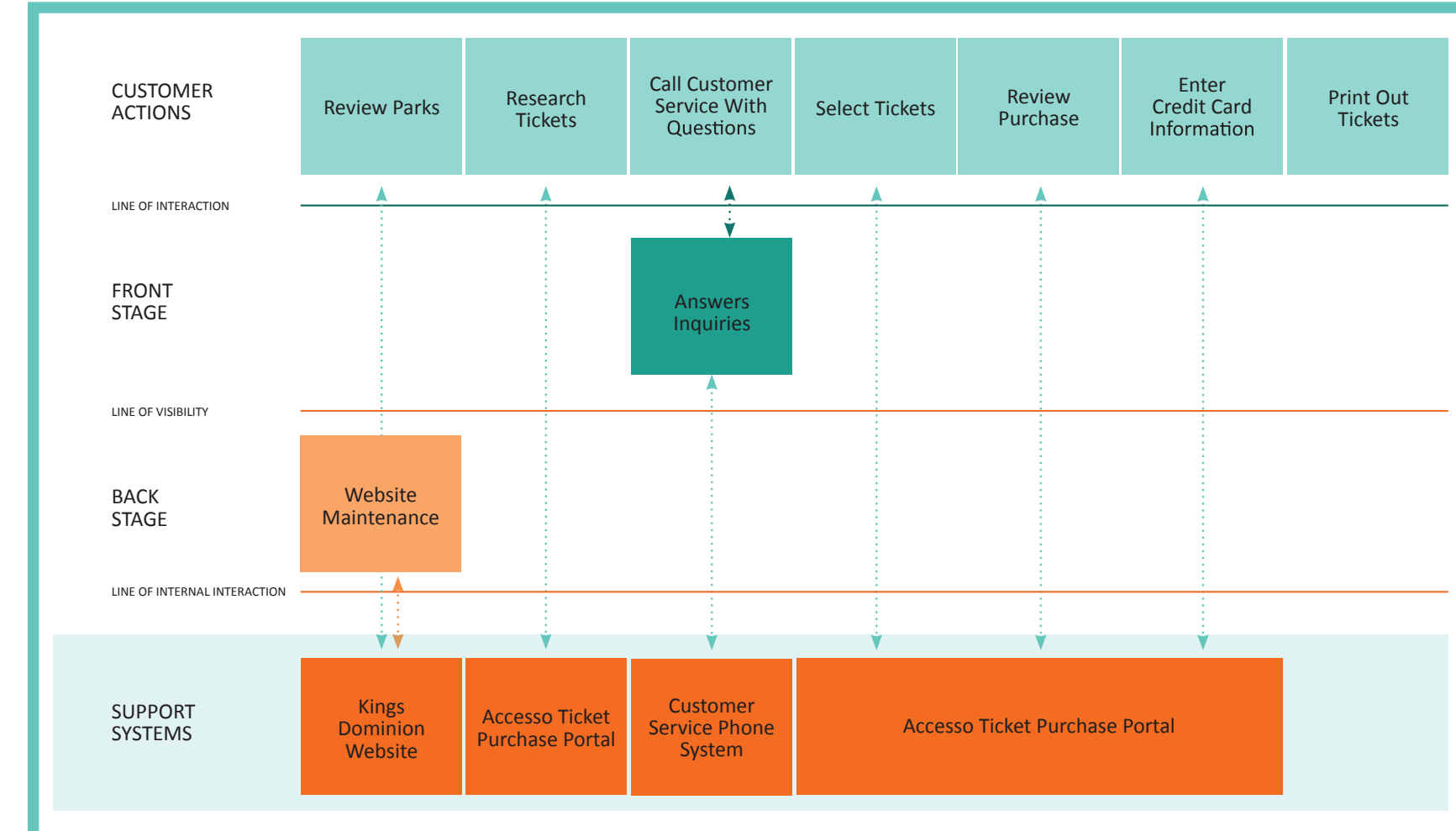
LINE OF INTERNAL INTERACTION

SUPPORT SYSTEMS

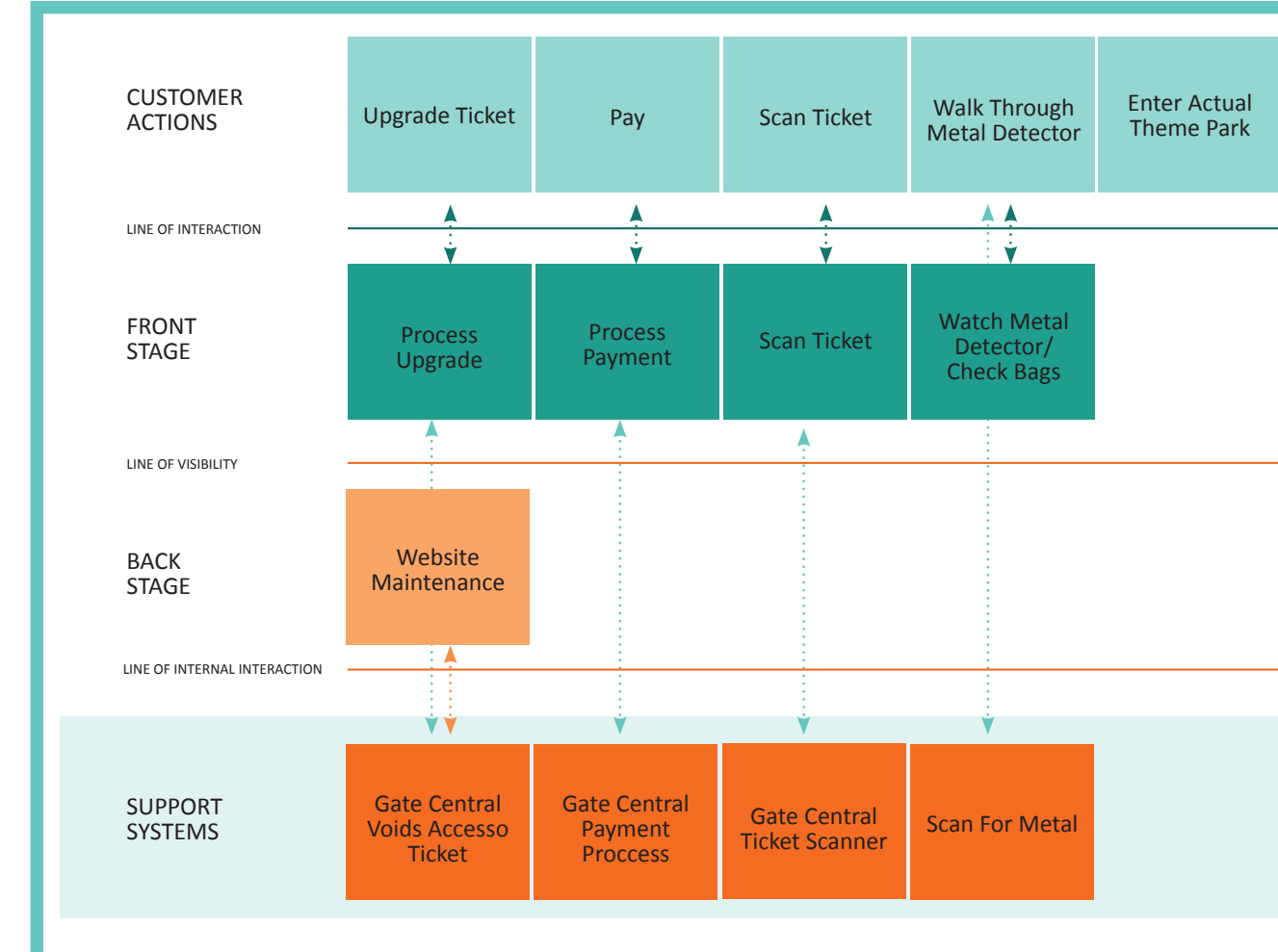


BLUEPRINT EXPANDED

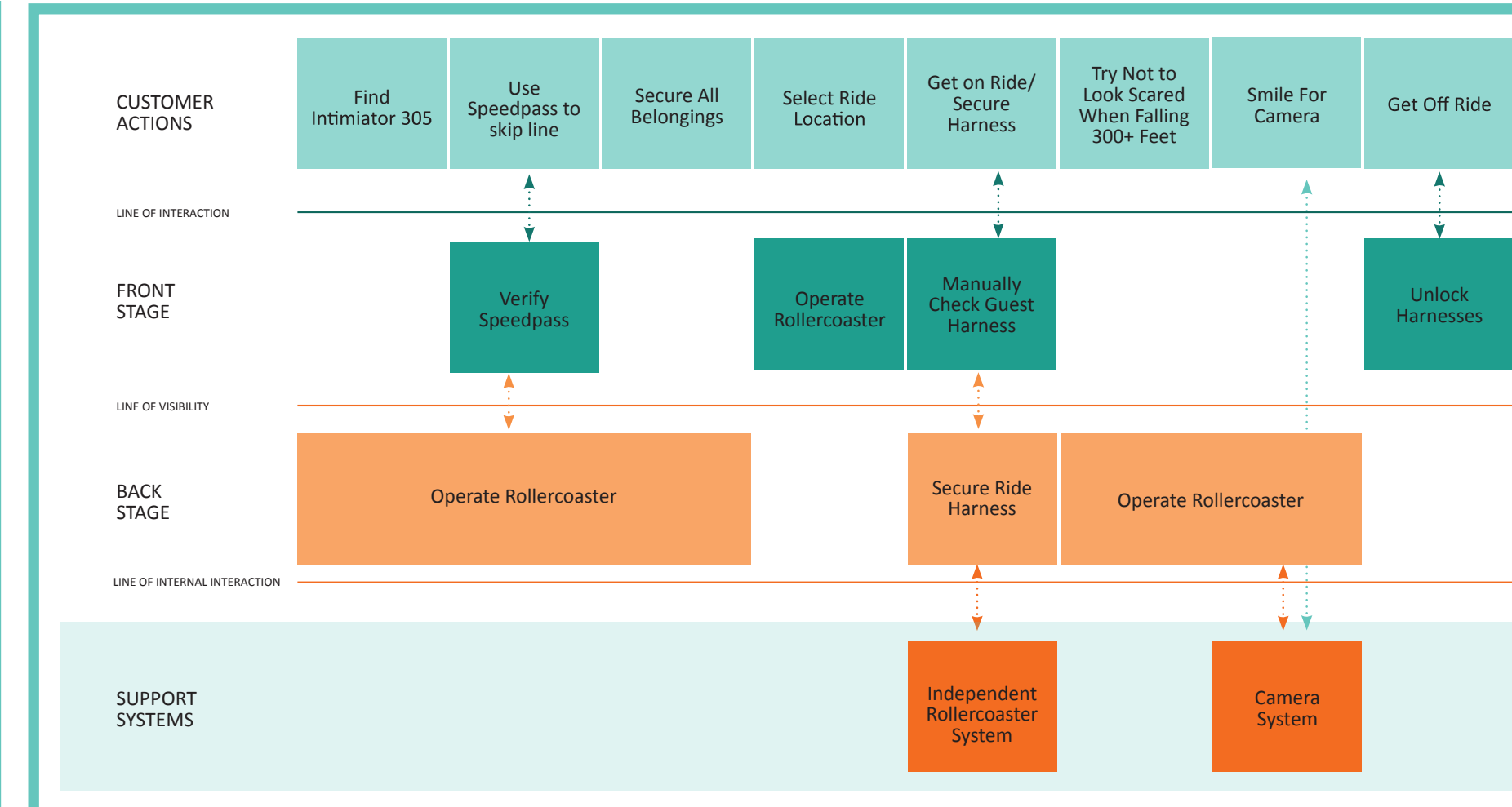
TICKET PURCHASE ①



TICKET PROCESSING ②



RIDE EXPERIENCE ③



FOOD EXPERIENCE ④

