

Slime Experience Audit - Facebook Event

Evaluated a high-traffic promotional slime event at a major shopping mall to understand the full visitor experience—from arrival to participation.



60+ min

Average Wait Time

Families waited more than one hour.



28+ people

Peak Line Length at 1:34

Line grew to ~30+ behind us by 1:49.



9/10

Engagement at Activity

Children were highly engaged once inside.

AUDIT FOCUS AREAS

- ✓ Visitor behavior & decision points
- ✓ Queue experience & wait time
- ✓ Signage, visibility & communication
- ✓ Comfort, amenities & accessibility
- ✓ Engagement & excitement drivers
- ✓ Participation flow & friction points

WHAT WE OBSERVED



01. VERY LONG WAIT WITH LIMITED INFORMATION

- More than 28 people in line at 1:34; line grew to ~30+ by 1:49.
- No signs along the line or outside the store.
- Many looked back at the ad to confirm details.
- Families unsure what to expect.



02. LONG, COMPLICATED INSTRUCTIONS

- Detailed instructions and options were explained only after entering.
- Families could have received this information while waiting to prepare and save time.
- Lack of visibility into the experience created hesitation.



03. HIGH EXCITEMENT DURING PARTICIPATION

- Children became very excited once they saw the slime options.
- Kids highly engaged and enjoyed making slime.
- Staff thanked families and gave out stickers.



04. MISSED BRANDING OPPORTUNITY

- Families and kids took photos with the large bear statue, but it was not branded.
- Opportunity to create a branded mascot or photo feature to drive social sharing and event identity.



05. COMFORT & AMENITIES OPPORTUNITY

- No handwashing station, wipes, or tissues available.
- Slime and dye got on hands with nowhere to clean.
- Online reviews also mentioned lack of handwashing supplies.



06. RESTROOM ACCESS NOT COMMUNICATED

- No restroom inside the event and not notified beforehand.
- Many asked where the restroom was.
- Visitors had to leave the line to find a restroom.



07. DISCOMFORT & FATIGUE DURING LONG WAIT

- Many children sat on ledges or the floor.
- Adults leaned on strollers.
- No nearby seating for most of the wait.
- Feet hurt; nowhere to sit.



08. INSIDE STORE EXPERIENCE

- Lots of open tables and empty shelves.
- Large open space on the left not being utilized.
- Limited visibility of options and prices until inside.



KEY TAKEAWAY

Small improvements in communication, comfort, amenities, and branding can greatly improve visitor satisfaction, reduce frustration, and increase repeat participation.



OPPORTUNITY IDENTIFIED

Families wanted an interactive, fun experience and showed strong excitement. However, gaps in communication, comfort, amenities (handwashing & restroom access), and branding caused frustration and missed engagement opportunities. Addressing these issues could significantly improve the overall experience and strengthen brand loyalty.

OUR RECOMMENDATIONS



COMMUNICATE EARLY & CLEARLY

Share wait times, activity details, slime options, prices, and what to expect before arrival.



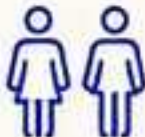
PROVIDE INSTRUCTIONS WHILE WAITING

Give families the step-by-step instructions and selection sheets earlier to prepare and reduce time inside.



IMPROVE HAND HYGIENE OPTIONS

Offer hand wipes, tissues, or a portable handwashing station during and after the activity.



COMMUNICATE RESTROOM INFO

Inform visitors in advance that no restroom is available inside and provide clear directions to the nearest one.



ADD SEATING & COMFORT

Provide seating or rest areas for families during long waits.



CREATE A BRANDED PHOTO FEATURE

Introduce a branded mascot or photo spot to encourage social sharing and strengthen event identity.



USE REAL-TIME UPDATES

Provide text updates or announcements to manage expectations and keep visitors informed.



OPTIMIZE SPACE & FLOW

Utilize available space and tables more efficiently and streamline the experience flow.