

DISNEY'S

TRASHY

DATA

Walt Disney revolutionized a lot of things, one of them being trash.



Disney aimed to find
the perfect trash
can distance to
prevent littering
without being
distracting.

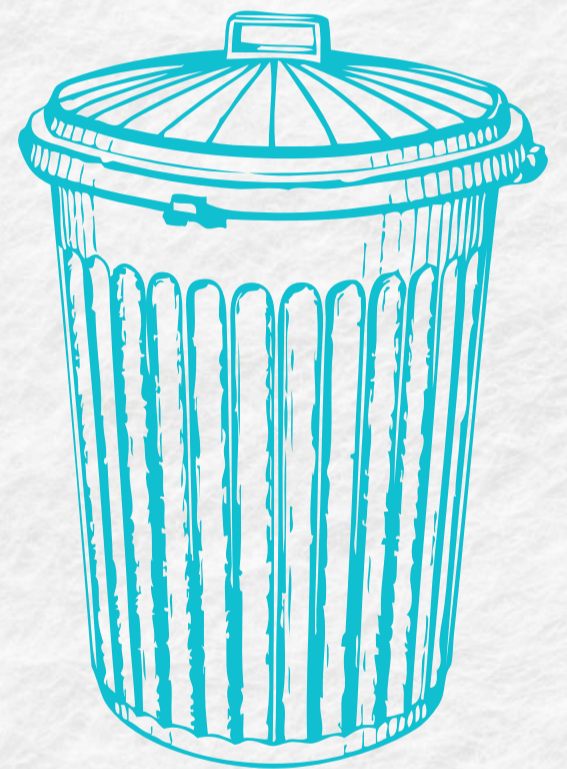


IT'S RUMORED HE LED RESEARCH EFFORTS LIKE...



Counting and tracking the average steps it took people to finish a hot dog.

Removing the trash cans and observing how far people walked until they dropped their trash.



The research showed the best distance - no debate needed.

Today, you're never more than 30 feet from a trash can within a Disney park.

TRASHY ICONS

But distance wasn't enough to deal with Disney's inevitable trash.

They transformed these functional necessities into park icons.



Throughout the parks the cans are uniquely themed, becoming part of the experience.

They've become so beloved, fans collect merchandise proving even waste management can be magical.

Don't rely on assumptions. Do research.

Invest in finding real answers through:

- Observation
- Surveys
- Interviews
- Focus Groups
- Experiments

To do what Disney did, identify what you want to answer, what research could inform your decision and develop experiments to get your answers. Notice - Disney did not ask guests and get their opinion, he observed.

Champion opportunities to do things differently.

Disney could use generic trash cans since that's what other theme parks might do, but they chose to do something different.

When you invest in research and add in some creativity, even simple decisions can become legendary.

