

Theme Park Cart Design: Frost & Fizz's Fruity Drinks

Ella McGinley
Cornerstone Charter Academy
12th Grade



Cart Concept Treatment

Filled with tropical fruits and bright, playful dragons, this vibrant smoothie cart brings a small taste of the island Frost & Fizz discovered on their travels.

Bursting with color and exotic flavors, the cart invites families to cool off with refreshing smoothies crafted in the most unexpected way—by tiny, talented dragons.

According to Frost & Fizz, the island they stumbled upon wasn't just lush with exotic fruit—it was home to a community of mystical little dragons who adored harvesting, tasting, and experimenting with the island's flavors. Dr. Frost befriended the curious creatures and quickly learned that each dragon had its own personality and fruit specialty. Together, the group enjoys sharing the fruits of discovery by unlocking the secrets of crafting delicious drinks.



Cart Concept Treatment

At the cart, guests join the adventure by customizing their own smoothie and watching the magic unfold in real time. After choosing a fruit based blend and sending it off, the adorable dragons (animatronic) spring to life. One drizzles strawberry yogurt with pride, another digs through a stash of blueberries while a third parts ways with their treasured sprinkle collection. Each smoothie is based off of a quirky dragon and their favorite fruit (Each drink comes with a mystery dragon collector card by Frost & Fizz).

Frost & Fizz now travel with the dragons in their cozy cart and invite guests to share in the wonder, flavor, and community of the tropical island. With every colorful cup, guests delight in the flavors created by charming fruit-loving dragons.

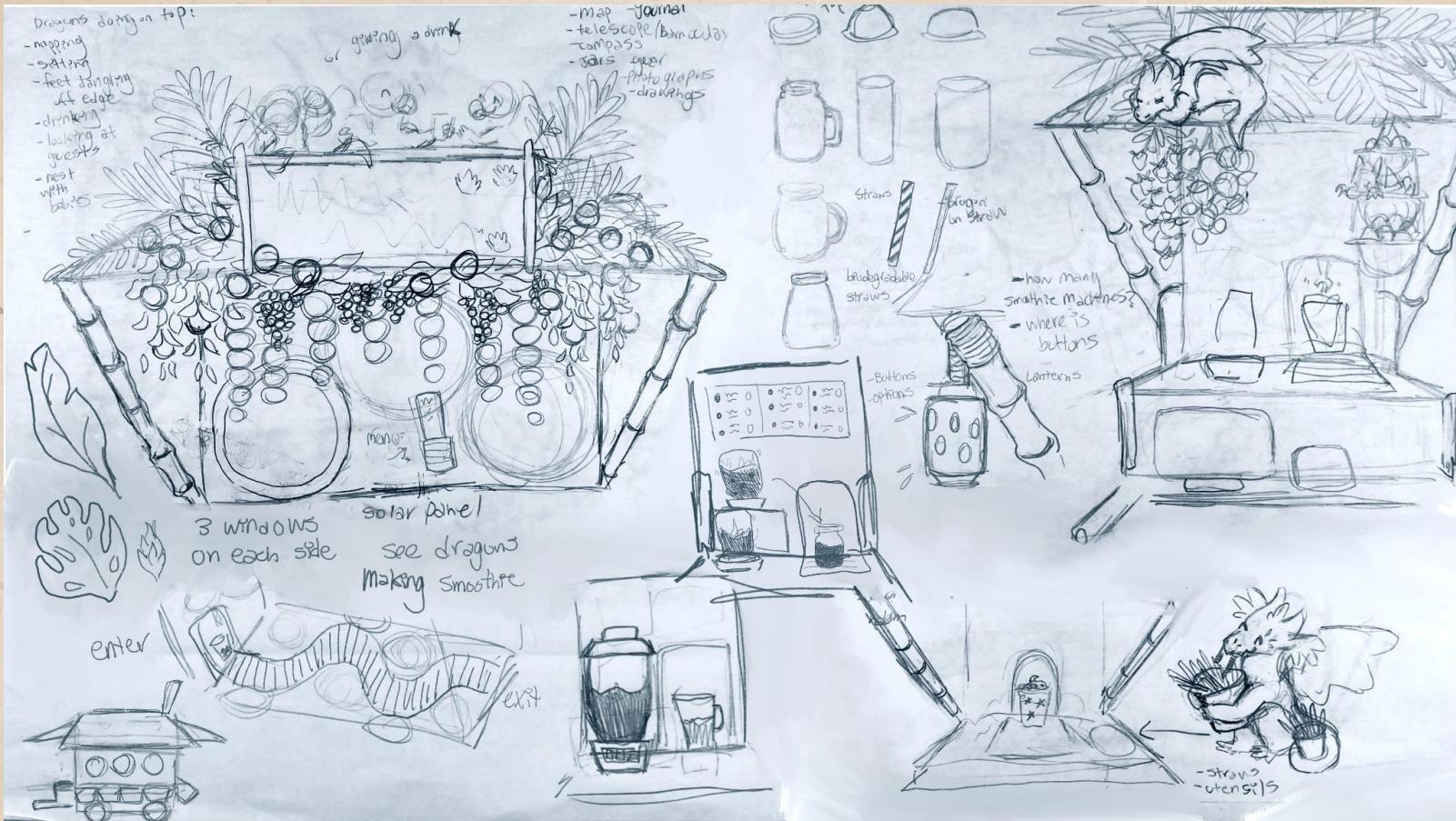
Huzzah!



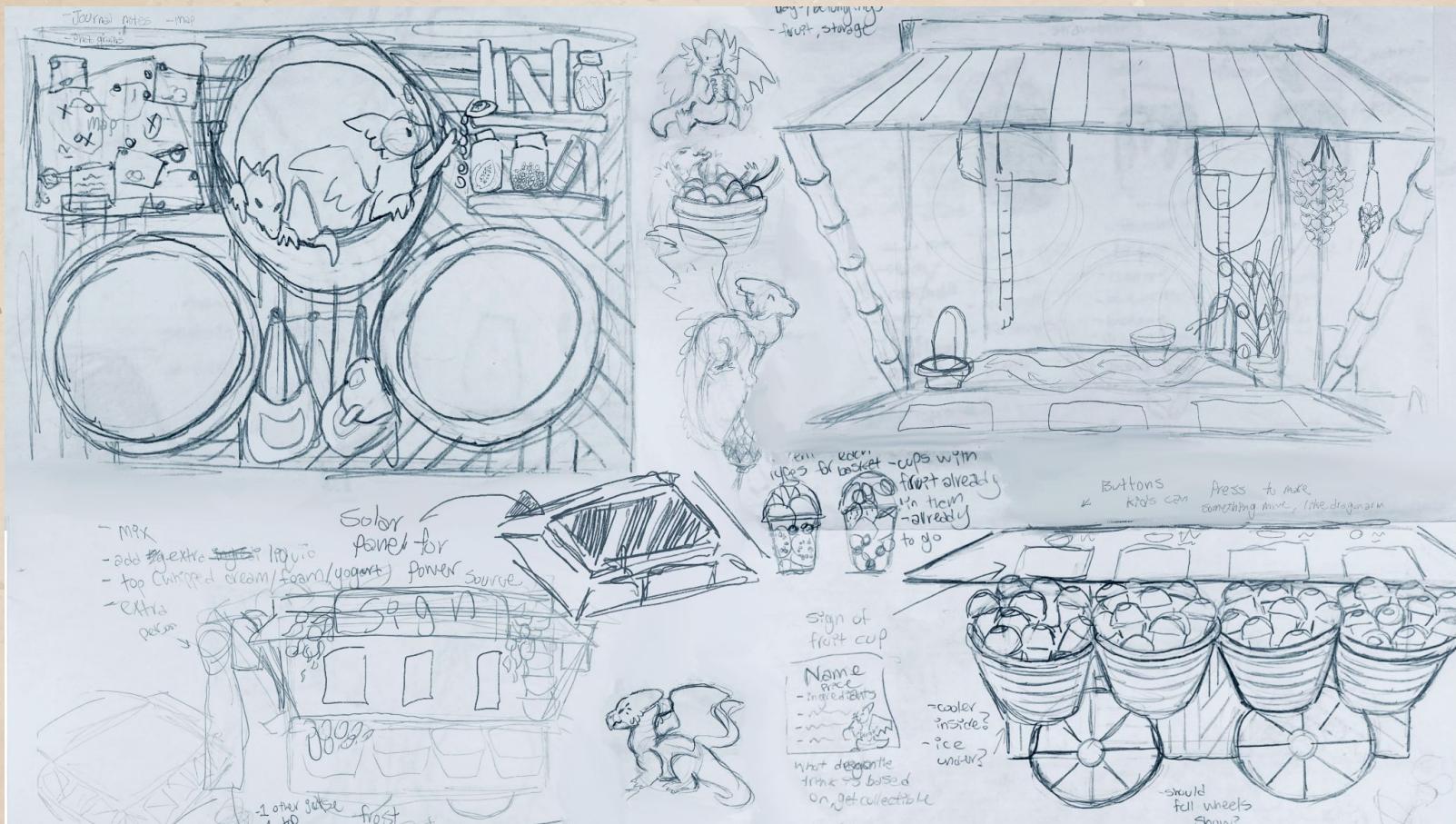
Inspiration



Sketches



Sketches

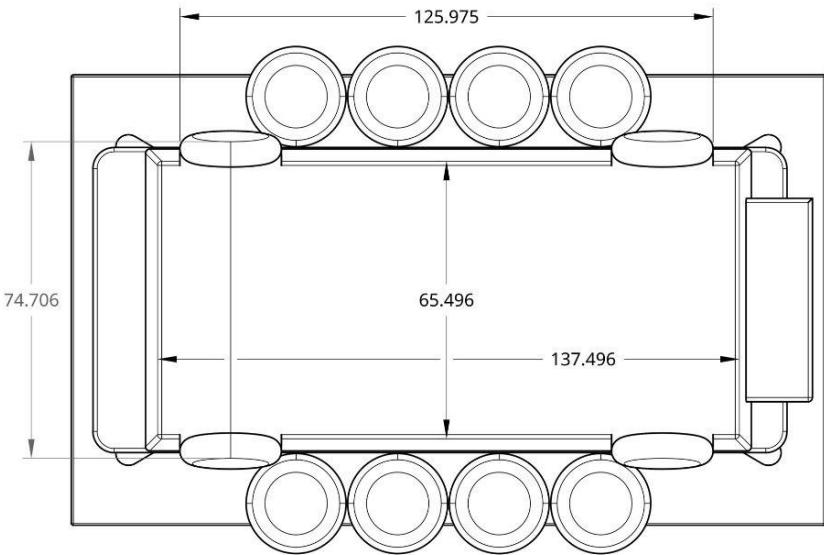


Perspective Sketch

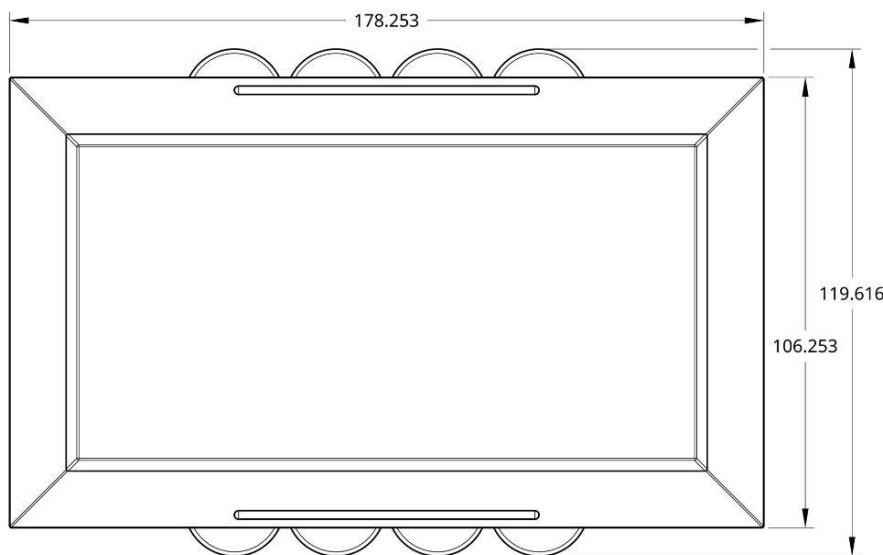


Ground Plan

Bottom View

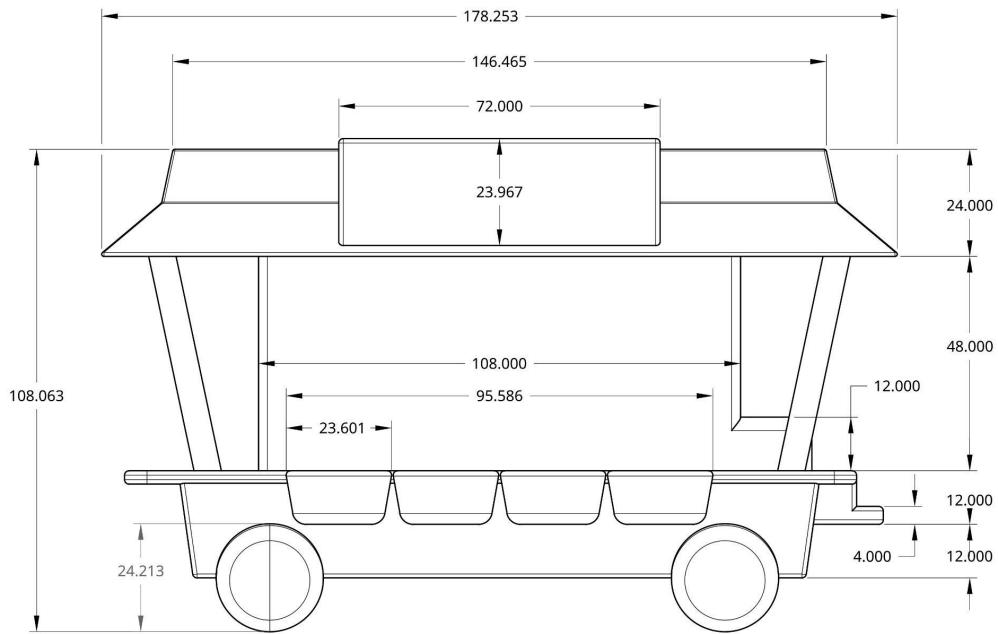


Top View

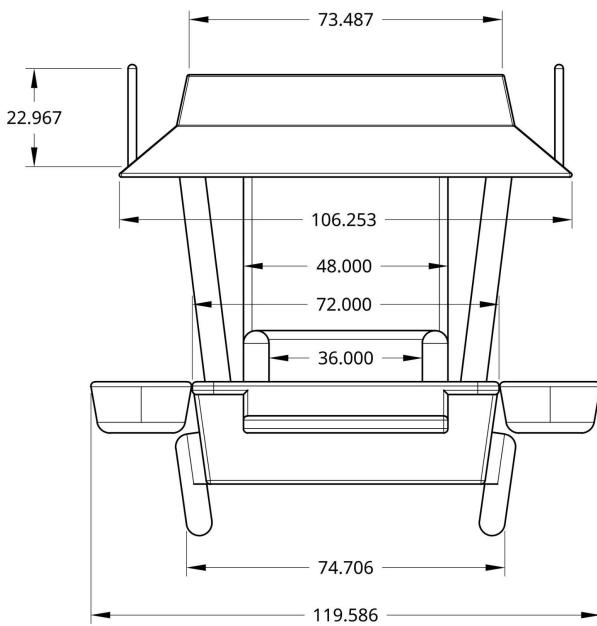


Elevations

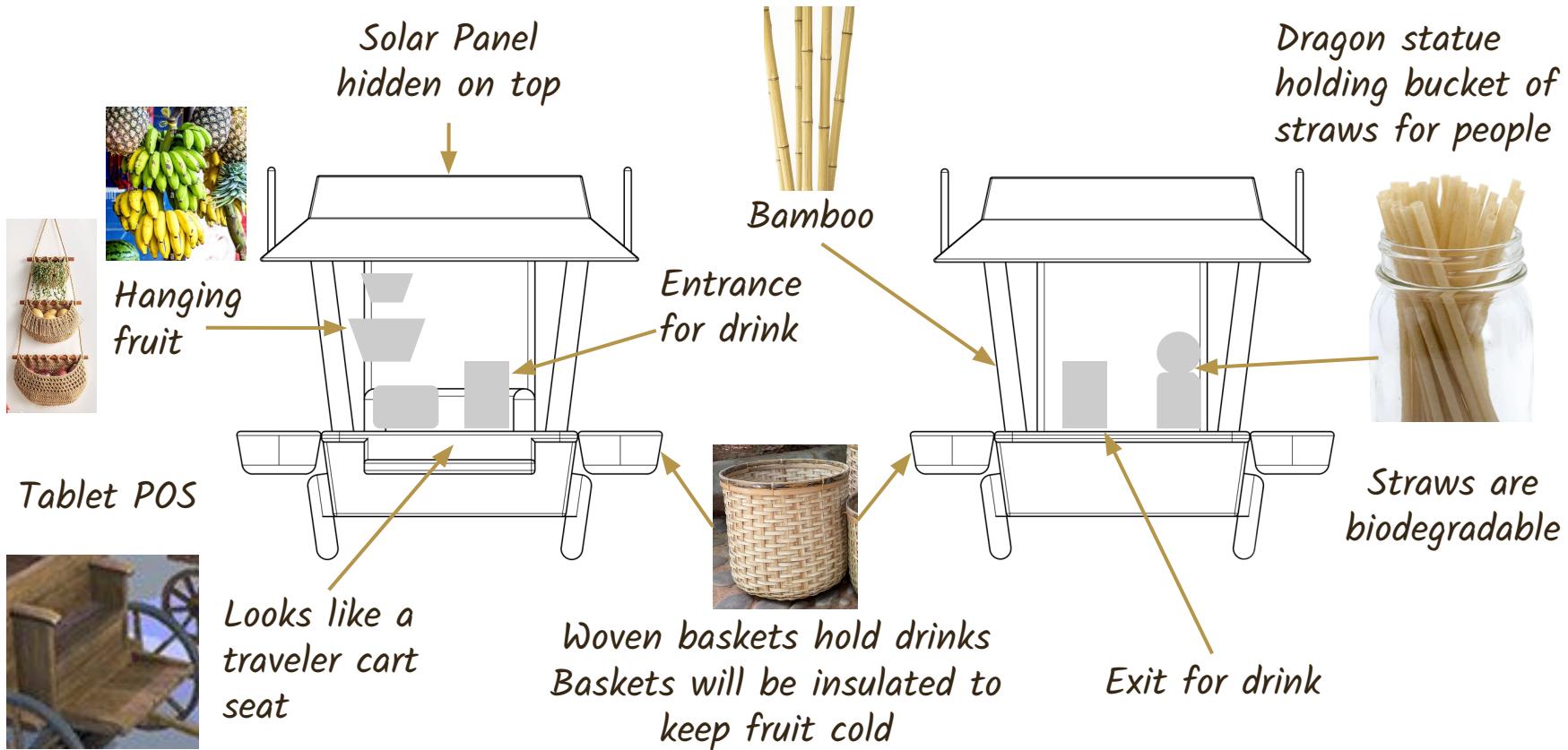
Front View



Side View



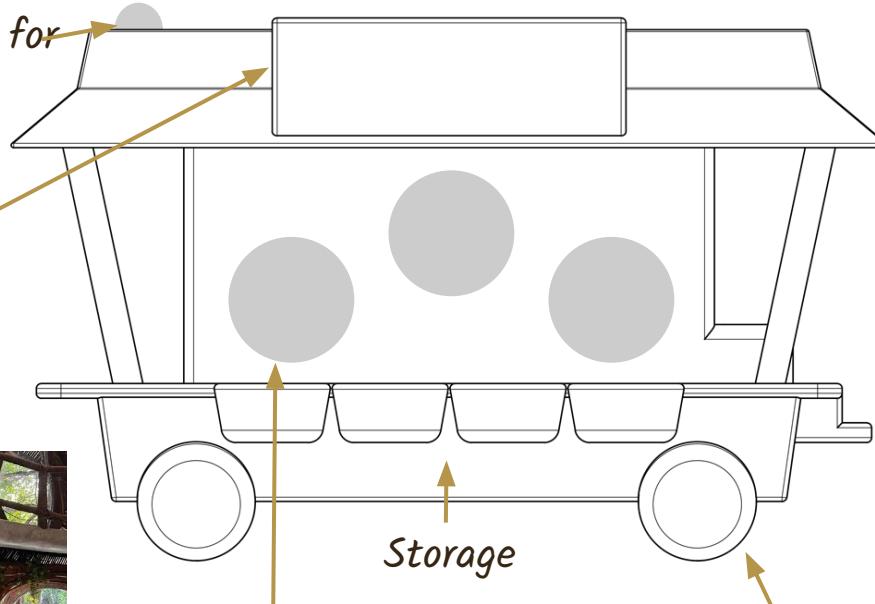
BONUS: Callouts



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Dragons on top for fun detail

Sign is on both sides



3 circular windows to see dragons adding special toppings to blended smoothies

Storage

Bamboo wheels

2 Travelers in charge of transactions, blending and loading drinks, and talking with guests



Traveler will talk to people and ensure smooth operations

BONUS: How Drinks Are Made

As the drinks move along the conveyor belt, the rest of the toppings are added by dragons (Audio animatronics or mechanical).

The final step of the process is a dragon “frosting” the drink with their breath.



BONUS: Dragon Concepts

The dragons at this cart look similar to the fruits they eat. Fruits like watermelon, orange, mango, dragonfruit, blueberries, etc. They have certain features that make it easier for them to make these fruit drinks.



BONUS: Drink Designs

The drinks look like mason jars because that is what a traveler might use. The mason jars are plastic and each flavor has a different design to match the drink.



BONUS: Collectable Cards

The collectable cards are beautifully illustrated dragon identification cards that are nested in the mason jar lids. They are a mystery until the lid is removed for blending. Adds a mystery box element that is popular with collectors right now.



Thank You!

