49ers User Experience Diagram

Engagement level — from **Fan focused** (top) to **Basic needs** (bottom)

	Before	During	After
Hero Cam / Sensor	Camera embeded onto player's helmet Sensors on uniforms	You get Point of View during the game, engaging the user and giving them real time feedback of what players are experiencing including impact. People can engage with phone, connect to player. Get data visualization for each hero. Capturing the play you want and superimposing your experience audio on the video.	Becomes album for game, season, year.
Fan Cam	360 stadium camera Track camera	After every major play camera captures audience, and randomly selects 500 people to share specific fan highlights.	Through 49er app, people can access the picture.
Play by Play Cam	Augmented reality screen where you can access explanations of the play as an overlay over the real game.	Help novice spectators understand the details of each play therefore more engaged with the game.	
Pre order service	Reserve blankets, rain poncho, heat pad, uniform through 49ers app.	Use reserved items.	Return and get back garantee.