

Current Experience Map at Stadium

| Before Game Day | Game Day : Morning | Game Day : Tailgating | Game Day : Kick-Off | Game Day : First Half | Game Day : Half Time | Game Day : Second Half | Game Day : Post Game |
|---|---|---|---|--|--|--|--|
| <ul style="list-style-type: none"> Story Lines Ticket Purchase Planning & Preparations | <ul style="list-style-type: none"> Driving to Stadium Waiting in Traffic Paying for Parking Parking Setting up tailgating area | <ul style="list-style-type: none"> Food and Drink Games Social meet-up Walking to stadium | <ul style="list-style-type: none"> Swiping tickets Security check Getting drinks Finding seats Meeting other fans Coin-Toss | <ul style="list-style-type: none"> Game play Stoppage time Penalties Injuries Bathroom line Food + Drink line Other games 2 minute warning | <ul style="list-style-type: none"> Bathroom Line Food + Drink Line Social Meet-up Fan competitions Highlights | <ul style="list-style-type: none"> Game play Final score | <ul style="list-style-type: none"> Clean-up Leaving Stadium Finding Car Sitting in Traffic Getting Home |

The Story

| Before Game Day | Game Day : Morning | Game Day : Tailgating | Game Day : Kick-Off | Game Day : First Half | Game Day : Half Time | Game Day : Second Half | Game Day : Post Game |
|---|--|--|--|--|----------------------|---|--|
| <ul style="list-style-type: none"> Current Season Record Previous Season Records Injuries Line-Up Personalities Rivalry | <ul style="list-style-type: none"> Coaching decisions | <ul style="list-style-type: none"> Coaching decisions | <ul style="list-style-type: none"> Coaching decisions | <ul style="list-style-type: none"> Play-Calls Big Plays Other Games | | <ul style="list-style-type: none"> Play-Calls Big Plays Fan Engagement | <ul style="list-style-type: none"> Win-Loss Outcome Context for next game |

The Conversation

| Before Game Day | Game Day : Morning | Game Day : Tailgating | Game Day : Kick-Off | Game Day : First Half | Game Day : Half Time | Game Day : Second Half | Game Day : Post Game |
|---|--|--|---|---|--|--|--|
| <ul style="list-style-type: none"> Where am I sitting? What to bring? What's are the biggest storylines of the game? | <ul style="list-style-type: none"> Best place to park? Where are the communities? How do I feel about the game? Where am I in relation to stadium? | <ul style="list-style-type: none"> Who's at the game? How is everyone else feeling about the game? Who should I pay attention to? | <ul style="list-style-type: none"> Where is the best place to enter the stadium close to my seats? Where is everything located from that? Coin Toss outcomes? How can i get involved? What is everyone singing? What is everyone talking about? | <ul style="list-style-type: none"> What just happened? What needs to happen? How can I engage with the crowd? What's going on outside of stadium? How long will it take to go to the bathroom? Get food? | <ul style="list-style-type: none"> Where are my friends? What has happened so far? | <ul style="list-style-type: none"> What needs to happen? What just happened? | <ul style="list-style-type: none"> Where do we stand? |