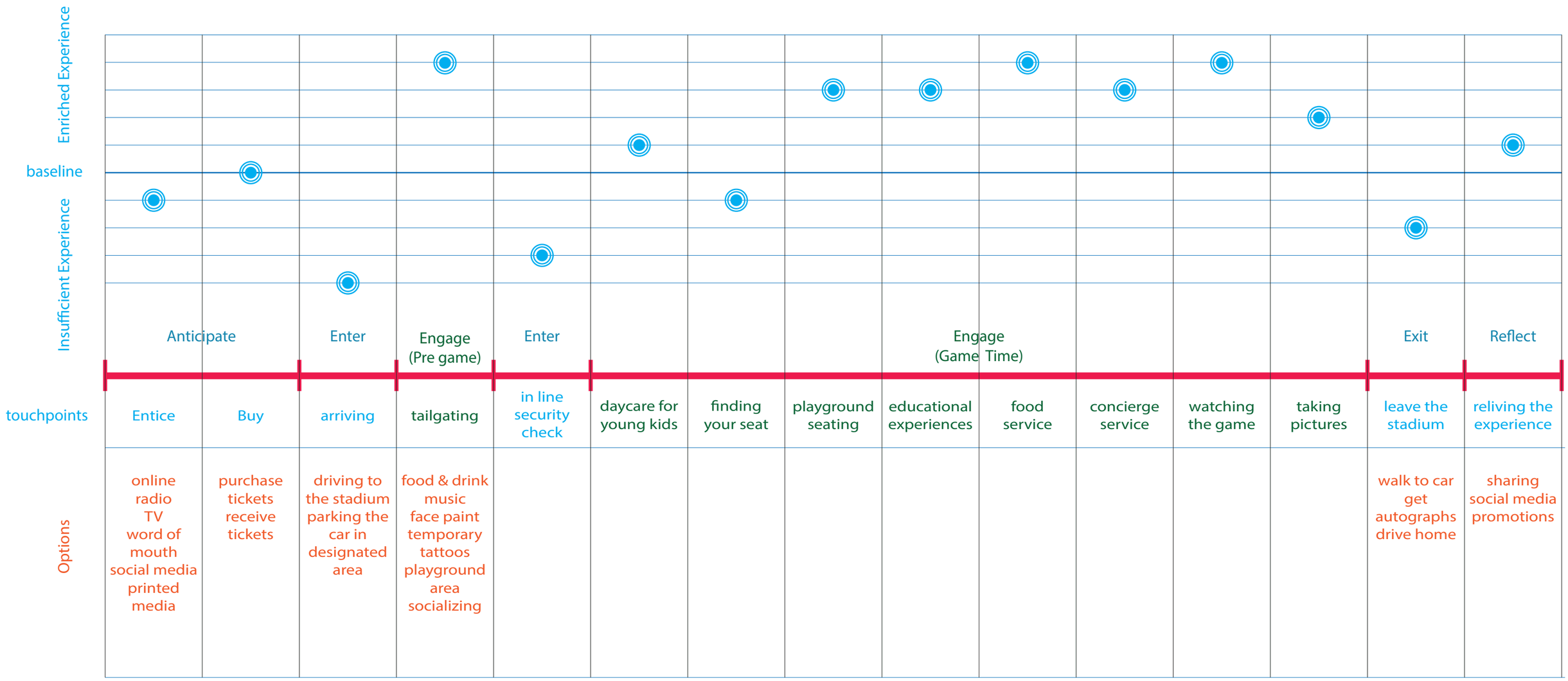
Experience Journey Map | 49ers Levi's Stadium



User

By focusing specifically on "Parents with Children" attending an NFL game, we can cater to the next generation of fans and players. Not everyone has the opportunity to access the game, because of barriers like zoning and pricing. We want to create a new opportunity for families by breaking the mold and shaping a new experience from scratch.

Goals

educate the next generation of fans and players
provide a safe atmosphere
make it financially accessible
engage and entertain families
encourage proactive participation

Parameters

Lower Ticket Prices
Location of stadium
Location of seats
Atmosphere of the crowd
Staying engaged