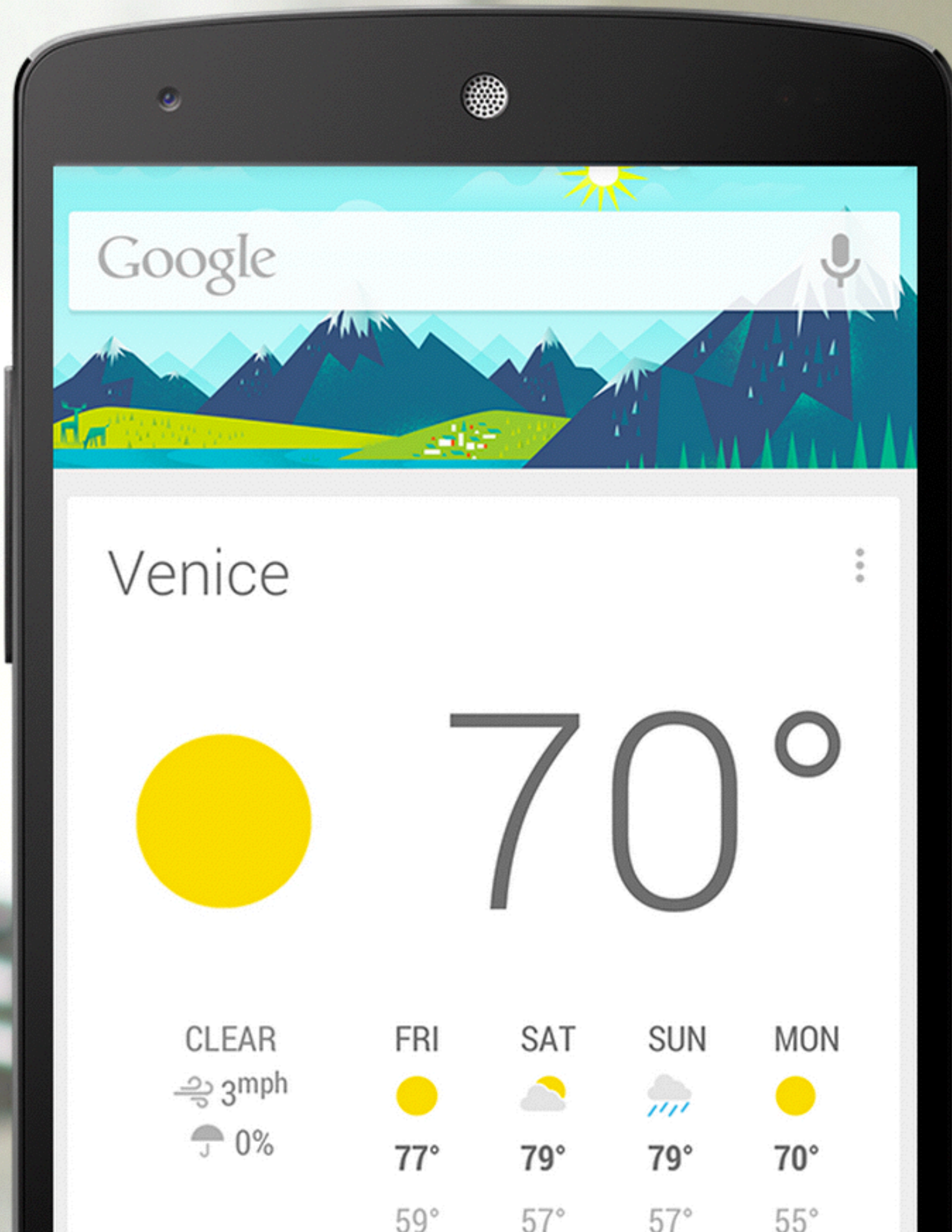


Research



Google Now

Contextually-Aware App

“The right information at just the right time”

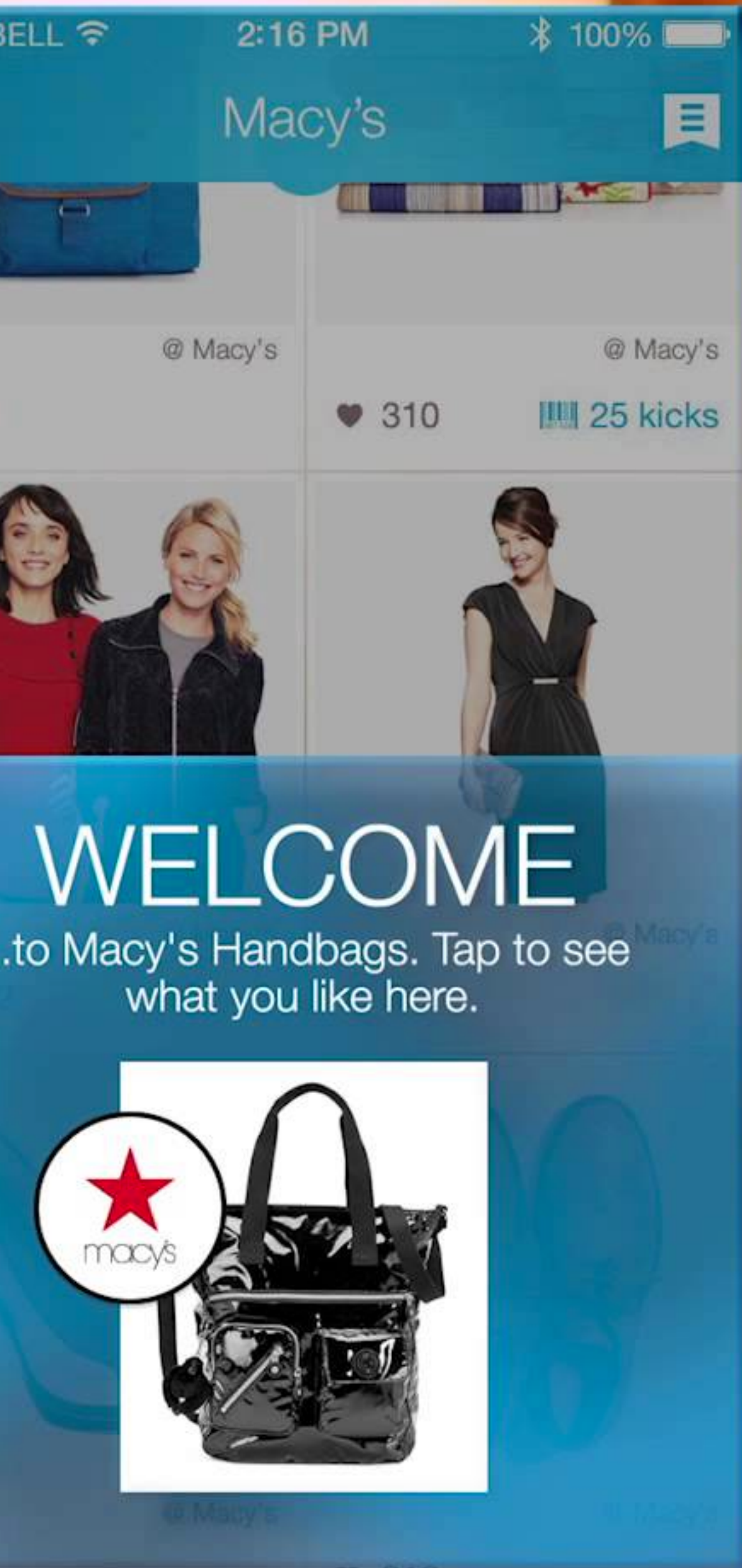
- Uses Google-connected info - GPS location, navigation history, emails - to give you a customized, relevant and timely web experience
- Information is automatically organized into simple cards that appear when needed



Burberry Digital Store

Interactive Space

- Global events screened live in the store
- Inside RFID woven into select apparel triggers multimedia content on mirrors to showcase runway footage and product videos
- Installed mirrors and kiosks double as responsive displays and can track browsing habits and shopping patterns
- Mobile checkout
- “Customer 1-2-1”: allows shop assistants to access consumers’ preferences and shopping history



Shopkick

Companion App

- Uses iBeacon technology to detect the presence of iPhones and smartphones as people enter and leave a store
- “Greets” customers when they enter the store and give push alerts on overall in-store deals and discounts and personalized recommendations
- Shows retail information based on shopper’s specific location in an aisle or section

List of Actions

Pre-Game



Makes decision
to watch game



Decides
whether to watch

Pre-Game



Makes decision
to watch game



Pre-Game



Makes decision
to watch game

Purchases
ticket



Pre-Game



Makes decision
to watch game

Purchases
ticket



Pre-Game

Makes decision
to watch game

Purchases
ticket



Pre-Game

Makes decision
to watch game

Purchases
ticket



Travels to
stadium



Pre-Game

Makes decision
to watch game

Purchases
ticket



Travels to
stadium



Pre-Game

Makes decision
to watch game

Purchases
ticket



Travels to
stadium



Parks car



Pre-Game

Makes decision
to watch game

Purchases
ticket



Travels to
stadium

Parks car



Pre-Game

Makes decision
to watch game

Purchases
ticket



Travels to
stadium

Parks car



Joins line to
enter stadium



Pre-Game

Makes decision
to watch game

Purchases
ticket



Travels to
stadium

Parks car

Joins line to
enter stadium



Pre-Game

Makes decision
to watch game

Purchases
ticket



Travels to
stadium

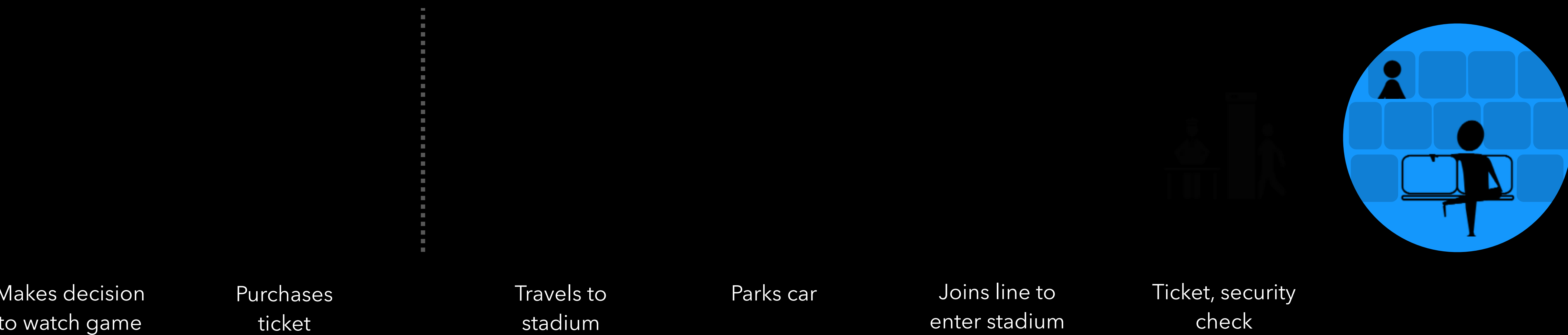
Parks car

Joins line to
enter stadium

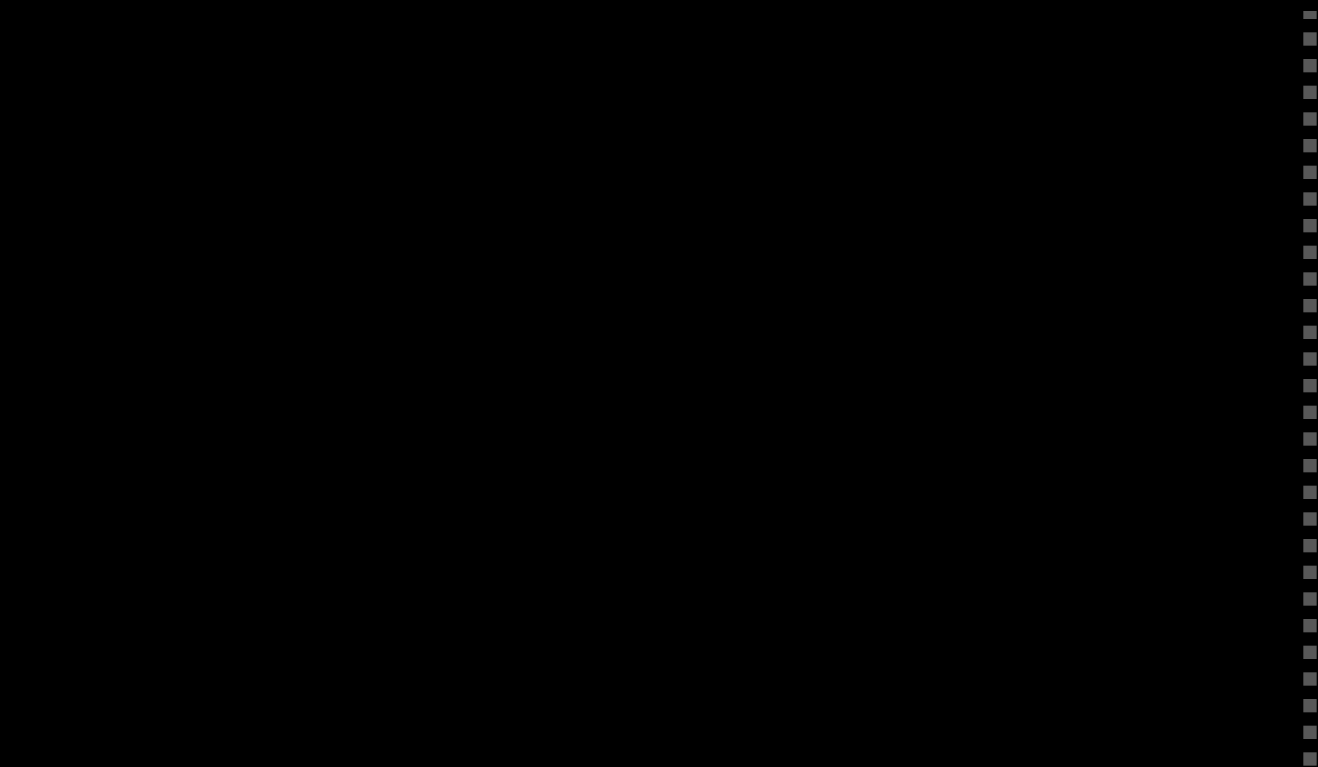


Ticket, security
check

Pre-Game



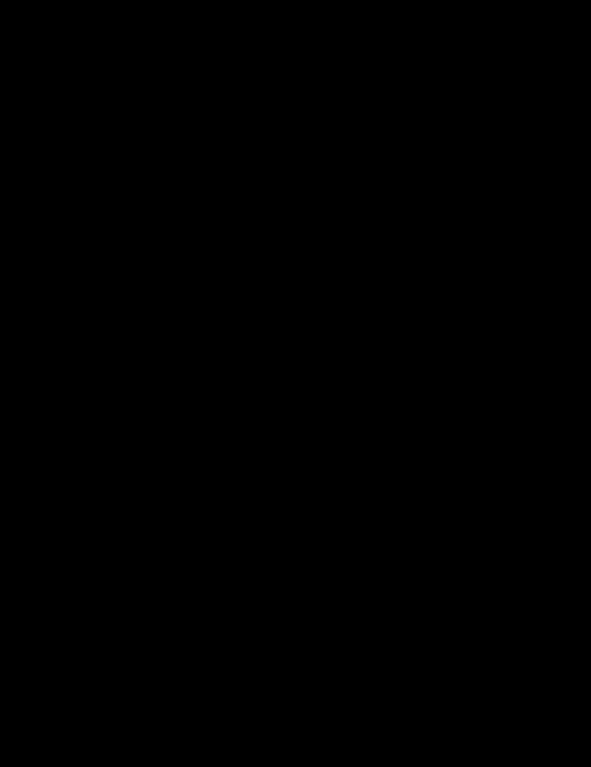
Pre-Game



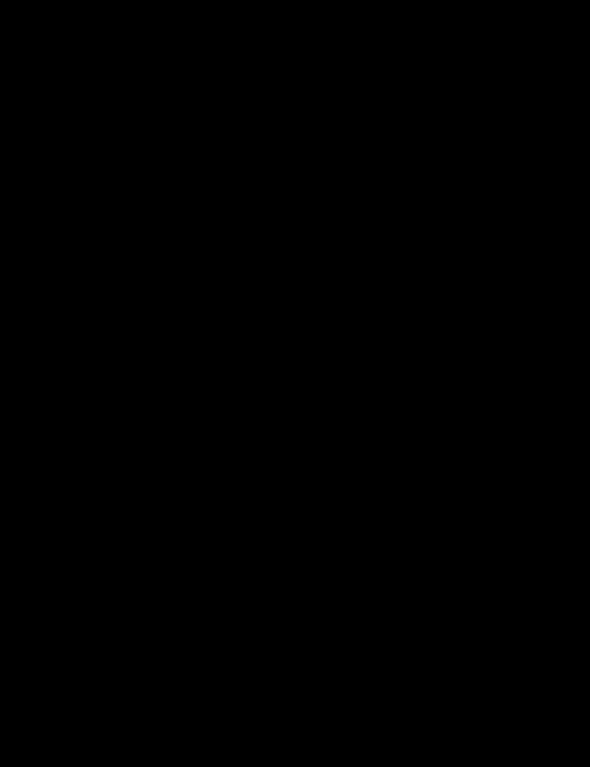
Makes decision
to watch game



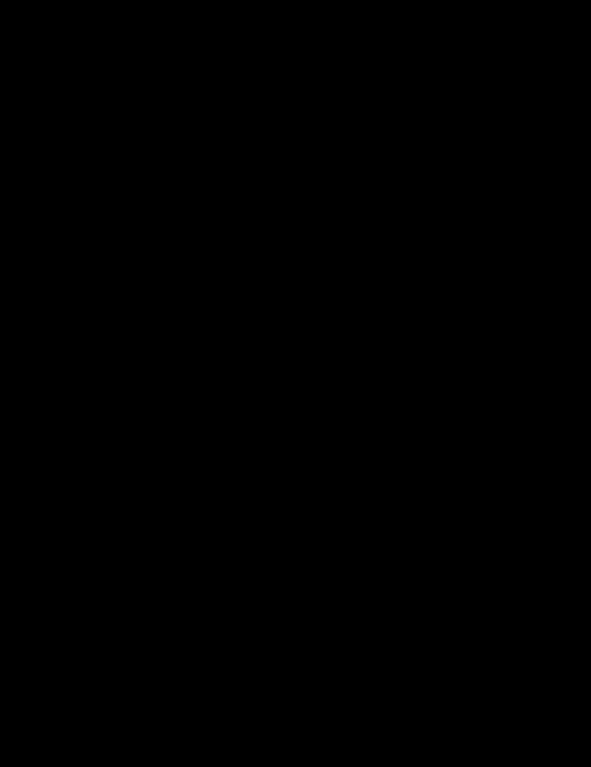
Purchases
ticket



Travels to
stadium



Parks car



Joins line to
enter stadium



Ticket, security
check



Locates seat

During Game



Watches game

During Game



Watches game

During Game



Watches game

Cheers for
team

During Game



Watches game

Cheers for
team

During Game



Watches game

Cheers for
team

Grabs a drink
& snack

During Game

Watches game

Cheers for
team

Grabs a drink
& snack



During Game

Watches game

Cheers for
team

Grabs a drink
& snack



Watches
winning goal

During Game

Watches game

Cheers for
team

Grabs a drink
& snack

Watches
winning goal



During Game

Watches game

Cheers for
team

Grabs a drink
& snack

Watches
winning goal



Discusses the
match with other fans
while exiting the
stadium

During Game

Watches game

Cheers for
team

Grabs a drink
& snack

Watches
winning goal



Discusses the
match with other fans
while exiting the
stadium



During Game

Watches game

Cheers for
team

Grabs a drink
& snack

Watches
winning goal



Discusses the
match with other fans
while exiting the
stadium



During Game

Post-Game

Watches game

Cheers for
team

Grabs a drink
& snack

Watches
winning goal



Discusses the
match with other fans
while exiting the
stadium

During Game

Post-Game

Watches game

Cheers for
team

Grabs a drink
& snack

Watches
winning goal

Discusses the
match with other fans
while exiting the
stadium



During Game

Post-Game

Watches game

Cheers for
team

Grabs a drink
& snack

Watches
winning goal

Discusses the
match with other fans
while exiting the
stadium



Locates car

During Game

Post-Game

Watches game

Cheers for
team

Grabs a drink
& snack

Watches
winning goal

Discusses the
match with other fans
while exiting the
stadium

Locates car



During Game

Post-Game

Watches game

Cheers for
team

Grabs a drink
& snack

Watches
winning goal

Discusses the
match with other fans
while exiting the
stadium

Locates car

Exits stadium



Level of Engagement

Level of Engagement

Completely Engaged



Deciding



Purchasing



Driving



Parking



Waiting



Checking



Sitting,
Waiting



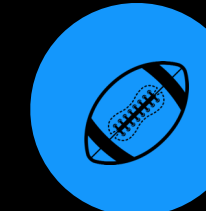
Watching



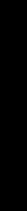
Cheering



Watching,
Eating &
Drinking



Watching



Discussing,
Exiting



Locating Car



Driving

Level of Engagement

Completely Engaged



Deciding



Purchasing



Driving



Parking



Waiting



Checking



Sitting,
Waiting



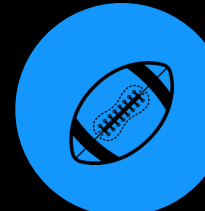
Watching



Cheering



Watching,
Eating &
Drinking



Watching



Discussing,
Exiting



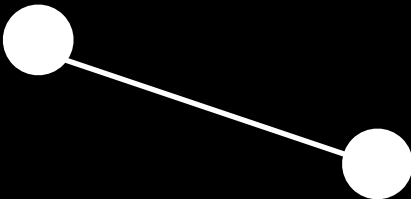
Locating Car



Driving

Level of Engagement

Completely Engaged



Deciding



Purchasing



Driving



Parking



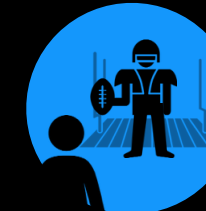
Waiting



Checking



Sitting,
Waiting



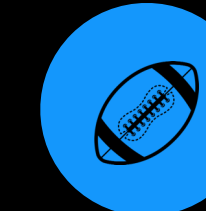
Watching



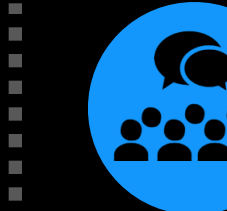
Cheering



Watching,
Eating &
Drinking



Watching



Discussing,
Exiting



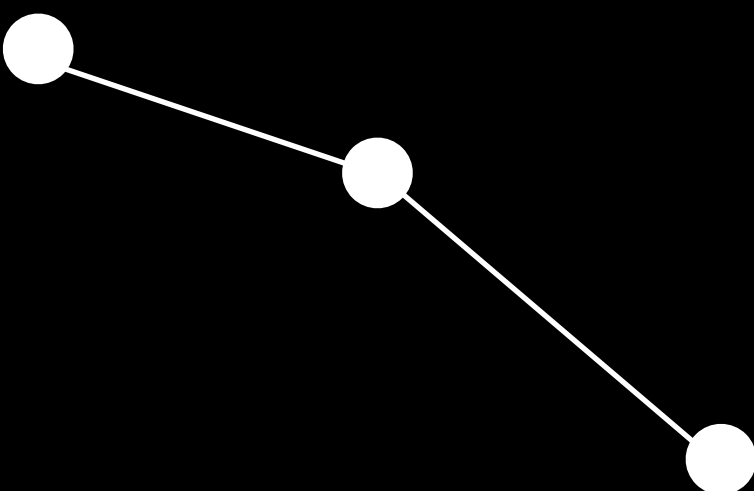
Locating Car



Driving

Level of Engagement

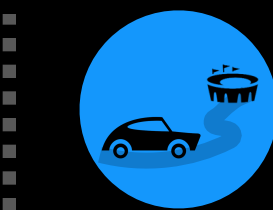
Completely Engaged



Deciding



Purchasing



Driving



Parking



Waiting



Checking



Sitting,
Waiting



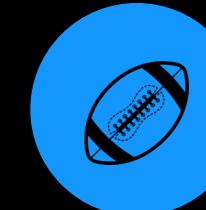
Watching



Cheering



Watching,
Eating &
Drinking



Watching



Discussing,
Exiting



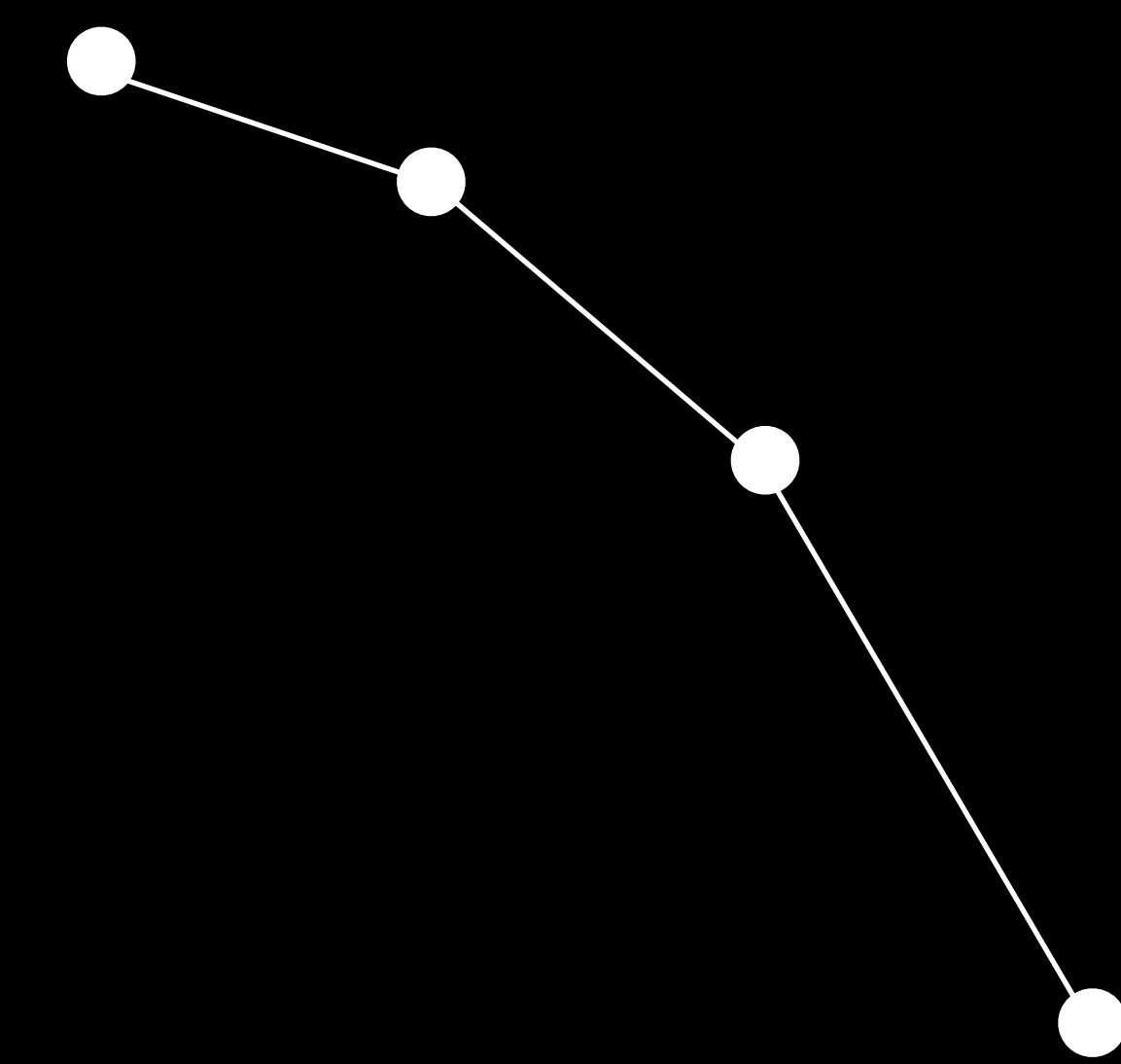
Locating Car




Driving


Level of Engagement

Completely Engaged







Deciding




Purchasing




Driving




Parking



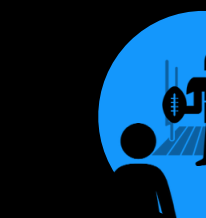
Waiting




Checking




Sitting,
Waiting



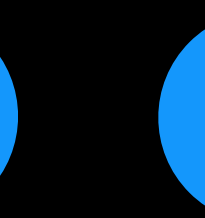
Watching



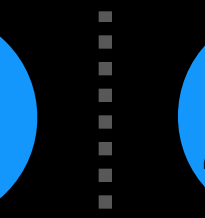
Cheering



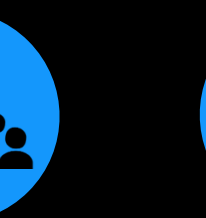
Watching,
Eating &
Drinking




Watching



Discussing,
Exiting



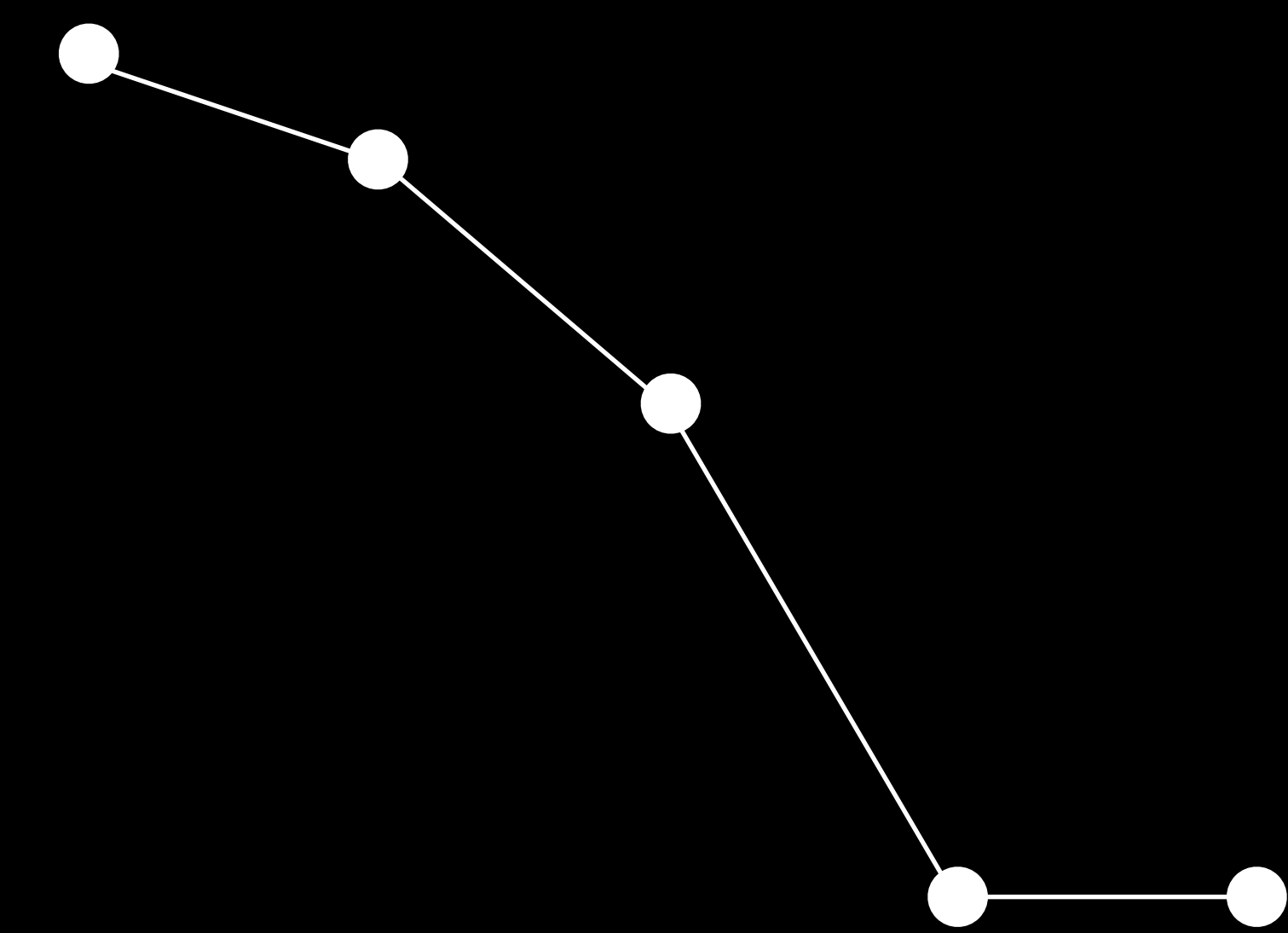
Locating Car



Driving

Level of Engagement

Completely Engaged



Deciding



Purchasing



Driving



Parking



Waiting



Checking



Sitting,
Waiting



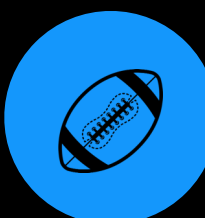
Watching



Cheering



Watching,
Eating &
Drinking



Watching



Discussing,
Exiting



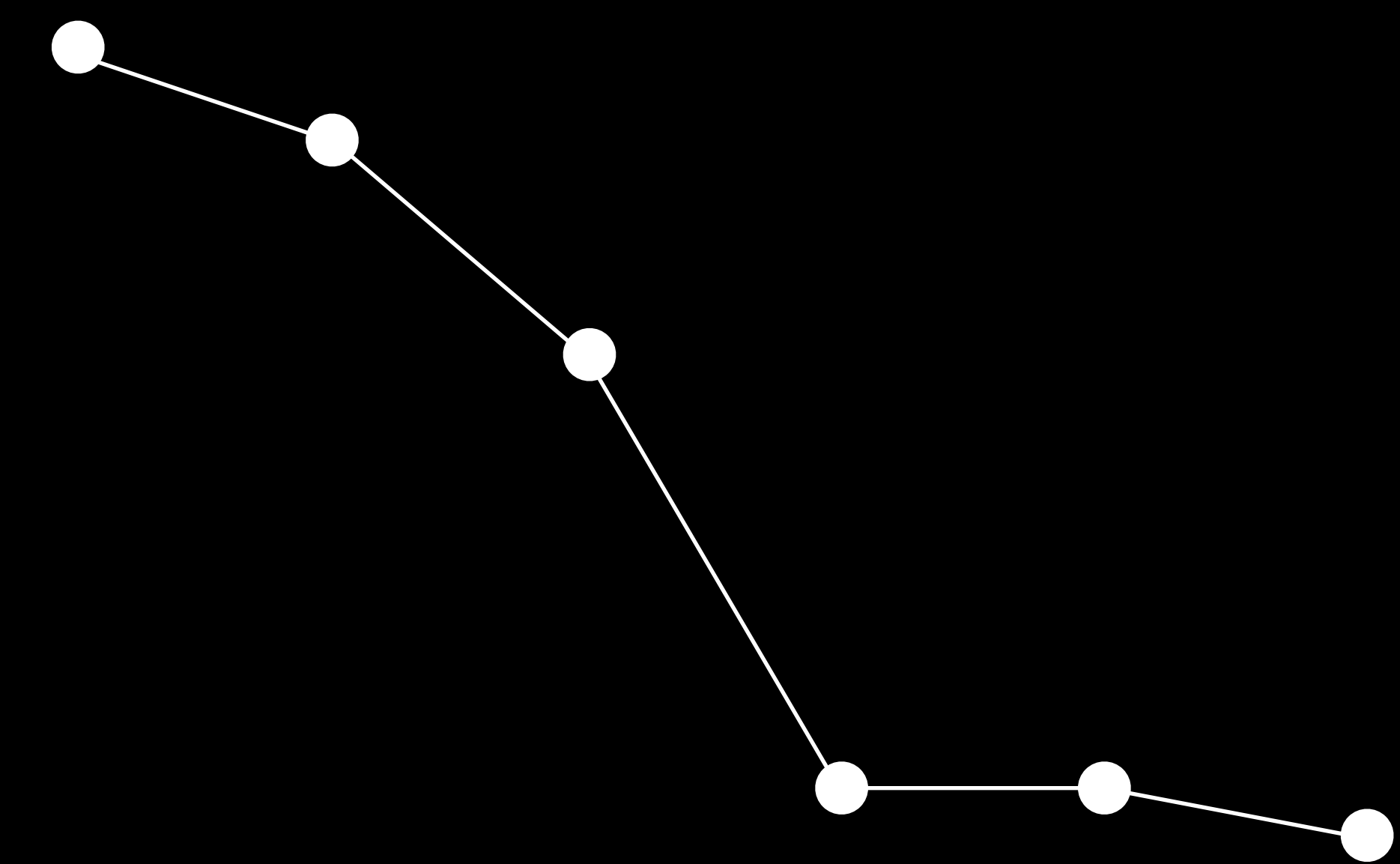
Locating Car



Driving

Level of Engagement

Completely Engaged







Deciding




Purchasing



Driving



Parking



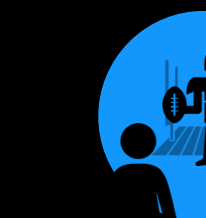
Waiting




Checking




Sitting,
Waiting



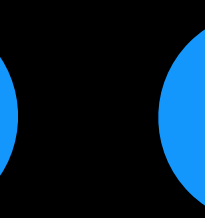
Watching



Cheering



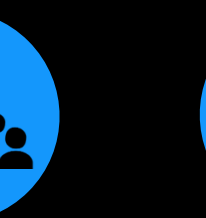
Watching,
Eating &
Drinking



Watching



Discussing,
Exiting



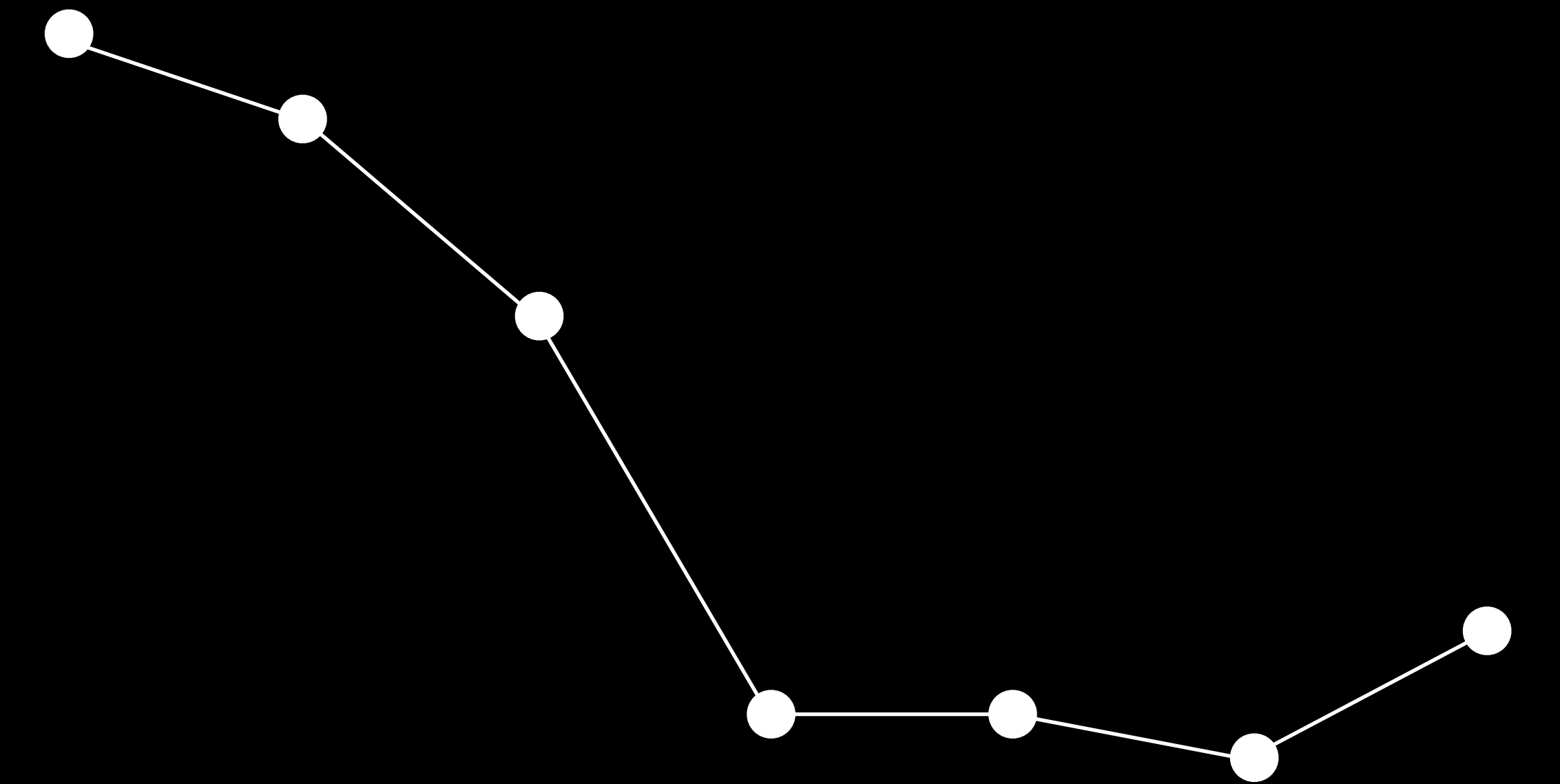
Locating Car



Driving

Level of Engagement

Completely Engaged



Deciding



Purchasing



Driving



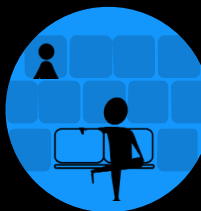
Parking



Waiting



Checking



Sitting,
Waiting



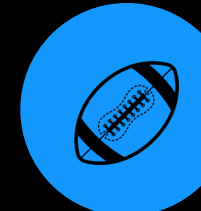
Watching



Cheering



Watching,
Eating &
Drinking



Watching



Discussing,
Exiting



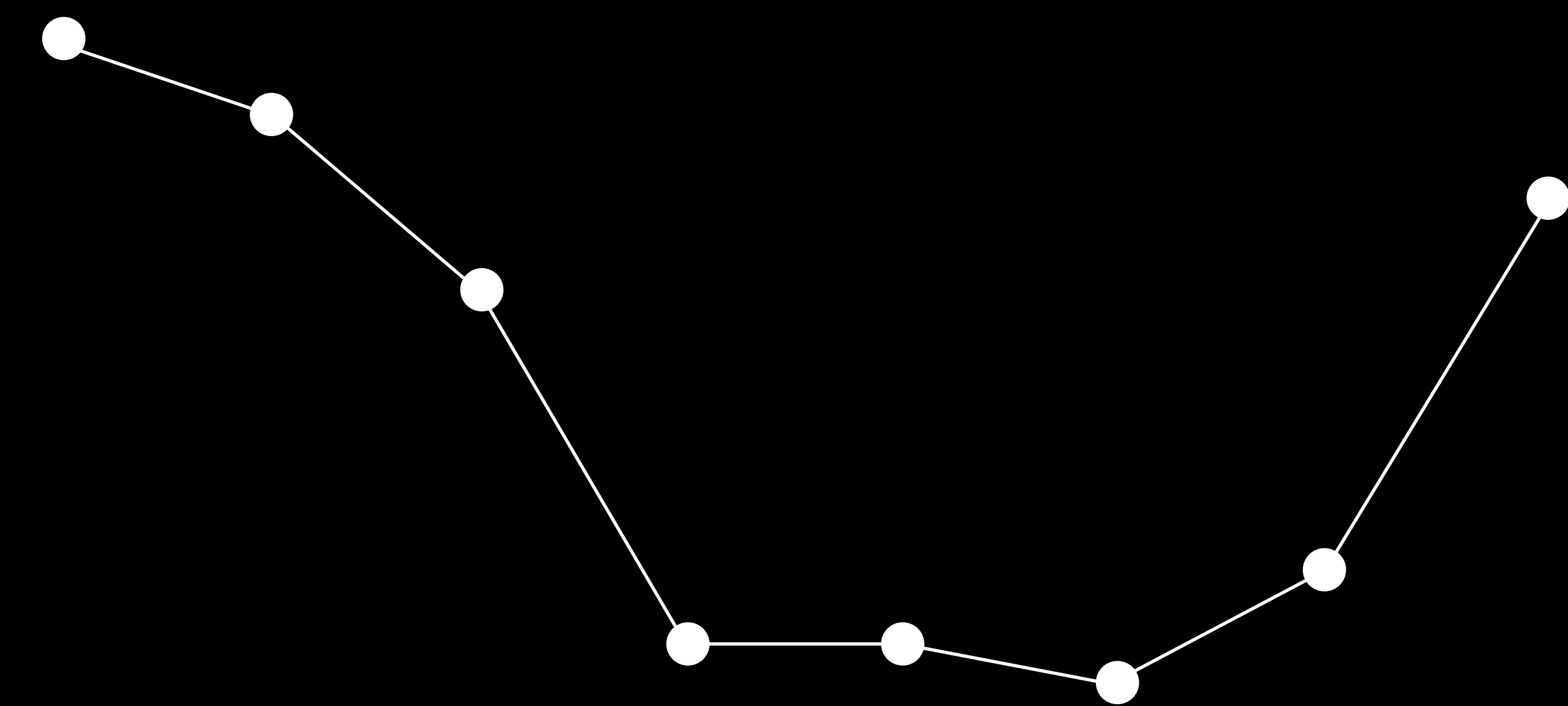
Locating Car



Driving

Level of Engagement

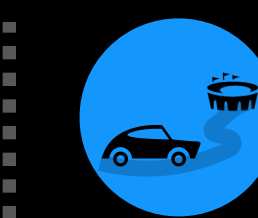
Completely Engaged



Deciding



Purchasing



Driving



Parking



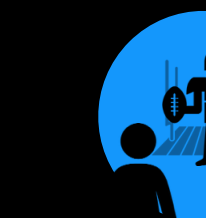
Waiting



Checking



Sitting,
Waiting



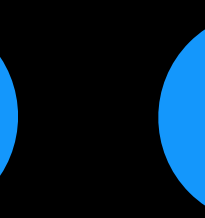
Watching



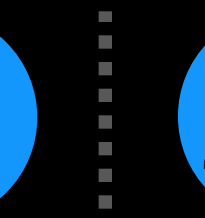
Cheering



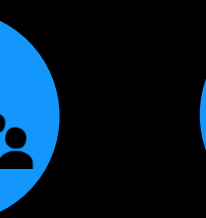
Watching,
Eating &
Drinking



Watching



Discussing,
Exiting



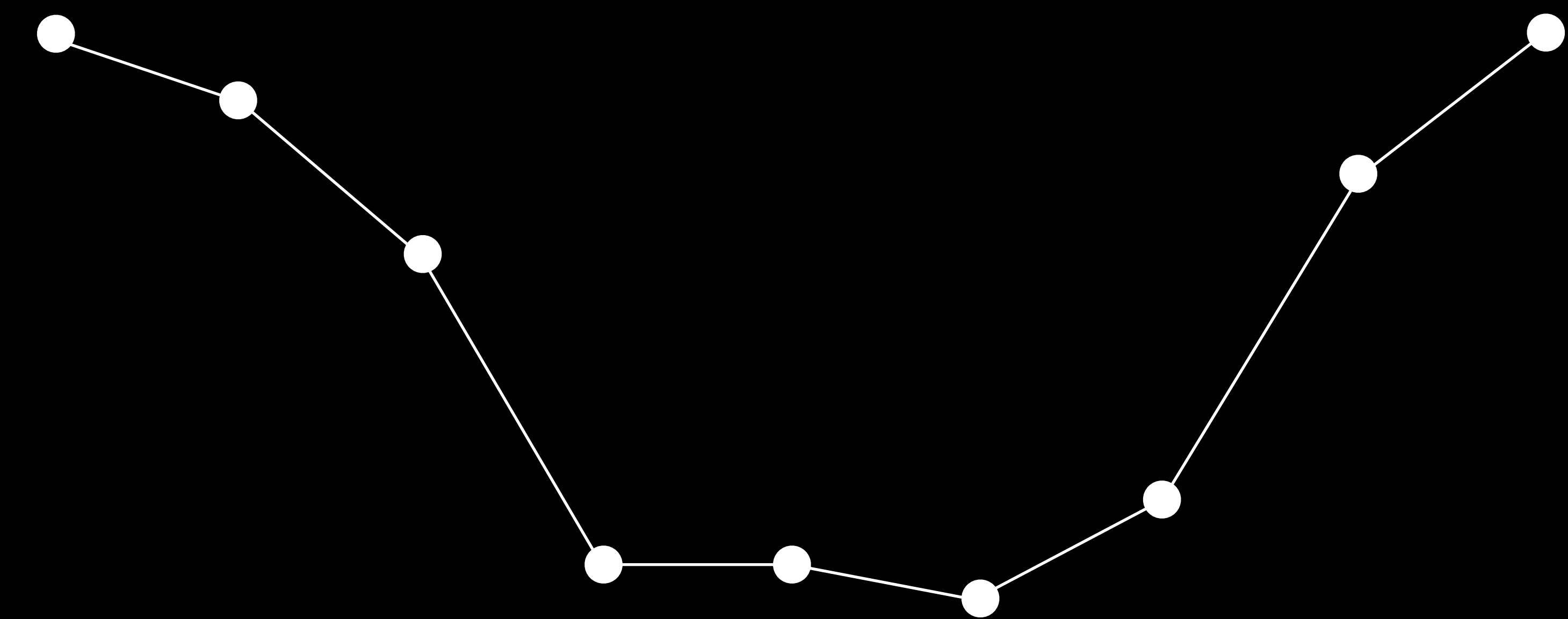
Locating Car




Driving


Level of Engagement

Completely Engaged







Deciding




Purchasing




Driving




Parking



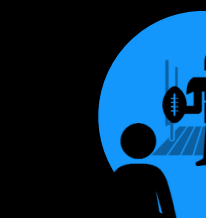
Waiting




Checking




Sitting,
Waiting



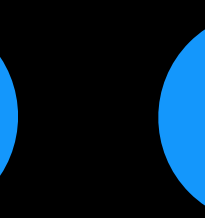
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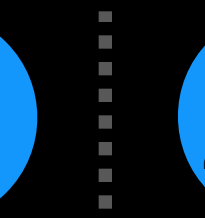
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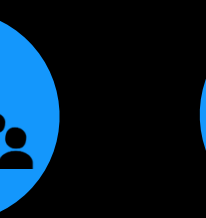
Watching,
Eating &
Drinking




Watching



Discussing,
Exiting



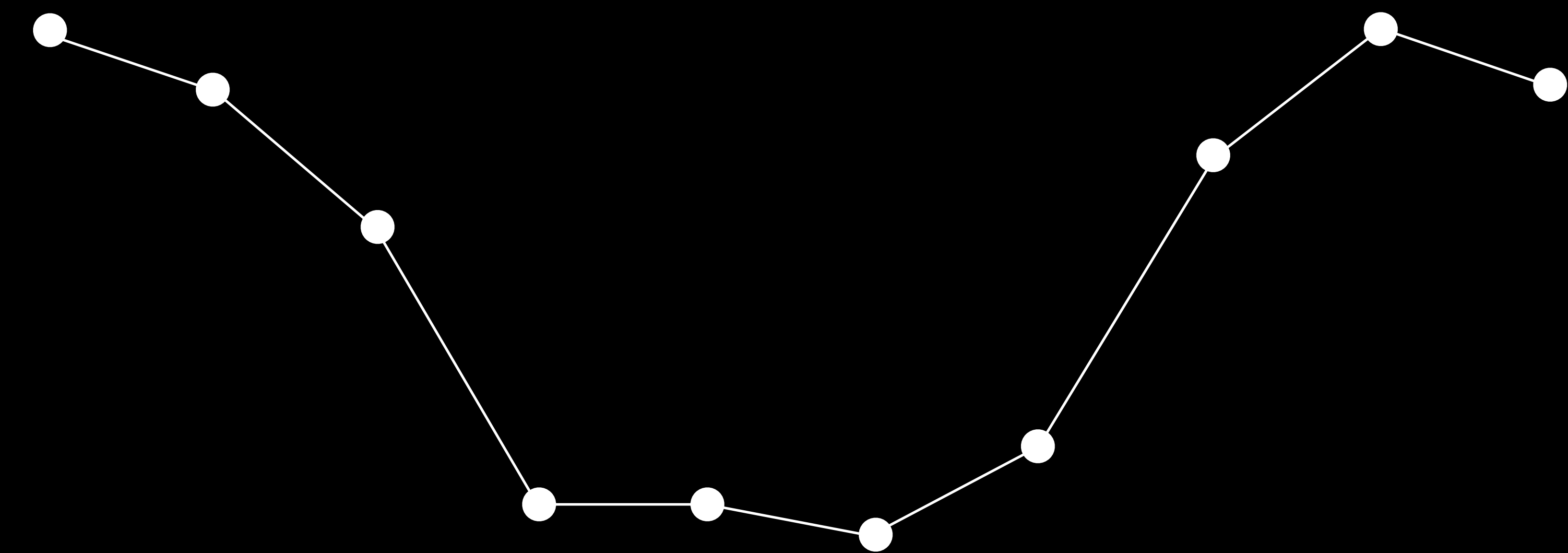
Locating Car



Driving

Level of Engagement

Completely Engaged



Deciding



Purchasing



Driving



Parking



Waiting



Checking



Sitting,
Waiting



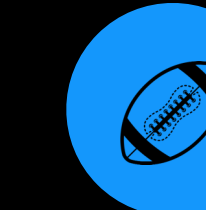
Watching



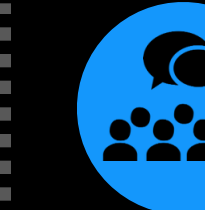
Cheering



Watching,
Eating &
Drinking



Watching



Discussing,
Exiting



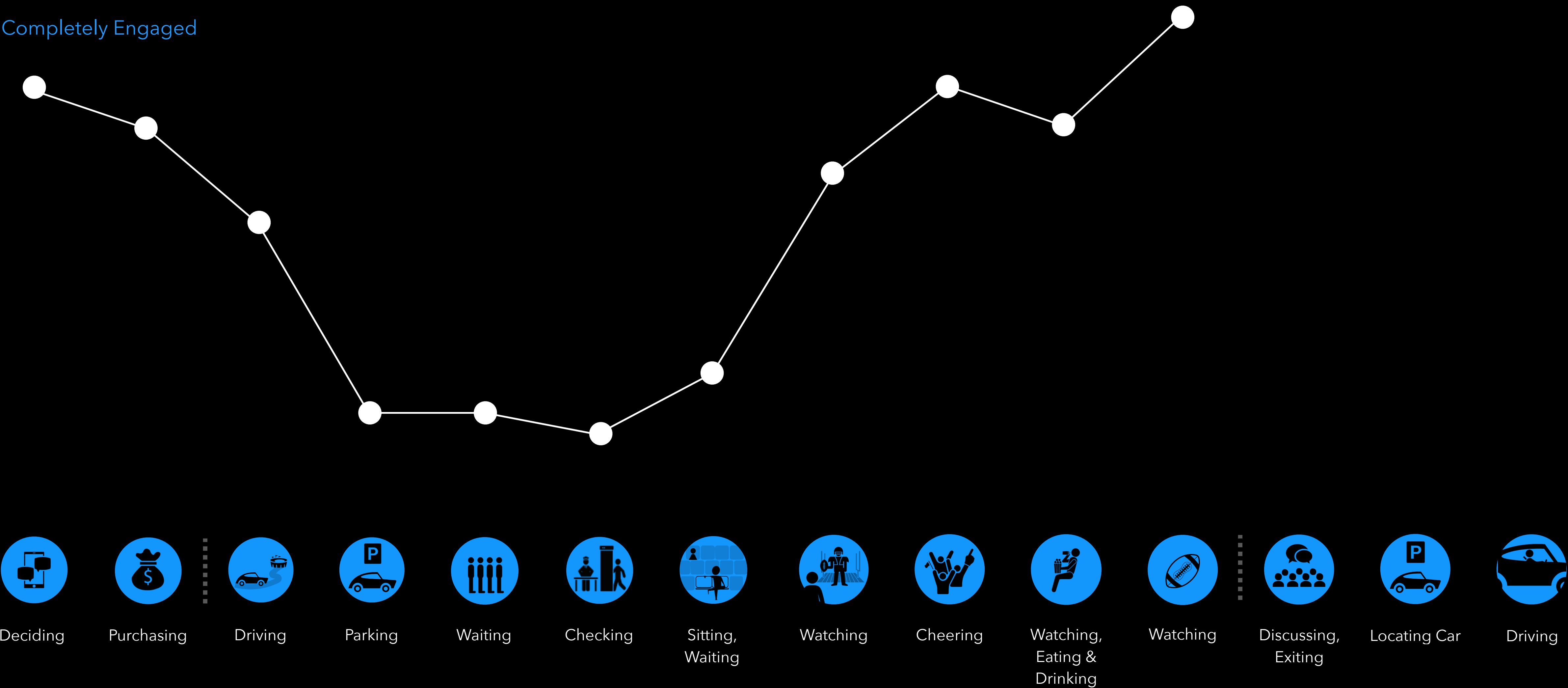
Locating Car



Driving

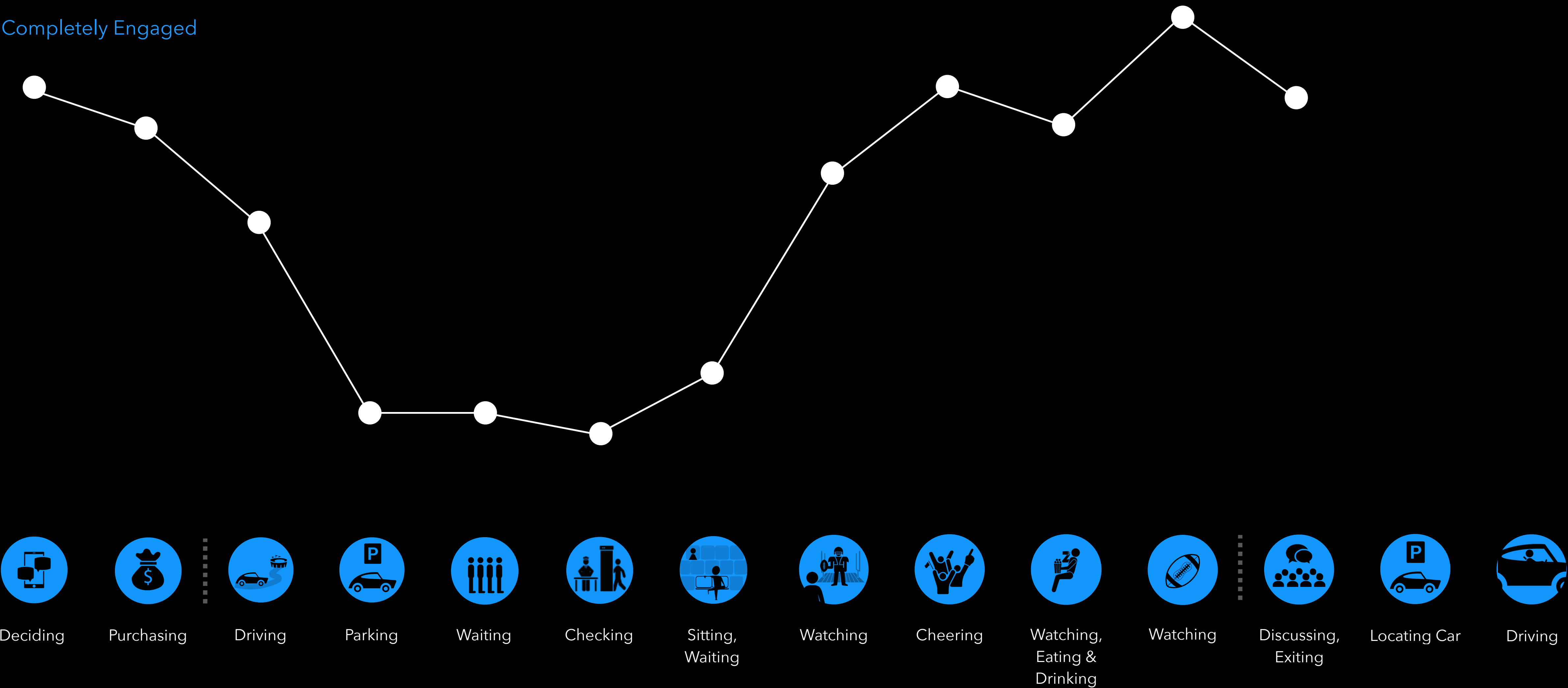
Level of Engagement

Completely Engaged



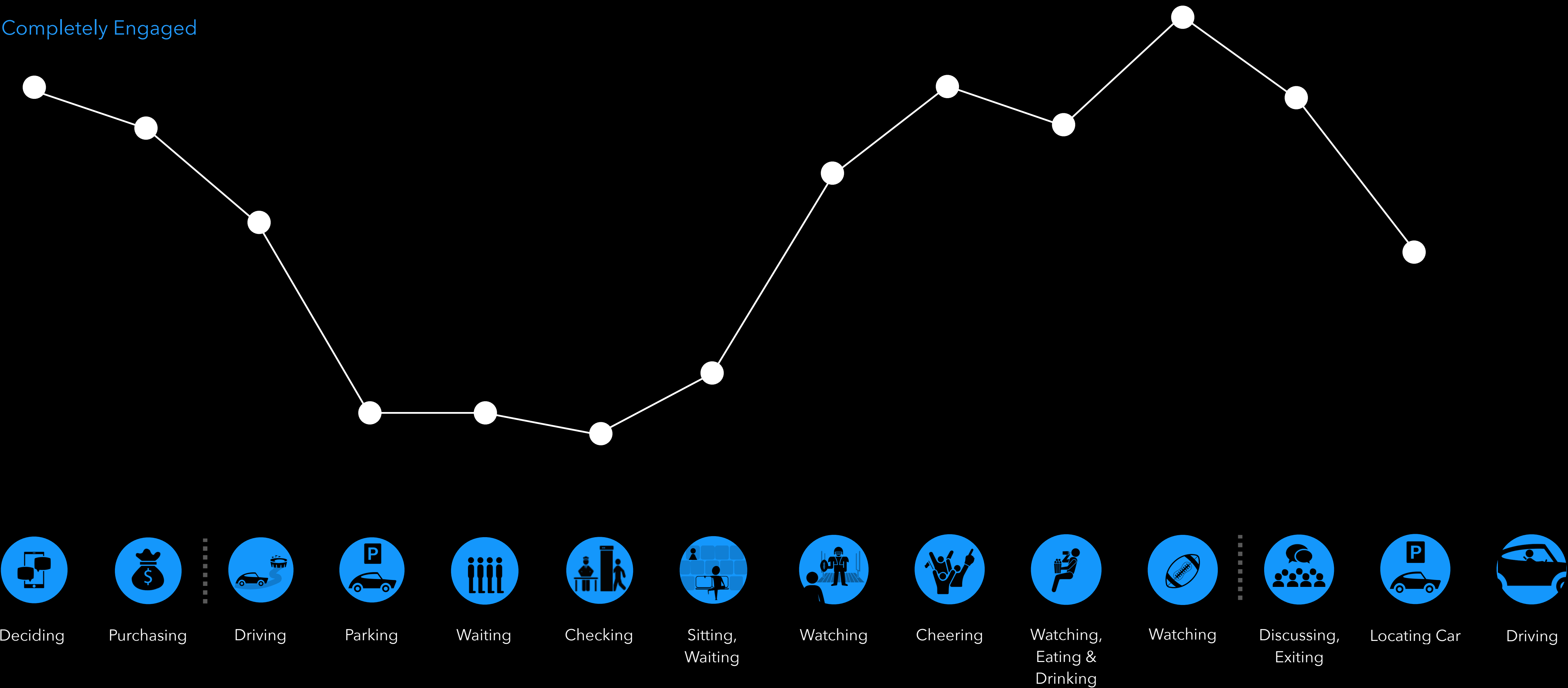
Level of Engagement

Completely Engaged



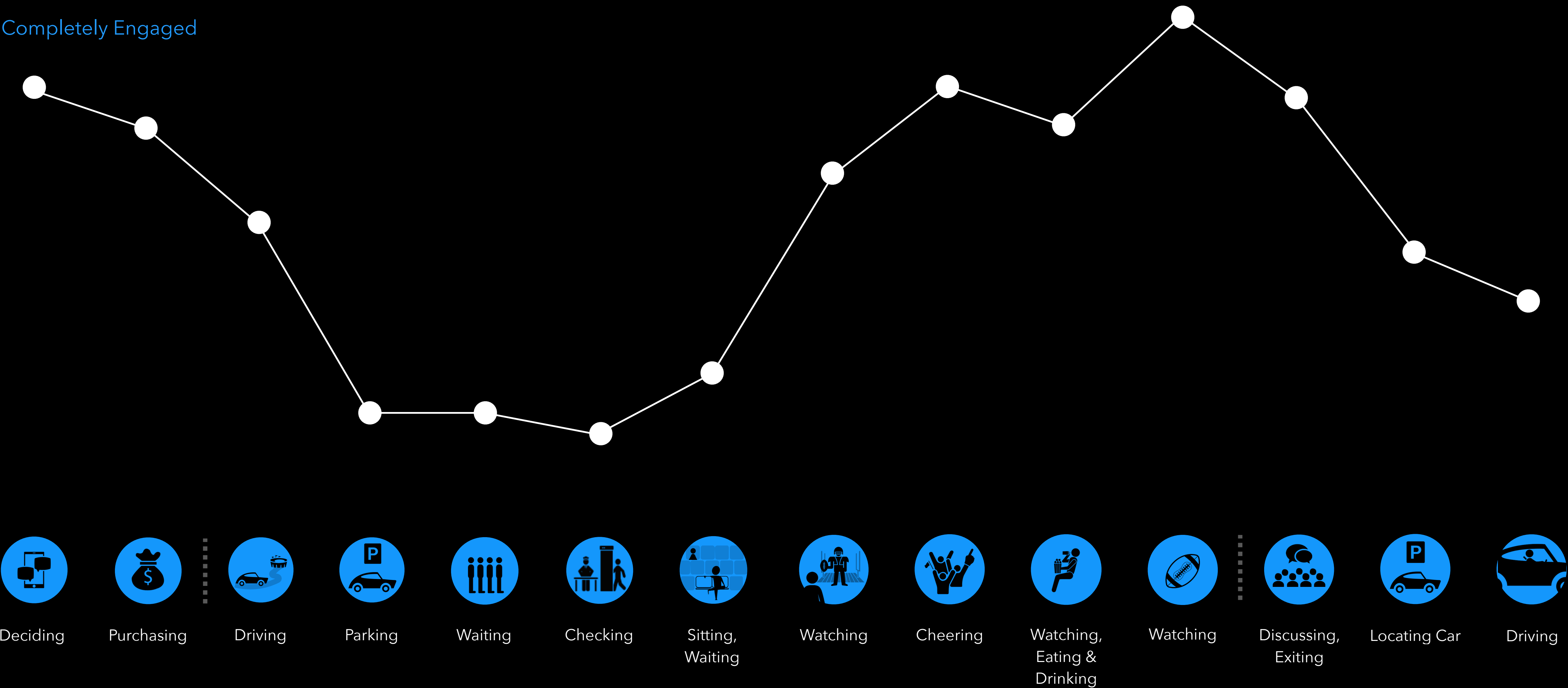
Level of Engagement

Completely Engaged



Level of Engagement

Completely Engaged



Interviews

What are your pain points?

Richard K

"Trying to squeeze myself into a Fenway park seat that was designed for 5'2", 150lb person. Ease of parking, friendliness of staff, sight lines can hurt the experience...The viewing experience can be enhanced. There should be big screens that can be seen by all the fans with all pertinent stats, TVs located in concourses and audio in restrooms...Fear of missing action dramatically decreases my spend at games.

Brian R

"Sometimes I will engage in Tweets or Image posting, but mostly I'm doing my own thing expecting great internet phone access. When I don't have that it is really frustrating."

What do you like about the stadium experience?

Raymond M

"The venues feels like a second home. Like I am there with thousands of friends to cheer for the same outcome; a home team win. The teams I'm watching has a direct effect on how i feel. Losses are demoralizing and wins are exhilarating."

Bryan R

"Basketball players' athleticism. The physicality of football is highly entertaining. The tradition and history of old baseball stadiums add to the overall live experience"

Richard K

"I enjoy the scoreboard stats and information as well as the convenience of in-seat ordering"

How do you think technology can improve the stadium experience?

Richard K

"As a secondary experience. Like a second screen experience as you watch a show on tv."

Raymond M

"It should be used to enhance the viewer experience by providing information about the current game as well as other league outcomes. It should entertain fans during breaks in the action."

Creation Myth

Creation Myth 1: Forward Motion

In football, there is a core organizing principle: the rule of forward progress. It ensures that all of the offensive action on the field has one goal: to move forward.

Football fans should feel that very same inexorable push forward, towards a greater familiarity with the game, a deeper sense of comfort and engagement at the stadium, and a broader awareness of everything that's happening on the field. Every time they visit Levi's Stadium, they should feel as if they've made forward progress as a fan. Otherwise, we've fumbled the experience.

Creation Myth 2: The Playbook

Jim Harbaugh, coach of the 49ers, knows more about the game than almost anyone else. He knows who's hurt, who's going to have a stellar game, what play is going to happen next, and why.

That's because he's got The Playbook.

We believe that every spectator should have access to their own Playbook, one which will provide unprecedented access to up-to-the-minute information to deepen their engagement with the game and the arena.