

In Story 2, there are already two great innovations, but they do not focus a lot on enhancing the preferences of the fan, and for instance not using athletes as role models. Feeding the fan, which would be good opportunities. Also stimulating Loyalty or using the community is not part of the digital experience. More immersion and exclusivity could be offered. Both innovation can be combined!

During an experience, there are several phases. For all the stories, we have chosen 6 simplified steps ->

Every technology or innovation can be present at a certain stage... or not (yet)!

Story 2: improving the tour by enhancing the fan experience.

Focussing on gamification, related to soccer (concerts not at this time).

No direct link with other stories. Maybe story 3, because of possibility of "reliving the moment".

Tour & Game

The grey phases Anytime and During (from a distance) are mainly digital

Light Red means:

ALREADY PRESENT

Grey means:

POSSIBLE / FUTURE

White, dotted line:

DIFFICULT

The grey phases Anytime and During (from a distance) are mainly digital

