DESIGNING AN ENGAGING FAN EXPERIENCE

SUPER BOWL CITY &
THE FAN ENERGY ZONE
The Design & Co-Innovation Center was brought in to round out a holistic fan experience by designing a digital playing card that fans receive after playing 1 of 3 games in the Fan Energy Zone, and leaderboards for the 50' x 16' fan wall populated by the data of registered users.
We began by gaining an understanding of the needs of the fans who would visit Super Bowl City (SBC), the goals of the organizations producing SBC, and the limitations of the timeline and technology that would power the Fan Energy Zone.
SYNTHESIS

We used that knowledge to create and prioritize ideas that would be desirable, viable and feasible.
We iterated and refined these ideas with feedback from the Host Committee to develop the Screen Catalogue that would focus our effort for the remainder of the project.
With the catalogue in place, we began designing and increasing the fidelity of our work through iterative feedback with the Host Committee and fans.
Understanding how, when and why a fan would be receiving a player card was crucial to creating something that would be meaningful to their experience. We quickly realized we needed two cards in order to create something shareable that meaningfully breaks down your performance.
SHAREABILITY

Conversations with fans led us to focus on the shareability of the card, as something you can only get by being there and having that experience. We additionally looked for ways to gamify the experience to encourage fans to play all three Fan Energy Zone games.
STATS DRIVEN

We wanted to utilize the game data being captured to contextualize each fan’s performance with that of the other fans who have played the games.
The final design showcases the scores of the fan, highlights their favorite team and contextualizes their scores against the high score for each game.
Hall of Fame

AMP IT UP BREAKAWAY QB CHALLENGE

PERSONAL BESTS

<table>
<thead>
<tr>
<th>AMP IT UP</th>
<th>SCORE</th>
<th>HITS</th>
<th>PWR UPS</th>
<th>DROP BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONAL BEST</td>
<td>3,829</td>
<td>253</td>
<td>8</td>
<td>78</td>
</tr>
<tr>
<td>AVG (1 GAME)</td>
<td>3,829</td>
<td>253</td>
<td>8</td>
<td>78</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BREAKAWAY</th>
<th>SCORE</th>
<th>TDs</th>
<th>COMPLETIONS</th>
<th>YARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONAL BEST</td>
<td>4,352</td>
<td>4</td>
<td>58</td>
<td>423</td>
</tr>
<tr>
<td>AVG (3 GAME)</td>
<td>4,103.4</td>
<td>2.8</td>
<td>29.3</td>
<td>360.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>QB CHALLENGE</th>
<th>QB RATING</th>
<th>COMP%</th>
<th>SHORT%</th>
<th>LONG%</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONAL BEST</td>
<td>155.8</td>
<td>68%</td>
<td>71%</td>
<td>65%</td>
</tr>
<tr>
<td>AVG (2 GAME)</td>
<td>141.3</td>
<td>69.5%</td>
<td>68.2%</td>
<td>58.9%</td>
</tr>
</tbody>
</table>
Designing for an outdoor screen of this size that would be used both day and night, we had to consider many factors from the pixel location to sizing and colors.
The biggest challenge with the Fan Wall content was identifying the right stories we wanted to tell, beyond highlighting top performers. We met with fans and partners to develop ways to make heroes of fans and share positive messages about Super Bowl City and the Bay Area.
FAN ENERGY ZONE

TOP PERFORMERS
5PM - 6PM

BREAKAWAY

1st
RAIDERS
CHARLES W.
Oakland, CA
Flank: MVP

FINAL SCORE: 5,032

TOUCHDOWNS: 7
COMPLETIONS: 40
YARDS GAINED: 423

2nd
49ERS
JERRY R.
San Francisco, CA
Flank: MVP

FINAL SCORE: 4,932

TOUCHDOWNS: 7
COMPLETIONS: 38
YARDS GAINED: 341

3rd
RAMS
ERIC D.
Los Angeles, CA
Flank: All-Pro

FINAL SCORE: 4,899

TOUCHDOWNS: 6
COMPLETIONS: 30
YARDS GAINED: 391
1 MILLION

NUMBER OF RESIDENTS AND VISITORS THAT CAME THROUGH SUPER BOWL CITY, THE 50TH MILE, AND SUPER BOWL EXPERIENCE

REGISTERED FAN PARTICIPATION BY LOCATION

17 NORTHERN CALIFORNIA COUNTIES
34 STATES / DISTRICTS REPRESENTED

DAILY GAME SESSION COUNT

17,629 TOTAL SESSIONS
4,367 (24.8%) Total Registered Sessions

6 INTERNATIONAL COUNTRIES

Australia, Canada, Germany, Malaysia, Mexico, New Zealand

SAT-SUN-MON-TUE-WED-THU-FRI-SAT

QB CHALLENGE, BREAKAWAY, AMP IT UP

NUMBER OF RESIDENTS AND VISITORS THAT CAME THROUGH SUPER BOWL CITY, THE 50TH MILE, AND SUPER BOWL EXPERIENCE
THANK YOU!