PERSONA : JOHN PARKER - FOOTBALL FAN

MAIN GOAL OF THIS JOURNEY: TO MAP JOHN'S STADIUM ARRIVAL TO BEING SEATED FOR THE GAME

STAGES	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
	JOHN ENTERS THE PARKING LOT AND PARKS. HE TAKES HIS SON OUT OF THE CAR AND WALKS TO THE TAILGATING AREA.	On game day John orders an Uber for him and his son to meet his friends Mike and Dave at the Raven's Stadium and heads over.	John and his son arrive at the main drop off of the stadium and begin to locate Gate 5 and meet Mike and Dave outside of the entrance to share tickets and go inside together	Once all together they all scan their tickets and enter the stadium. John needs to take his son to the bathroom and grab some snacks before heading to their seats.	John and co locate their seat section and take their seats. They watch the game, and leave their seats a few times for more snacks and bathroom breaks. John takes photos at the game and shares on Instagram. Texts images to wife.	John and co stand up from their seats and navigate through a large crowd and exit the stadium	JOHN FINDS HIS SEAT AT THE RESTAURANT AND SITS HIS SON DOWN WITH HIS SNACKS
INTERACTION TOUCHPOINTS	Website Cell Phone Cell Phone Text SMS	Uber Vehicle Cellphone Uber App	Cell Phone Text SMS Cell Phone Raven's Site - Stadium Map Cell Phone Text SMS	Cell Phone Text SMS Gate 5 Entrance	Cell Phone Ticketing App Men's Bathroom Snacks Line-up, stand, and cashier Beer Stand Line-up, stand, and cashier	Cell Phone Ticketing App Seat section attendant Cell Camera & Instagram Stories Merch Line-up, stand, and cashier	Snacks Line-up, stand, and cashier Stadium hallways & Exit Cell Phone Google Maps-restaraunt look up Cell phone Google Maps Directions	Restaraunt front door & Hostess Cell phone QR code menu at table
THINKING	I'm so glad Mike and Dave are down for the big game this Saturday! I am going to buy the best seats I can with my new bonus. I'll text them to make sure the seats ive selected on the Ravens website are good. I am stoked they like the seats - Tickets purchased! I will text them and let them know how much to reimburse me.	Where's my lucky Raven's hat? Is my son dressed and ready? We need to go, are we going to make it on time? I hope my uber doesn't have a surge increase becuse of the game. Let's go son! The uber is here!	Traffic is nuts, I really hope that the uber driver can drop us off near our gate. How are we going to find Mike and Dave in thei chaos! Oh there they are, finally! oof that gate lineup looks long!	I am so happy to see my pals! Dave's new jersey looks slick! I wonder if they are selling those here? I need to pull up my app and get my ticket codes ready to be scanned for all of us.	I love being at the stadium! I can't wait to get all our snacks and sit down. My son needs to go to the bathroom, Where is the closest one? Looks like we're getting close to section 121, I think it's to the right. its a little tricky to see the row numbers to find out seat. These seats are great I have gotta show my wife.	I hate getting snacks and missing the game. I wonder if they're selling the Jersey Dave's wearing. Now might be a good time to check. They have it! I'm getting one to wear every time I watch the game. Maybe I'll get my son one too. GAME ENDS Great game! Everyone's happy, but its a zoo! Let's find the exit and get outta here. I wonder if there are any good restos around here.	I wonder what's around here, I will open google and look to see if there's a local sports bar/resto in the area. I love celebrating with my buds and love the enthusiasm of the fans. Looks like there's an Applebee's around the corner. The food here is top knotch!
FEELING	John feels excited about bringing his son to the game and going with his two best friends. Purchasing tickets online was fairly simple, and finishing the transaction gave him a big wave of happiness.	John feels nervous that he's not going to get to the stadium with enough time to get snacks and hit the washroom before the game begins.	John is feeling nervous becuse he doesn't know the lay of the land well, he is trying to meet his friends in a busy crowd holding his son. He is also wondering how long it's going to take to get in, the security line looks long.	John is feeling annoyed he has to open another app to locate tickets, while his friends wait on him. He feels lost upon entry and needs to find a bathroom quickly his son needs to pee. He feels irritated that snack lines are so long and difficult to see what's on the menu. Especially on Dollar Dog Day!	John feels relief once he finds his section his seats are in, but its difficult to see the row numbers. He also feels frustration having to leave the game to buy snacks during the game. John feels happy about the view and hanging out with his friends and son and loves that he got lots of IG likes on his game post.	John feels overwhelmed when leaving the stadium with his son. There are so many rowdy people and his son is small. He feels like he needs to find the closest exit and leave the stadium but isn't sure where that is. He also doesn't want to lose his friends.	John feels confused as to where he and his friends should go for dinner and drinks. He really hopes he can find a place that shows sports and highlights from the game they just saw. He feels hopeful that there is a place near by that isn't too busy but still has a fun fan atmosphere.
OPPORTUNITIES & PAIN POINTS	**Pain Point-** John has to download another app to access tickets for game day. **Opportunity-** Send tickets to app for easier access.	**Pain Point-** Unsure about traffic time, meeting place, or getting snack and to seats on time **Opportunity-** App notifications of when to leave based on traffic and time it takes to get there. Pre order snacks ahead of time to pick up.	**PainPoint-** Not easy to locate friends in busy area. Time unknown to get into stadium with long line. **Opportunities**- Feature to connect friends together for location meeting. Notifications on estimated time to enter stadium.	**Pain Point**- searching for tickets, looking for closest bathroom, can't see menu, don't know which stand has the snack promo. **Opportunities**- Add tickets to app, highlight washrooms with AR wayfinding and location pins in directory, add AR images to stands that show menu items	**Pain Point-** Difficult to find section and row. Getting snacks/merch during game. **Opportunities**- Add visuals to highlight Rows in Aisles. Order snacks/merch from seats	**Pain Point**- crowded, busy, hard to find closest exit. Fear of separating from friends. **Opportunities**- Highlight exists or paths to closest exits. Friend finding feature incase friends lose one another. Affiliated resto suggestions. Book reso's to those restos through app. Show how busy restos are.	**Pain Point**- Not sure where to go to eat with sports on tvs. Needs directions to restaurant, needs to know how busy it is to ensure getting a seat. **Opportunities**- show restaurants affiliated with NFL, show how busy, and show directions, allow users to make reservation