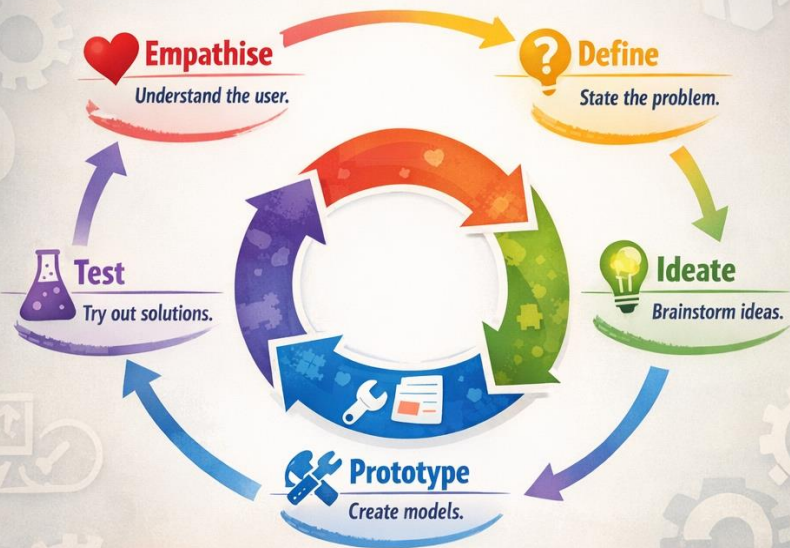


DESIGN THINKING PROCESS

Team Members: CJ • Freya • Cody

What is Design Thinking?

A problem-solving approach focused on understanding users and creating innovative solutions.



Why Use Design Thinking?

- Encourages Creativity
- Focuses on Real People
- Solves Complex Problems
- Promotes Teamwork

Our Goal

Innovative, User-Focused Solutions!

Applying design thinking to fan engagement issues

By Freya, Cody And CJ

Assignment brief

- Solve the issue: "Younger sports fans need a way to feel like their presence and opinions impact the live game experience, because traditional broadcasts feel static and disconnected from their digital social lives."
- Create potential solutions that bridge the gap between the stadium and the living room
- [Design Thinking for Fan Engagement](#)

Empathise

(Social media impact research)

- **High screen exposure is the norm**

- 91.3% of children have internet access at home
- Many children spend 60+ minutes daily on screens (weekday)
- Screens are constantly present in their environment (young fans are digitally immersed)

- **Need for social belonging**

- Increased screen use leads to: Reduced real-life social interaction, Lower development of social skills, lower emotional connection, and weaker social bonding
- This means younger fans may turn to digital spaces for social connection
- Sport needs to replicate: Community, shared experiences, and social belonging

- **Negative impact on live engagement**

- Screen overuse linked to: Lower physical activity, reduced outdoor engagement and average or reduced social relationships
- Sport is competing not with other sports but with: TikTok-style content, Gaming and Social media ecosystems

- **Young people have shortened attention spans and the need for stimulation**

- 48.3% struggle to pay attention to details. They are forgetful and easily disengaged.
- Exposure to fast-paced, dopamine-triggering content (short videos) rewires attention habits.
- Expect: Fast feedback, constant stimulation, and interactive content. Is traditional broadcasting too slow?

- **Digital behaviour is dopamine driven**

- Fast, interactive, or emotionally stimulating content is more engaging than passive viewing.
- Digital content activates reward pathways (dopamine).
- Passive sports viewing lacks continuous reward loops.
- Fans want: Immediate feedback, emotional engagement, and social interaction

Swansea City youth engagement research

Why Youth Fans Matter

- Builds lifelong supporters
- Influence family attendance at matches
- Future merchandise and ticket revenue
- Stronger community connection
- Importance for clubs: future fanbase, revenue, community identity



Fan engagement

Fan Engagement Channels:

- Matchday experiences at Swansea.com Stadium
- Social media (YouTube, TikTok, Instagram via parents)
- School and community programmes
- Football camps and academy outreach

Match day engagement:

Mascot programmes

Half-time activities for children

Family seating areas

Fan zones and junior supporter sections

Digital Engagement

Short-form video content

Player challenges and behind-the-scenes clips

Interactive polls and quizzes

Gaming and esports connections

Community Engagement

- Swansea City Foundation activities
- School visits and coaching sessions
- Grassroots club partnerships
- Holiday football camps
- Research Insights:
- Kids engage more with players than club branding
- Winning moments and highlight clips increase engagement
- Interactive experiences drive loyalty
- Family affordability affects attendance

Conclusion



Young fans are critical to Swansea City's long-term support



Engagement must combine digital, matchday, and community strategies



Investment in youth fans builds sustainable club loyalty



Define

(Frame the problem)

Fast paced digital habits



Shortened attention spans



Less full game viewership

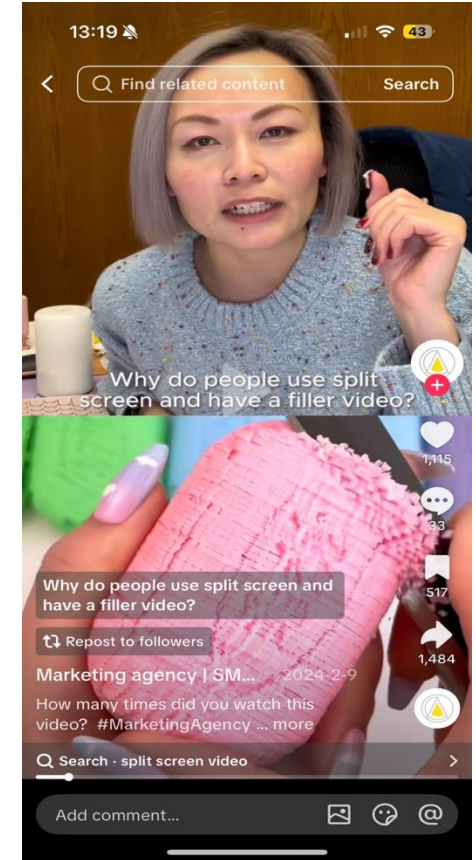


Lower attendance + weaker fan base



Long-term decline in sport engagement

- Risks of low fan engagement in 10+ years in sport due to issues with concentration levels in current young generations.
- Sports are now competing with digital platforms such as Tiktok that offer constant stimulation, instant feedback and personalised content.
- These platforms are designed to maximise engagement through interactivity and reward systems.
- As a result, traditional sports formats may struggle to capture and retain the attention of younger generations.



Ideate

(Ways to combat low engagement)

- **Crowdsourced Atmosphere:** Fans at home use an app to "cheer" or "boo," which is then aggregated and piped into the stadium's sound system in real-time, or visualized on massive LED boards to motivate players.
- **Influencer-Led Streams:** Offering "Alternative Commentary" feeds (e.g., a popular YouTuber or former player) makes the broadcast feel like a conversation rather than a lecture.
- **Multi-View Selection:** Fans can toggle between "Star-Cam" (following one specific player), "Coach-Cam" (a wide tactical view) making the fans have their own tailored experience

Prototype

(Build solution)

- **Multi-View Selection:** Fans can toggle between "Star-Cam" (following one specific player),"Coach-Cam" (a wide tactical view) making the fans have their own tailored experience
- Creates a more personalised experience



Final idea

- “bridge the gap between the stadium and the living room”- need to connect both not just focus on one aspect
- **Home version:** Multiview selection is strong for home viewing as it will allow viewers to toggle the camera from their device or TV screen. Camera options will include a coach-cam (wide tactical view), star-cam (following one player), classic-cam (typical camera angles) and split screen which will allow the viewer to watch two camera angles at once. Home viewers will also be able to participate in the same polls as stadium fans.
- **Stadium version:** Fans can scan a QR code or have the club app. During key moments, they can: vote for the next replay angle, vote for the “Star-Cam” player focus and answer quick polls (e.g. “Who’s influencing the game most?/ Was it offside when replay is being checked”). Poll results will then be shown on the main stadium screen.
- The Multi-View Selection feature enhances at-home viewing while connecting to the live stadium experience by offering perspectives aligned with in-stadium viewing and enabling shared, real-time interaction between audiences.

Test

(Test idea with users)

Home version:

What is being tested:

- Does switching views increase engagement?
- Do users use the multiple angles?
- Does it feel preferable than normal spectatorship?

Method:

- Show participants a short match clip (~10-15 minutes)
- Provide a clickable prototype
- Allow them to switch between camera angles/ split screen

Observe:

- Do they switch angles easily?
- Which view do they use the longest?
- Is split screen used or ignored?

Data collection:

- Number of view switches
- Time spent on each view
- Engagement rating (1–5)

Follow up questions:

- Did this make the game more engaging?
- Did you feel more in control?
- Would you use this during a real match?
- Did it enhance or distract from the experience?

The concept will be tested through two parallel scenarios: an at-home viewing experience and a simulated in-stadium interaction, to reflect the different contexts in which fans engage with live sport.

Test

(Test idea with users)

Stadium version:

What is being tested:

- Do fans want to participate?
- Does voting feel meaningful?
- Does it enhance the live game?

Method:

- Simulate game by viewing match clip in a group environment
- Provide a mobile prototype (QR- style interaction)
- Simulate voting for next replay angle, player focus and quick polls

Observe:

- How quickly/ often they engage
- Whether they enjoy voting
- Do they look at others' results (shared experience)

Data collection:

- Percentage of users who participated in votes
- Response time to polls
- Perceived sense of involvement (1–5)

Follow up questions:

- Did voting make you feel part of the game?
- Did it feel connected to the other fans?
- Would you use this in a real stadium?
- Did it distract from the match?

