

Applying the Design Thinking process to **Fan Engagement** is particularly interesting because "fandom" is deeply emotional. The goal isn't just to provide a service, but to enhance a feeling of belonging.

Here is how we apply the process to one of the biggest challenges in sports today: **The "Passive" Broadcast Problem.**

1. Empathize

We start by researching the "User"—in this case, Gen Z and Gen Alpha fans who are accustomed to interactive content (TikTok, Twitch, Roblox).

- **Observation:** Younger fans rarely watch a full 3-hour game on a single screen. They are "dual-screening" (on their phones) or watching highlights rather than the live event.
- **The Insight:** Fans aren't losing interest in the sport; they are losing interest in the *unidirectional* way it's delivered. They want to be participants, not just spectators.

2. Define

We synthesize the observations into a human-centric problem statement.

- **The Problem:** "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."

3. Ideate

We brainstorm potential solutions that bridge the gap between the stadium and the living room.

- **Idea A: The "Crowd-Sourced" Camera.** An app allowing fans to vote in real-time on which camera angle the broadcast should focus on (e.g., "Follow the Star Player" vs. "Tactical Wide View").
- **Idea B: Digital "Noise" Meter.** A feature where fans at home tap their screens to "cheer," and the cumulative data is displayed on the stadium big screens to motivate the players.
- **Idea C: Predict-and-Win Overlay.** A lightweight AR overlay on the screen where fans predict the next play (e.g., "Will this be a 3-pointer?") to earn digital currency for team merchandise.

4. Prototype

We choose **Idea C (Predict-and-Win Overlay)** because it drives continuous engagement throughout the entire game.

- **The MVP:** A simple mobile-web interface that syncs with a live stream. It features three "Prediction Buttons" that pop up during breaks in play.

- **Low-Fidelity Version:** A Discord or WhatsApp bot used during a small-scale college game where a moderator asks questions and tracks "points" manually on a leaderboard.

5. Test

We roll the prototype out to a test group of 100 fans during a mid-season game.

- **The Feedback:** Fans loved the competition, but the "Predict the Play" pop-ups were distracting during high-action moments. They wanted the interface to be "invisible" until a whistle blows.
- **The Iteration:** We go back to the Prototype stage and design a "**Context-Aware**" UI that only activates during VAR breaks, timeouts, or halftime—turning the "boring" parts of the game into the most interactive ones.

Summary of the Fan Engagement Shift

From (Old Model)	To (Design Thinking Model)
Broadcasting (One-to-Many)	Community (Many-to-Many)
Passive Viewing	Active Micro-Gaming
Physical Attendance	Phygital (Physical + Digital) Presence