

- Get those sports enthusiasts. Why are they fans of sports and where do they go? What kinds of bars are they going to? What kind of choices are they making? How do you capture sports fans?
 - This segment, if they were going to choose with their time, they could be following this team or this one, or watching sports movie/going to a bar? Taking a look at our competitors. What are you competing against?
 - Cross section of attributes. What aligns among these?
 - How will this app give them a more differentiated/better experience and convert them into a long term fan.
 - **We did more of a channel audit. Need to redo this.**
 - Evelyn will work on this and send it to Elaina when completed
- Helen asked - Can we focus on other things besides mobile app/digital technology? Mobile gaming lounge. Way they can play games – hockey games. Fan experience.
- Amy asked for a more detailed project plan to be put on the project site:
 - Project site: assignments, who does what, status
- On the site: How will we present our research visually in our deck and on our site? Visual representations need to be on site. More than just words – will help to create pitch deck. More visuals on site can be reused in pitch deck, should work on that now instead of all at the end
- Need complete deliverables. Not notes, have it be more completed/site worthy for next meeting. More buttoned up before we talk with them again
 - They will look at it once we complete this and provide feedback
- How to get the mobile app to become loyal fans – how can we use it to get new people? The experience. Is it possible to do both?
 - Can focus on just converting single ticket purchasers into loyal fans, rather than converting nonfans into fans
- How to get people to download your app? Does the technology actually go to convert new customers? Not just augment it. Is research showing that it can be used as a customer acquisition strategy? Can research from sports app do this? Something in the app needs to focus on customer acquisition? How we design it/experience will be different between customer acquisition tool and customer loyalty tool.
 - Can acquire people with a loyalty play
- Hockey team can have job of acquiring initial customers. Then we retain them once they are in the stadium
 - Decide which we want to do
- Ex: MLB – going to the game, need the app. That’s how they get you to download the app.
 - Have email and app, can send notifications, take a couple of dollars off my ticket etc.
 - How to get them into the stadium, keep engaging
 - How many people download MLB then delete it. What can you offer me that will keep me coming back?
 - We have some examples already of how to get the NHL team involved in the community to entice/recruit/acquire customers
 - Partnership with STEM students, sustainability initiatives, promoting music acts at stadium during/after game, happy hours, having celebrities come to games/do an interview

Conclusions:

- Discussed with group how we need to have completed deliverables, included completed pages on site when we meet with Becca and Amy
- Decided we would have all preliminary research done for each deliverable one week in advance from actual date, to give time to synthesize and for Elaina/Helen to put it on site
- Decide if we want to convert nonfans into fans or single ticket purchasers into loyal fans
 - We chose to convert single ticket purchasers into loyal fans