Level 11 is a user experience and software development firm that helps transform how customers interact with your company and brand.

Amplifying Fan Capital

Purpose + Sport

Level 11  |  Be Disruptive™ and Purpose + Sport
April, 2018
The ability to connect hardware, software, mobility and media has dramatically increased user experience expectations, while offering industries across the board new and unique opportunities to connect with their customers.

How do sports venues and franchises use technology to differentiate and enhance their relationship with fans everywhere, while extending that relationship beyond the stadium experience?
Level 11 is the only company in the world to successfully design, build and deploy projects of this magnitude and complexity.

We can help sports franchises & venues:

- Bring fans closer to their heroes
- Create rich and magical memories
- Deepen fan and sponsor engagement
- Create safe, secure and fun venues
- Generate incremental revenue
But fan engagement is not just about technology. Today’s fans — like consumers, employees and investors everywhere — expect their favorite teams, athletes and their sponsors, to stand for something more than just profits, and are prepared to reward those that do with their loyalty. While the corporate sector is embracing this insight at an exponential rate, the business of sport has been slow to do so. Sports fans all over the world are passionate, and bring with them an unparalleled energy. How do sports franchises combine this passion and energy with technology, to unlock the next level of fan engagement, allowing fans to support their team and do good?
Sports builds communities and inspires individuals
Use Cases:
Engaging for good

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Unlocking Fan Capital

Fans have a tremendous amount of capital across the “giving journey”

• Money
• Time through volunteerism
• Attention the social and traditional media
• Purchasing power through choice
• Daily activities and interest

*How can technology help unlock this “fan capital”?*
Pre-order, Reserve & Pay

Combined with a giving engine.

Allows fans to make a donation with any financial transaction —

From buying tickets and merchandise, to smart parking, shopping, purchasing or reserving from a team’s partner vendors.

An incentive for making a donation can also be added, such as discounts on purchases, or the ability to attend a special access community partner event with athletes.
Loyalty Program Services

Members receive benefits from local partners, skip queues, or have access to exclusive team events.

The program could allow Loyalty Program members to earn benefits linked to “good actions” that benefit the community and are endorsed by teams, athletes or sponsors.

Examples of potential actions include reusing cups, recycling aluminum cans, using public transit, pooling together to donate merchandise or game day tickets.
Teams and their community partners can create and share content and engage with fans on smart, interactive, digital signage.

By recognizing fans as they approach the screen(s), personalized immersive interactions can amplify the experience.

The experience could include information on the team, players and selected causes.

It could also collect data from fans, while offering them opportunities to round up, get involved, share, reserve, browse, play or get information such as alerts, maps, photos, videos, schedules and much more.
Social, Chatbot + Mobile App

By engaging fans throughout the year via social media, chatbot and other mechanisms—teams could gather valuable data about fans that can enhance services and experiences.

Fans (who opt-in) receive many benefits, including the opportunity to purchase exclusive products and services, with a portion of each transaction being donated to the teams community partners.

Teams and players could personally thank fans through the system, creating a powerful engagement and giving loop.
Social Ambassadors

Through an exclusive social channel developed by Level 11, fans can be asked to act as ambassadors for their favorite teams.

Fans can share their teams social media posts – and those of the team's community partners – to help build awareness, community, and promote both organizations.
Location Services

Level 11’s location services platform can create a program where fans seek out points of interest that combine their team with an activity that create a community and allow fans to earn benefits through volunteerism.

Example points of interest are:

- Hosted team parties
- Get-togethers at local establishments
- Team sponsored or fan-organized, planned or impromptu, events
Case Studies:
Transforming the Entire Guest Experience
Concepts Introduced to NBA Franchise
Miami Heat
Concepts introduced to NBA franchise Miami Heat
Concepts introduced to NBA franchise Miami Heat
Seamless Entry

Level 11 identifies friction points along all points of the journey – including the physical. By identifying slowdowns in the customer journey, Level 11 can provide objective advice on the appropriate technology solutions; from apex technology experiences that empower sponsors, to future-proof IT infrastructure.

Or collaborative relationships with architecture and contracting firms mean that retrofit projects and new constructions provide myriad opportunities to plan for the dream event for sponsors, fans, athletes, and host.

Concepts introduced to NBA franchise Miami Heat
San Francisco 49ers

Connected Stadium Deployed by Level 11 Partner Synapse Product Development
Improving the Fan Experience

The San Francisco 49ers needed a device that could improve the speed and quality of ingress at their new Levi’s™ Stadium, which would allow greeters to shift their focus from scanning tickets to welcoming fans.

To address this need, Synapse developed a self-service ticket reading device that is flexible, mobile, wireless, and battery operated, as well as a robust backend web and database infrastructure with the ability to communicate in real time with existing ticketing services, such as Ticketmaster.

The system also allows for the capturing of data to inform future developments, like a fan loyalty program.
Fans Play Their Part in Super Bowl 50

Built around a purpose of improving the lives of young people in the Bay Area - a departure from the traditional approach - Super Bowl 50 became the most shared, most participatory, most giving, most sustainable and most commercially successful in Super Bowl History. Super Bowl 50 proved that a purpose led approach to stakeholder engagement in sport works better than the traditional approach.

As a part of the execution of this purpose led strategy, Fans were invited to personally contribute to the Host Committee’s success through the “Play Your Part “campaign that leveraged technology to incentivize fans to behave in certain ways that would reduce the environmental footprint of the event.

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Concepts Introduced to La Liga Franchise
FC Barcelona
Concepts introduced to La Liga franchise FC Barcelona

- De visitant a fan (Visiting fans)
- Dinamitzar Animació (More/Better entertainment)
- Serveis personalitzats (Personalized Service)
- Incrementar participació: proposar, jugar, concurstar, apostar, votar (Increase participation: betting, contents, games, voting)
- e-Ticketing
- Pigment contactless amb NFC (Contactless payment with NFC)
- Ofertes serveis exclusius en temps real (Exclusive offers in real-time)
- Cupons de descompte (Discount Coupons)
- Catering on-demand (Food and beverage on-demand)
- Compartir experiències: fotos, videos, missatges, audio (Share experiences: Photos, videos, messages, audio)
- Sorteig i subhasta de serveis exclusius (Exclusive drawings and auctions)
- Connectivitat alta densitat: WiFi, 4G (High-speed wifi and 4G)
- Informació partiste a temps real i multiperspectiva (Real-time, multi-angle game information)
- Visita virtual i augmentada / Simulacions (VR and augmented reality simulations)
- Potenciar col·lectius afins / Localitzar amics (Encourage fan groups, find friends)
- Márqueting personalitzat i geolocalitzat (Personalized, location-aware marketing)
- Optimització de cues (Queue optimization (faster lines))
- Punts de recàrrega (Recharging spots)
Level 11’s platform and technology helps sports franchises and stadiums:

- entertain and support “narratives” in and through the complex;
- work with staff and vendors who assist fans and continuously improve the experience;
- require best-of-breed solutions in a variety of areas.

... and bring all of this together into a seamless experience
Level 11 creates connected ecosystems by...

...curating innovative, personalized experiences

...on a contextually-aware, seamless experience platform

...that bridges disparate systems.
Level 11’s Mobile Order & Pay solution is enabling some of Starbucks’ busiest stores to move more customers, thereby driving incrementally and significantly more transactions, while helping to improve customer satisfaction.
Ready for Launch

In order to make ordering from Starbucks painless and fast while increasing throughput and drink production, Starbucks launched one of the first QSR pre-order systems in the world.

Level 11 designed the operational processes transformations for both drive through and in-store, as well as leading the design, technology, prototyping, rollout and adoption. Level 11 launched an initial pilot, which preceded a national rollout.

Images: Level 11’s working prototype proved out key technology stacks to facilitate speedy and accurate delivery
Introduced in 2013, Walt Disney World's Magic Band is recognized as one of the largest and most successful launches of a consumer wearable technology in a connected ecosystem. More than 20 million guests annually experience the xConnect system, created by Level 11, which powers over 250,000 events per second.
• Level 11 served as a skunkworks team to assist Disney’s Next Generation Experience team with the design and development of a system that could read the ping time/flight from a new wearable.

• Level 11’s role was to build the xConnect system and xOS which today manages all events from the MagicBand to all contact readers, long-range readers, door locks, mobile payment, F&B, and attractions.

• Level 11 was instrumental in rethinking how to manage the volume and scale of the events expected from more than 20 million annual guests and design a resilient, extensible and maintainable system.
Since 2014, Level 11 has partnered closely with Carnival Corporation to create the world’s largest, most revolutionary guest experience platform. Ocean is the first ever to fully deliver on the promise of personalized experiences based on location, identity, and context.

The Ocean Medallion and Ocean Compass were designed to create seamless IoT integration, location-based services, and unprecedented guest service and personalization. Level 11 has played key roles in all phases of Ocean development, ranging from early ideation to technical engineering and solution deployment.
Level 11 has built technology that enables seamless movement throughout and beyond the ship

By enabling guests to plan their trip ahead of time and authenticate themselves at home, boarding the ship is now hassle-free: simply walk onboard as your Medallion positively identifies you to security personnel and crew.
Level 11’s event processing and analytics will handle trillions of transactions

The IoT-connected ships will not only empower guests to create their dream vacation, but will empower crew to understand every moment of the customer journey, as well as view real-time individual, group, and ship-wide analytics—from embarkation and boarding times, to luggage location and handling, to housekeeping and emergency management. The Ocean Compass provides service delivery and operationalization to an unprecedented depth and scale.
About Level 11
Level 11 has developed transformational guest experiences to the biggest brands in the world, including Walt Disney World, Starbucks and Carnival Cruise Corporation.

We combine design + engineering under one roof to successfully deliver unique, frictionless experiences for large-scale, complex ecosystems.
Experience Design Engineering (XDE) is a mindset of collaboration through holistic and symbiotic thinking. Our XDE process has a proven track record of curating innovative, personalized experiences for Guest-focused industries. For the Travel industry, this process includes: reviewing the guest experience, vision brainstorming sessions, designing for context-aware systems and creating a roadmap for seamless experiences.

A collection of component services organized to help construct user experience capabilities in connected ecosystems of physical and digital environments.

Orchestr8 is based on solutions for Disney and Carnival and has over $40 million in engineering investment.

Experience with Partner Integrations enables the bridging of disparate, best-of-breed systems:
- Passenger Experience
- Terminal Experience
- Notifications
- Security
- Baggage
- Package Handling
- Aircraft Handling
Video Examples

Wayfinding  
https://vimeo.com/242403572

Interactive Signage Prototype  
https://vimeo.com/242403066

Network Wall  
https://vimeo.com/243397957
Thought Leadership

12 Factors To Help You Evaluate Potential Technical Solutions
Click here to read article

The Hype And Hope Of Experience Design
Click here to read article

How To Power A Better, More Personalized Customer Experience
Click here to read article

Manuel Vellon
CTO and Partner at Level 11
focuses on experience design engineering.

Forbes Technology Council
Elite CIOs, CTOs & execs offer firsthand insights on tech & business.
Testimonial

“There seems to be no shortage of folks that suggest ‘they actually did it’ with respect to these innovations, but the reality is most have had little to nothing to do with ‘doing it.’ However, I will share that Level 11 has been an invaluable strategic technology partner on the toughest and most critical project elements at Disney and Carnival. The Level 11 team is the best and brightest in their space - always delivering amazing solutions.”

- JOHN PADGETT
  Chief Experience and Innovation Officer, Carnival Corporation

John has been central to the most significant innovations in the theme park, destination, and cruise industries for the last 15 years. They all blend strategy, creativity, technology and operations centered on the Guest: Disney's FastPass, MagicBand, Magical Express, and Be Our Guest; Carnival's OCEAN Medallion, and others.
Testimonial

“They can put more energy on making food and beverages and connecting with customers. This is a big capacity and throughput unlock. As a result, we are seeing Mobile Order & Pay meet or beat all expectations in a way that is very pleasing to us.”

- ADAM BROTMAN
  EVP Global Retail Operations, Starbucks
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Thank You