Before the game

Carl downloads the app that feeds him information about the day's events, and sets a reminder for game time.

Once the app notifies Carl of the game time, he clicks the link, browses the schedule, and sends his friends possible pickup locations via SMS.

Upon arriving at the venue, Carl uses the app to purchase tickets for his team's next home game.

Carl is informed that a nearby restaurant is having a postgame BBQ.

During the game

With the excitement of the game has made Carl hungry! Using his digital wallet, he orders his food.

A few days later, Carl downloads a mobile wallet so he can have something to eat the next time he's in the venue.

After the game

The app lets Carl know he has earned a promotion for a discount on food.

While leaving the game, Carl uses his digital wallet to purchase a foam finger at the vendor's store.

On his mobile device,

Carl remembers his daughter wants a foam finger. He heads to a fan store, where he sees one on display. He sees what he wants, then simulates the purchase to see if it's available for pickup.

Carl places his order—a double cheeseburger and fries—from his favorite vendor.

Carl has to head home for a family event, so he decides to drive his own car home while his friends take a carpool.

Carl executives that his friend so they have their own tickets stored in their digital wallets.

Exiting the venue is easy with fans following the prescribed exit procedures.

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