



Digital Transformation for Sport in Qatar

**A vision for the provision of present and future
sports events in Qatar with
Sideline Digital Sports Experience.**



DIGITAL SPORTS EXPERIENCE

Introduction

Sideline Digital Sports Experience Limited...

Many thanks for taking time out of your busy schedule to read this brochure. We hope you find this information useful.

Sideline is a sports software company, based in the United Kingdom. We felt that the forthcoming pages would be of interest to you, regarding work we are doing on the 'second-screen' experience for sports.

Within these pages, we outline and describe the user journey of a new platform we are developing to support the digital transformation of major, large scale sports events.

With the World Cup only 3 years away, we describe how our platform could integrate into the current process for a typical fan based outside of Qatar for this event.

Please consider this proposal document a reference for the future, should it not be appropriate for the present.

Should you wish to get in touch to discuss the deeper user paths outlined within this document, then please don't hesitate to contact us.

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Kindest regards,



Ben Segni, Director at Sideline Digital Sports Experience

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Challenging Traditions with the Second Screen Experience

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A close-up, sepia-toned photograph of a man with curly brown hair, laughing exuberantly. He is wearing a light-colored t-shirt. The image is split vertically by a thick, dark diagonal line that runs from the top right towards the bottom left.

Meet José-Felix.

Born in Lisbon.

Emigrated to Australia in 2002.

It has long been José's dream to attend a major footballing event, such as a World Cup following his home nation, Portugal.

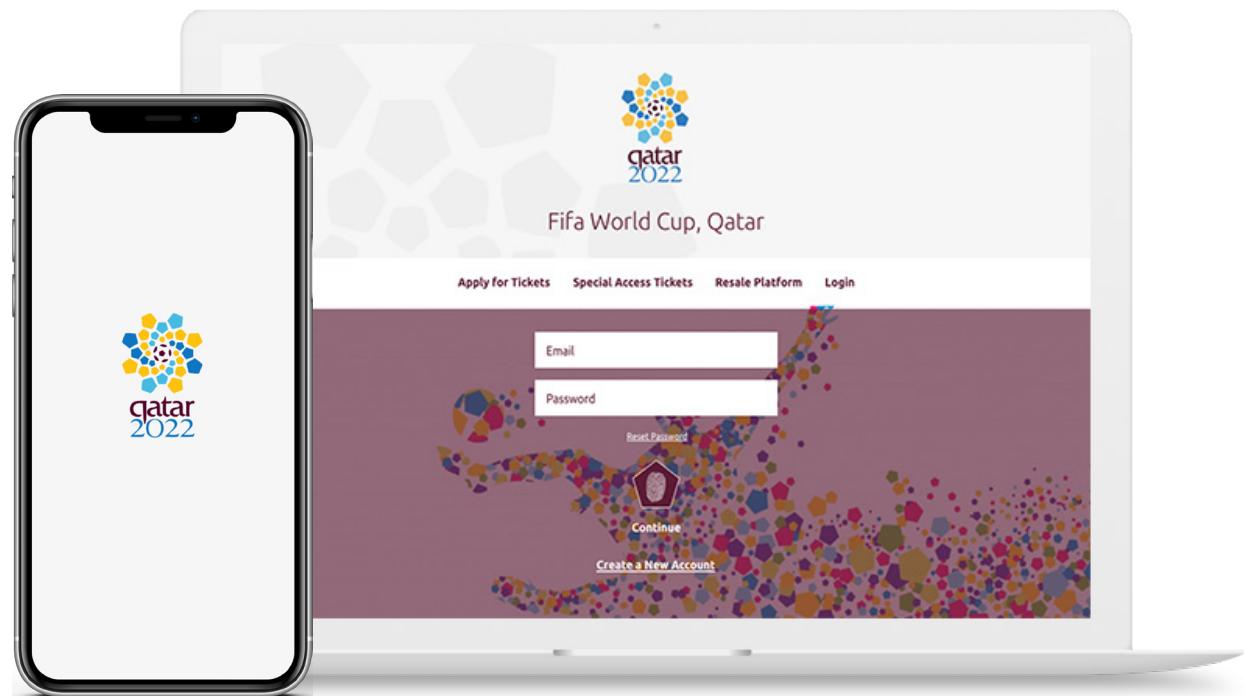
He finally has some leave to take from his job during the winter months, so decides to apply for tickets to visit Doha and the 2022 World Cup - to fulfill this life-long ambition.

The Application

Applying for tickets at the World Cup in Qatar...

As fans wait to see if their ticket orders have been accepted....

Here at Sideline we prepare our platform to begin the journey
to Doha and give the football fan something they have never
had before.



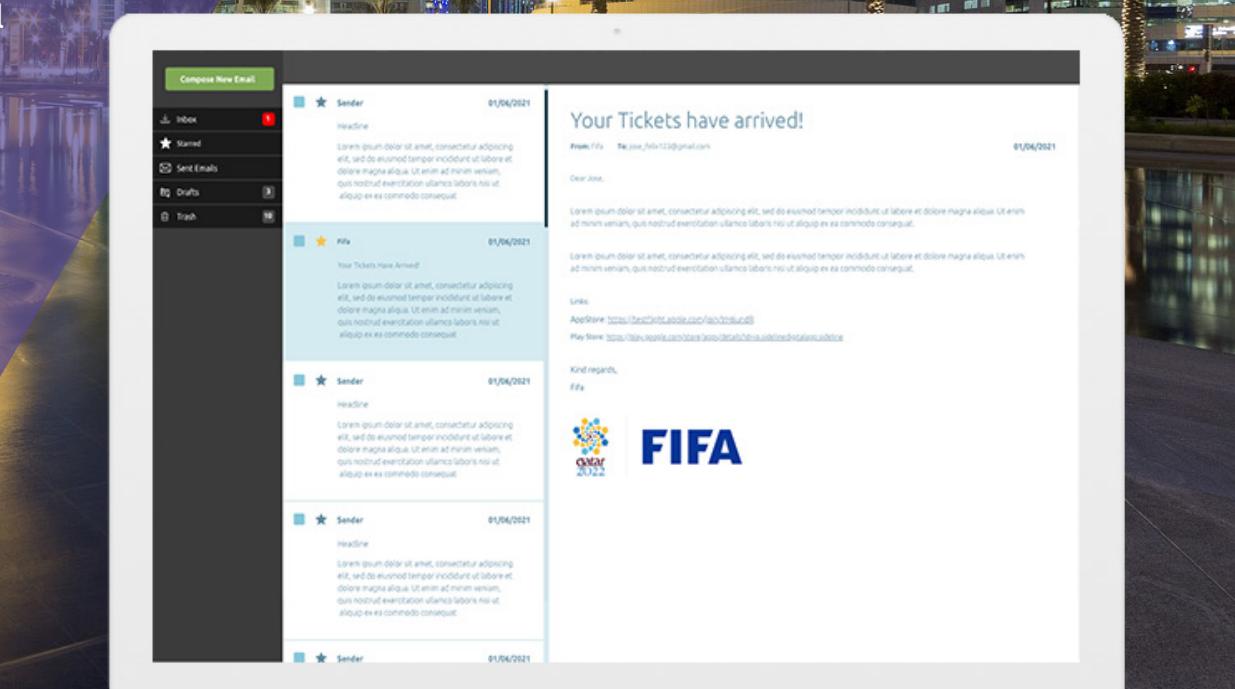
The Journey Begins

José receives an email from FIFA

letting him know he has been
accepted for tickets!

He is on his way to Qatar!

Enclosed within this email, he finds two
links to a brand new mobile app, which will
help him throughout the trip.



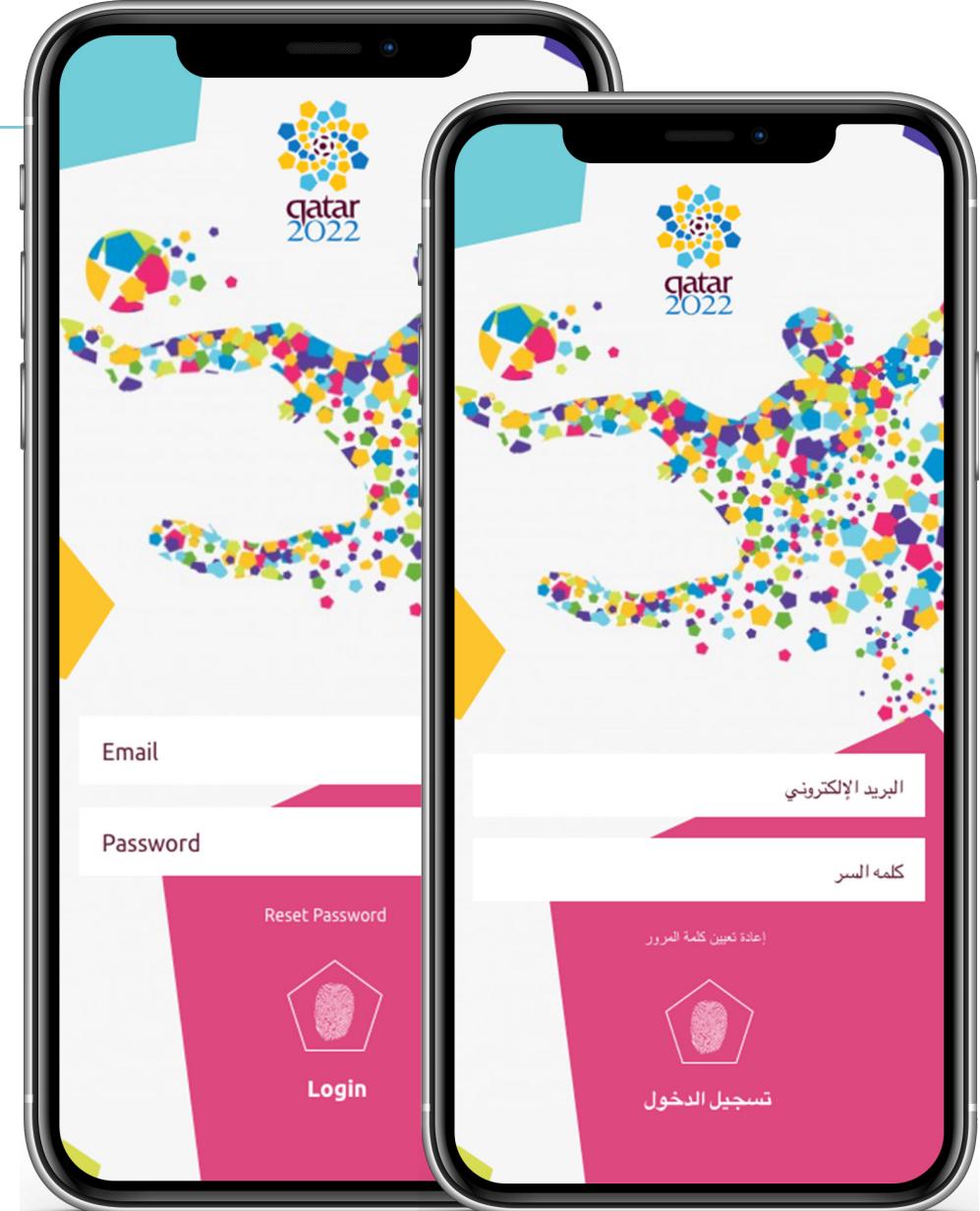
Downloading the App

Synced to Jose's Fifa Account...

José will have applied for tickets using a pre-existing, or new FIFA Account. His confirmation will be sent to his inbox, where he will be presented with a link to the Apple App Store, and Google Play Store - to download the new mobile app.

Once downloaded, José will be presented with a login screen and using the same details he signed up with, José will be able to access his app's account content.

This application will be accessible for any language which can be configured based on the user's choice of initial device set up.





At his finger tips.

José is now able to begin engaging with his world cup dream straight away and start organising the logistics of this exciting experience.

Organise everything in one place.

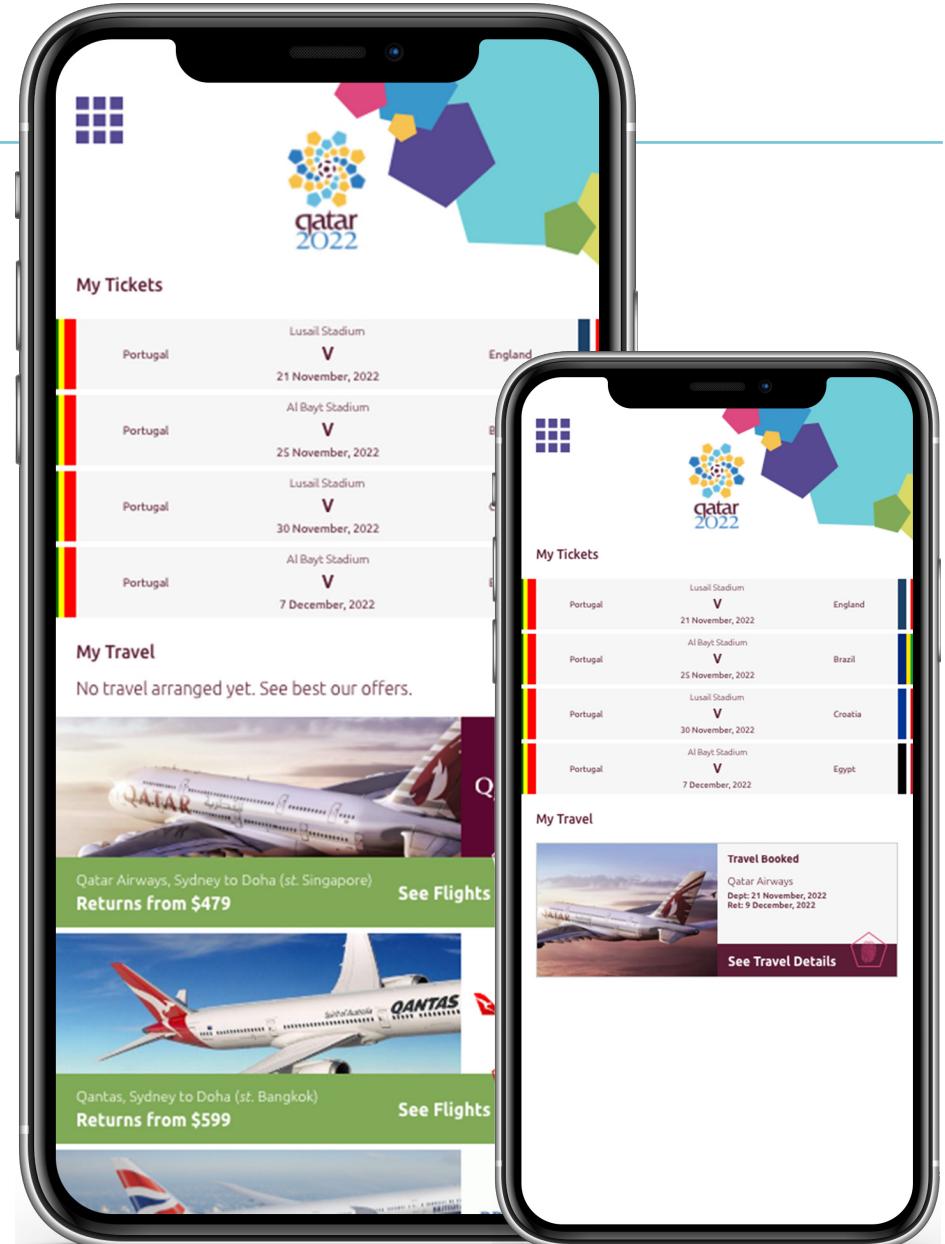
A digital transformation for sport...

José will be presented with his personalised Dashboard, where the key content is at his finger tips to get started and explore in advance.

The first thing he will need to arrange is travel to and from Doha. Using the principle travel advertiser feed, he will be able to filter the best offers to meet his travel budget and book his travel there and then.

Travel is done.

But what about accommodation?



Organising Hotels.

Accessing his tickets, José will be able to arrange his accomodation for each game. Local to the stadiums.



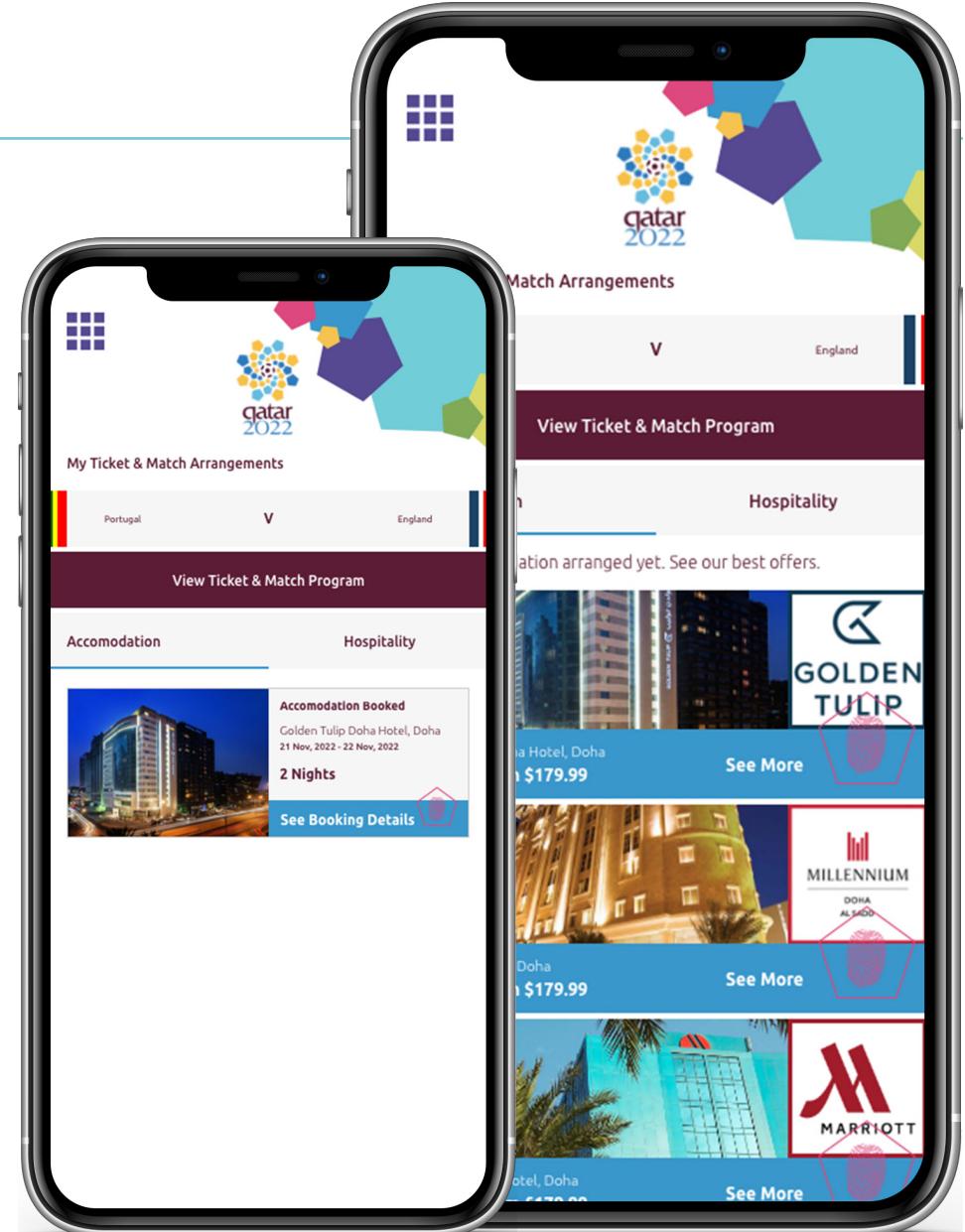
Hotel bookings done with a tap...

It's not just about football...

The application offers clear routes into each ticket the fan has purchased.

Once inside the match section, the fan can access and source the right accomodation for them. Meaning, before they have logged out of the app for the first time, their travel and accomodation is completed.

As organisers, you have the opportunity to offer your principle travel and accomodation brands competitive advertising rates, and in turn offer them the mass exposure this application will offer.





José-Felix arrives.

José arrives in Doha. He accesses the public transport to arrive at his hotel, ready for the first game at Lusail Stadium.

Using the companion app, he can now begin to source activites whilst he waits for the big game.

Hospitality and Culture

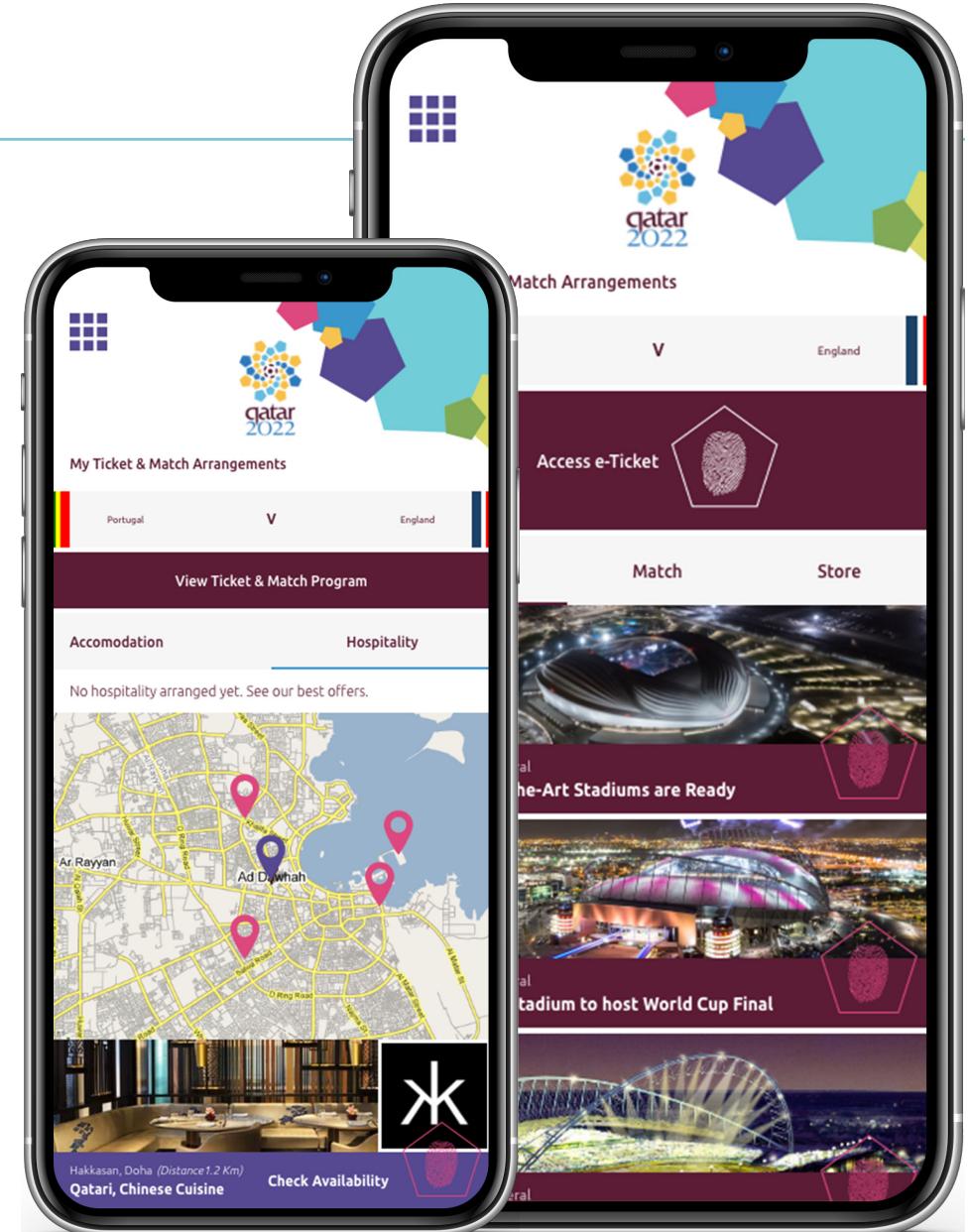
Giving the fans the best experience of Qatar...

Accessing the ticket, offers a range of diverse content, which will give the fans a greater experience before, during and after the game.

When settled at their respective hotels, the fan might choose to visit their local area and get a direct experience of the rich culture and activity that Qatar has to offer.

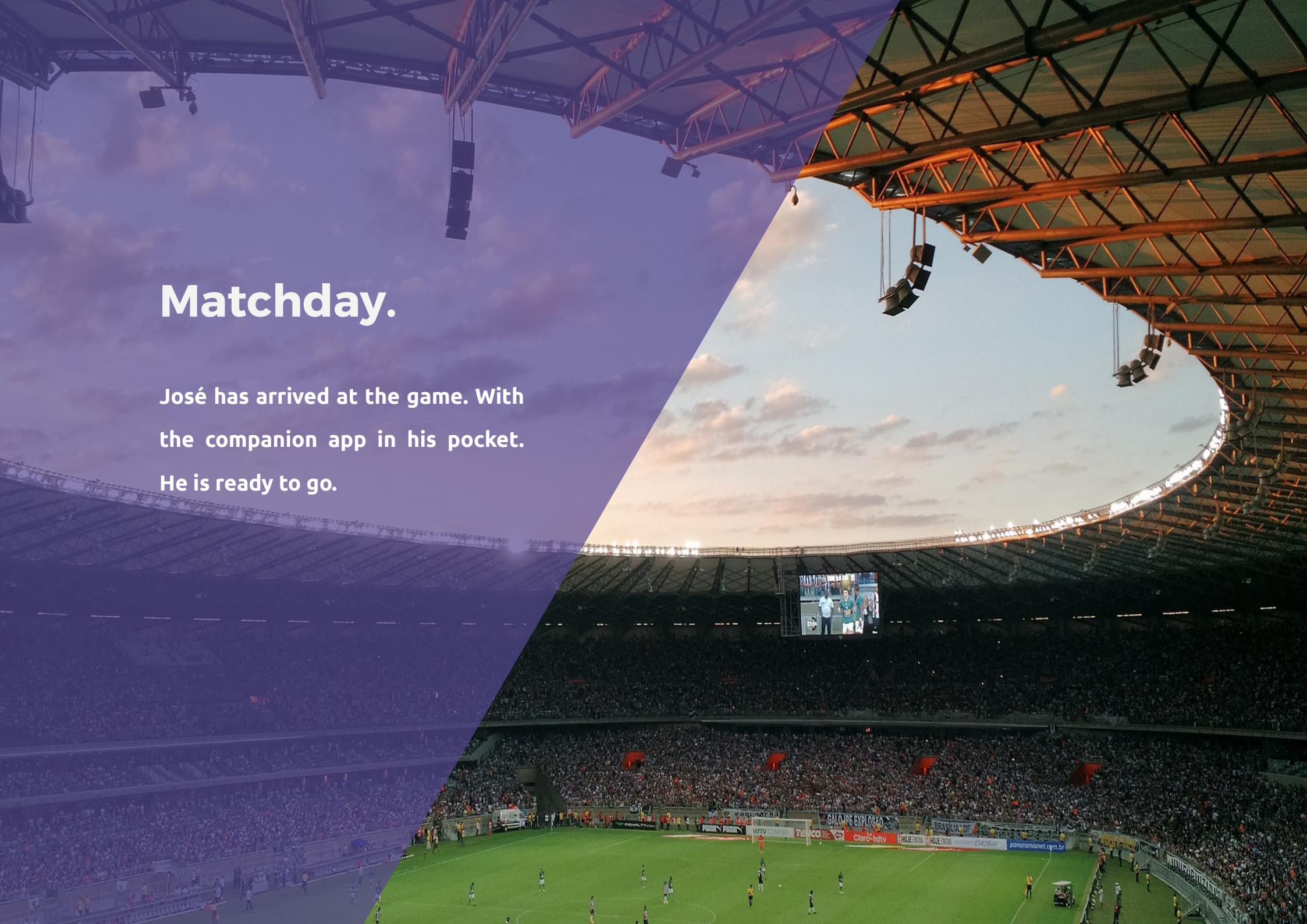
By tapping the Hospitality tab, the fan can access a range of restaurants and leisure activities they might wish to explore in the local vicinity.

They can check availability and if tables or spaces are free, book their table before they leave their hotel room. This in turn, is logged with the engaged establishment, so they will know they are on their way, at the arranged booking time.



Matchday.

José has arrived at the game. With
the companion app in his pocket.
He is ready to go.

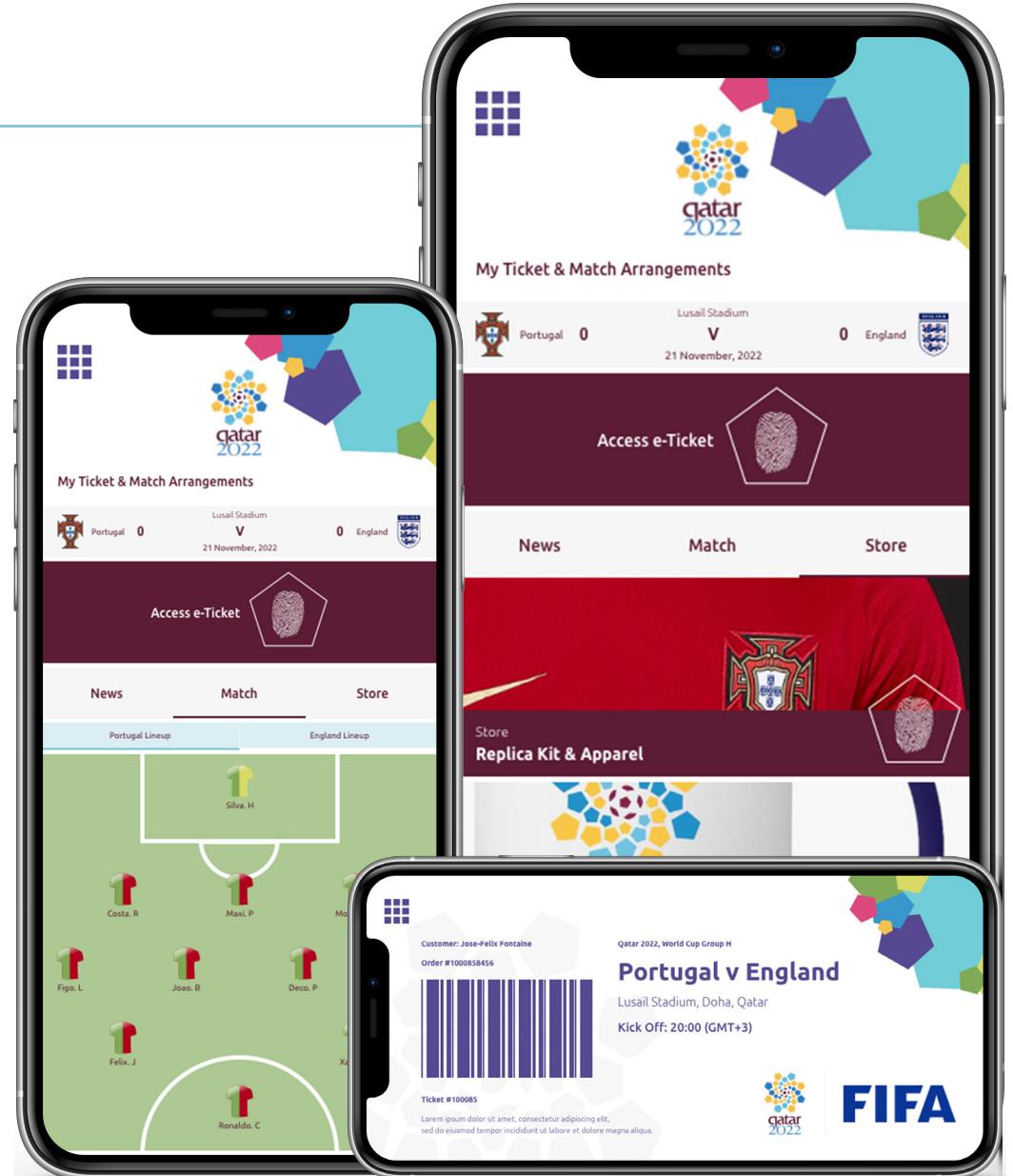


Digital Ticketing & Live Stats

The full digital transformation is complete...

All fans can access their e-tickets via the app. Using event ticket scanners, the fan can be assured that their place in the stadium is waiting for them.

During the game, the fan can access live statistics, video highlights and match news to accompany the amazing night of football and support their interest in the finer details of the game. All via their mobile devices.



Acknowledgements

We cannot credit all content within this brochure...

All UI Design and planning is work created by Sideline Digital Sports Experience.

All use of imagery is licenced and we have the rights to use said content.

App UI Interfaces carry the Qatar 2022 World Cup logo and accompanying graphics with brand colouring. We acknowledge this work was created by the following agencies and individuals and is not our own:

1. Creative Action
2. Michail Kowal
3. Campbell Butler
4. Richard De Hoxar