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WHY do people attend an event at the arena

To be entertained

Share an experience with friends

Be Social

Tell others you did something - feel accomplished.

WHY do people share?

- experiences are seen as wealth over material items.
- what are people doing - less about what they are wearing or driving - people are curious
- Social media feeds the "fear of missing out."
- Crave recognition

Shift in perspective -

all access to material goods is easy - Amazon ownership just isn't hard anymore, you can get any item you want almost instantly.

For Some it comes down to Simply saying

[Here I am.]



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I CAN Do THIS

I am healthy and able / wealthy enough to do this.

WHY People Post

- Not to make others jealous
- Fulfils a basic human need of having a purpose, being recognized and a part of something - basic clan mentality.

Underlying

People are most happy and healthy when they engage in social activities in a positive manner

Conflicts

Big Brother -

People engaging in social media will not mind BB. They share anyways. When they are in control it is not an issue.

People share where they are and what they are doing voluntarily and want to do this in order to quantify their experiences with others. This will be a service to them and is positive.



PAIN POINTS on being Social

- People are becoming more isolated as they become individuals.
- Painpoint is actually engaging in the process of taking a photo and sharing it when you could be authentically engaging in the activity.
- Tracking down and keeping together with the people you want to spend time with, where are they?
- When the manual process of engaging in sharing and logistics is out of the way you are given the freedom to enjoy the event.



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What the Arch will offer —

- A place for people to converge
gather your clan.
- A check in point.
- Recognize you by face and group you with
your friends.
- You are tracked throughout the stadium
- Once you are recognized by the arch, you
can be recognized throughout the stadium.
- Cameras within the stadium will recognize
you offering up photos of you/friends
engaging in the activity.
 - ~~the~~ The images are pushed to you to review
before going public / to social sites.
- The stadium will only take pictures of
you when smiling.
 - Creates a happy place.

Facebook emotions API

IBM Watson Cognitive Recognition



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- Once cameras detect your face you receive a notification you have been detected on camera and are given the option to Authorize the photo to share.
- Super User
 - The arch can track your attendance and activity to report and rate you as a Super User.
 - A Social Influencer.
 - ties into Insta as a paid user
 - The Arch will report (in screen) who is there that evening and show their status.
- Arch offers incentives and discounts to participating vendors.

CONNECTION

phones / wearables.

Wearables are preferred as a quick glance to the wrist allows you to freely move around instead of having your phone out.



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Social Good

According to the "World Happiness Report" Americans are declining in overall happiness due to social issues.

Social ties are a major indicator of happiness.