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| Value Proposition | Customer Segment |
| * Transport – how to find the most efficient route to the stadium (possible integration with existing systems e.g. trip view, google maps) * Parking – how to find the best parking spot and pay fees * Merchandise – what merchandise is available and where can I get it * Ticket system – how to increase speed of queues to enter the stadium (reduce queues) * Security – how minimise time going through security, how to improve search techniques (better scanners etc) * Navigation for Seating – what is the fastest way to find my seat * Cast the event through multiple cameras to your phone so you can choose to see the event better (maybe good for sporting events) * SmartSeat – how can I do everything without leaving my seat, how do I provide a premium product * Amenities –   + - Food delivery to seat - how do we deliver food to seats and how do we provide a better range of food for customers     - restaurant – how to find a restaurant in area (based on type of food, price, distance)     - trash monitoring – how do we make sure trash is not overflowing and spilling on the ground as this can cause hazard     - vending machines – how do we locate a vending machine with the products we want and still have stock?     - toilet (queues or usage) – where can we find the toilets with least queues and functioning properly * Safety/Emergency procedures – how to determine the type of emergency and provide appropriate instruction/procedures, how to notify people of incident and manoeuvre them to safety * Navigation to exit – route the person to the best/ least crowded/ fastest exit | CEO Venues NSW  Pains  Reduced number of people attending event  Reduced events being held at stadium  Poor reputation/ customer satisfaction  Poor safety  Gains  Increased customer satisfaction  Increased revenue  Receive bonus  Improved safety at events  Audience at concert/ Rugby League Game  Pains  Long queues at event (entry, toilet, security, exit, cafes, bars)  Not a good choice for food and drinks  Seat is not good so I can’t see properly (e.g. pillar blocking the view)  Parking issues  Poor sanitary conditions (trash, bathrooms)  Gains  Short queues, less waiting time  Good choice of food, better food service  Clean environment  Overall better experience |