

The SeatBelt Challenge

A phygital solution to support guest operations of an international event organizer

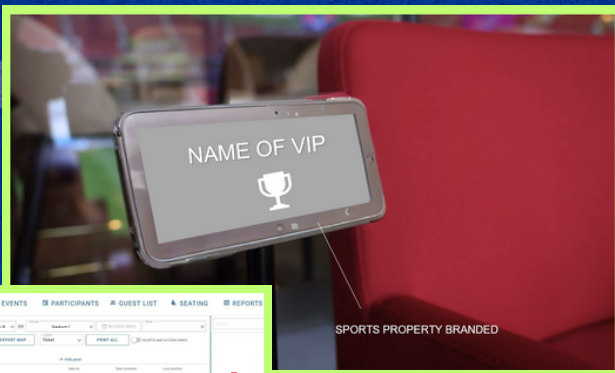
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VVIP User Experience

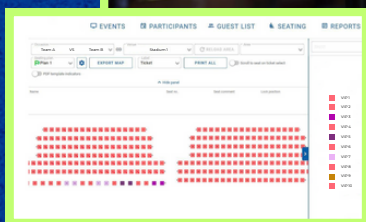
We need a solution that effectively informs guests about their assigned seats and facilitates smooth protocol seating on the VVIP tribunes. It is essential for us to have a system that changes in real time. Additionally, we aim to incorporate the display of name tags as part of the exclusive experience. Finally, we seek a solution that exudes a high-end feel.

Current Solution

The current solution uses smartphones as display tags. The smartphone, seamlessly integrates with the Sports Property's seating allocation system, providing a comprehensive digital solution. Officers can conveniently edit seat plans using tablets, enhancing efficiency and flexibility. Smartphones are charged using power banks, eliminating the need for external power sources.



Representation of current solution.



Representation of the seating allocation system.

Operational Challenges

Minimize the logistical challenges associated with seat changes, relieve Guest Operations from the burden of device management, the sport property doesn't want to pour a lot of effort into installing and support of the solution, limited battery lifetime of smartphones require power banks to recharge the devices every two days. Finally, the logistics involved in shipping the equipment can be difficult, making the solution less suitable for smaller events.



Operational Challenges.

Solution Environment

The solution can be deployed at any tournament or event, accommodating multiple stadiums simultaneously. Thus, it needs to last throughout an entire event (up to 35 days or 2 months in some cases) without requiring any recharging. Capable of offering different designs for VVIP tribunes. The solution must be integrated with the Sport Property's technology environment. To meet the demands of flexibility and mobility, the solutions needs to be wireless and (OTA), eliminating the need for cables.

What is Needed?

We seek to deliver an exclusive guest experience by reducing physical operations and implementing an effective seating layout. Protocol officers decide on seating arrangements, while guest officers are in charge of putting them into action. We want to avoid having Guest Operation officers installing power banks and the solution must be incorporated with the Sports Property's digital event platform ecosystem, especially the seating allocation system, which is represented digitally. To achieve good responsiveness when reflecting seat adjustments, the reaction time must be lower than 10 seconds. The solution must be cost-effective and intended to accommodate several events, making it adaptive and ready for other situations. As a result, lesser tournament budgets may be met without sacrificing elegance and aesthetic design.

