

	Affiliation	Tickets	Pre-Game	Game	Post-Game
	Pitt spirit	Availability and price	Tailgating	Competition and time	Shuttle/traffic
User goals	<ul style="list-style-type: none"> Commitment School pride 	<ul style="list-style-type: none"> Seamless transaction Value 	<ul style="list-style-type: none"> Fewer tailgating restrictions Nostalgia/traditions 	<ul style="list-style-type: none"> Consistency/opponent 3:30 PM is ideal Social/community 	<ul style="list-style-type: none"> Incentive to stay Shuttles cause students to leave early
Process and channels					
Process	<p>...collectively having pride in something with people who would otherwise be strangers</p> <p>...there's not really a connectivity between fans. There was still some sense of, hey, we don't talk outside of games.</p>	<p>We would have a friend that would just be like, "Hey, I have like six extra tickets if you want to go."</p> <p>But if I want to get in the club, I can scalp a ticket for 25 bucks, and I had done that in the past...I will go scalp two tickets for 50 bucks for the club seats. I'm like, "Why did I previously pay \$1,000 for that?"</p>	<p>Ideally, there would be some campus-type tailgating or something,</p> <p>[P]art of the problem with tailgating here, it's nonexistent. I mean the Gold Lot used to be the big lot to tailgate in....now they put a parking garage on it</p> <p>A lot of the sports experience here feel very transactional. You don't have these long standing traditions that you want to buy into</p>	<p>(On short notice): It's very hard to put something together on the fly, get everyone to get tickets at the same time, coordinate eating and getting to a meeting point.</p> <p>It's a lifelong bonding experience with my Pitt friends</p> <p>If you're going to see a team that's competing for something, then you're more likely to make those sacrifices, to get off your couch</p>	<p>But along the way somewhere, we decided to have one line and you have to continuously leave for like to get on the shuttle. I've heard from students that they were in line for about 40 minutes to an hour if they stayed the whole game.</p>
Problems	<ul style="list-style-type: none"> No known friction points All groups are interested in current and past student-athletes and coaches 	<ul style="list-style-type: none"> Supply outweighs demand Tickets are easy to get 	<ul style="list-style-type: none"> All groups lament the tailgating restrictions "Traditions" seem forced and transactional 	<ul style="list-style-type: none"> All groups hope for more competitive games View sport as a social event Want to tailgate at noon and be home before 8pm 	<ul style="list-style-type: none"> Traffic is a concern Post-game shuttle issues encourage students to leave early
Ideas / Opportunities	<ul style="list-style-type: none"> Participants want to hear stories and narratives about players, coaches, an administrators 	<ul style="list-style-type: none"> View fans in two buckets: in-venue and out-of-venue 	<ul style="list-style-type: none"> Make tailgating opportunities a priority for fans and students Allow fan enthusiasm to germinate organically 	<ul style="list-style-type: none"> View competitiveness more broadly Continue making athletic events a social destination 	<ul style="list-style-type: none"> Work with student leaders for a shuttle solution