



Design rituals for half-time experience

Anne Marthe / Kevin / Thomas / Shengwen

Before the match

Exciting

Important



Pain points of current Half-time experience



Anticlimactic

Unclear

Opportunities

Mood gradually drops from initial high



An opportunity to reboost mood

Halftime is a vacuum of rituals



An opportunity to build up importance

Introduce new half-time experience

Key offerings

Inclusion

Bring people into
the match (through
screens)

Unity

Importance

Excitement

Key offerings

Inclusion

Unity

Importance

Excitement

What unites us as
people (common
everyday life,
underdog)

Key offerings

Inclusion

Unity

Importance

Excitement

Underlining with

Key offerings

Inclusion

Unity

Importance

Excitement

Theatric elements
to elevate
expectations

Before the match

Arrival

First half

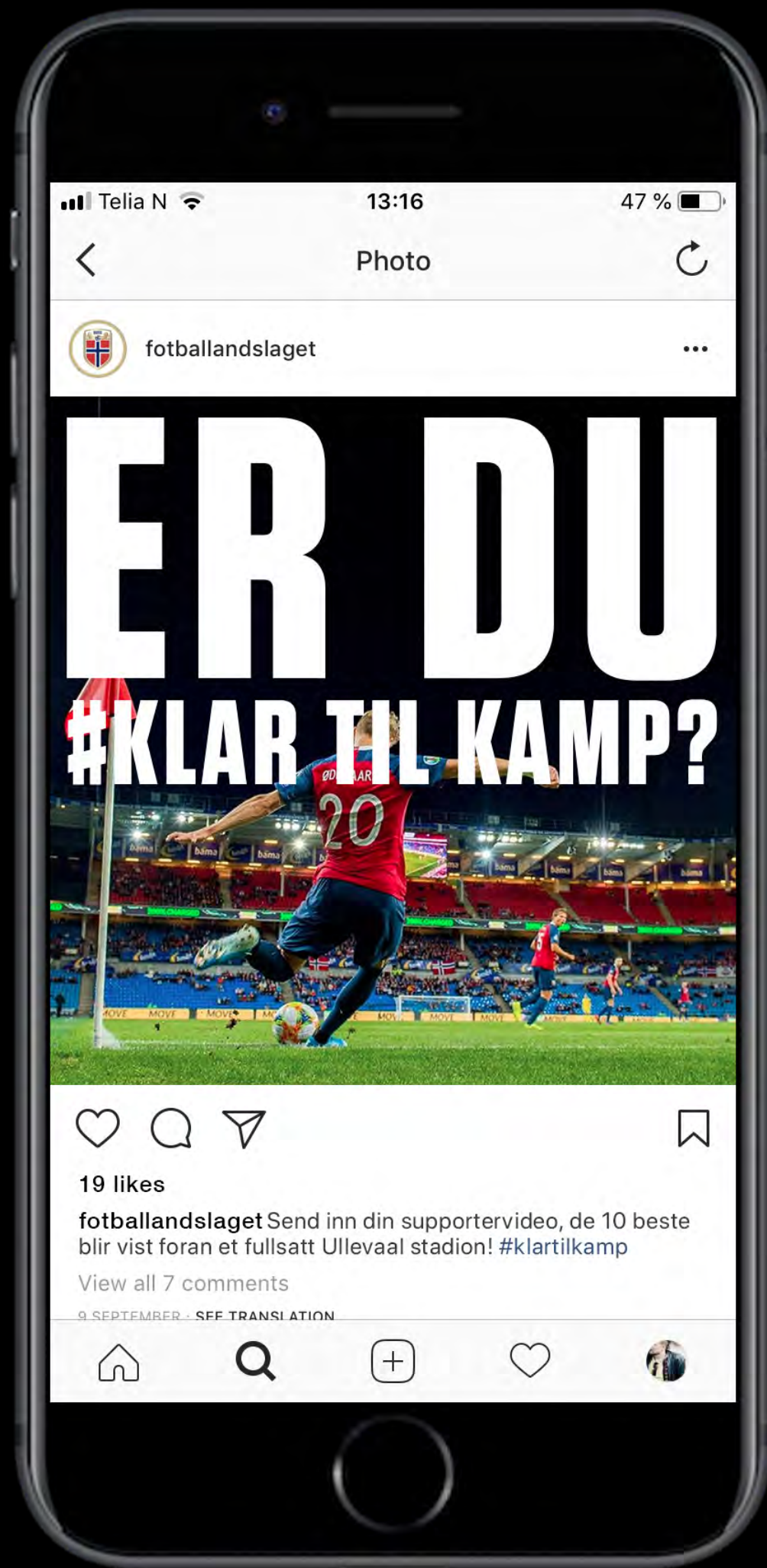
Starts

6MIN

Half time

12MIN

Ends



Before the match

Arrival

First half

Starts

6MIN

Half time

12MIN

Ends

#klartilkamp



Before the match

Arrival

First half

Starts

6MIN

Half time

12MIN

Ends



Photo booth outside the stadium

Before the match

Arrival

First half

Starts

6MIN

Half time

12MIN

Ends



Before the match

Arrival

First half

Starts

6MIN

Half time

12MIN

Ends



Before the match

Arrival

First half

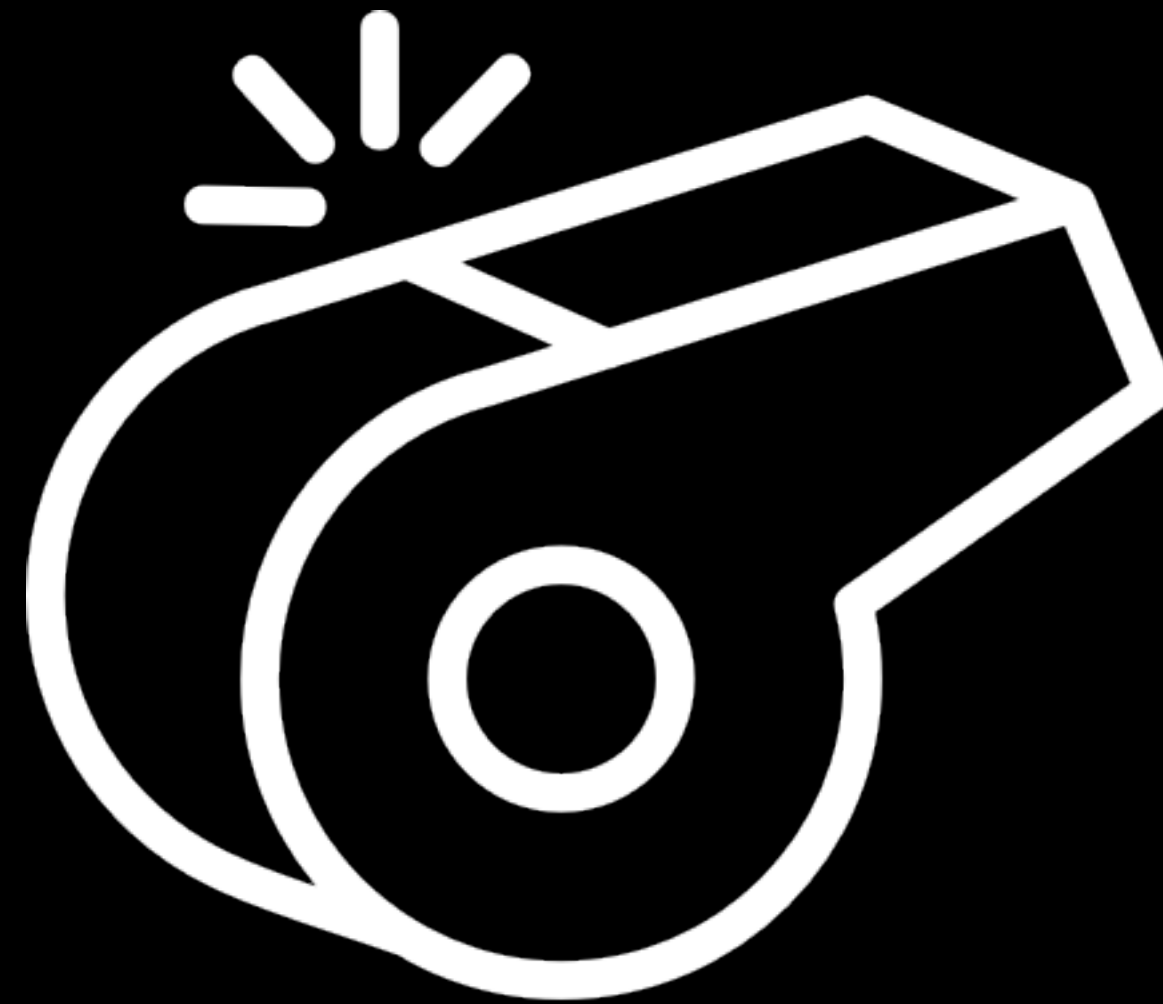
Starts

6MIN

Half time

12MIN

Ends



Before the match

Arrival

First half

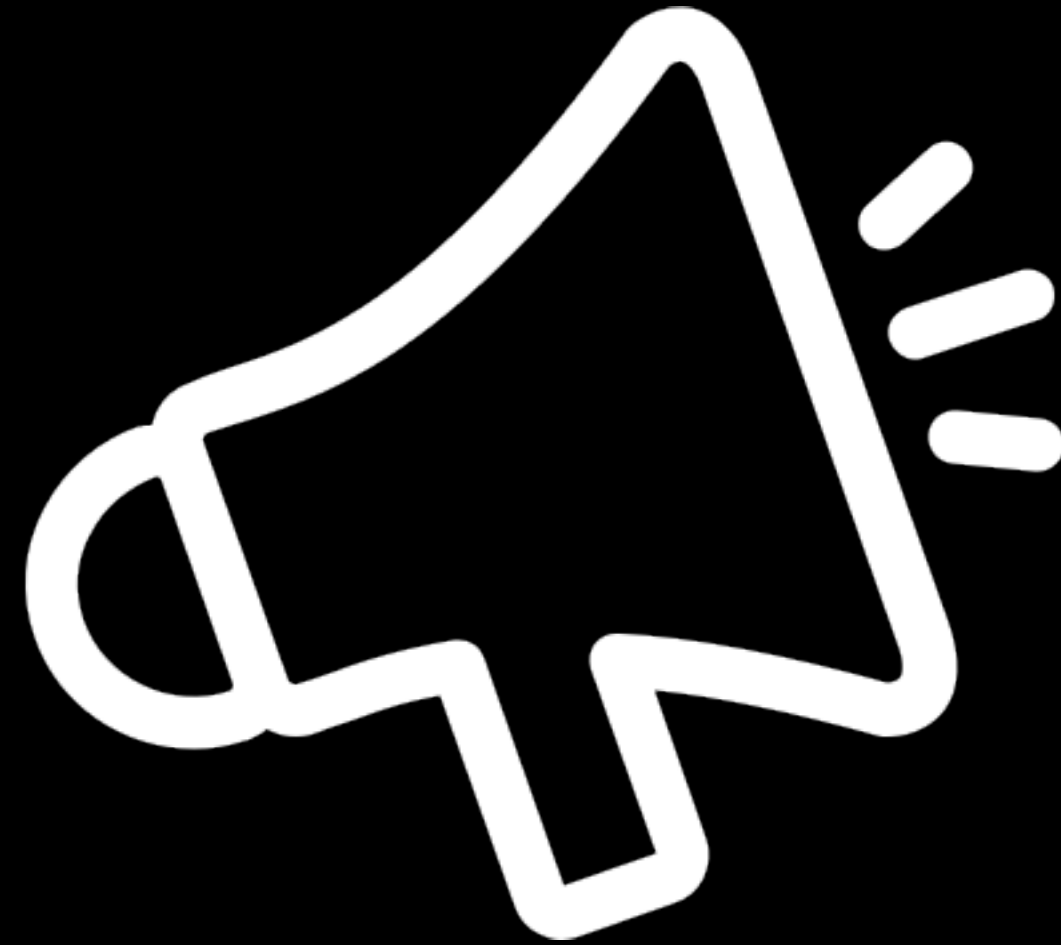
Starts

6MIN

Half time

12MIN

Ends



Before the match

Arrival

First half

Starts

6MIN

Half time

12MIN

Ends

bãma

Before the match

Arrival

First half

Starts

6MIN

Half time

12MIN

Ends

Goodbye Move Cam 🙋

Before the match

Arrival

First half

Starts

6MIN

Half time

12MIN

Ends

Hello exciting people 🥰

Half time

Before the match

Arrival

First half

Starts

6MIN

12MIN

Ends



In the stadium

Before the match

Arrival

First half

Starts

6MIN

12MIN

Ends



In the queue for food

Before the match

Arrival

First half

Starts

6MIN

Half time

12MIN

Ends

Video

Before the match

Arrival

First half

Starts

6MIN

Half time

12MIN

Ends

Why Dovregubbens hall?

Edvard Grieg

- famous across borders
- existing Grieg football chant

Dark, humouros with a great crescendo

Peer Gynt & the Mountain King
reminiscent of David & Goliath

Before the match

Arrival

First half

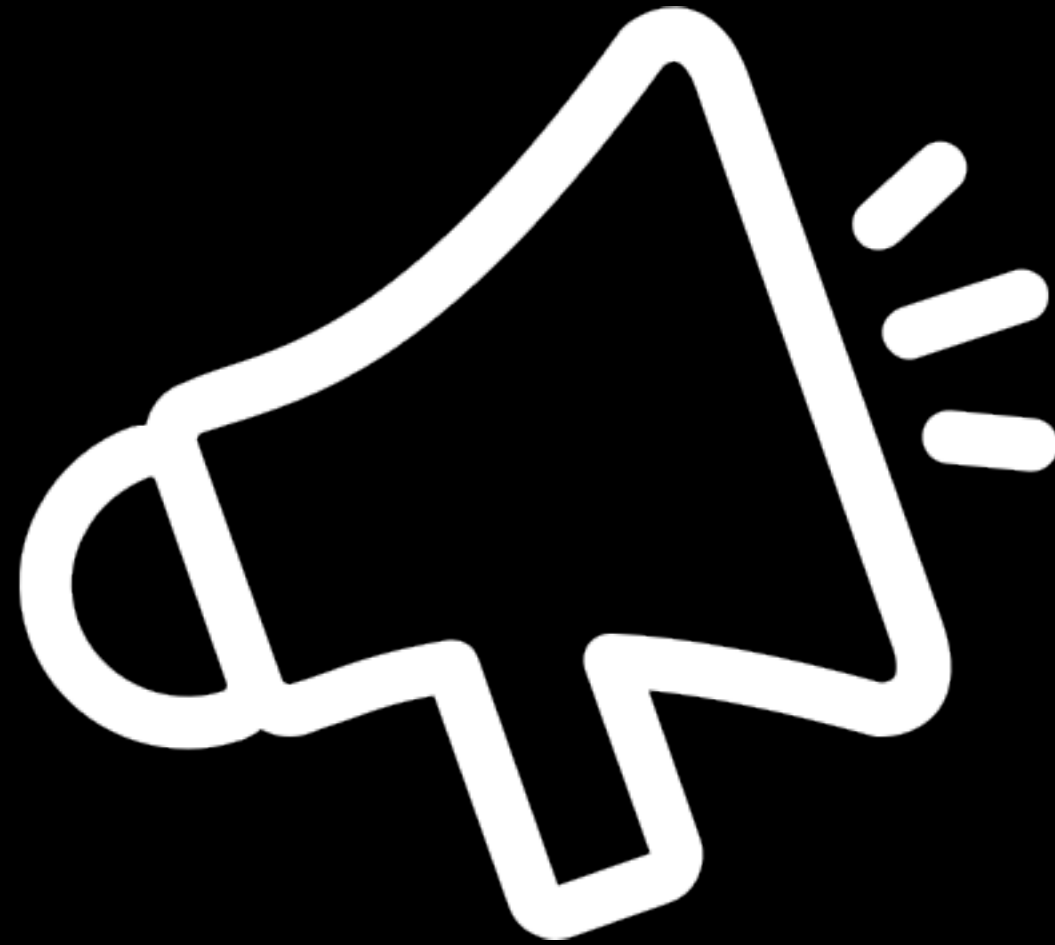
Starts

6MIN

Half time

12MIN

Ends



Journey map

