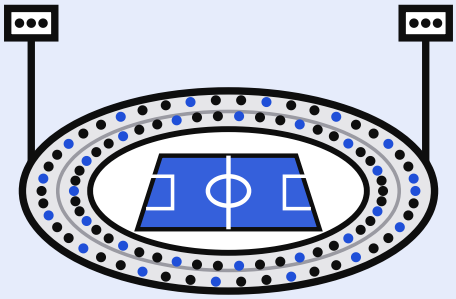
Specialty

Fan experience

Designs the audience's experience at a sports event or show: the venue, access, services and everything surrounding the game.



In Spanish

Experiencia del aficionado

Origin

Wakefield and Sloan (1995); Wakefield, Blodgett and Sloan (1996)

What problem it addresses

The score can't be designed, but everything else can: getting there, entering, sitting, eating, seeing well and leaving.

Principles

The venue counts

The condition of the stadium influences the desire to stay and to come back.

Beyond the game

Parking, cleanliness, food and crowding are part of the experience.

Fandom weighs more

Loyalty to the team has a strong influence, but the setting adds up too.

Applications in design

✓ Use it like this

Walk through the whole game day, from leaving home to getting back.

✗ Avoid

Improving only the stands and forgetting entrances, lines and restrooms.

👁 Don't fall for it

Think about less loyal fans too: the setting weighs more in whether they come back.

Connections

Builds on

- Service evidence

Uses these methods

- Journey map

Related to

- Customer experience design

Authors and works

1995	**Kirk L. Wakefield and Hugh J. Sloan**	Studied how team loyalty and stadium condition influence attendance.
1996	**Kirk L. Wakefield, Jeffrey G. Blodgett and Hugh J. Sloan**	Called the stadium's physical setting the sportscape and created a questionnaire to measure it.
1992	**Mary Jo Bitner**	Had earlier proposed a framework for how a service's physical setting influences customers and employees.

Sources

Original sources

- Wakefield, K. L., & Sloan, H. J. (1995). The effects of team loyalty and selected stadium factors on spectator attendance. Journal of Sport Management, 9(2), 153–172. View source (https://doi.org/10.1123/jsm.9.2.153)
- Wakefield, K. L., Blodgett, J. G., & Sloan, H. J. (1996). Measurement and management of the sportscape. Journal of Sport Management, 10(1), 15–31. View source (https://doi.org/10.1123/jsm.10.1.15)
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. Journal of Marketing, 56(2), 57–71. View source (https://doi.org/10.1177/002224299205600205)

Last reviewed: October 25, 2026

Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.