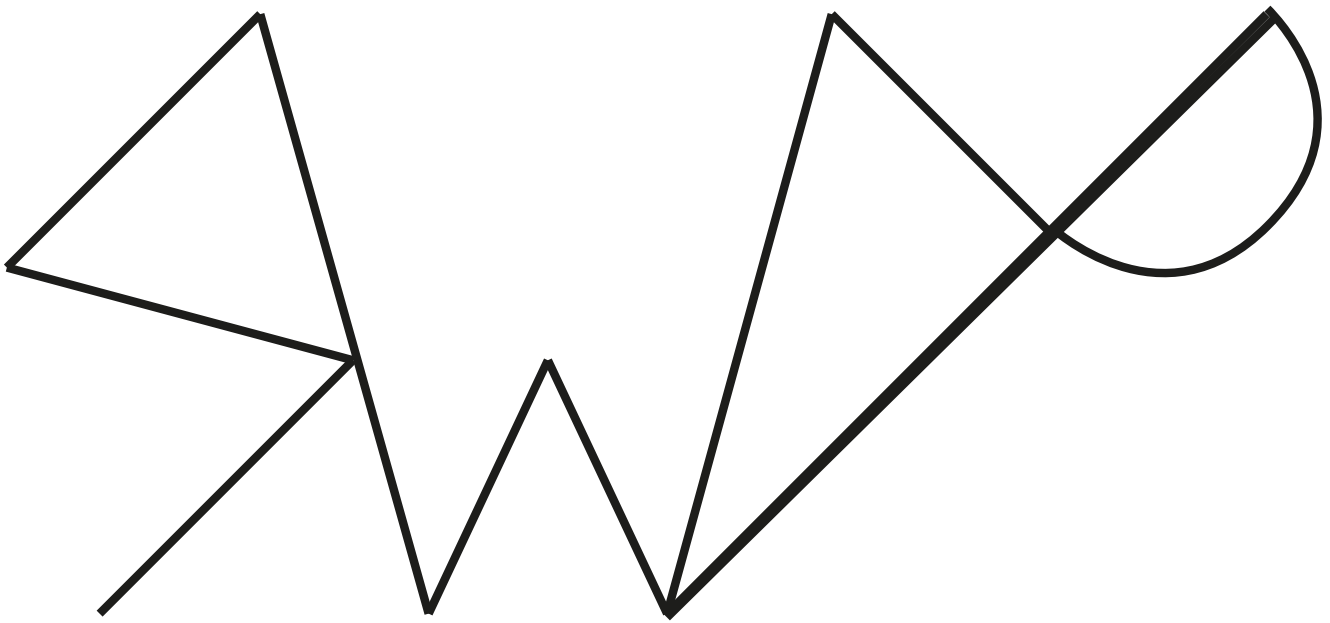


# Basic Course

# Design

Track C: Social Innovation Design



---

SPORT WITH YOUR PEERS

---

Group 3

Coach: Tijmen van Gurp

Bas Bakx  
Max Bodelier  
Nick Braat  
Emma Ceulemans  
Bas Scheepens  
Xenia Zürn

# Table of contents

Introduction	1
Goal and vision	2
Idea generation	3
Conceptualization	4
Technology	5
Research	6
Literature	
Existing products	
Marketing	10
Business Model Canvas	
Product roadmap	
Final design	12
Feedback	13
Group reflection	14
Appendix	15



# Introduction

The most important part of variant C of the Bachelor College course Design was a project. In the context of this we were grouped and assigned to design for social innovation. More specifically we were asked to combine our collective skills in improving the life-style of people who have a bad one. Every individual made a plan of their learning goals and decided as what they wanted to function in the team, which resulted in a team of which every member knew what their task was. We grouped, brainstormed and prototyped to create the report following this introduction.



# Goal and vision

Our goal is to encourage people to talk about sporting within an established group. Our target group will be students that have an inactive lifestyle, that have a risk of attracting diseases or becoming obese. We will do this by means of a social platform that brings together pre-existing groups.

We think it is important that people start having an active lifestyle and we believe that talking about it is the key to get them to sport for the first time. A big hurdle to take when you do not sport, is that you do not know anyone who you could sport with. By having an active platform, where people can talk to each about sport. You can find out what others are doing and easily invite each other for a game or so.

We want to achieve our goal while holding ourselves to three focus points:

1. Our design has to be discrete. Our goal is to make people with an unhealthy lifestyle feel more comfortable, our design should not point them out as such but help them improve
2. Furthermore and in order to achieve point 1 our design should also be interesting to people who already have a healthy lifestyle. Everyone should be able to join in.
3. The last is that our design should be well available to the target group. Should it be cheap or expensive? Should it be a dedicated device or an application for a pre-existing device?

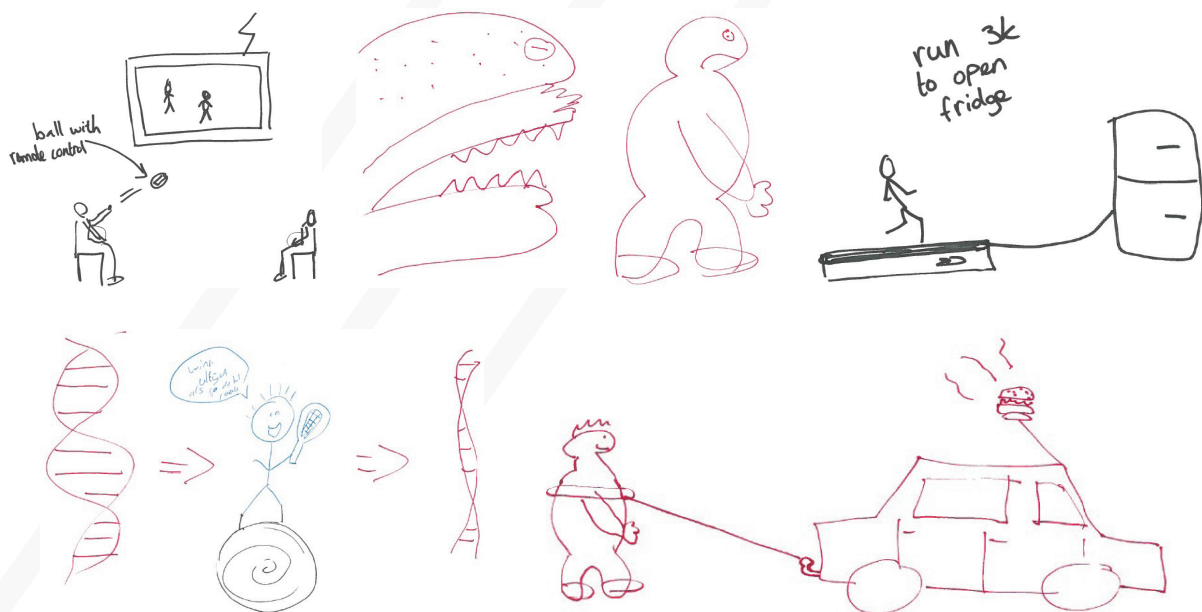
# Idea generation

The first thing we did with starting the design was the method of brainstorming to get an idea of what we wanted to design. We started off by writing down what we needed to do. We had to make a design for of social innovation design within the theme health. We had no idea where to start within the theme, so we started the actual brainstorming by writing down the problems within health. We wrote down words like smoking or obesity. With obesity you had two branches where the inner problem is. These are food and sports. We decided to go for sports as we immediately got more words to write down in this topic. Like, group pressure, personal trainer, rewarding.

We now knew we wanted to design something that would make it easy for people to sport. And now started to think about our own experiences and reasons why we did not or would not sport. What was our excuse? So after a small brainstorming debate we decided we personally liked to sport mostly when we had friends to go with.

Now we had a slight idea of what we were going to do, it was necessary for us to establish a context. We thought about our own experience again and saw that in our near environment, namely our fellow students; the problem of lack of exercise was at hand. We decided for this reason and for the reason we could identify ourselves more easily with our not sporting peers, to take the students at the TU/e as context.

Now we had a context and a slight idea of a goal, we started another brainstorming session. This time we got a stack of papers and started drawing anything that got to do with sporting. For this session we used the common brainstorming rule that all ideas are good, and no comments are given yet on each other's ideas. This gave many ideas, which were visualized on paper.



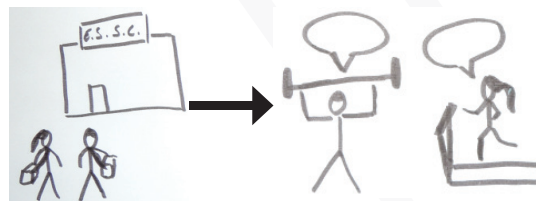
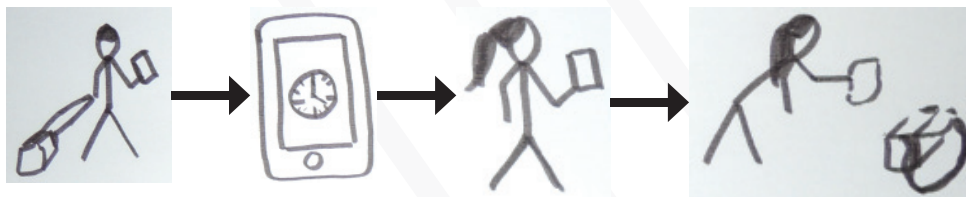
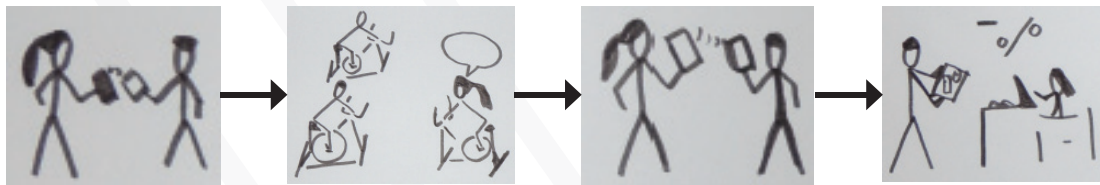
# Conceptualization

After brainstorming and having a lot of crazy ideas on paper, it was time for conceptualization. This meant taking our ideas and making them into realistic concepts. Looking at all the ideas together a selection of three concepts was made.

The three concepts were:

1. A rewarding system. That when we got to sport we could get points on our sports cart and with these points we would get discount at the cafeteria at the TU/e.
2. An application to sport with your peers. An easy way to access a community where you can easily get friends to sport with you or get invited yourself.
3. A bicycle that you could get into sport mode, whenever you wanted, so that going to the university could turn into a workout, working against you when needed.

When taking the key values into account, discrete, cheap and fun for people with active lifestyle, the decision fell on the 2nd concept. This then also is the concept that is worked out for this project.





# Technology

This chapter describes the technology used to visualize our ideas and to present them. The goal was to present our ideas to other students and to the coaches half way through the project, and at the end to the stakeholders and users.

For the midterm a two minute video was made. Adobe Aftereffects and Photoshop were used to make this movie, thus the team had to learn use these programs. The film was split in three parts, namely the introduction where the observed problem is described, then the presentation of our idea to solve this and finally the practical representation of our ideas and how it will work in practice. Spoken text was used as audio, with images and movies to support the spoken text.

For the final presentation another approach is used, since the presentation will be in a market-like style. Posters are designed using InDesign, one with a scenario and one with specifications of our design. A simple app is made using Eclipse, with working menus and buttons. The communication functionality isn't implemented in the app. This basic app is also installed on a smartphone so that the functionality of the app can be presented and tried during the presentation.





# Research

## Literature

### Hypothesis

According to the literature many researches have proven that peers create a motivational climate for each other. This can happen while they are sporting or when they want to go together. This peer motivational climate can result in a higher motivation to sport. Our idea is to create a social platform which gives students the opportunity to see which peers are sporting at the moment are going to sport. This way of communication is called SWYP. With this social platform we hope to achieve that students will start to go more often sporting. So we have to do research to the motivations of students why they go sport. And we hope to prove or hypothesis namely;  
Will students go sport more often if they would have known that their friends were also going to sport?

Below you can find the method of research and which results were conclude from our research. The used literature can be found in the appendix 3.

### Method

Our research started with randomly asking students if they would go sporting with us. Or we asked them how often they were going to sport. When answered no, or they said they never or almost not were doing sport we asked; "Why"? Then we wanted to find out why students were not going to sport. That's why we created a little questionnaire to find out what the reasons are that some students sport so little. We wanted some feedback on two concepts we designed;  
To create an platform to communicate efficiently with friend when and where to sport or;  
To create a point system which gives you discount at the cafeteria at the university when sport more often.

The questionnaire was filled in online as well as on paper. The questionnaire can be found in appendix 1.

### Results

The results which came out of the questionnaire we made are displayed in appendix 2. The results are put in diagrams which show the percentages of the different answers to the questions. From the results of the first question we can see that students sport more than one time a week or fanatically but also people who sport much less.

The students who sported more were asked if they would enjoy it if their friends would sport with them. Only 7% was always sporting alone and 60% of those students would enjoy it if their friend sported with them.

The students who sported less than one time a week were asked why they didn't go sport more often. 40% gave the reason that they had no time to do it. But when we asked if they would go more often of their friends would go, 60% said it would help them to go sport more often.





At the end we asked what the students thought of our concepts.

72% thought it was a good idea to create a point system which gave you discount.

64% thought that the social platform was a good idea and maybe we could transform it into an app.

### **Conclusion**

A lot of students would go to sport more often if their friends were going with them and even the people who do not sport often would be expected to go more often if friends were joining. So students get more motivated when they can sport with friends. So we can conclude that our idea of a social platform is a good idea because it makes it possible to invite friends to go sport or see when they are going or invite you to go sport. Our hypothesis is also confirmed because students get more motivated when they are able to sport with friends. In the future there could be a study what shows the results of the implementation of the so called point system. Our questionnaires show a percentage of 72% which stated that students would sport more often if they received a discount at the cafeteria. We think it could be an extra for the people who sport more often.



# Existing products

The main products that exist to make people sport or are stimulation for people to sport are mainly existing for one sport. A pedometer for instance is stimulation for people to keep sporting, because it is rewarding to see how far you go.

Next to such products there are forums on the internet which are a kind of weight watching group which is also rewarding because you can tell your progress to people. There is also the known popular social platforms like Facebook or Twitter which are not focused on being sportive at all, but it is actually the kind of product we would like to create but than for sporting in particular.

In real life there are events which sport facilities organize to gain new members and this helps to get people to start sporting.

The apps which are already out there that we could find were Sport Tracker and MatchUp. Sport Tracker is an app in which you can easily see the progress you made when you went out sporting. You can also add friends and see where they are at when they are sporting. There is however, no ability to invite people and it is especially for people who already sport regularly.

MatchUp is the other side, it is developed to invite friends to go sporting, but it does not have a rewarding system. Next to that, the app is worked out quite poorly and because of this not very popular and not used at all.

In the table underneath we describe what features of the products we found is positive and negative for our goal.

Product	Positive	Negative
Products like for instance the pedometer	Rewarding system	For people who already sport For one sport only
Forums	Rewarding through other people	When it doesn't really work out easily, it is easy for people to quit.
Social platforms (Facebook and Twitter)	Nice way to communicate with friends	It generally has nothing to do with sporting or a more healthy lifestyle
Events	It does get people to start sporting	It does not always stimulate to keep sporting and maintain an active lifestyle
Sport Tracker	Rewarding system You can see what your friends are doing with sports, which stimulates	Not necessarily for people who do not sport yet The emphasis is not on getting people to sport with friends who don't do this yet
MatchUp	Is for people who want to start sporting with friends	Poorly worked out, no way to invite people



Generally we believe that the threshold to get people to sport is too high, through an app that makes friends who sport invite you, we hope to lower this threshold. An app itself lends itself really good for to get people to join as is cheap and popular. This is what we need as nearly every student sometimes has this point in which they say to themselves: "I'm going to sport." Through signing in to the app and have friends inviting you it gets very easy to stick to this promise.










Will incorporate all the positive features of the existing products and work out a solution for the negative features in SWYP.



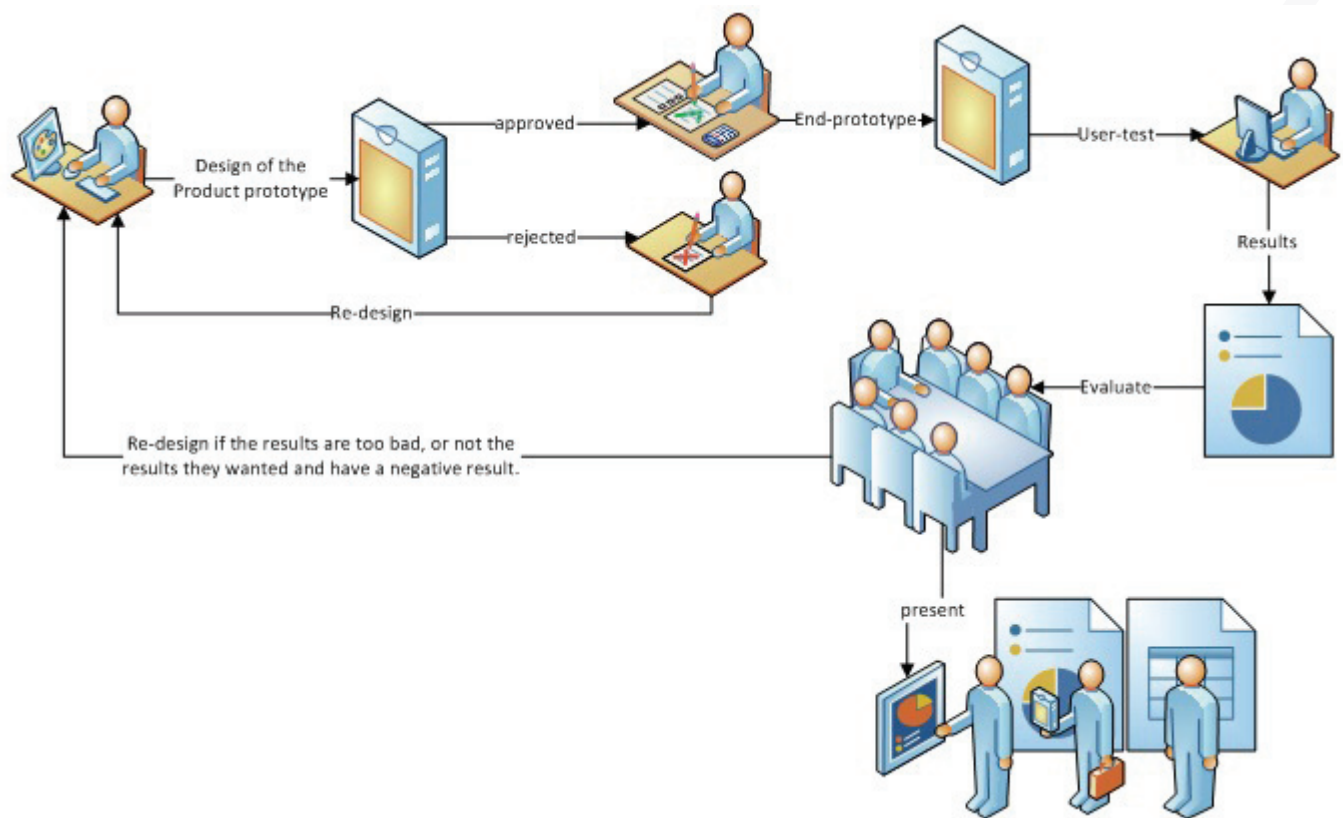
# Marketing

## Business Model Canvas

With SWYP we want to give students a better lifestyle by lowering the step to start sporting. This will help improve the physical and mental well-being. This is achieved by making the students sport with their friends. If a friend invites you to sport, you will try to sport more easily. To facilitate this, an app is designed that will help find people in your community who are sporting or want to sport.

<b>Key Partners</b>  <ul style="list-style-type: none"><li>- Students</li><li>- Student sport center</li></ul>	<b>Key Activities</b>  <ul style="list-style-type: none"><li>- Motivating sports persons to invite non-sporters</li><li>- Maintaining and improving design</li></ul> <b>Key Resources</b>  <ul style="list-style-type: none"><li>- Social network and community</li><li>- App development</li></ul>	<b>Value Proposition</b>  <ul style="list-style-type: none"><li>- Gets students to sport more</li><li>- Better lifestyle</li><li>- Fun of sporting together</li></ul>	<b>Customer Relationships</b>  <ul style="list-style-type: none"><li>- Via device /app customers can report faults</li><li>- User is asked when app isn't used often</li></ul> <b>Channels</b>  <ul style="list-style-type: none"><li>- Social media (Facebook)</li><li>- Signs / information boards</li></ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"><li>- Non-sporting students</li><li>- Sporting students</li></ul>
<b>Cost Structure</b>  <ul style="list-style-type: none"><li>- Development costs</li><li>- Maintenance and improvements</li></ul>		<b>Revenue Streams</b>  <ul style="list-style-type: none"><li>- Advertisements in the app</li><li>- Student sport center part of student fee</li></ul>		

# Product roadmap



Our product roadmap consists of the steps above. First we have designed our product; SWYP. We developed a prototype and after that, we redesigned our product over and over again. We did this according to the feedback of different stakeholders in our design. When we approved the prototype we are going to develop the actual prototype. This prototype will be tested by the real users. In our case these will be students at the university. We will retrieve results from these user tests and display these numerically and quantitative. These results will be discussed by us and evaluated. When the results are negative or serve another purpose then we'll have to design a whole other prototype. When the product is tested and it has positive results we can present it to our stakeholder.



# Final design

We presented our product as an app which enables users to communicate with each other about when they are going to sport. To show this we had a mock up on a mobile phone. Our product is called SWYP which stands for 'Sport With Your Peers'.

One of the key features of our product is that it is cheap: The app will be free to install and the membership of the Students Sport Center is also cheap. Our app is also designed to not label students with unhealthy lifestyles as such. The last feature of our product is that it keeps it fun to sport for the students who already sport often. We presented these key points in a movie which we showed to the people.

Furthermore we made two posters. On the first poster we presented our main finding in the research we did. In the research was found that students are likely to go sport with friends than alone. So if you know when your friends are going to sport (for example through SWYP), you are higher motivated to go too. On the other poster we stated why SWYP is better for this purpose than the already existing social media. SWYP lowers the threshold for people that want to join others or want to be joined during sporting, because you actively show that you want to be joined and people know for sure that you want to be joined. Messages on social media, for example Facebook, can quickly lead to 'social suicide'; you post that you want to sport with someone and nobody responds on your post.

+ Workout

Intention today

Jan Fitness @ ESSC	15 min <div>Join</div>	<div>Chat</div>
Rosa Running @ Gennepark	25 min <div>Join</div>	<div>Chat</div>
Sophie BBB @ ESSC	60 min <div>Join</div>	<div>Chat</div>
Jan Fitness @ ESSC ?	<div>Decline</div> 15 min <div>Accept</div>	<div>Chat</div>
<div>Friends</div>		<div>All</div>



# Feedback

Our product has received feedback from coaches and teachers. Our concept was clear and it was well understood. The sporting with a friend turned out as a good initiative, but there also was some criticism. First of all: could it happen that one person is likelier to sport with than other persons? For instance if an attractive girl posts she wants to go sport she could be favored over a less attractive girl. You will create the scenario in with every guy wants to go sport with that particular female. This means we have to create something in which we avoid that kind of situations.

Another bottleneck in our product is the value which students will add to the appointments made through the app. For instance; if someone joins another student to go sporting how much value would he add to that appointment? If one student gets home and is not motivated anymore or wants to do something else, why would he still go sporting and not just don't go. If it turns out that this is the case, we will have to create more value. According to Joep Frens; "Imagine that the TU/e thinks it is a good idea, they could sponsor a dedicated device and then be the healthy university".

Some coaches stated that we could have presented more of our design with more relevant information. For example our own coach wanted to see a better overview/experience of how the app would work. After this feedback we laid our dynamic sketch, we made earlier, down on the table.

Not every coach was very happy that we came up with an app and other coaches stated that there's nothing wrong with it, because it fits our aim. However, an advantage of using another mobile device could be that people recognize that you are part of a certain community. Subsequently the question arises whether you want that people see that you are part of that community.





# Group reflection

The design group assignment was very interesting for all of us. With students coming from very different sides of the university it would have been an easy task to very simply divide the work and do “good enough”, instead of this we decided to focus on the development of the groups as well as the individuals. Based on the experience and aspiration of each team member we assigned each group member a “job”. The group work was divided according to these jobs leading up to each meeting to ensure for efficient work.

The very open approach of the project allowed for some of the students to learn to cope with this new method of running a project and at the same time allowed the students already used to an open approach to mediate in it.

Bringing all these different professions did not only cause the ideation phase to be more effective, but it also allowed for a deeper conceptualization through research and preliminary knowledge. Conventions clashed with each other in many situations which forced us to stop and consider where we would be going with the project. All this, while being under the pressure of leaving ourselves and our coach satisfied and confident at the end of each week.

The group assignment allowed us to develop our group work as well as our individual skills in a meaningful context. It showed us and helped us experience a way of designing that we think will be very useful and remain useful throughout our academic and professional career.



# Appendix

Appendix 1: Questionnaire

Appendix 2: Results of the questionnaire

Appendix 3: Literature

Appendix 4: Exhibition Posters

# Appendix 1: Questionnaire

1. Hoe vaak doe je gemiddeld aan sport?

- ☐ Meer dan 1 keer per week (Sla vraag 4 t/m 6 over)
- ☐ Een keer per week. (Sla vraag 4 t/m 6 over)
- ☐ Eens in de 2 weken (ga verder bij vraag 4)
- ☐ Eens in de maand. (ga verder bij vraag 4)
- ☐ Minder dan bovenstaande (ga verder bij vraag 4)

2. Sport je vaak met vrienden?

- ☐ Ja, bijna altijd
- ☐ Soms wel, soms niet.
- ☐ Nee, ik sport liever alleen.

3. Zou je het gezellig vinden vrienden mee te nemen naar jouw sport?

- ☐ Ja, dat lijkt me gezellig
- ☐ Nee, dat zou voor mij niet uitmaken

4. Wat is de reden dat je niet vaker sport?

- ☐ Ik ken niemand die sport en wil niet alleen sporten
- ☐ Ik heb geen tijd om vaak te sporten
- ☐ Ik heb geen zin om vaak te sporten
- ☐ Ik heb geen sportkaart of geld voor een sportkaart
- ☐ Ik wil wel vaker sporten, maar het komt er nooit van
- ☐ Ik heb geen behoefte om te sporten
- ☐ Anders: .....

5. Zou je vaker sporten als je met vrienden meekon?

- ☐ Ja, met vrienden is gezelliger
- ☐ Ja, met vrienden ben ik gemotiveerder
- ☐ Nee dat maakt niet uit.

6. Wat zou er verder nog voor kunnen zorgen dat je vaker gaat sporten?

Ga verder op de achterkant!

7. Om mensen met een 'inactive lifestyle' meer aan het sporten te krijgen, willen we een sociaal platform ontwikkelen waardoor het makkelijker word om samen met vrienden te gaan sporten. Zou je gebruik willen maken van zo'n soort sociaal platform?

- ☐ Ja, lijkt me leuk
- ☐ Nee ik zou daar geen gebruik van maken
- ☐ Anders: .....

8. Een ander idee was om een punten systeem aan te brengen. Hoe meer je sport, hoe meer punten je verdiend. Deze zijn dan te gebruiken voor bijvoorbeeld korting op de universiteit. Zou dit voor jou extra motivatie zijn om te gaan sporten?

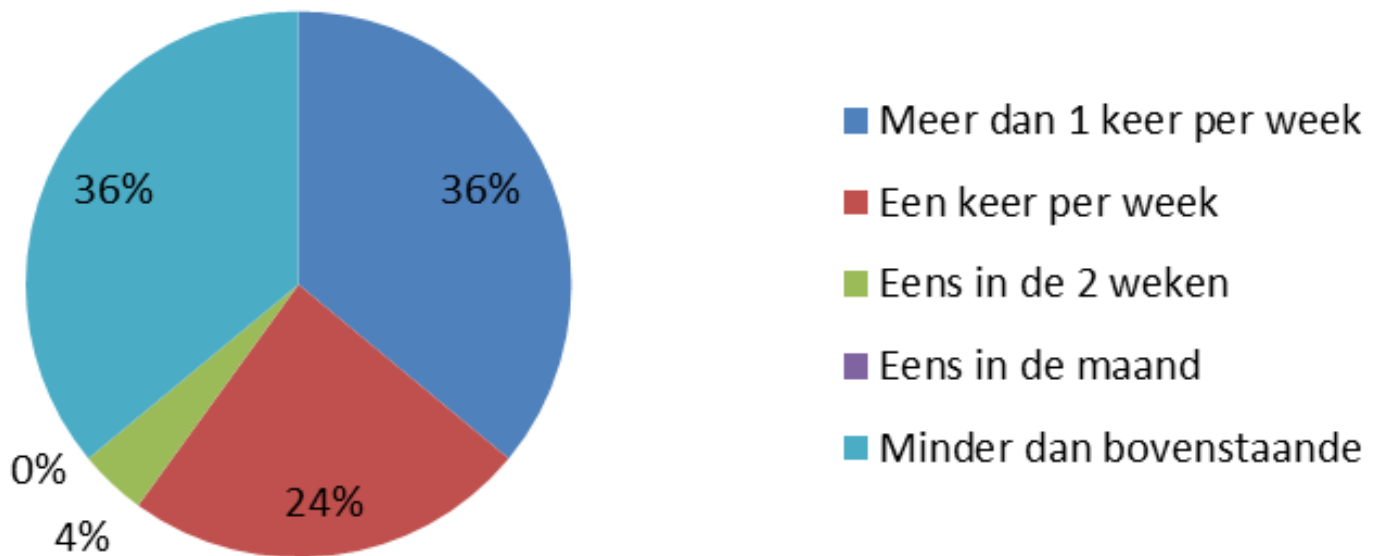
- ☐ Ja
- ☐ Nee, dat zou voor mij geen verschil maken

9. Heb jij zelf nog ideeën om leeftijdsgenoten die weinig sporten aan het sporten te krijgen? Dit kan alles zijn, van mobiele applicaties tot speciale kortingsacties.

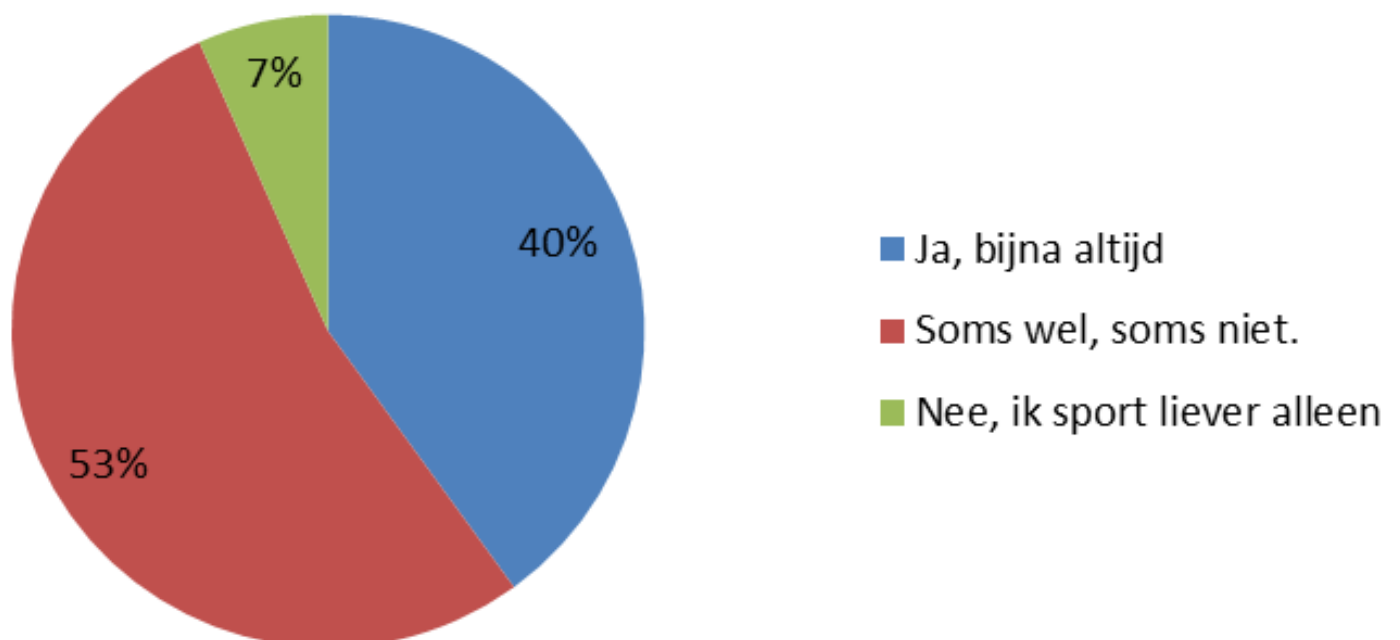
Hartelijk bedankt!

# Appendix 2: Results of the questionnaire

## 1. Hoe vaak doe je gemiddeld aan sport?

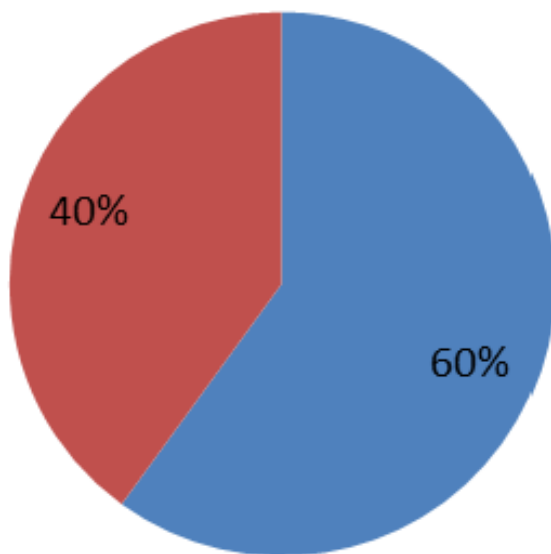


## 2. Sport je vaak met vrienden?



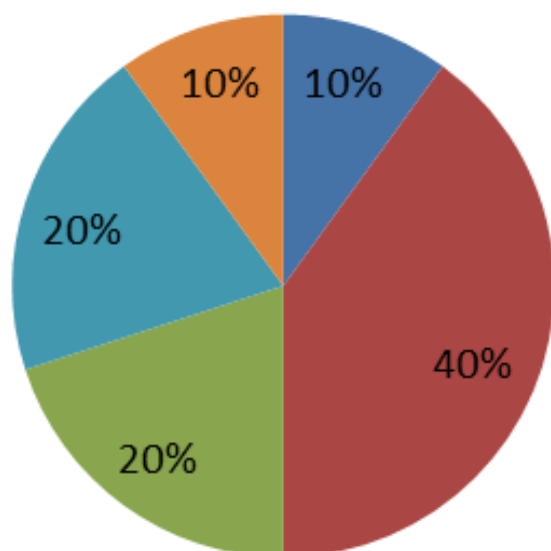


### 3. Zou je het gezellig vinden vrienden mee te nemen naar jouw sport?



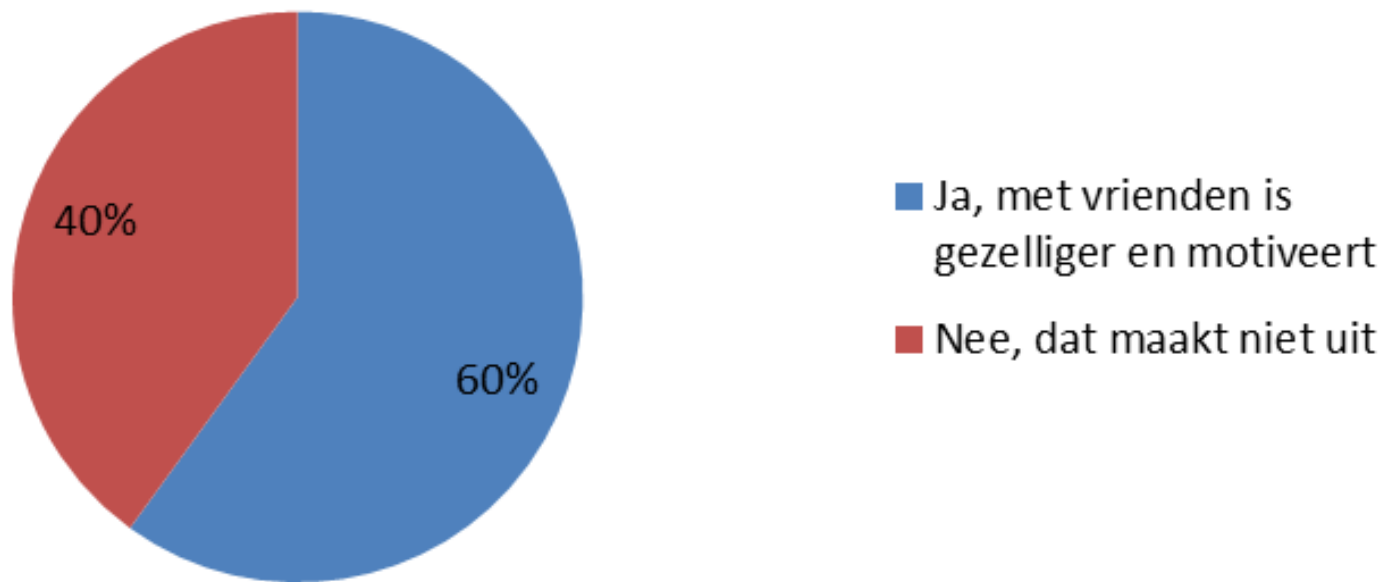
- Ja, lijkt me wel gezellig
- Nee, dat zou voor mij niet uitmaken.

### 4. Wat is de reden dat je niet vaker sport?

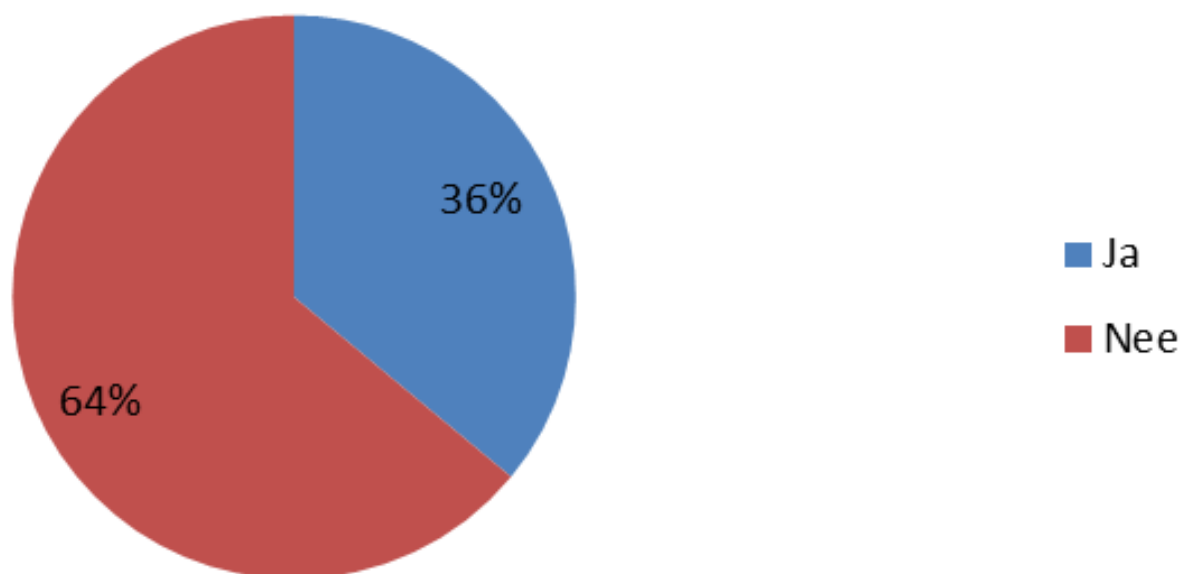


- Ik ken niemand die sport en wil niet alleen
- Ik heb geen tijd om vaak te sporten
- Ik heb geen zin om vaak te sporten
- Ik heb geen sportkaart en geen geld voor1
- Ik wil wel vaker, maar het komt er niet van

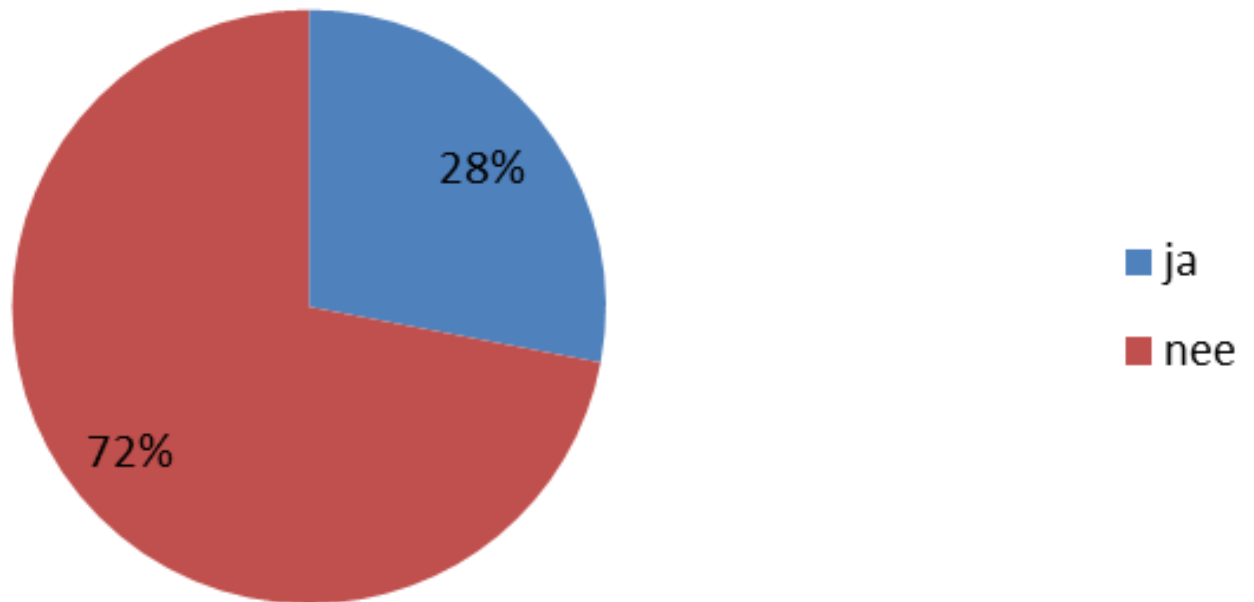
## 5. Zou je vaker sporten als je met vrienden meekon?



## 6. Zou je gebruik willen maken van sociaal platform?



## 7. Is een kortingssysteem extra motivatie?



# Appendix 3: Literature

The following was found in;

"Peer motivational climate in youth sport: a qualitative inquiry"

Written by: Spiridoula Vazou, Nikos Ntoumanis, Joan L. Duda

Location: School of Sport and Exercise Sciences, University of Birmingham, Edgbaston, Birmingham B15 2TT, UK <http://www.sciencedirect.com/janus.lib.tue.nl/science/article/pii/S146902920400055X>

"The in-depth interviews conducted in the present research offered considerable insight into how young athletes perceive and create a peer motivational climate. Overall, 11 dimensions of peer motivational climate were identified: improvement, equal treatment, relatedness support, mistakes, cooperation, effort, intra-team competition, normative ability, autonomy support, evaluation of competence and intra-team conflict."

The following was found in;

"Peer influence on young athletes' need satisfaction, intrinsic motivation and persistence in sport: A 12-month prospective study"

Helen Jõesaara, Vello Hein, Faculty of Exercise and Sports Sciences, University of Tartu, Estonia  
Martin S. Hagger, School of Psychology, University of Nottingham, UK  
<http://www.sciencedirect.com/janus.lib.tue.nl/science/article/pii/S1469029211000537#>

Results: A structural equation model demonstrated that youth athletes' task-involving peer motivational climate indirectly influenced their intrinsic motivation and persistence in sport via their perceived need satisfaction of autonomy, competence, and relatedness. Task-oriented peer motivational climate was the only significant distal predictor of intrinsic motivation and sport persistence among the athletes.

Conclusion: The findings underline the importance of peer-created motivational climate on youth sport persistence.

The following was found in;

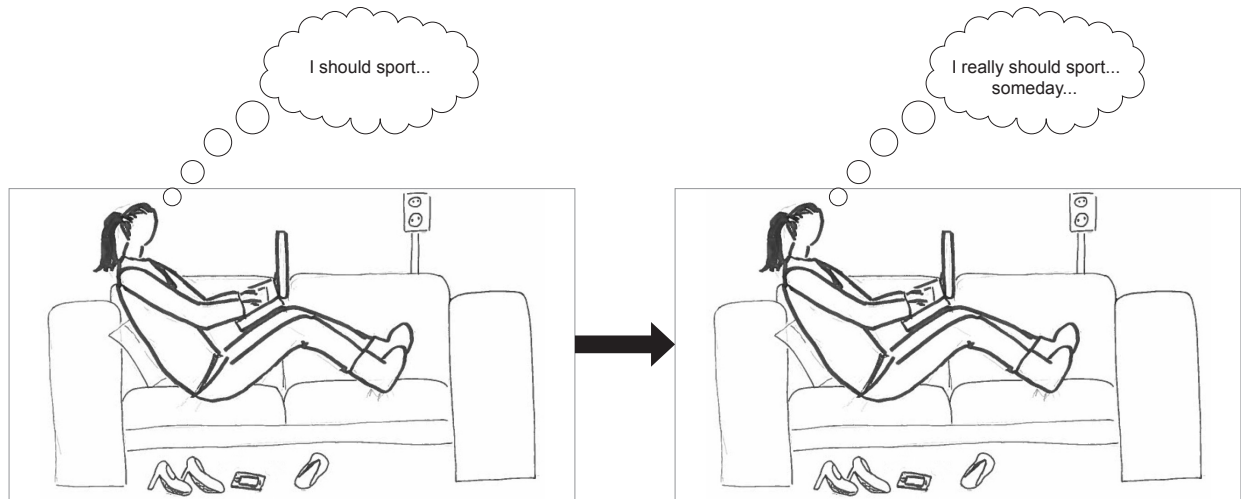
Health: Peer-pressure fitness

Wheeler, Tracy. McClatchy - Tribune Business News [Washington] 02 Oct 2007.

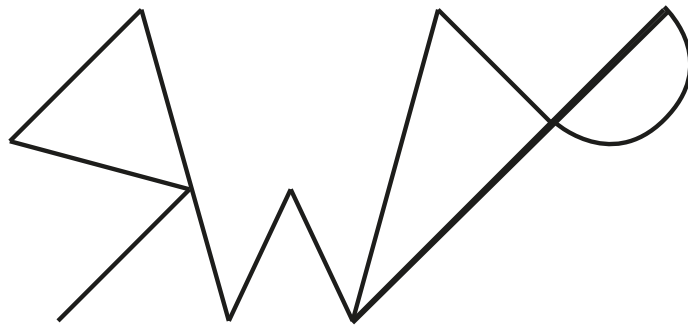
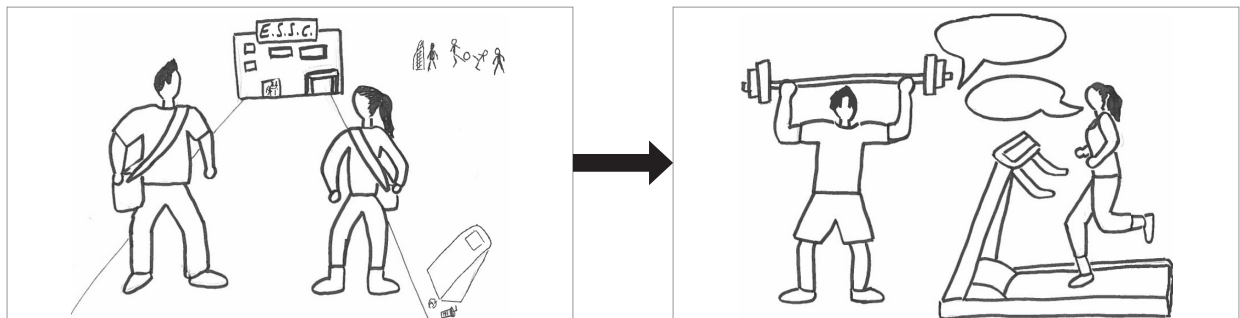
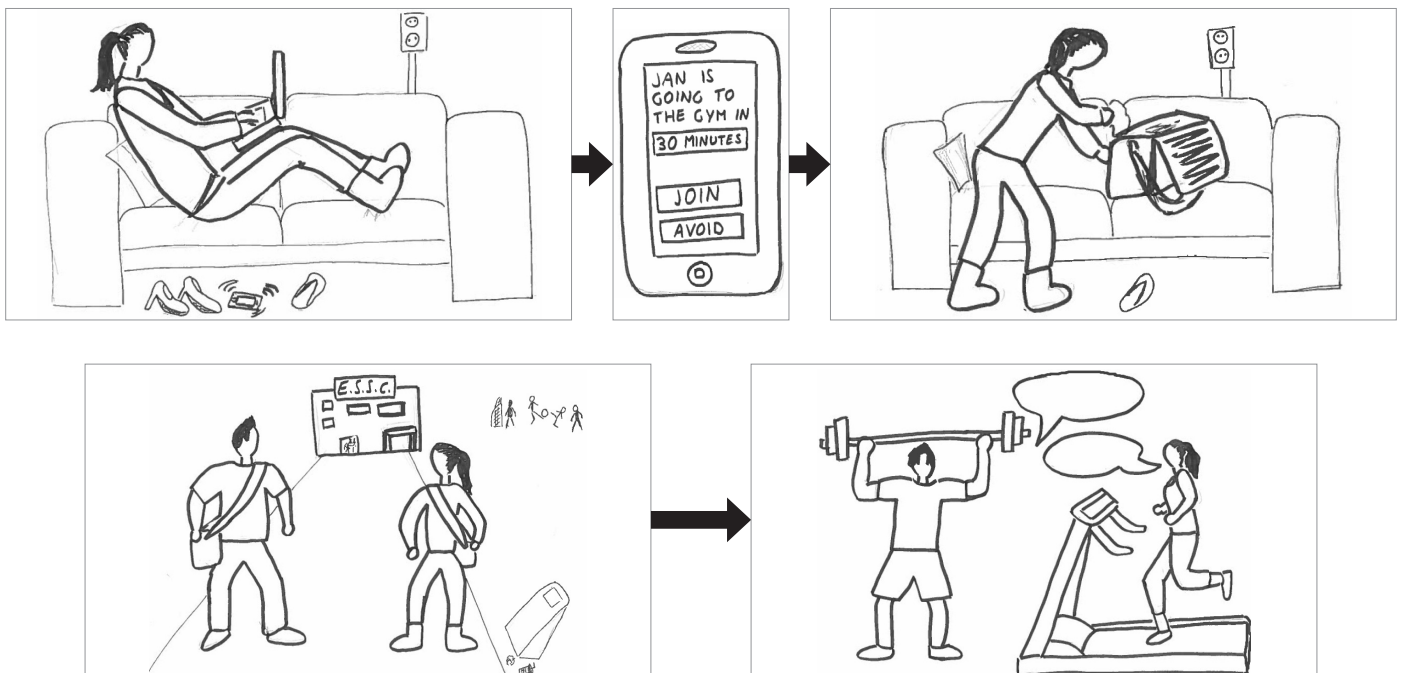
<http://search.proquest.com/janus.lib.tue.nl/docview/464055115>

"I think the motivation of having other people from the office and throughout the community keeps you on track," said Cindy Holderman, a participant since 2004. "You get involved, then you get someone else involved, and they get their mom or sister involved and it becomes a neighborhood thing."

# Appendix 4: Exhibition Posters



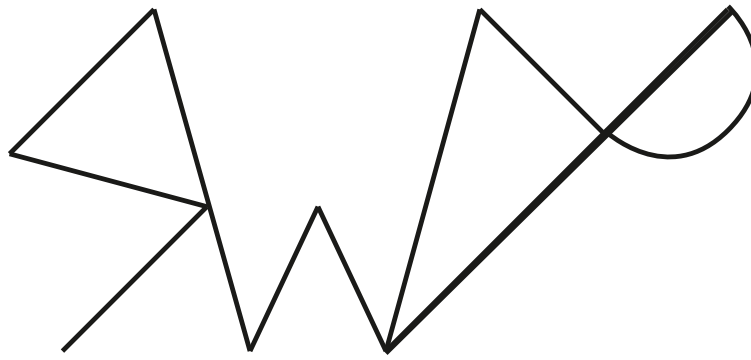
**Motivator  
=  
Friends**



---

SPORT WITH YOUR PEERS

---



Research showed that sporting with others is a great motivator. SWYP is an app that uses existing channels like Facebook to plan your sport activities with other students.

You can tell your SWYP community that you are going to sport and let others join or you can join other students if they're going to sport: This lowers the threshold in comparison to social media and will result in a more pro-active attitude towards sporting.

