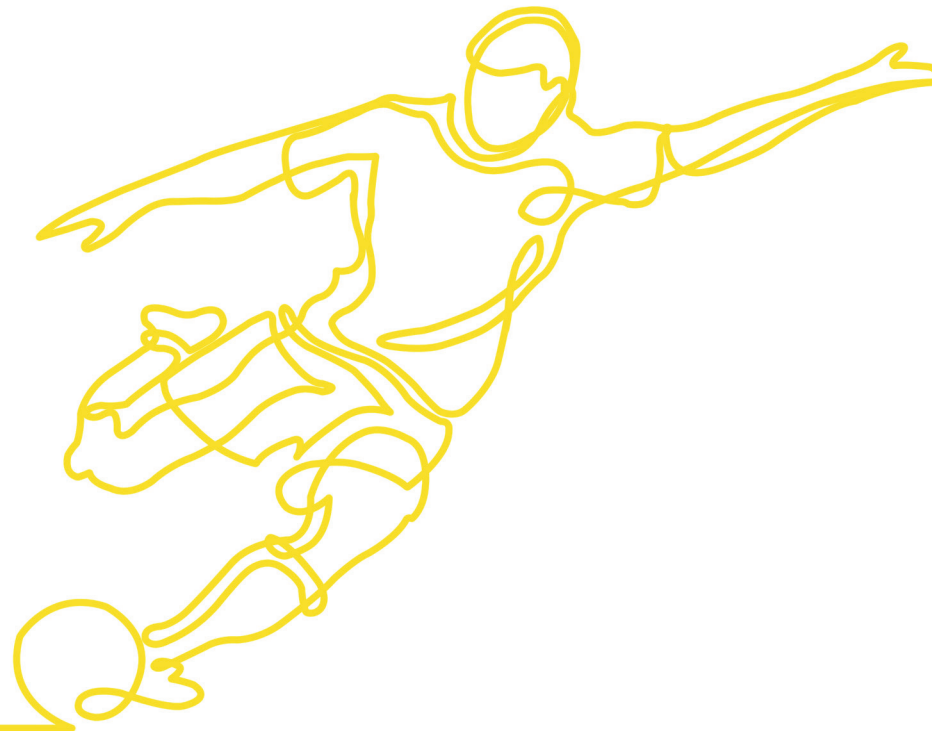


VITESSE BUITEN SPEL

Balancing entertainment and social value to create relatedness and belonging among the younger supporters

Appendices



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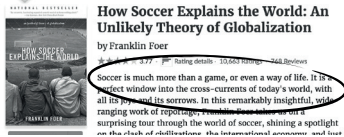
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Appendix A: Explorative Research - Context

Main Insight 1

Football is much more than just a sport, it is a social process. By the means of a football, children were able to discover the world, to learn norms, rituals, standards and more. Supporters are fundamental to the identity of a football club, they are the lifeblood of the game.



How Soccer Explains the World: An Unlikely Theory of Globalization
by Franklin Foer

Soccer is much more than a game, or even a way of life. It is a subject window into the cross-currents of today's world, with all its joys and its sorrows. In this remarkably insightful, wide-ranging work of reporting, Foer shines a spotlight on the club of aficionados, the international economy, and the

Supporter ownership and involvement is important because football supporters are the lifeblood of the game – economically, culturally, and socially. Supporters more than any other stakeholder group make lifelong commitments to their clubs and invest in them (economically, emotionally, and with time) on a long term basis.

Football is a way of life.

Supporters are the lifeblood of the game.

without difficulties. But for millions of men, football was a place to initiate their sons and daughters into an adult environment, to pass on norms and rituals and standards, and to reveal a side of themselves they would seldom

Football supports passing on norms, rituals, and standards.



I have always said that fans are a fundamental part of the identity of football clubs and we are pleased to continue supporting the work of Supporters Direct Europe in bringing good governance to clubs across Europe by encouraging initiatives to involve fans in the ownership and running of their clubs. It is also particularly pleasing that after our initial

Supporters are a fundamental part of the identity of a football club.

Today, football is an entertainment industry. And this, as much as anything, appears to unnerve the dads I know, because they realise they can't bequeath much of themselves through entertainment: their kids can order and buy their own, as they choose. And as the research for Capital One indicates, they are doing just that, and choosing other clubs to support. Culture, on the other hand... this is something we can pass on, something precious, something of us, our pride and our prejudice, the fallible and the hopelessly romantic, the irrational and occasionally hysterical, the real - if only a glimpse.

Football has become an entertainment industry, which has changed the football culture.

Daykin happily admits that the quality of football is much better now but, he says, "it was never about the football; it was a social process. When I went to

Football is much more than the game, it is a social process.

mapping the world. It was a football that first took me off the green in front of our house and to the neighbourhood beyond. I could blame the fact that I following that ball I'd find streets I'd never seen before, and an adventure playground in the woods. I learned to read traffic, stop that ball rolling, and ask strangers politely for my ball back, please.

Through playing football, children learn skills.

Main Insight 2

The way we watch a football game has changed a lot. From thirteen-year-old Harry Roosendaal who picks up his friend Gerry de Goede to watch the match between the Dutch and Belgium team, "a day they will never forget." To children who watch a match between two "eSporters" who play the virtual game of football called Fifa.



1959

A whole day dedicated to the game.



2018

Playing football through digital game.



Main Insight 3

Football clubs are trying to use eSports/the eDivision league to attach youngster to the Eredivisie again. Since the amount of people who watch the eDivision league is rising.



25% of the youngsters who watch the Edivisie, do not watch the Eredivisie. The willingness of young youngerst to buy tickets for a football game is higher.

Through Fifa, football clubs are trying to involve supporters and express their club personality.

"We want to be the best club in eFootball and *thrill and inspire young fans* all over the world with the Ajax philosophy," said Bart van Essen, Head of Ajax eSports.



Ajax eSports
@AFCajax_eSports
Thank you for all the support so far! #FIFAWorldCup #TeamAjax #UCL
56 22:18 - 30 Nov 2018



Main Insight 4

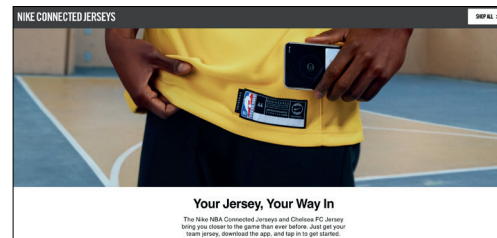
Brands are reacting by creating campaigns with Fifa characters and developing smart clothing that supports you to be physically and mentally more connected with the game or the players. Furthermore, new competitions regarding the participation of football fans are developing such as the World Cup of Fifa.



Adidas has created the "Tango Squad" which functions as a group to communicate with football fans.



Adidas has also started campaigns based on Fifa characters.



Nike is developing smart jerseys that through a chip allows the supporter to follow their favorite player on the foot.



Fifa has developed a Fifa World Cup Competition to expand the influence of Fifa and eSports even more.

Appendix B: Explorative Research - Vitesse

This Appendix describes the first explorative research of Vitesse. The design student observed one of the home games of Vitesse against FC Utrecht, to create a deeper understanding of the atmosphere and the people that are present during such matches.

Visible interactions on the stands

1. Are the supporters seated on the Theo Bos stand. They bring banners and drums with them to make noise and to make visible that they support Vitesse. They mainly interact with each other on the stands and sometimes they drum extra loudly as a response to number 7, which are the opposition supporters.

2. Are couple-friends who decided to go the game. They are not particularly supporters of Vitesse, but they thought it would be a nice evening out. They mainly interact with each other, and talk about issues in their lives, but also about how they experience the stadium and the match.

- *“The quality of football is bad, I doubt if I will go a next time”.*
- *“This stadium is so ugly, it is impossible to create a nice atmosphere”.*
- *“In another stadium, they have a big fireworks show before the game starts and they dim the lights during an evening match”.*

3. Is a couple who watches the game together, but they watch the game from their phone while the actual game is happening in front of them.

4. Close to the field there is a group of children proximately aged below ten. They mainly interact with each other and the mascotte of Vitesse.

5. Is a father and his son. The father tries to watch the game while the son is mainly focused on his father. He watches his father closely and tries to mimic how he reacts on the game and shares his enthusiasm with his father. The son and his father go to the games every weekend and throughout the week they watch the practice of Vitesse at Papendal. The boy wears a Vitesse shirt with his own name printed on the shirt. He tells the student that he likes Vitesse because his father likes Vitesse. His grandfather started with supporting Vitesse years ago (figure on the next page).

6. Is a group of friends that mainly yells at the game with each other while drinking a

lot of beer. They are perceived as annoying, based on the irritated look of surrounding supporters, but they do give energy to the stand.

7. Are the opponent supporters. Out of all the supporters they make the most noise. They are constantly responding to what happens on the field, they sing songs, wave with flags and hit the drums.

Before the match

Before the match started, multiple things were happening to set the atmosphere.

- A person of Vitesse is talking through a microphone about the alignment of both teams and he tries to interview people who are helping on the field, sort of like a commentator.

- Before the game starts, children enter the field, they position themselves and start waving the Vitesse flags around the field. Music is played which dramatizes the activity.

- The eagle, the Hertog of Vitesse flies around the field before the game starts. People are reacting surprised to this animal as it flies.

- A different song is played when the teams enter the field. But none of these atmosphere enhancements are present during or after the match.

During the match

In the 4th minute, a picture of Theo Bos, Mr. Vitesse is shown on the screen. All the supporters stand up and start to clap until the picture is gone. The picture was shown because three years ago he past away and his number was number 4 as previously described.

Insights

Passive emotions

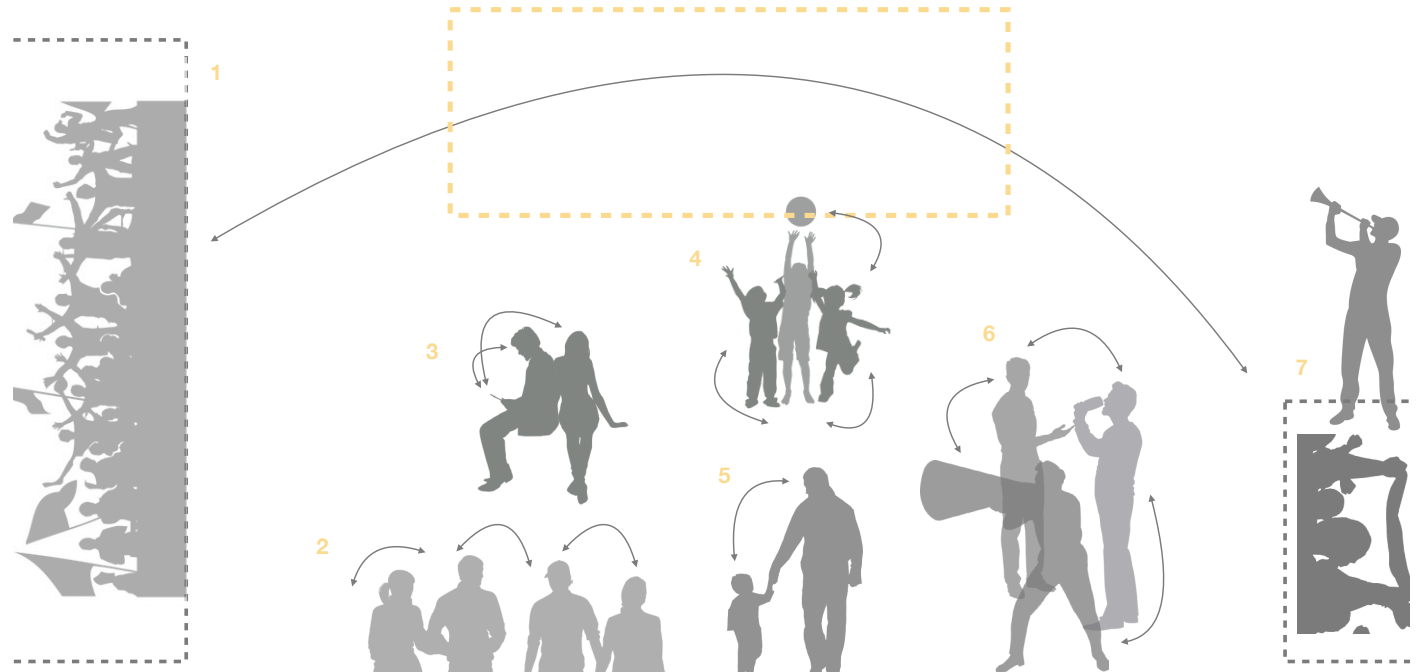
In the perspective of the student, the supporter is not passively involved with the match. Everyone is seated nicely next to each other as if they are waiting for a doctors appointment.

Supporter emotions

Around the 40th minute, the game becomes slightly better which awakens the supporters. Supporters are more focused on the game and they show sympathy by showing emotions as ‘joy’, ‘shock’ and ‘anger’. See 2.4 for more information

Distant atmosphere

As some of the supporters already mentioned, it is hard to create a nice atmosphere in the stadium. The lights are big and bright and pointed at the supporters. This hinders the visibility of the match. Furthermore, the stadium consists of steel grey structures which Vitesse decorates with the big banners.



Appendix C: User Study Material : Booklets

This appendix shows the booklet and the stickers that are used as a sensitizing tool for the user study including the booklet and the stickers used. The road to reading the booklets is from left to right, from up to down.

Wat betekent voetbal voor jou?

Lara de Graaf
Msc student Design for Interaction - TU Delft
06-12746485
lara.degraaf@deptagency.com



Uitleg

Beste supporter!

Voor de komende vijf dagen wil ik je vragen om dit boekje bij je te houden en elke dag een vraag uit het boekje te beantwoorden. Bij de vragen staat om welke dag het gaat!

Bij het beantwoorden van deze vragen kun je de bijgeleverde sticker vellen gebruiken om je antwoord beter te kunnen beschrijven.

Voel je vrij om een foto van de situatie, een object of iets anders te maken als dit je antwoord nog duidelijker maakt. Deze kun je naar mij whatsappen of mailen en je foto nummer erbij vermelden.

Er zijn geen foute antwoorden! Het gaat om wat jij vindt en wat jij denkt.

Heel erg bedankt voor je hulp!



Lara de Graaf
06-12746485
lara.degraaf@deptagency.com

Wie ben jij?

Mijn naam is

Leeftijd

M/V

Iets wat ik over mezelf wil vertellen (hobby's, familie, vrienden)

Ik ben voor de volgende voetbalclub(s):

Zo vaak ga ik naar een wedstrijd in het stadion per seizoen:

Dag 1 Ik ben voor deze club(s) omdat...

Plaats de sticker hier

Beschrijf de situatie zo gedetailleerd mogelijk. Wat doet dit met je? Waarom voel je je zo?

Foto Nummer

Dag 2

Nu gaan we reflecteren op dingen die afgelopen week zijn gebeurd, of wat er gebeurde de laatste keer dat je een wedstrijd hebt gekeken, de laatste keer dat je FiFa speelde of zelf bent gaan voetballen. Kun je 3 momenten benoemen die belangrijk voor je waren? Voel je vrij om woorden te gebruiken, stickers op te plakken, te tekenen, of iets anders wat het voor jou goed beschrijft.

Dag 3

Maak het woordweb af! Schrijf, teken, plak alles wat in je op komt!
Let op: Voetbal kan heel veel dingen betekenen, het gaat om wat jij verstaat onder voetbal.

Het leukste aan voetbal vind ik...

Foto Nummer

Foto Nummer

Dag 3 Maak het woordweb af! Schrijf, teken, plak alles wat in je op komt!
Let op: Voetbal kan heel veel dingen betekenen, het gaat om wat jij verstaat onder voetbal.

Het minst leuke
aan voetbal vind
ik...



Dag 4 Mijn leukste voetbal moment is ...

Plaats de
sticker hier

Beschrijf de situatie zo gedetailleerd mogelijk.
Wat doet dit met je? Waarom voel je je zo?



Dag 4 Mijn minst leuke voetbal moment is ...

Plaats de
sticker hier

Beschrijf de situatie zo gedetailleerd mogelijk.
Wat doet dit met je? Waarom voel je je zo?



Dag 5 Extra Scenes



Dag 5

Maak het verhaal af! Je kan een naam geven aan het verhaal, de volgorde van de scènes veranderen met nummers, of meer scènes toevoegen.

Naam: _____



Mijn club



Foto
Nummer



Dankjewel!

Beste supporter!

Heel erg bedankt voor het delen van je ervaringen! Deze zijn erg belangrijk voor het verdere onderzoek.

We zien elkaar tijdens het interview en vergeet niet dit boekje mee te nemen!

Tot snel!!

Bewondering	Tegenzin	Haat	Motivatie
Plezier				
Uitdaging		Voetballen
Enthousiast			Vitesse
Inspiratie		Rituelen	Dit is speciaal voor mij	
Fascinatie		Champions League		
Ontroerd	Top Club	Eredivisie	Mijn favoriete onderdeel is
Trots			eSports	Dit vind ik moeilijk
Ontevreden	Dit maakt me gelukkig		FiFa
Eenzaam	Dit maakte me aan het lachen		Activiteit	PASSIE
Jaloers		Hier wordt ik ongelukkig van		Hierdoor voel ik me speciaal
Teleurgesteld	Ik zou willen dat ...		Droom	Vieren
Geïrriteerd		Favoriet

Appendix D: Data Analysis: Personas

This appendix shows the remainder Persona's as a representation of the data gathered from the user study.



Noa (13)

"Last year we became the champions. This made me happy because this was our goal, and we succeeded."

Proud to be a Vitesse supporter
Vitesse is a very good team. When I am watching te game, I feel very proud because I am seated on the "Zuid-Tribune". Singing for them and encouraging them makes me proud and happy

The dream to play for Vitesse
The dream would be that I am playing football with my own team. And at that moment there are scouts watching. During that game I am playing so well, that they scout me to play for Vitesse

Players and their personality
I also follow Ronaldo and Messi, because they are ridiculously good. I like Ronaldo more, I saw a documentary about him and he was very nice. In the documentary you can see how he is as a person.

FOOTBALL

Team achievement

I like football because it is a **teamsport** and I love the **feeling of winning**. Winning you **achieve together**. When we win I feel **happy**, when we loose I become **angry**, at **myself** and sometimes angry at **my team**.

Working hard

Winning a game for which you need to **work very hard is the best**. You **practice** and when you **succeed** in doing this during a game, it is **satisfying**, especially when you **win**.

VITESSE

On your own

My team- and schoolmates are for **Ajax** or **Feyenoord**. They **tease/bully** me when Vitesse lost. They are for Ajax or Feyenoord because they **play better than Vitesse**.

PLAYERS

Attention from players

The best of Vitesse is its **players**, they are nice. They are **kind** and act **spontaneous** during **practices** I go to. When I want a picture, they **take their time for me**

Personality of the players

I like Guram because of his **personality**. A while ago, I sent him a **message** via Instagram. He replied back in a very **sweet** way. I asked him how I can become better in football. He told me to give my all, work hard and enjoy to the fullest. I **thought that was sweet and inspiring**.

Not able to participate

I got **injured** and therefore I was **not able** to play football for a **long time**. This made me **unhappy**.

Team frustrations

I want to be the **best** one, it is **frustrating** when **team members make mistakes**. I do not like to be "wissel", I feel beledigd, I rather play.

Decay of Vitesse

I feel **proud** when Vitesse **wins**. I feel very **disappointed** when they **loose**. The last couple op games they played not that well. They **lost** from the **underdog** which is bad.

Contact via Instagram

I follow the players on **Instagram**, they make Vitesse more **special**. I liked Guram Kasha, he is a **spits just like me**.

Interaction with the players

Someone like Kashia, he **loves** his fans. We support him and he gives us love back. This **interaction** and is important, because when someone like that gives the idea that he 'loves' me, I **feel special**.



Joost (14)

"At The 125 year game I took a picture with the cup. I look dumb and small. But the photo allows me to think back to that day."

The best supporters

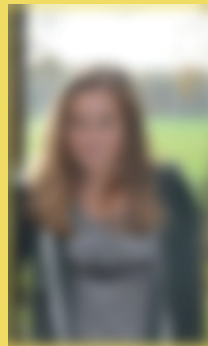
I support Vitesse because it is the football club of the **city** I grew up in, **Arnhem**. Vitesse is one of the football clubs with **the best supporters**.

Perijn finds the tickets expensive

Now I have to **pay** the tickets **myself**, they are expensive. When I went with my mother, she would buy my ticket.

Jealousy when he is not able to go to the game

I need to work at the McDonalds next to the GelreDome when there is game sometimes. Then I **see a lot of supporters going to the stadium**, and during the game I hear them **cheering**. It **makes me feel jealous**.



Noortje (16)

"Being together with friends and family is what I like the most"

Family & the personal factor of Vitesse

I grew up with Vitesse because of my **father** and **grandfather**. Also, Vitesse is a **smaller** club than a club like Ajax, therefore you are more **involved** as a supporter. You can watch the training of Vitesse, whereafter you can **take a picture with one of the players**. I like this, because it makes football much more **personal**

FIFA

Playing Fifa with different clubs

I game a lot, sometimes I play Fifa. I used to play it more than I do now. Now I have **less time** to play. When I play Fifa, I usually play 'online' on my own. I always play with **Vitesse, Barcelona or Real Madrid**.

Controlling the players he knows

Sometimes it is more fun to play FIFA with Barcelona and Real Madrid because they have **better players**. When I play with Vitesse it is nice because I am **controlling the players who I actually see playing in the stadium**.

ATMOSPHERE

Fascinated by the supporters

What I like the most about the games is the **atmosphere**, because you are **cheering together and watching the game together**. I am seated at the **South Tribune**, the "real" supporters are seated there. They take the whole group with them in cheering or singing. I **find it fascinating how they are able to do that**.

When Perijn belongs to Vitesse

I feel special when I am sitting in the stadium watching the game. There is a lot of **interaction** with **people** on the tribunes. When Vitesse scores and everyone stands up and jumps, I **feel part of Vitesse and this makes me feel more powerful**.

ALONE

Perijn is not able to share this with his friends

My friends do not support Vitesse, **they are half for Vitesse and half for another club**. One is half Vitesse, half ADO, the other one is half Vitesse and half Feyenoord. They used to be for ADO and Feyenoord but when I **took them to the games** of Vitesse they liked it, therefore they are half/half.

He pays for his friends' tickets so they join

My colleague of work has not been to Vitesse yet, I am trying to **convince** him to join me. He supports Feyenoord, **because they play better**. It is more **fun** when my friends go to the games with me. So now I try to get my friends along **by paying their tickets**. I bought them a ticket when the tickets were 5 euros.

DREAMING

My dream is to catch the ball

At the end of every game they shoot four balls into the audience, when you catch them **you are allowed to keep the ball**. One of the balls is the **match ball**. If I would catch that ball, I would be **very happy and I would feel proud**, that I have finally caught the ball. That would make me **feel special**.

FAMILY

Relationship with her father

It is a lot of fun to go to the game with my **family**. I am **grateful** that my **father arranges** it all. I like doing things **together** with my father, the **relationship** with my father is **important** to me.

ATMOSPHERE

Cheering together

"I like the **atmosphere** in the **stadium** the most. It is a lot of fun to **cheer** with **other supporters**." "The game was tremendously **exciting**. Every Vitesse supporter went **crazy** at the end of the game. I felt **connected to the other supporters**. A **shared intention**, an **equal love** for Vitesse and this is pursued by **cheering collectively**."

PLAYERS

Influence of the personality

If Vitesse would have players who have **personalities that I do not like**, I think it would change my **perception** of Vitesse and I would **not go to the training or the match**. It would **influence the atmosphere** and my **relationship** with Vitesse.

What goes around comes around

I expect them to be **kind** to me and the other supporters. We **cheer** for them we **invest** a lot of **effort** into them. Therefore I need some kind of **appreciation** from the players.

Family activity

Going to Vitesse and the match is particularly something that I **do together with my father**. It is an activity we do together. It is a moment in which we **see each other**. We see each other **more often** because of this.

Relaxation

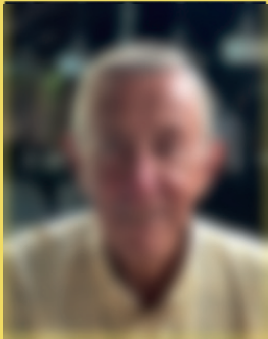
"Going to the game is also a way to **relax**. When you are there you are **completely focused** on Vitesse to win; I do not think about school anymore unless the game is **not interesting enough**."

Personality & humanity of athletes

A football player's **personality** is important. Also on Social Media, hence I am **able to see the real person** behind the athlete. I like the **humanity** in these athletes, that they also show their **bad days** for example. This makes them more **relatable** and shows **who** they really are.

Emotional Connection

Guram Kashia stood in the middle of the football field. When he gave his speech he started crying. Thereafter he toured around the stadium and the whole stadium was applauding for him. It moves me, he has played at Vitesse for around 10 years, he is important for Vitesse.



Hans (80)

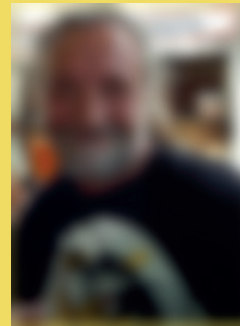
"You can find me at Papendal almost every day, to watch the training and chat with like-minded people."

Cees is a Vitesse tour guide

All the **important people** like Edward Stuurin and Raymond van der Gauw came to listen to **my history story.**"

Supporting together creates the atmosphere

The comments you hear around you from all those people, it's like slapstick. It is like real life. It creates atmosphere, you are supporting together.



Gerrit (71)

"Who can say that he has become a silver Vitesseenaar, was honored by the city of Arnhem for my merits. I am proud of that."

How John sees the society reflected in football

In the world of football, when you are **not a prominent** person, you are **a nobody**. First look at football in its totality when you look at our society. There you see all the **ranks and classes**. They who can do everything and have everything, they who have nothing and the relationships between people. It is a **paradox** one the one hand I felt very **appreciated**, on the other hand, **rejected**. **That is how the society works.**

What John loves and admires about the game

I can enjoy football **tremendously** when someone performs a **beautiful move** or a **special combination**. I find it **fabulous** when players truly want to **work and win**. I feel **happy**, I wish that **was me**. It is about the **technique** and the **performance**.

FOOTBALL

Nostalgia

Shortly after the war we stood at the butcher until he slaughtered a pig, we did not have money of course, we fought for the pig's bladder, we played football with them. That is nostalgia

Nationalisme

Supporting Arsenal, is because of the game itself. They represent **"beautiful"** and **"Dutch"** football. That was because of the trainer, Wenger. He was an admirer of the **"Nederlandsche School"** and **Cruijff** (4-3-3).

EFFORT INTO VITESSE

The effort John has put into Vitesse

In 88 I started the youth project "Rijn-side" to **help Vitesse** with their hooligans policy. I was very **flattered** that I was allowed to guide this project. After three years the **KNVB** was **satisfied**, Vitesse received their license and I guided this project for about eleven years.

The **contact** you have with people and the **pat on the back**, are important for me. It is the **confirmation** that I am doing well, **I'm doing a good job**.

The downside of this effort

After those eleven years I was **unceremoniously put aside** by Vitesse. They never explained me why they suddenly stopped the project, this is **not how you treat people**.

These years have been very **important**, but also very **disappointing**. I had a great time, I have been incredibly **appreciated** by a lot of people.

VITESSE

His home

"During my tours I have met all sorts of people, I know the stadium (GelreDome) **as my pocket**, every corner, and every hole. This is also the case with Papendal; **I know everyone and everyone knows me.**"

Proud

"It is a very **warm** football club, I am telling the truth. Everyone **cares** for each other." "Nobody is bigger than the club itself, the club will always exist. Whether they play badly or well, **I will always love Vitesse.**

THE QUALITY OF FOOTBALL

The quality of other clubs

In 88, I also liked **Ajax**, because of the football that Ajax showed with **Johan Cruijff**. But Vitesse is my **number one**. My brother also comes from Arnhem, but he is for **Feyenoord**. I think that is because Vitesse was still playing in **anonymity** back then.

The effect of players on the experience

Sometimes the players play so **badly** and they **make excuses** for everything while they make so much money. This **spoils the fun in football** and therefore **I do not go to Vitesse that often anymore**.

THE UPS AND DOWNS

How football is able to surprise and unite

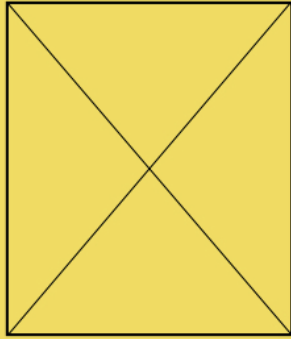
When Vitesse had won the cup final. I was **excited** and **emotional** because **I had never expected this**. The **atmosphere** was also great: that makes football so fun.

The **achievement** is what makes it so **beautiful**, we finally have won the cup. **WE, the people of Arnhem**. It is almost impossible to formulate in language. It is a **feeling** that rises and that feeling is "we". **We are Vitesse, it is pride, an honor, an emotion and it comes from within.**

How that feeling decreases

The **"we"** feeling and the **respect** towards people has become **less** between **supporters** but also between **footballers**. By **tolerating** more and more, **unacceptable behavior happens more frequently**.

The times that there are **riots** in the stadium, such that **children and adults** are **terribly upset**. I then become **angry** and feel **powerless**. I can not stand **violence** and I **abhor** violence.

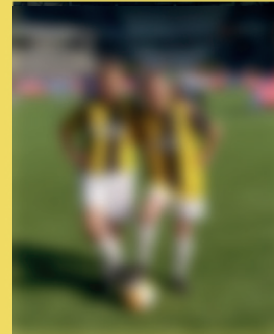


Margriet (72)

"Passion is needed to achieve things, not to doubt yourself, with passion many things will succeed."

The emotional rollercoaster Ans goes through
I have been a supporter of Vitesse since I live in **Arnhem**. I go to the matches with **pleasure** and I watch them on television as well. Especially when they have **won**, then I can really **enjoy** it. I often record the game as well, but when they **lose**, I **delete the recording**.

Ans finds passion & motivation important
My dream would be that Vitesse is going to make so many **goals** with **passion** and a lot of **motivation**, with the result that we **finally become national champion**



Anna (69)

"Playing football and watching football is a moment of relaxation and a moment of being together. Both when watching and when playing it yourself."

Vitesse it is

My club is Vitesse, Vitesse means fast, which they not always are. The stadium is beautiful, but I do not understand why the roof is not closed when it rains.

Escaping the routine

Playing football myself or watching football makes me happy. Escaping the routine, relaxing, together with family and friends. If we win, it is party, when we lose it is unfortunate. Better luck next time! My weekend has not been ruined.

Being able to relate makes it interesting

It is the conversation of the day, especially when they played badly. Bayern München or Real Madrid is also fun to see, only if there are Dutch players in the team.

FAMILY UNITED

Always together

I always go to the home matches with my **husband, son-in-law** and **grandchildren**. We have seasonal tickets together. Vitesse is a way of **seeing each other**. It happens **twice a month**, and we always **go together**.

Time is key

I used to have less time for Vitesse because of the children and work. The extra deepening into Vitesse occurred when I got more time. Now my husband is a volunteer at Vitesse as well. Because of illness, he had to stop working earlier.

A get-away

Most important thing of Vitesse is actually **going** there. It is a form of **excitement** and **sensation**. You are **interacting** with each other, and we have something to **talk** about.

Together when apart

My son is also a true Vitesse supporter, but he is not able to go to the games anymore because of **time**. I always send him a **message** during the game, and I always receive **comments** about the game from him. So even when we can not watch the game together, **we stay in touch**.

EMOTIONAL CONNECTION

Connected through emotions

I like the **solidarity** with **everyone** who sits around you at the home games. You feel **connected** because you **share the same emotions**.

Letting down is not an option

Supporting **Ajax** would be **delightful**, because they **always win**. With Vitesse, it is always **unsure**. Sometimes we win, sometimes we loose. You have to **support them till the end, I cannot let them down**.

Moved

Farewell ceremony of Kashia (captain). He is a **good person** and a good player. We are going to **miss** him.

When they loose, you loose

When Vitesse looses, I feel **sad**. Sometimes I do not even dare to watch, at that moment I find them so **dumb**. It feels like **I am loosing as well, like failing**. It also feels **frustrating**, because they are not giving all they have.

PLAYING FOOTBALL

Riet created her own women football team

When I was around 35 years old, I set up my own **women's football team** with my neighbor. The board was very **enthusiastic** and in no time team we were a team.

SUPPORTING

Solidarity supports you as a person

Solidarity as a spectator, you notice it in the stadium by **singing** and **clapping together**. That solidarity supports **you** in a certain way. **'Shared joy is double joy and shared grief is half grief'**. Together you can do more, it makes me **proud** of the **club**.

Football functions as a "antidepressant"

To play football yourself is a nice **antidepressant**, it makes me **happy**. The thrill of **winning**, or **taking the ball** from the opponent, the game. Because of football I stay healthy and I continue to take on challenges

The emotions of Riet and her husband

The moment they miss such a penalty, that is a **shame**. My husband became completely **nervous**. We wanted to eat during the game with the plates on our lap, but that did not work. If Vitesse loses, I lose a bit.

FAMILY BONDING

Vitesse is an important subject within the family

Sometimes I take my family to Vitesse, and those little children also like it a lot. They get acquainted with Vitesse from a very young age. Family is very important to me and sport is also important within our family. It is an activity that we do together.

Vitesse allows the family to be together

I say that I love Vitesse, but that is because my husband is also a football fanatic, it belongs to our family. Vitesse is an additional binding element within the family. Vitesse revolves around the family and being together and the contact with people that you have because of it.

**Table of results:
older supporter**

Need	Sub-Need	Element	Sub-Element	Example	Old
Relatedness	Intimacy	Vitesse-family	The match	I love Vitesse, but that is because it <i>belongs to our family</i> . Vitesse is an <i>additional binding element</i> within our family. An activity that we do together.	
	Emotional support	Vitesse	Club	The worst thing would be <i>losing my social contacts</i> and the <i>club</i> . I can <i>rely</i> on them, they give me a <i>feeling of security and comfort</i> .	
		Supporters		They <i>support</i> you in a certain way. " <i>Shared joy is double joy and shared grief is half grief</i> ", together you can do more.	
Belonging	Affiliation	Vitesse	Club	It is a <i>feeling</i> that rises, and that feeling is 'we'. We are Vitesse, it is <i>pride, an honor, an emotion</i> , and it comes from within.	
	Conformity (relate)	Players	Origin	Watching Bayer München or Real Madrid is also fun, only if there are <i>Dutch</i> players in the team.	
	Social support (connectedness)	Supporters	The match	I like the <i>solidarity</i> with <i>everyone</i> who sits around you at the home games. You feel <i>connected</i> because you <i>share the same emotions</i> .	
		Football	Playing Football	Shortly after the war we would play football with pig bladders because that was the only thing close to a ball that we could find, that is <i>nostalgia</i> . We had nothing else to do and this is how I was able to <i>see</i> and <i>interact</i> with my friends.	
Acknowledgement	Appreciation	Vitesse	Club	I was very <i>flattered</i> that I was allowed to guide this project. After three years Vitesse was <i>satisfied and happy</i> with my work and they received their license.	
	Status	Players	Status	<i>Important</i> and <i>iconic</i> players are missing in the team of Vitesse. When we play against Ajax, more people come to watch the match.	
Stimulation	Fun	Vitesse	The stadium	It can be an <i>euphoric</i> experience, it is a form of <i>sensation</i> and <i>excitement</i> . The <i>atmosphere</i> makes football so fun, I <i>love</i> it.	
	Beauty	Football	Techniques	I can <i>enjoy</i> football tremendously when someone performs a <i>beautiful</i> or <i>special</i> move or <i>combination</i> . It is about the <i>technique</i> and the <i>performance</i> .	
Purpose	Spirituality	Vitesse	Club	<i>Nobody is bigger than the club itself</i> , the club will always exist. Whether they play badly or good, I will <i>always love Vitesse</i> .	
	Meaningful activity	Vitesse	Club	That <i>extra deepening</i> into Vitesse occurred when I got <i>more</i> time, when I retired.	
Competence	Achievement	Football	Playing football	I feel <i>proud</i> when I make or prevent a goal or when I get <i>compliments</i> as a defender.	
		Vitesse	Club	The <i>achievement</i> is what makes it so <i>beautiful</i> , we have finally <i>won</i> the cup. <i>We</i> , the people of <i>Arnhem</i> .	
	Challenge & Competition	Football	Playing football	To play football is a nice antidepressant, it makes me happy. The thrill of winning or taking the ball from the opponent.	
Fitness	Physical Comfort	Vitesse	Club	It is good for my <i>health</i> that I <i>walk</i> to the practices of Vitesse, it is about half an hour walking.	
Ease	Mental comfort	Players	Attitude	Sometimes the players play so badly, and they only make excuses for everything. This <i>spoils</i> the fun in football and therefore I <i>do not go to Vitesse that often anymore</i> .	
		Vitesse	Attitude	I was <i>unceremoniously</i> put aside by Vitesse. They never explained me why they suddenly stopped the project, this is <i>not how you treat people</i> .	
		Supporters	Attitude	I do not like it when supporters are <i>responding absurdly</i> to each other, to the referee, to the players or to the club. This happens a lot and it also happens in the news.	

Insight Cards

Insight cards that were made to help in finding the contrasts between the needs and which elements are leading. The **green** color represents the younger supporter, the **pink** color represents the older supporter

Vitesse generates contacts

Vitesse is a meeting place for the supporters. Together they watch the training of the team, exchange thoughts about the game or meet new people.

"I know the stadium as my pocket, every corner, and every hole. This is also the case with Papendal; I know everyone and everyone knows me."

Card # [5]

Attitude influences engagement - Players

The attitude of the players and the behavior they exhibit influences the level of engagement of the supporter and the joy they retrieve out of football. Motivation, respect, working hard and fair play are aspects that influence the engagement and joy in a positive way.

"Sometimes the players play so badly, and they make excuses for everything. This spoils the fun in football and therefore I do not go to Vitesse that often anymore."

Card # [5]

Vitesse is a transfer club

Supporters acknowledge the fact that Vitesse is a football club through which players can pass. Players play at Vitesse for a short while to grow and after a while move on. Therefore it is harder for (other/younger) supporters to connect with Vitesse.

"Important players are missing and when we have good players they always leave very soon. Money is more important for them and Vitesse has to start all over almost every year. That does not help."

Card # [5]

Fulfillment and enjoying

The sensation and excitement one experiences while going to the games gives a feeling of fulfillment. The experience gained and the beautiful moments create happiness and moments to look back to.

"It can be a euphoric experience, it is a form of sensation and excitement. The atmosphere makes football so fun, I love it."

Card # [5]

The personality of the football player

By showing or expressing their personality the supporter is able to relate with them and therefore able to relate with the football club they play for. The supporter is eager to know the "real person" behind the athlete. The personality of the football player is more important than the club itself.

"If Vitesse would have players who have personalities that I do not like, I think it would change my perception of Vitesse and I would not go to the training or the match. It would influence the atmosphere and my relationship with Vitesse."

Card # [5]

Individual connection as a supporter

FIFA allows you to become part of a club and relate with its players by virtually managing the team and controlling the actual players virtually. It creates a deeper individual connection between supporter and players.

"When I play FIFA it is nice, because I am the one controlling the players who I actually see playing in the stadium."

Card # [5]

FIFA community

There is a digital FIFA community present through an App called Discourt. Where people are able to start their own digital/virtual "Football club". People are able to meet, join and game with each other and to be part of a different group or so called FIFA clubs.

"In this app, Discourt, you can make a group and you can join famous YouTubers in a group. And in that group, you can ask people to game with you. 2 years ago, we were with 8 people and now we are with 25 people. My friend and I established this, so we decide who is able to join us and who isn't. When you join us, you have to sign a contract, we become a FIFA club."

Card # [5]

Value for Time

According to the supporters, the games can be very boring. Other factors are starting to influence their life, such as working and school. Therefore they might choose to focus on those aspects instead of the games.

"The games can be very boring, which feels like a waste of time. Plus time does not always allow it because of school and work."

Card # [5]

Value for Money

Because Vitesse plays unregulated and games can be quite boring it is not always worthy enough to spend money on the games, especially considering the financial situation of the younger supporter.

"Back in the days, my mother paid the tickets. Now I have to pay the tickets myself, they are expensive. Vitesse can play very unregulated, you do not always want to spend money on that."

Card # [5]

FIFA is an activity with friends

Playing FIFA also functions as an activity the supporter does with his or her friends. It is an activity they do together and in which they are also able to see each other. Days with FIFA tournaments are organized among friends instead of playing football outside.

"I am going to play a FIFA tournament with friends this Sunday. I like that because it allows me to be together with my friends. I do not see everyone that often."

Card # [5]

The atmosphere allows you to relax

The atmosphere in the stadium allows you to take your mind off things and enjoy the moment in which you are. The amount of people in the stadium has a lot of influence on the atmosphere. By certain activities performed by Vitesse, the empty spaces are "filled" up.

"I like the music they play in the stadium before the game starts. Also the atmosphere team does nice things before the game starts is fun. That does make up for the empty spots a bit."

Card # [5]

Becoming an eSporter

By playing FIFA, one can join a FIFA/YouTube community in which "eSporters" are present. By playing FIFA on a regular basis a person is able to become an eSporter. In a way it allows you to become a good or famous digital footballer yourself. Which is more feasible than becoming a professional athlete.

"We had a fun day once. There were almost 1 million people in that room, we did not expect that. This day was held in the Ziggo Dome and in the Amsterdam Arena."

Card # [5]

The "we" feeling

The solidarity the supporters feel at the home games allows them to feel connected. This solidarity is expressed by feeling the same emotions and supporting together.

"It is almost impossible to formulate in language it is a feeling that rises and that feeling is 'we'. We are Vitesse, it is pride, an honor, an emotion and it comes from within."

Card # [5]

Playing football to see your friends

Playing football is or was a way to see your friends and escape from your daily routine. It is a sport you are able to perform everywhere.

"Shortly after the war we would play football with pig bladders, that is nostalgia. We had nothing else to do, that is how I saw my friends."

Card # [5]

The origin of the football player

The origins of the athlete determines if the supporter is able to relate or not. They support Vitesse because Vitesse means Arnhem. They might support a foreign football team, only if there are Dutch players in the team.

"I support Arsenal but that is because they represent beautiful Dutch football. That is because of the trainer Wenger. He was an admirer of the "Nederlandsche School" and Crujff (4-3-3 alignment)."

Card # [5]

The participation of friends

Going to the games with friends is another aspect that influences the feeling of belonging by doing activity together. Apparently this becomes harder among Vitesse supporters since friends choose other teams over Vitesse.

"My friends are for Ajax or Feyenoord because they play better and have better players. I try to convince them to join me by paying their tickets."

Card # [5]

Social Media to become closer

Social Media, especially Instagram is a medium in which the supporter is able to digitally come closer to the athlete. They are able to follow the athletes, see what they post and even send messages. Through Social Media the supporter feels closer to the athlete. The supporter is also up to date of the latest news before it even becomes official.

"I sent him a DM via Instagram once and I received a sweet message back. I asked him for a lip because I wanted to become very good in football. He told me to always give 100%, to work hard and enjoy everything to the fullest. I found that very sweet and inspiring."

Card # [5]

The feeling of belonging

Supporting a club together is an important aspect of being a supporter. It allows you to feel more powerful, to feel connected to other people, and to feel like you are part of a bigger picture.

"I experience a lot of different emotions while watching a game. I think I have those emotions because you feel united and you support the same club together, that makes you equal."

Card # [5]

Physically participating

Even though the games are not always worth money or time, physically being there is important in order to feel like you belong. Not being there can feel like missing out and make you feel jealous.

"I need to work at McDonald's next to the GeleDome when there is a game sometimes. Then I see all the supporters going to the stadium and during the game I hear them cheering, this makes me feel jealous."

Card # [5]

Binding element of the family

Vitesse functions as an extra binding element within families. This is expressed in having something to talk about but also to have a fixed moment in which families see each other on a regular basis. And even when it happens that someone misses this fixed moment, they keep in contact about the game through WhatsApp.

"I say that I love Vitesse, but that is because it belongs to our family. Vitesse is an additional binding element within the family. Vitesse revolves around the family and being together and the contact with people that you have because of it."

Card # [5]

The love for Vitesse

The love the supporters have for Vitesse is big. They are dedicated and reflect the experienced emotions on themselves. Even though the quality of Vitesse is unsure one stays until the end and will always support them.

"Nobody is bigger than the club itself, the club will always exist. Whether they play badly or well, I will always love Vitesse."

Card # [5]

Attitude influences engagement - Club

The attitude of Vitesse towards the supporters is perceived as positive but also as negative. Supporters are rewarded for their effort, but also neglected which influences them negatively.

"I was very flattered that I was allowed to guide this project. But in the end I was unceremoniously put aside by Vitesse. They never explained me why they suddenly stopped the project, this is not how you treat people."

Card # [5]

Family life

Going to the game is an activity in which family members are able to spend (more) time with each other. Because it is an fixed activity, it is an moment in which they are able to connect and express on a regular basis.

"It is an activity we do together. It is a moment in which we see each other. We see each other more often because of this."

Card # [5]

Loyalty and appreciation from the athletes

A form of appreciation from the athletes is expected. This can be in the form of Social Media, answering messages they send, expressing their gratitude, or making time for the supporters by signing autographs or taking pictures with them.

"I expect them to be kind to me as the other supporters. We cheer for them and invest a lot of effort in them. Therefore I need some kind of appreciation from the players."

Card # [5]

Everyone is unique

The younger supporter does not like it when people physically or mentally harm the players they like. It is against their morals and not accepted.

"I do not like it when every player is compared with each other in the news for example. Or when supporters berate them. They are supporters as well."

Card # [5]

Appendix F: Ideation Process: How To Sheets

**HOE ZORG JE ER VOOR DAT VRIENDEN WEER
SAMEN IN CONTACT KOMEN MET VITESSE?**

**HOE KUNNEN SUPPORTERS EN
SPELERS LEREN VAN ELKAAR?**

**HOE ZORG JE ER VOOR DAT VRIENDEN WEER
SAMEN IN CONTACT KOMEN MET VITESSE?**

**HOE KAN DE SUPPORTER ACTIEF
BETROKKEN WORDEN BIJ VITESSE?
(VOOR - TIJDENS - NA DE WEDSTRIJD)**

**HOE KUNNEN SUPPORTERS EN SPELERS
LATEN ZIEN DAT ZE ELKAAR WAARDEREN?**

**HOE KUNNEN WE DE LOKALE EN PERSOONLIJKE KWALITEITEN
VAN VITESSE BENUTTEN ZONDER DAT HET DE SUPPORTER
MOEITE KOST?**

THE THRILLING



An immediate, exciting rush that makes people feel alive and very in-the-moment.

FEAR

The feeling when you encounter or think about a thing or person that can harm you. You have the urge to avoid or get away from the threat.

THRILL

Fear can add an enormous rush and focus to a situation, which can be beneficial in situations that are generally boring or empty.

LIFE EXAMPLES

Riding a rollercoaster. Giving an important presentation.



HOE KUN JE DE INTERACTIE TUSSEN VITESSE & SUPPORTER EXCITING MAKEN?

THE TEASING



The amusing experience when someone is deliberately trying to annoy you, in a well-meant way.

ANNOYANCE

The feeling when something is happening that bothers you. You have the urge to say or do something to change it or make it stop.

AMUSEMENT

As long as it is being done in a good spirit by people you like, being teased can be an amusing experience.


LIFE EXAMPLES

Being the target of a practical joke by colleagues. Being called by an unflattering nickname by your friends.



HOE KUN JE DE INTERACTIE TUSSEN VITESSE & SUPPORTER PLAYFUL MAKEN?

THE CHALLENGING



The experience of a frustrating, yet engaging problem that people are determined to solve.

FRUSTRATION


The feeling when you want to achieve something, but find your action blocked. Nevertheless, you keep trying.

DETERMINATION

Giving someone a difficult, yet manageable obstacle will increase their determination and focus to solve it.

LIFE EXAMPLES

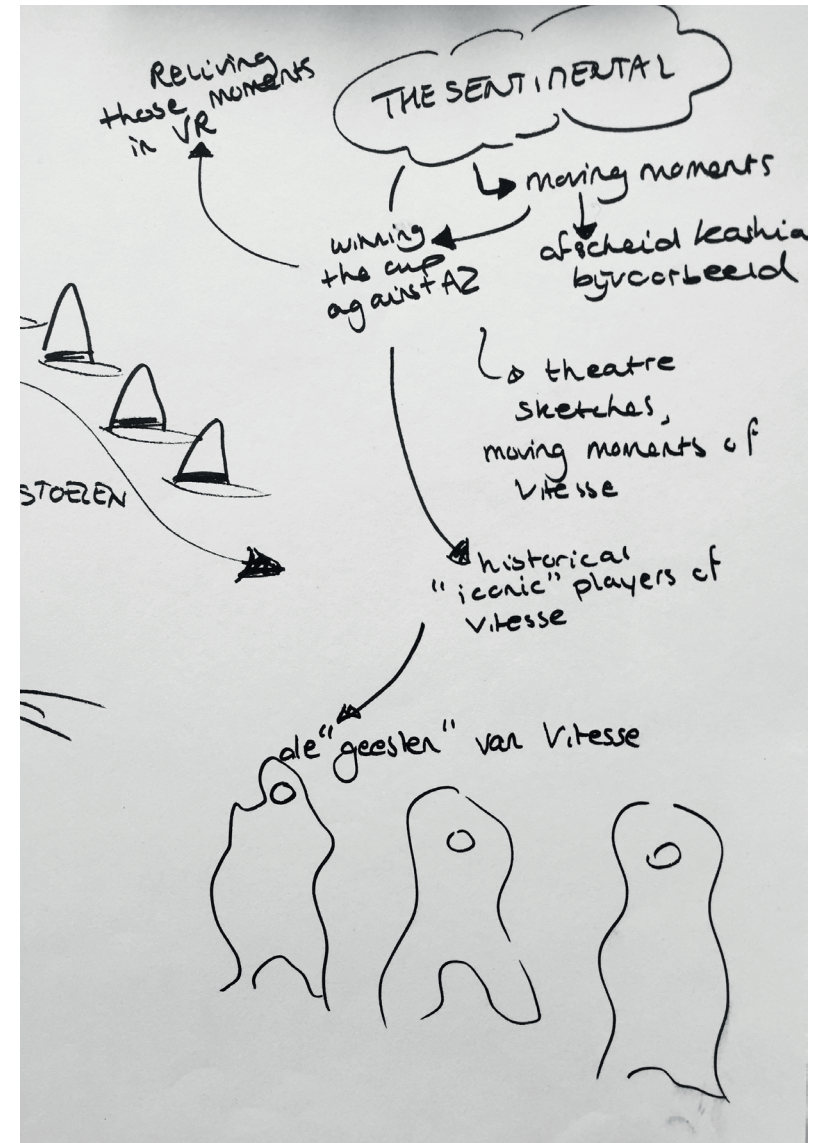
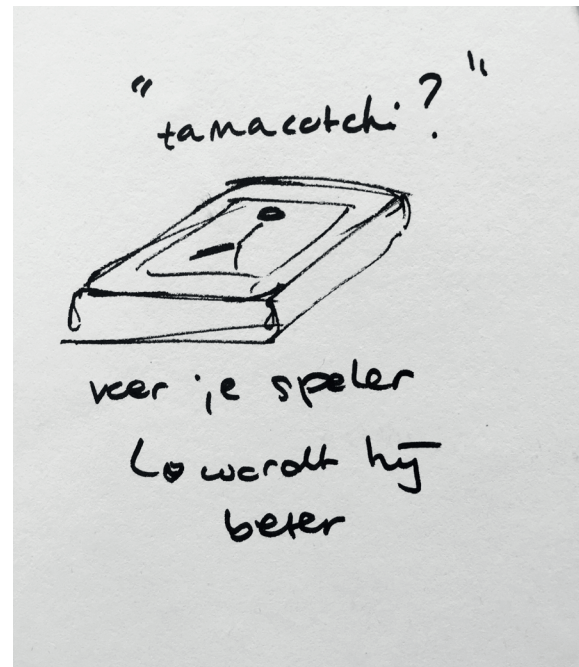
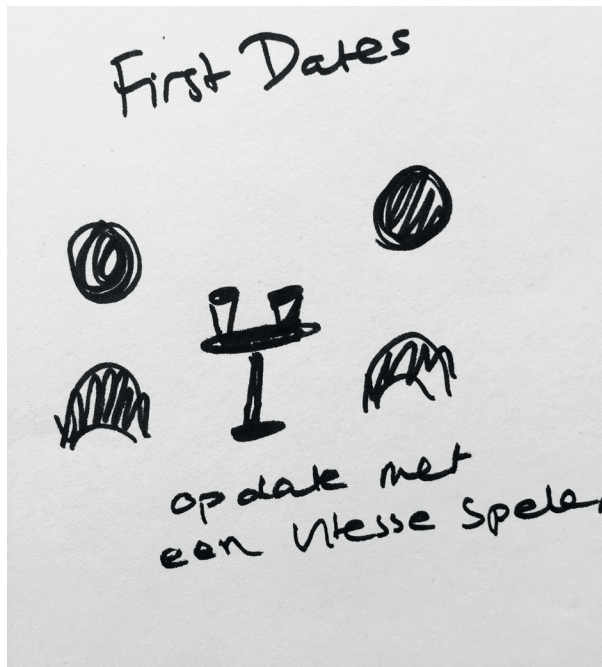
Solving a very difficult puzzle. Learning to make an instrument.



HOE KUN JE DE INTERACTIE TUSSEN VITESSE & SUPPORTER CHALLENGING MAKEN?

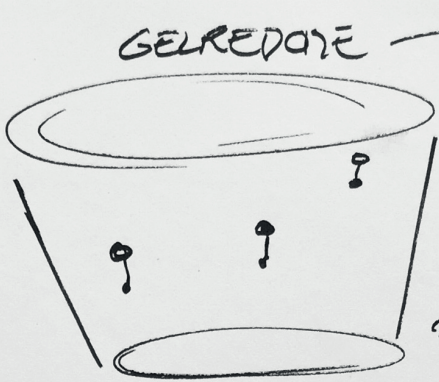
Appendix G: Ideation Process: Metaphors and Ideas

This appendix shows some of the metaphors/analogies with corresponding first ideas.



Pokémon Go"
↓
Pokémon Vitesse"

THE CHALLENGING

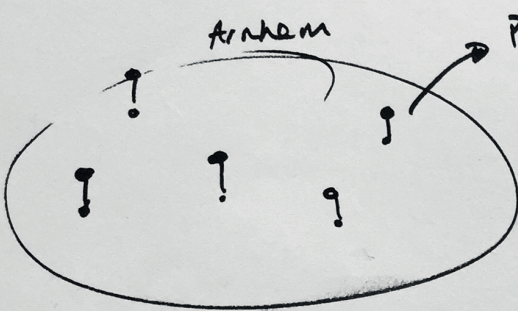


DURING THE GAME

every ~~two~~ game, new spots to discover

"The Hertog" or other

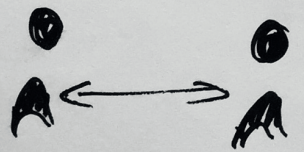
catch the player of the match



places related to Vitesse with a story where players are

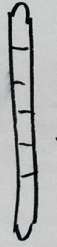
try to catch the players ("unpacking" fifa)

train them extra hard during the weeks & stuur aarmoedelingen



battle against each other

("fifa tricks")



energy level goes down when they have played bad in real life

spelers afpakken die je nog niet hebt

zelf de tricks doen en uploaden

AI bepaalt de "beste"

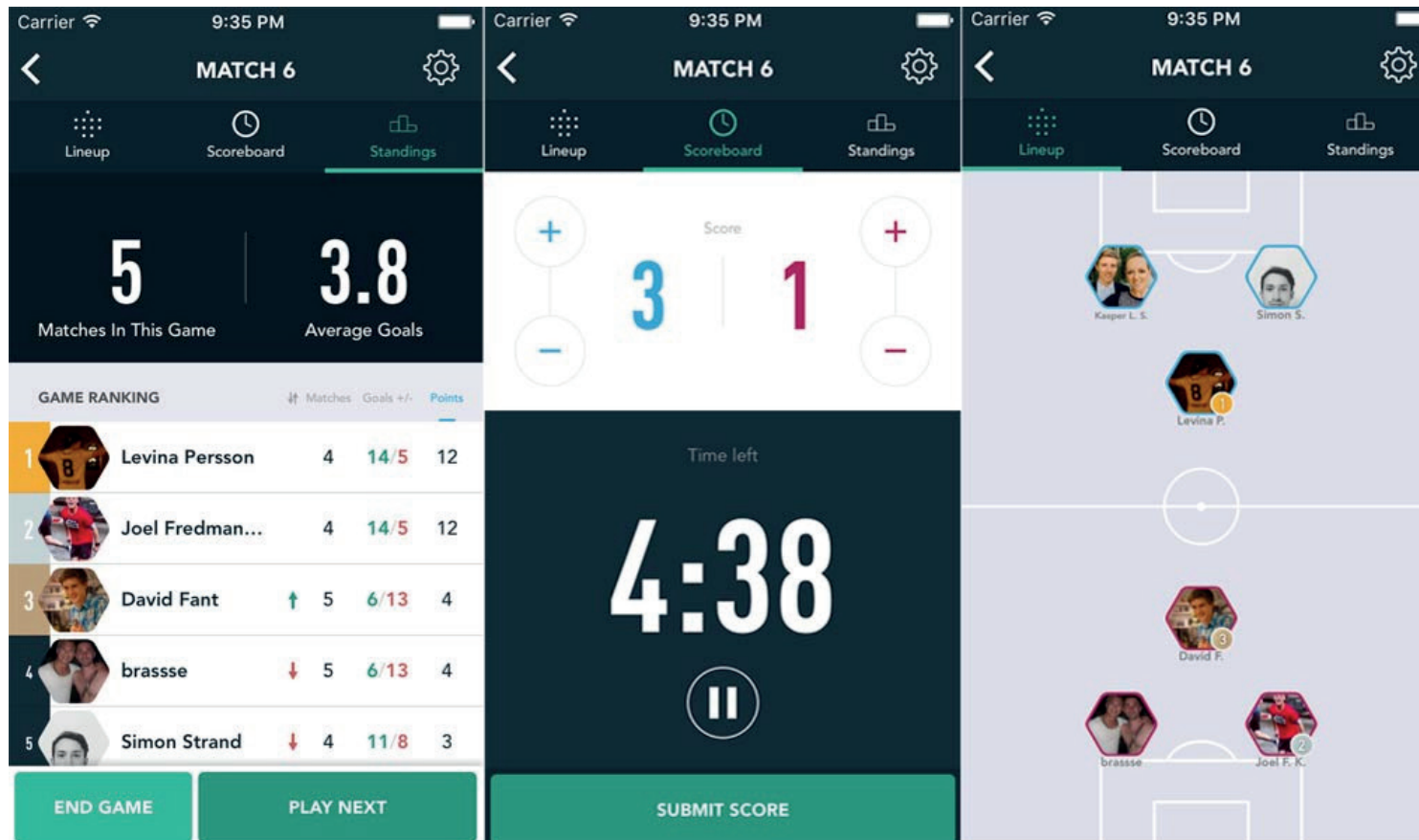
PLAYING IN THE CITY

PLAYING IN THE CITY
Pokémon - Go ding & trainingen / samen voetballen op veldjes

Appendix H: Concept Development

H.1 Game Inspiration

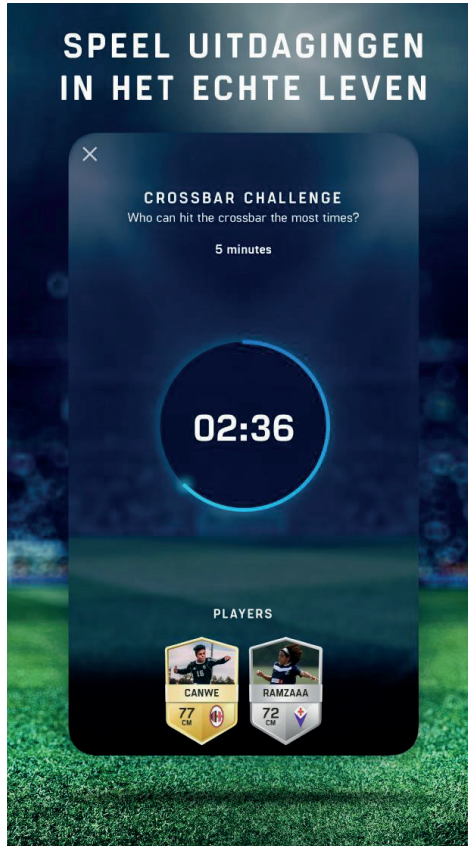
When looking into football and what kind of battles could be possible, the designer noticed an app called Just Football. This is an app based around football challenges. The final concept is different from this app, but in the concept development phase, the app is used as a proof of concept and as inspiration in creating the battles and battle formats.



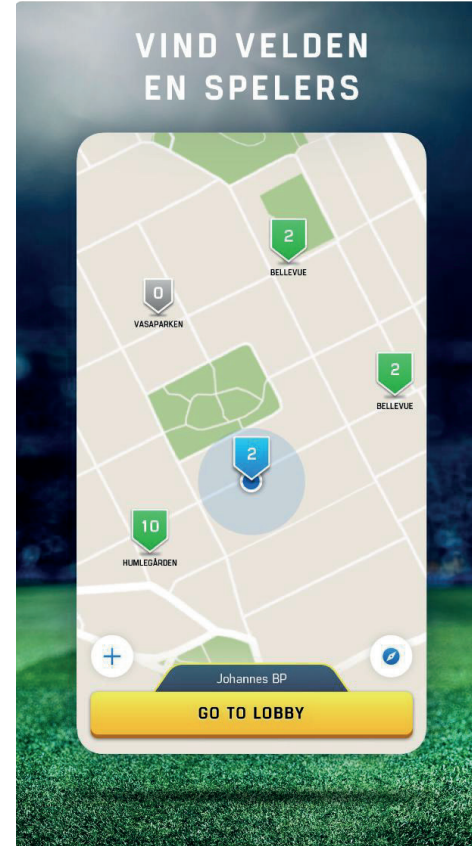
BOUW JE TEAM OP MET ECHTE GEBRUIKERS



SPEEL UITDAGINGEN IN HET ECHTE LEVEN



VIND VELDEN EN SPELERS

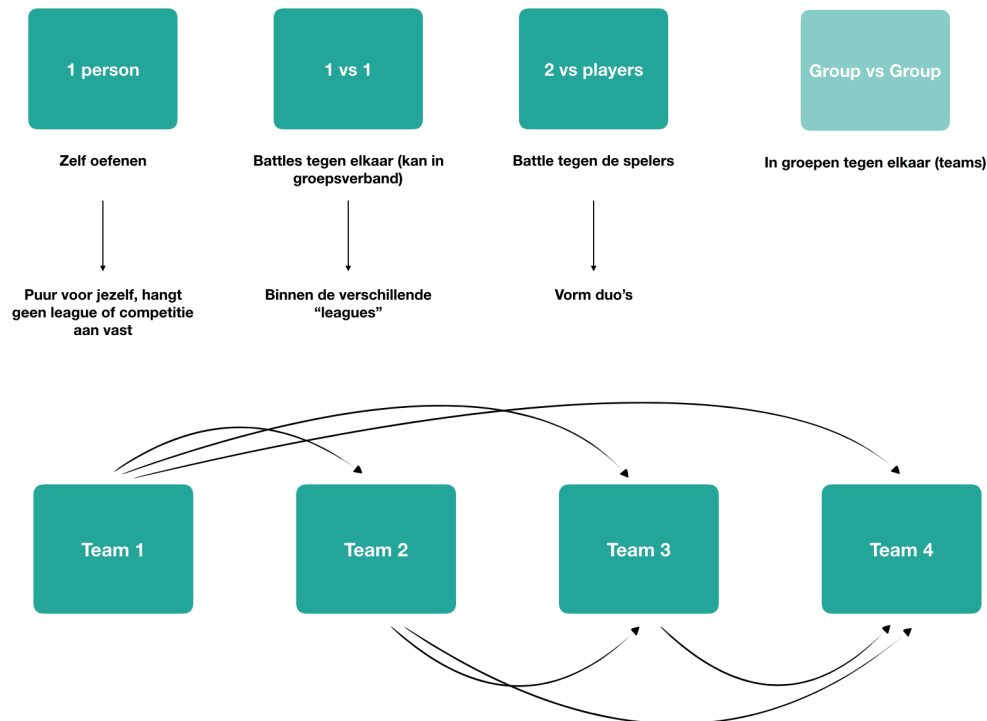
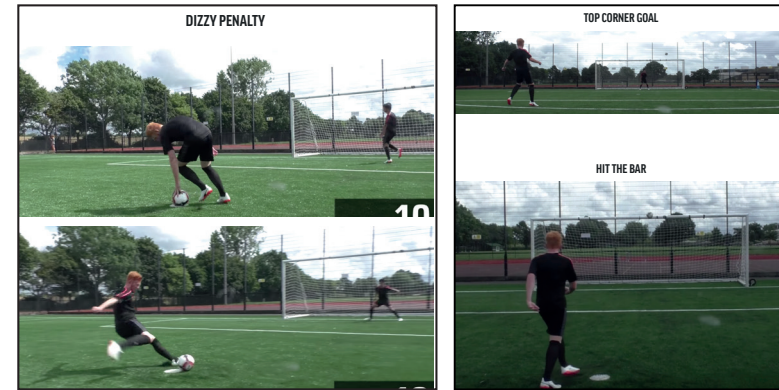


VEROVER HET LEADERBOARD



H.2 First Battle Formats

Further inspiration to develop football battles is found on YouTube. Many people post videos of how they perform different football skills on YouTube. Based on everything that is found, the first set up of the battles programme is made.



Leagues	In your neighborhood	School	Sport Club	Your friends	Fifa Team	Family
Challenges Opzet	1p challenges	1 vs 1 challenge	2 vs the game	Group Challenge	Group vs Group	Quiz
Challenges Format	Timed	Goal (Result)				
Challenges Invulling	Preferred Field Position	Preferred Vitesse Players	Based on Practices	Football Skills	Group Match	
Rewards	Travel locations	Inside Tips & Tricks from players	Grow in your league	Incentives (going to the match, meet & greet)	Bonus Points	Unlocking Battles
Levels	Difficulties of battles					
Changing Elements	Special Battle based on the real match	Activities	Places	Battles per Place	Loting for tickets to the game	

H.3 User Scenario

The design goal of the project is to create a sense of belonging towards other supporters and Vitesse. In "Designing Moments of Meaning and Pleasure" (Hassenzahl et al., 2013) describes the use of Experience Patterns. The approach of Experience Patterns is defining the characteristics that distinguish a specific experience.

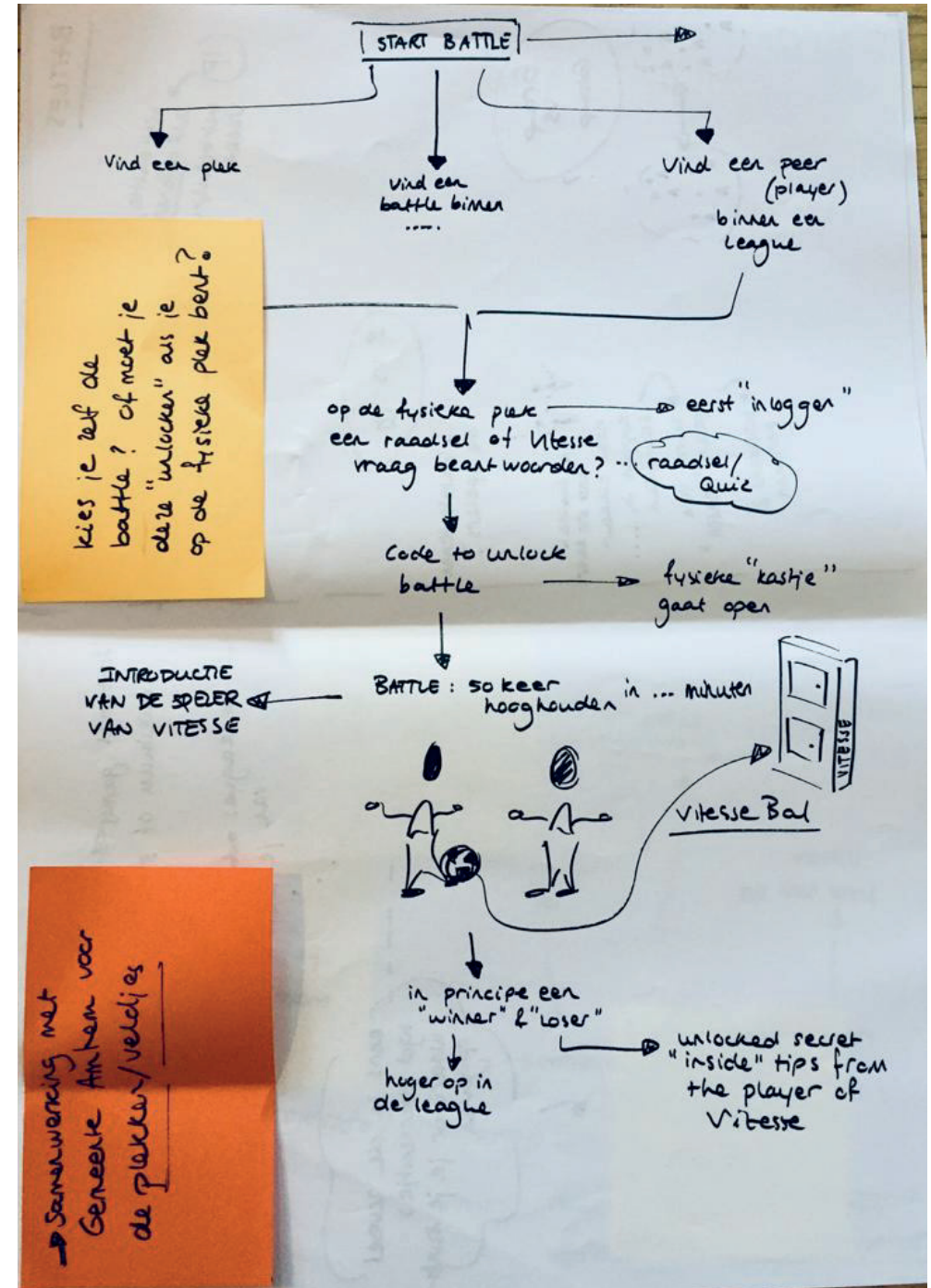
In this paper, Hassenzahl describes what elements are needed to design an experience for Relatedness through shared consumption.

He states that to feel related through a shared consumption an anticipation phase is needed, followed by the event self, that ends with a cooling-off phase. This journey is used as inspiration for the user scenario.

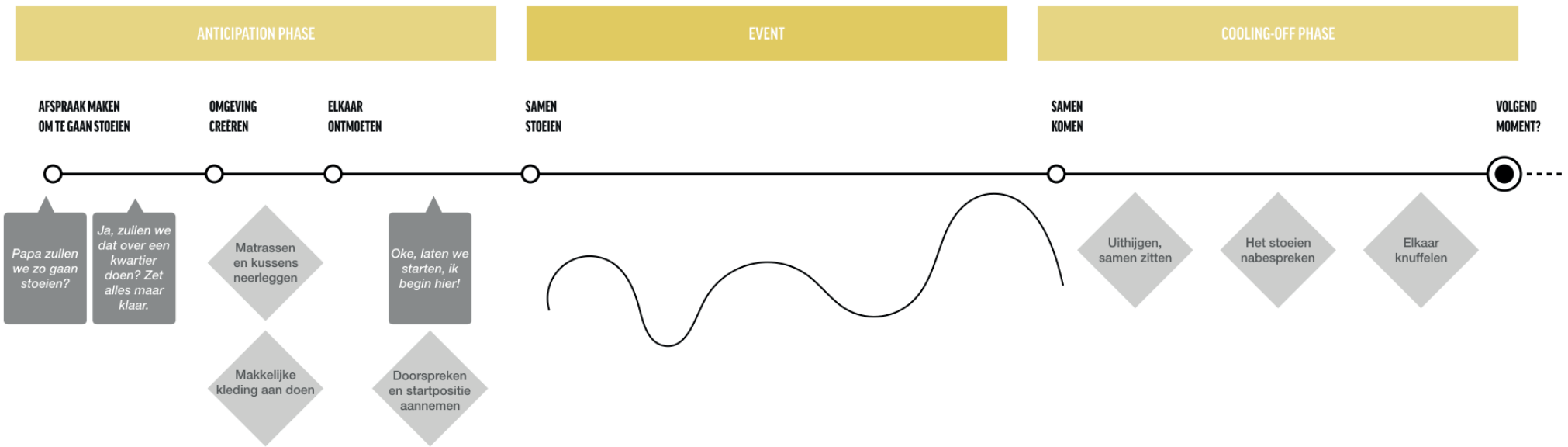
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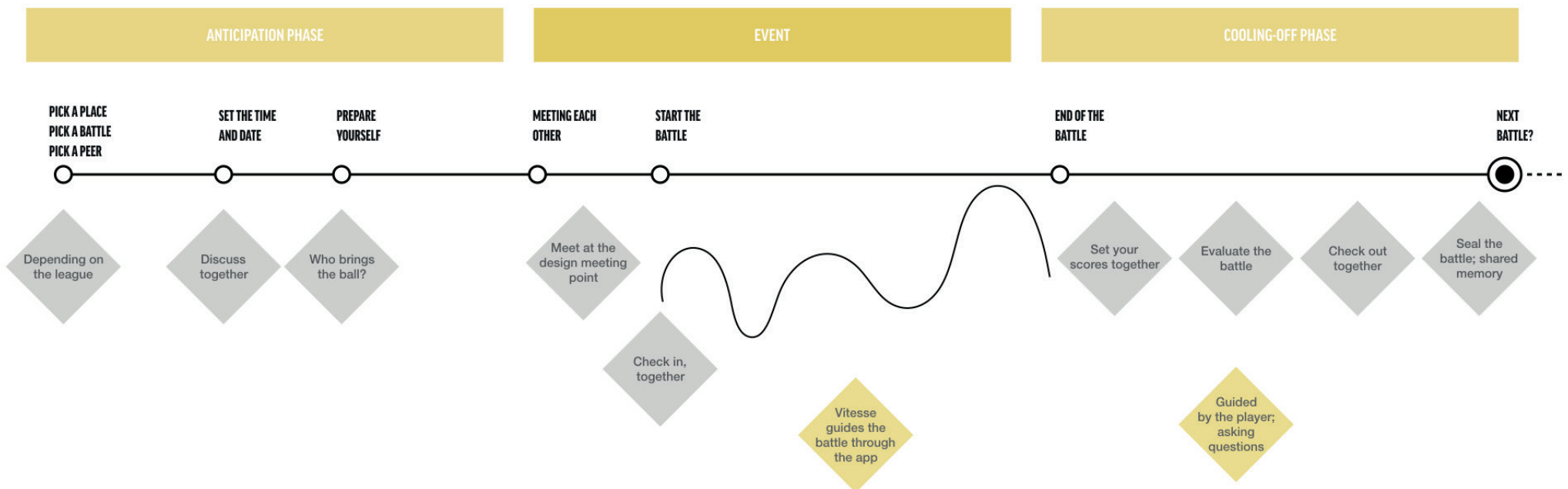
The approach of Hassenzahl is used as guidance. The designer has tried to derive the experience pattern from the stated Interaction Vision to transfer this into a user scenario for the battles. Whereafter the elements of the scenario are transferred into a first drawing of the user scenario



Pattern: Rough-and-tumble play

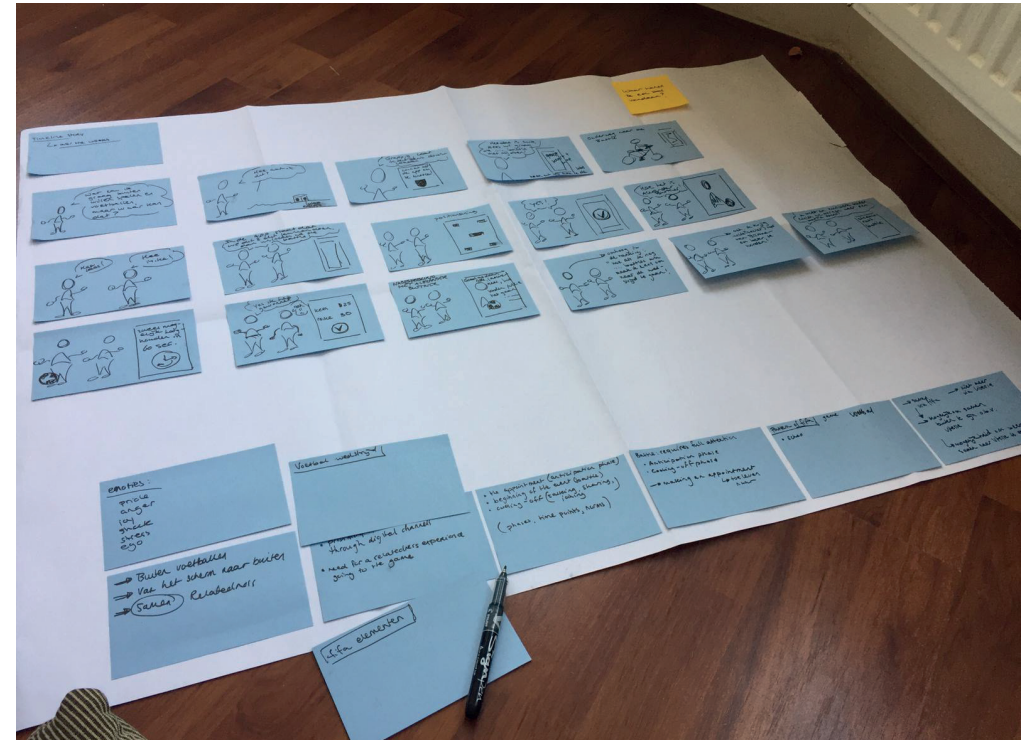


Pattern: Battle/User scenario



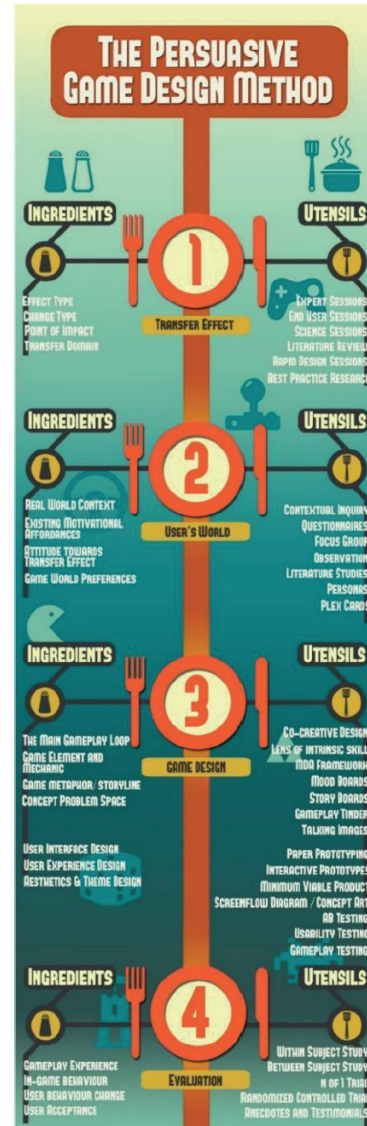
User Scenario Iterations

Eventually two other user scenario iterations have been made whereafter the final scenario's are created that are presented in the report.

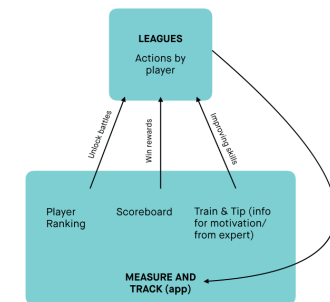
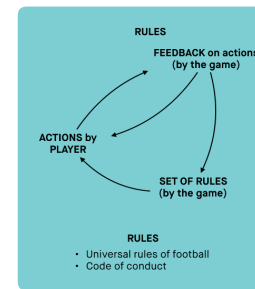


H.4 Game Design Method

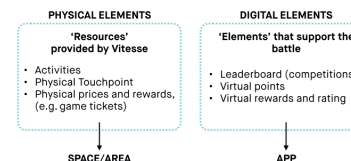
With the help of 'A cookbook method for Persuasive Game Design' (Siriaraya et al., 2018) a first set up of the game design is made. In this paper, the research developed the persuasive game design method with a cookbook used as a metaphor. This method is used as a starting point of the game design.



GAME PLAY LOOP



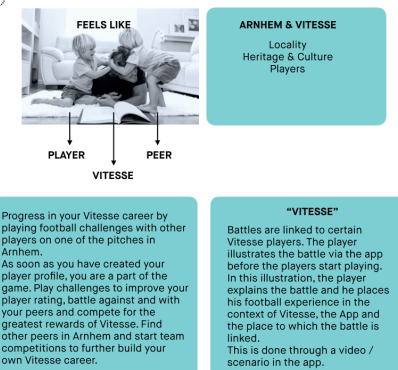
GAME MECHANIC



Element/ Mechanic

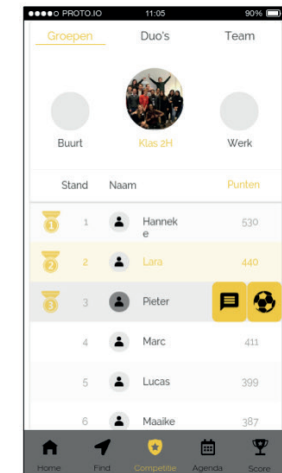
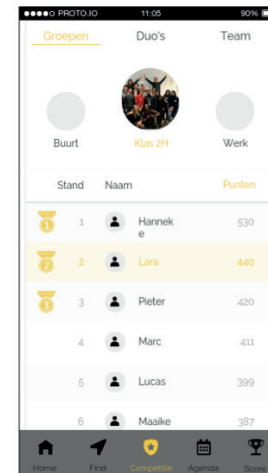
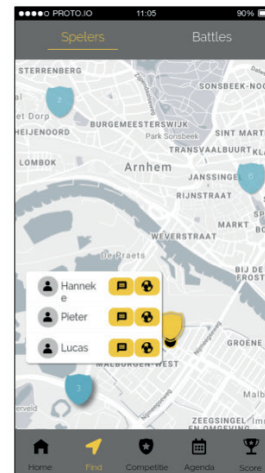
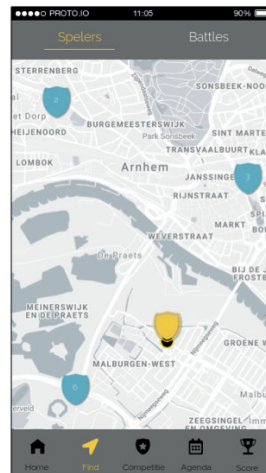
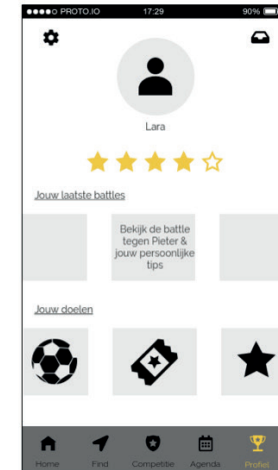
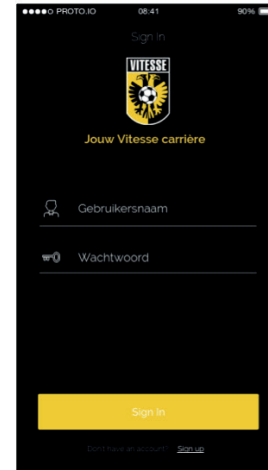
- Achievement
- Collaboration
- Game elements
- Narrative
- Storytelling

STORYLINE



H.5 First Screens

After the constructed game design based on the persuasive game method, the first screens of the app are made. These screens try to communicate the battle scenario, the different functionalities of the game such as how to find peers and battles, the rewards and the player illustration regarding a battle.



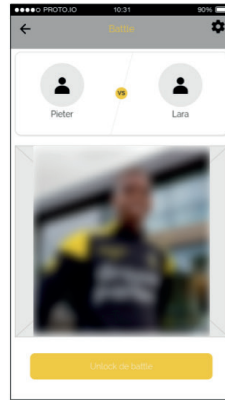
Lara wants to battle and is in search for fellow players to battle with, or against. Through this app she is able to see players she knows, but also players she does not know.

Lara sees that Hanneke, Pieter and Lucas from her school class are battling close by.

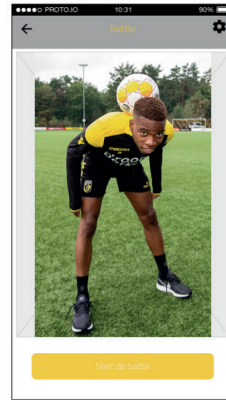
Lara is the second best player of her class, she sees that Pieter is catching up on her.

Therefore she likes to battle against him, in the hope that she can beat Pieter and maintain her second position.

Check in; physical manifestation

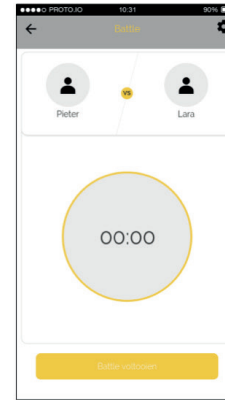


Lara and Pieter arrive at the battle place they have chosen and they check in at the Vitesse point.
Through this point, a player is also able to send a battle notification to players who are close by

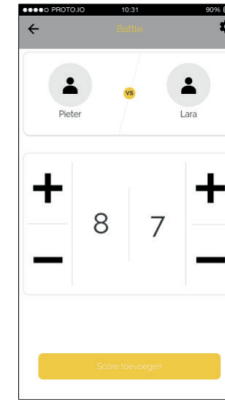


They do not know what kind of battle they are going to do, this is based on their player history.

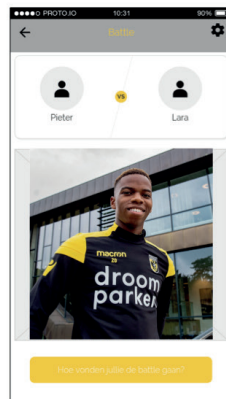
Lara and Pieter are doing a battle from Musonda! Through a video, he explains the Battle and why they are at the specific battle place. After the explanation, they start the battle. Whoever is able to do the challenge the most amount of times within the time, wins!



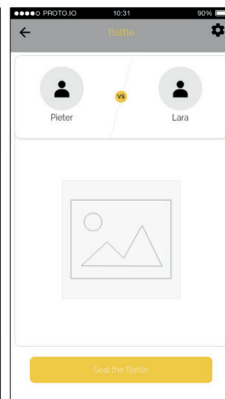
During the battle, the timer runs. When the time is up, the players will get a notification through the app.



After the battle one of the players needs to fill in the battle score, the other player will receive an update from this in their own app. Unfortunately for Lara, Pieter was better this time!



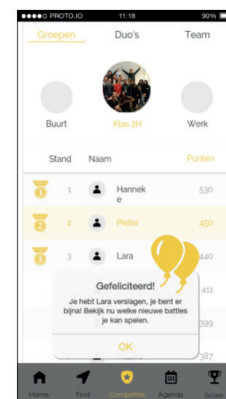
After the battle, Lara and Pieter receive a closing message from Musonda regarding the battle.



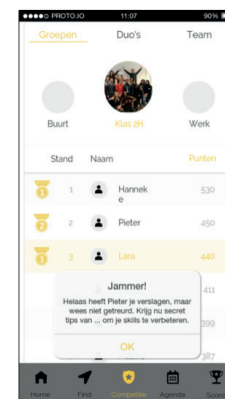
They are given the opportunity to seal the battle, or battle again if they want.

Check out; physical manifestation

Pieter and Lara decide to seal the battle because they have homework to do. To seal the battle, they have to check out together at the Vitesse Point



Pieter receives a notification that he is the second best player now, and that he is able to play new battles!



Lara receives a notification that unfortunately she is third at the moment. But to ease pain, she receives secret tips from Musonda to improve her skills.

H.6 Game Design Iterations

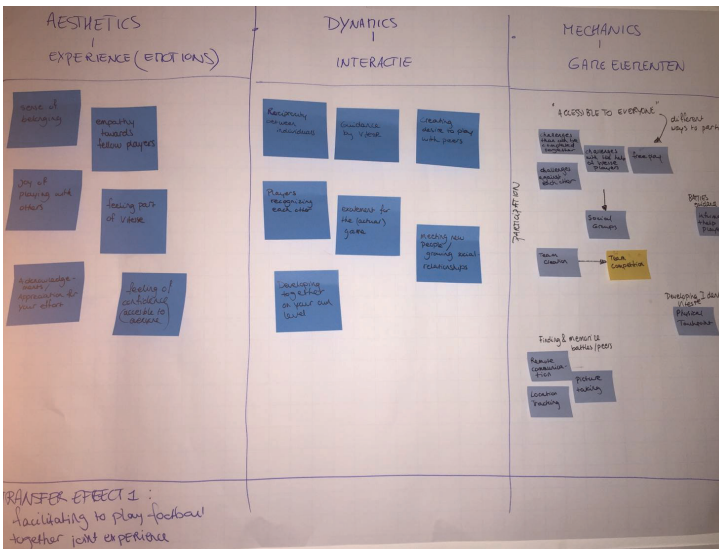
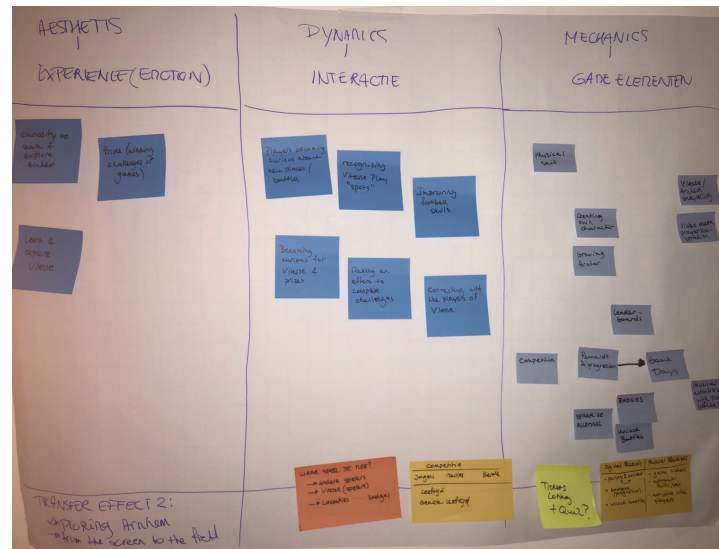
These screens were discussed with the Graduation Mentor of this project Pieter Desmet, and Niko Vegt, a Ph.D. candidate regarding persuasive game design, was consulted. During the meeting with Pieter it was concluded that the game might be too much focused on a competition with the assumption that this would exclude some supporters. The meeting ended with the question; How can they both win and not lose? Whereafter this was also discussed with Niko. Niko was consulted to structure and develop the game further. Niko gave a tip to use the MDA model which is presented in the report. The MDA model helps to create the game from the intended user experience.

Niko gave a tip to use the MDA model. This model helps to create the game from the intended user experience. Furthermore, Niko gave some inspirational thoughts on how the user can win; unlock battles, collect them all, an avatar that grows, etc. The points and rewards can be based around elements the user play with. Such as other players, the skills they develop or the locations they discover.

The desired effects

The game is created with the help of the Mechanics, Dynamics, and Aesthetics (MDA) model (LeBlanc et al., 2004). This model helps the designer in specifying the desired effect of the game, the experience of the user (aesthetics) and the interaction(s) (dynamics) and game elements (mechanics) that are needed to achieve the desired effect and experience.

The two desired effects are based on the design goal, the design guidelines, and the prototype tests. According to the MDA model, these effects are called Transfer Effects. These Transfer Effects are defined



Transfer Effects. These Transfer Effects are defined with the help of a “Cookbook approach to designing Persuasive Games (Siriiraya, 2018) (See appendix H.4).

Transfer effect 1: Connecting the supporters by playing football together

As stated in the design goal, the design aims to connect supporters through digital and physical interaction in Arnhem. Therefore the football battles should aid the supporter to relate with each other and allow users to have shared experiences.

Transfer effect 2: Exploring Arnhem (from the screen to the outside world)

Next, to connecting the supporters via football battles, the game aims to let the younger supporter explore Arnhem. This effect is two-sided since it facilitates Vitesse to create a connection with Arnhem and educate the younger supporter. On the other side, the game facilitates the younger supporter to play outside, explore their environment and move away from the Fifa screens to have real-life experiences with peers.

These two transfer effects form the basis of the game design. Through a brainstorming session, the designer constructed an overview of the game with the help of the MDA model and design the desired aesthetics (experience) the designer would like the users to feel, dynamics (interactions) and mechanics (game elements) that are needed to create the desired aesthetics.

The aesthetics the designer wishes the user to feel when interacting with the game are based on the main insights of the user study and the prototype test.

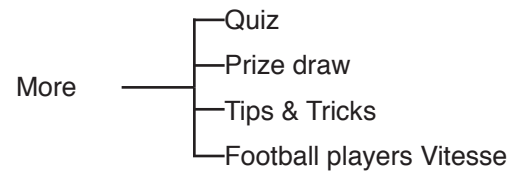
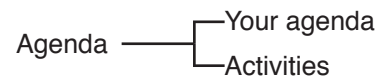
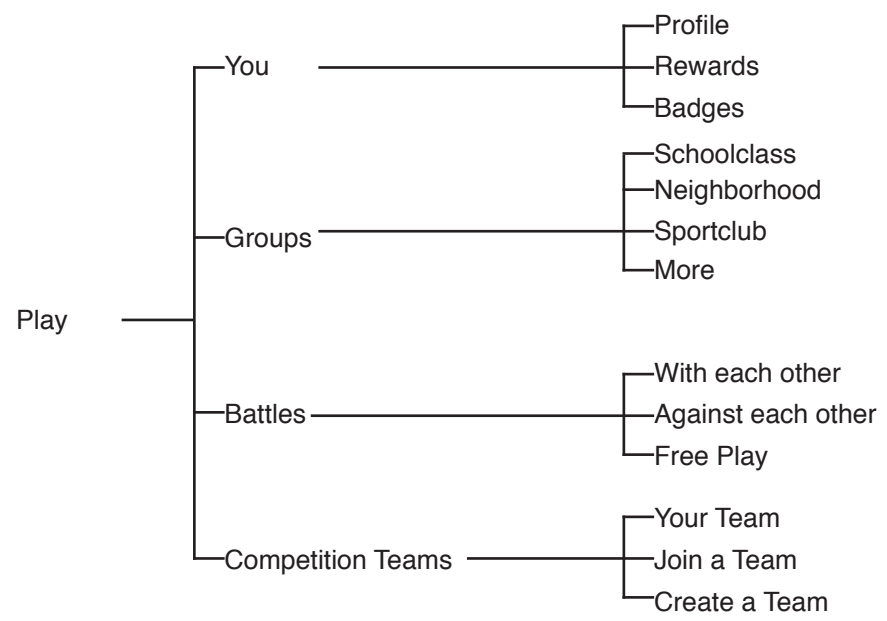
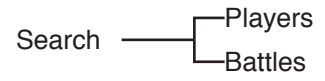
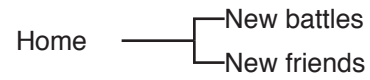
Transfer Effect 1: Connecting the supporter by playing football together.

Aesthetics	Dynamics	Mechanics
<p>Sense of belonging</p> <p>Empathy towards other players</p> <p>Appreciation for your effort in the game</p> <p>Feeling confident</p>	<p>Interaction between peers</p> <p>Guidance by Vitesse</p> <p>Creating desire to play with peers</p> <p>Meeting new people/growin social relationships</p> <p>Players recognizing each other</p> <p>Growing in the game based on your own level</p> <p>Excitement for the (actual) game of Vitesse</p>	<p>Accessible to everyone ; different ways to participate, physical skills</p> <ul style="list-style-type: none"> - Challenges that can be completed together - Challenges against each other - Challenges with the help of Vitesse players - Team Competition - Free Play <p>Leagues</p> <ul style="list-style-type: none"> - Social groups - Team creation --> Team leagues - Creating your own character <p>Battle guidance</p> <ul style="list-style-type: none"> - By Vitesse, app provides information and help from the Vitesse football players <p>Recognition</p> <ul style="list-style-type: none"> - Physical touchpoint of the battles

Transfer Effect 2: Exploring Arnhem (from the screen to the outside world)

<p>Curiosity to learn about and explore Arnhem</p> <p>Pride (of improving football skills and completing challenges)</p> <p>Learn about and explore Vitesse</p>	<p>Becoming curious about new places and battles</p> <p>Connecting with the football players of Vitesse</p> <p>Recognizing Vitesse play “spots”</p> <p>Making an effort to battle with others</p> <p>Making an effort to battle with others</p> <p>Improving football skills</p>	<p>Vitesse and Arnhem storytelling</p> <p>Video data</p> <p>Football player illustration</p> <p>Leaderboards, rewards & progression</p> <table border="0"> <tr> <td data-bbox="1270 1257 1523 1380"> <p>Online</p> <p>Collect them all</p> <p>Badges</p> <p>Unloack battles</p> </td> <td data-bbox="1523 1257 1861 1412"> <p>Offline</p> <p>Game day activities</p> <p>Physical activites with the players (game days, personal environment)</p> </td> </tr> </table>	<p>Online</p> <p>Collect them all</p> <p>Badges</p> <p>Unloack battles</p>	<p>Offline</p> <p>Game day activities</p> <p>Physical activites with the players (game days, personal environment)</p>
<p>Online</p> <p>Collect them all</p> <p>Badges</p> <p>Unloack battles</p>	<p>Offline</p> <p>Game day activities</p> <p>Physical activites with the players (game days, personal environment)</p>			

H.7 Workflow



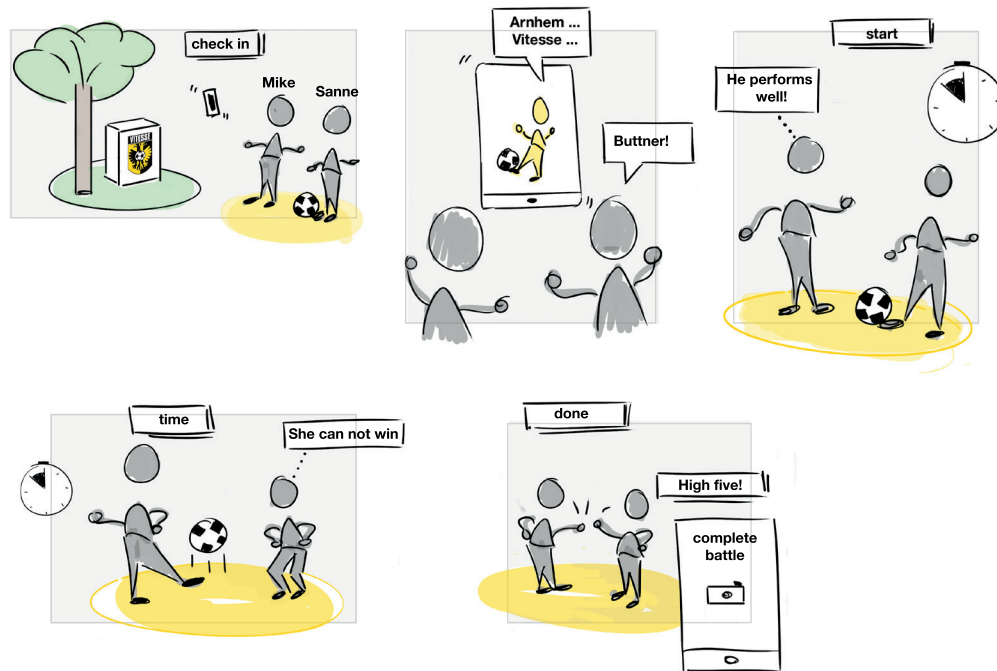
Appendix I: The Concept

I.1 Battle Scenario's

One vs. One

The main battle choices of the One vs. One battle are 'against each other' and 'with each other' (beat the record). The users receive points for:

- Performing the battle together
- The discovered story of the battle
- Improving their skills (this is measured through the app)
- Discovery of the place.

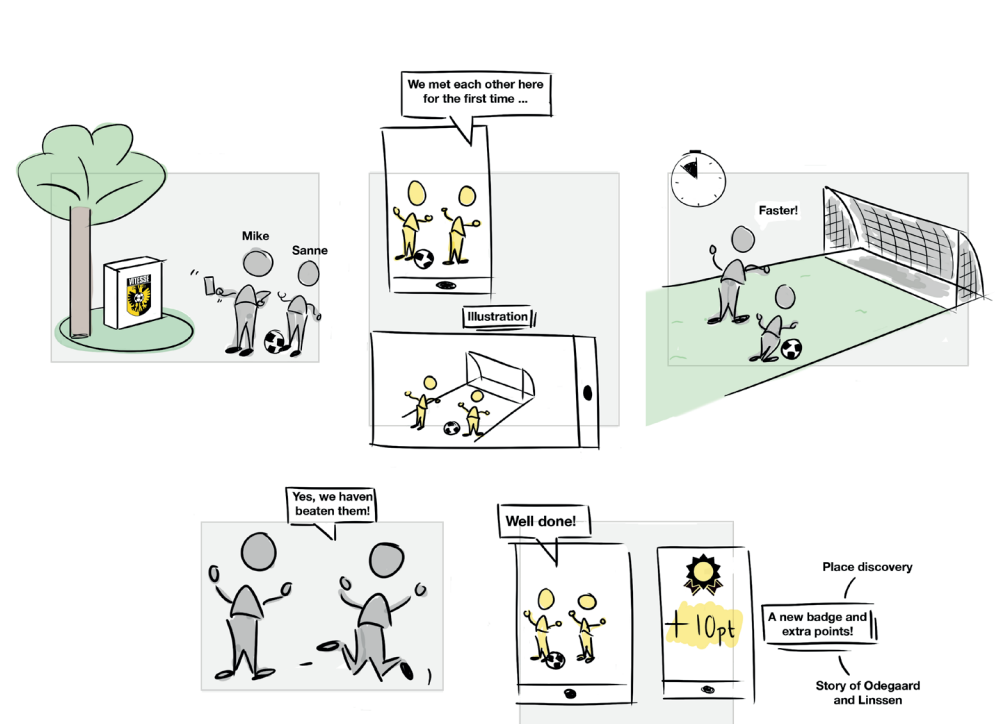


1. Against each other

This battle is based on time, and the goal is to perform the illustrated battle as much as possible. The idea is that in this case first Sanne has to perform the battle whereafter it is Mike's turn.

2. With each other (beat the record)

In this battle, Mike and Sanne can battle against the football players of Vitesse through the app by beating the record of the football players. This battle is based on time. For example, the football players of Vitesse can head the ball 20 times to each other within one minute. Then the goal of Mike and Sanne is to beat that score with each other.



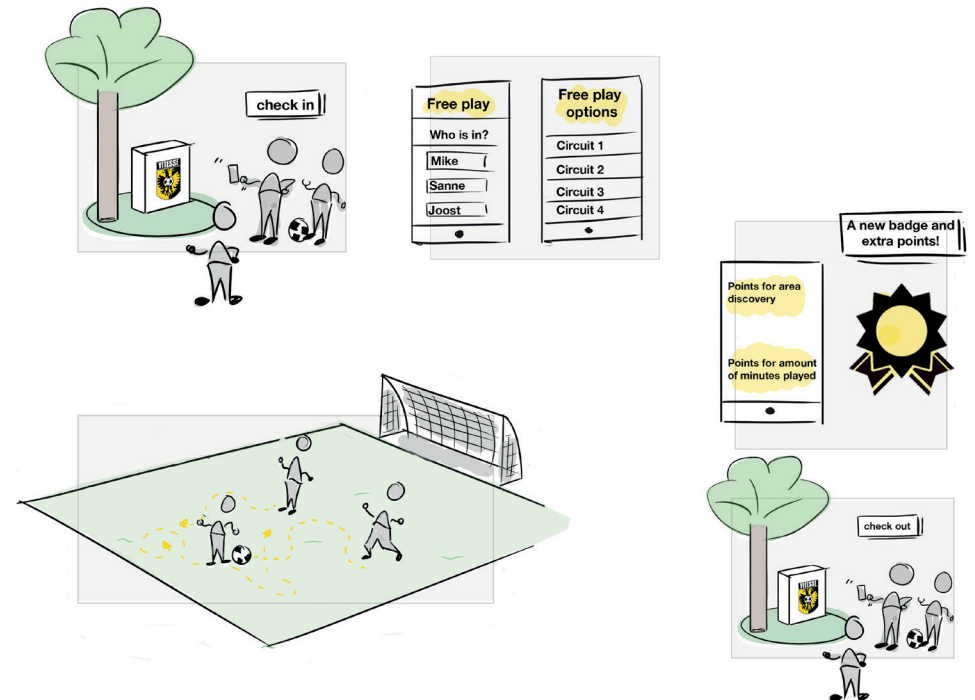
Free Play

Free Play is designed to also support the user in just playing football because they feel like it and they want to. Free Play can be performed within teams, groups or duo's depending on the preference of the user(s).

Within Free Play the app suggests different football possibilities for the users to discover; based on the number of people who are playing and what kind of battles these people already have performed to align the skills they have combined. But it is up to the user(s) whatever they would like to do and if they want to follow the suggestions provided by the app.

Points and Rewards

With Free Play the users also receive points. These points are based on the area they have discovered, and the number of minutes they have played together.



Team vs. Team

Within this battle format, the user can create teams and play against other teams. This format focuses on competition and is the only format in which a separate leaderboard is present. This format is assigned to places that can facilitate a match with a more significant amount of people. Therefore this battle format involves less storytelling since the functionality of the area is more important.

Through the app, teams can invite or challenge each other within their league. In the app, the teams can schedule these matches on the agenda.

When the teams check in at the physical touchpoint, they can prepare the match they are going to play. The preparation involves the set up from both sides and the type of game they would like to play. They can choose a match based on time, amount of goals or other forms of play for example, “zestienen” in dutch.

Example

With “zestienen” the goal is to score from outside the sixteen-meter area of the football field. There are several variations of sixteen. With sixteen, the ball may not be played with the hands, except by the keeper. When a shot is fired, and the ball does not end up in the goal, the one who has missed must be the keeper.

Leagues

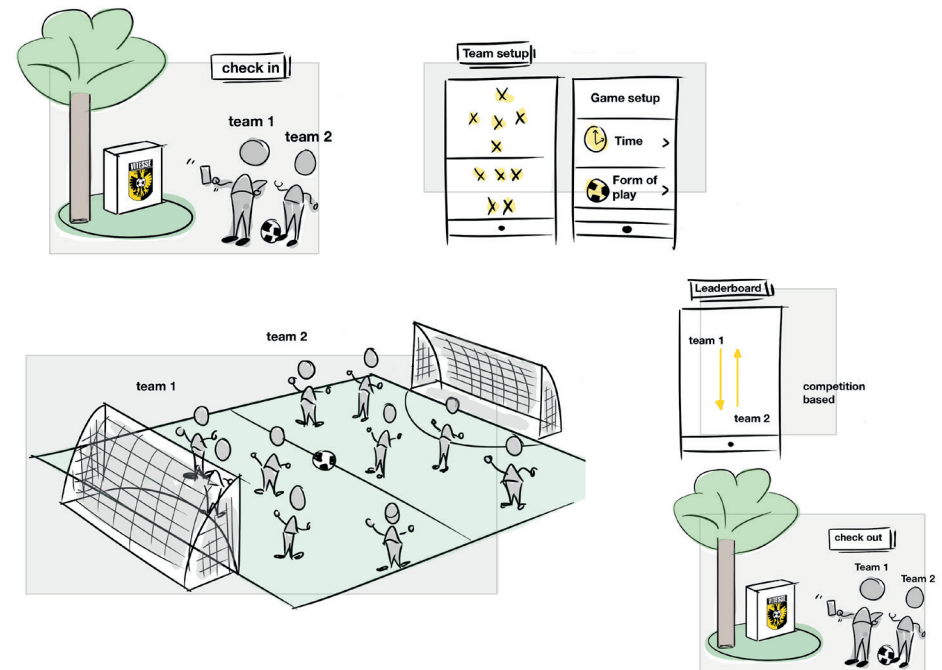
The leagues are classified according to different characteristics, again to avoid exclusion of players and allow everyone to participate based on their competences and comfortability.

There are leagues based on the age group of the team; groups that have team members within the age of 12 - 14 or 14 - 16. Furthermore, there are competitions for boys only, for girls only and for teams who have a mix in genders. Although women’s football is growing, and there is a trend around gender neutrality, the designer assumes that by dividing the leagues based on the discussed characteristics it lowers the entry threshold.

Points and rewards

The points and rewards are based on a regular football competition and whoever wins goes up on the ranking on the leaderboard. Furthermore, extra points can be assigned

to both teams regarding the form of play so whether they have played a standard match or applied specific goals and challenges within their game. For example, group 1 has set the goal to score five goals; when they succeed, they receive extra points.



I.2 Battle Proposal

Battle Types

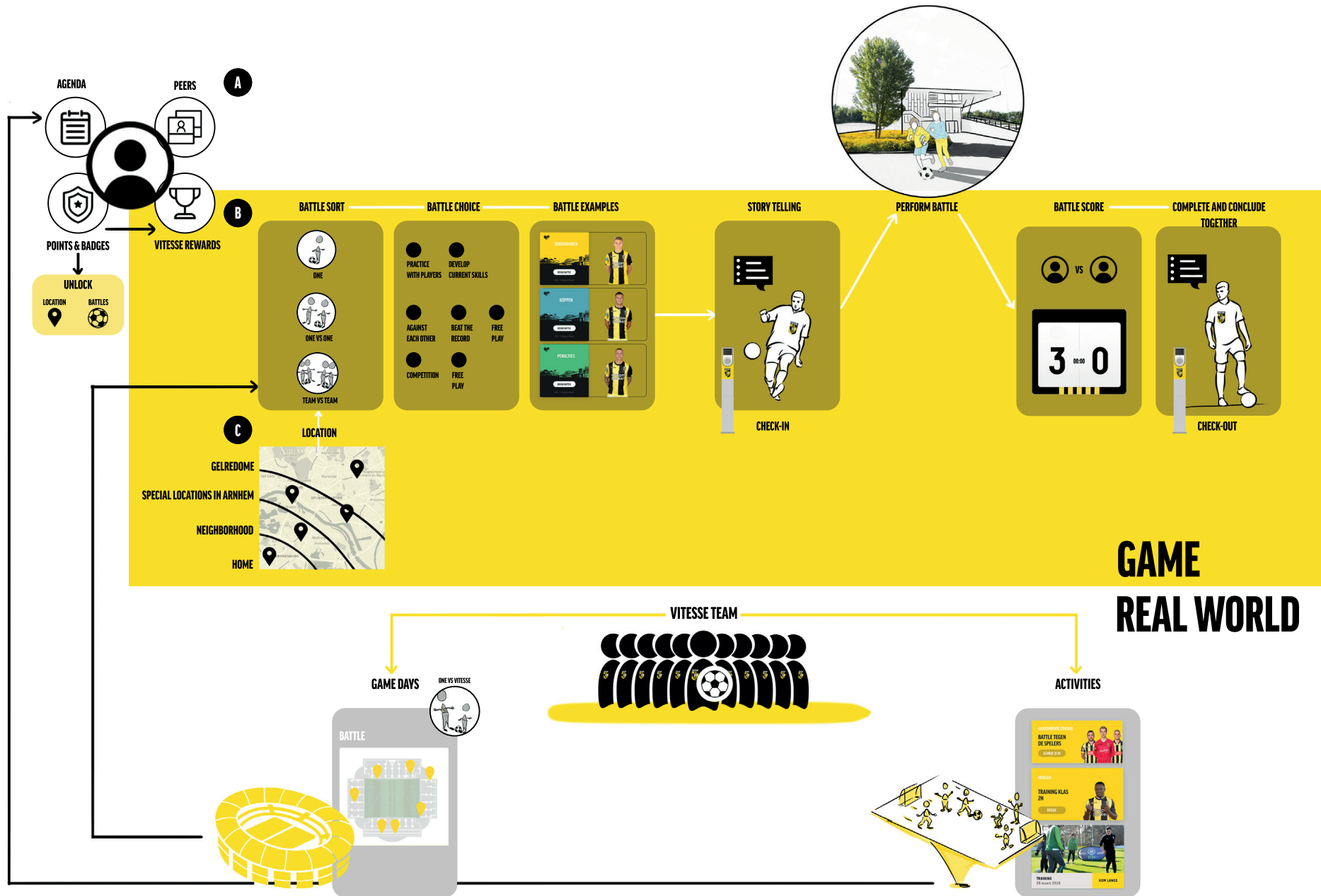
The battles can vary endlessly and can be different for every user according to their development within the game. Therefore the designer proposes different types of battles to involve within the game; to touch different elements of football that can be mixed and matched within the battles.

With this, a format for unlocking the battles can be created. The designer proposes to construct this with the help of a game designer. **Battle System**

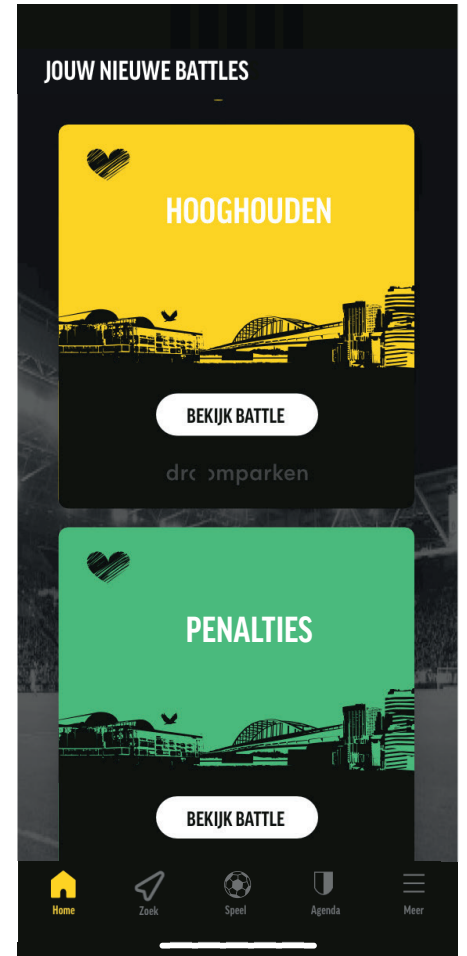
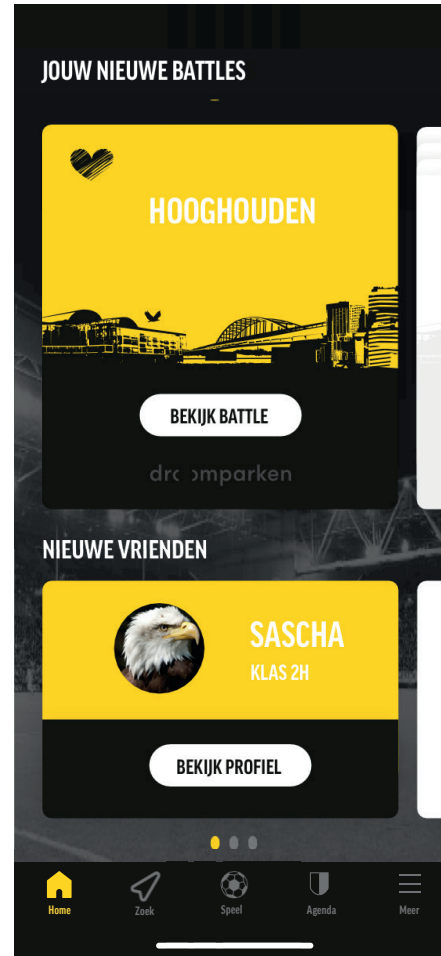
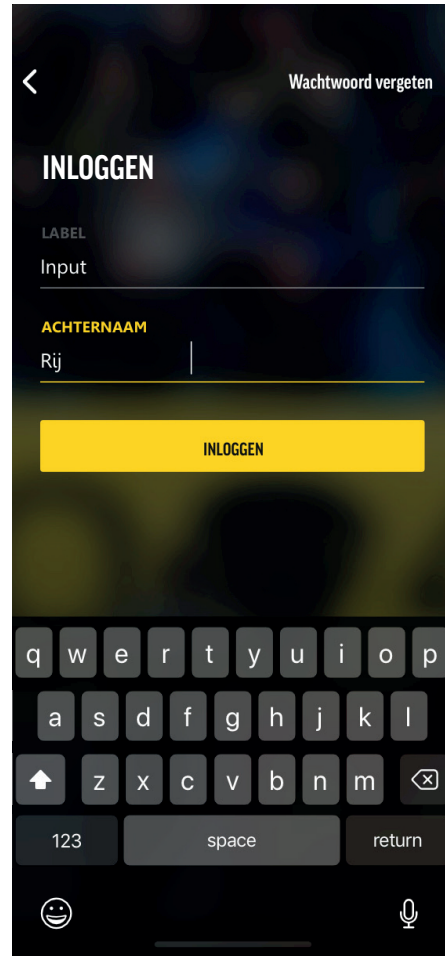
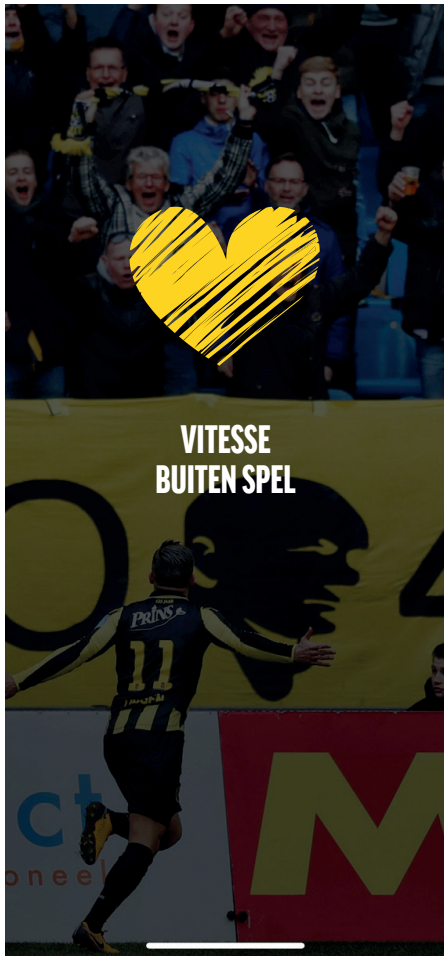
The point system of the game is based on the desired transfer effects (appendix H.6). Thus the user can generate points regarding playing football together and exploring Arnhem. These points will result in unlocking battles, special places, and evolve their badges. Through the generate points they can buy different prices. Again this is a proposal; a game designer will be required to define the actual structure behind the battle system.

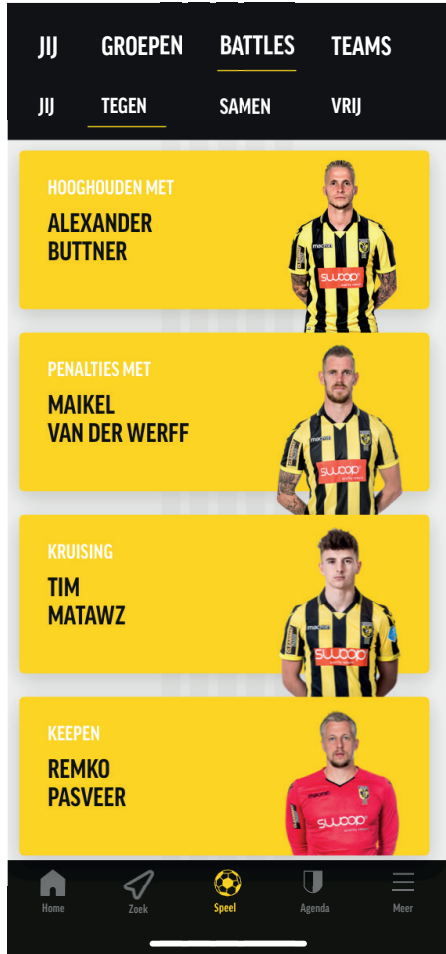
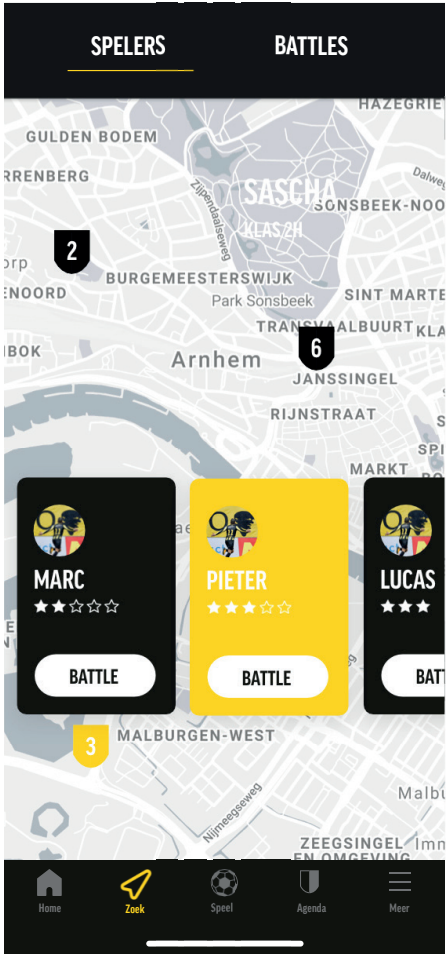
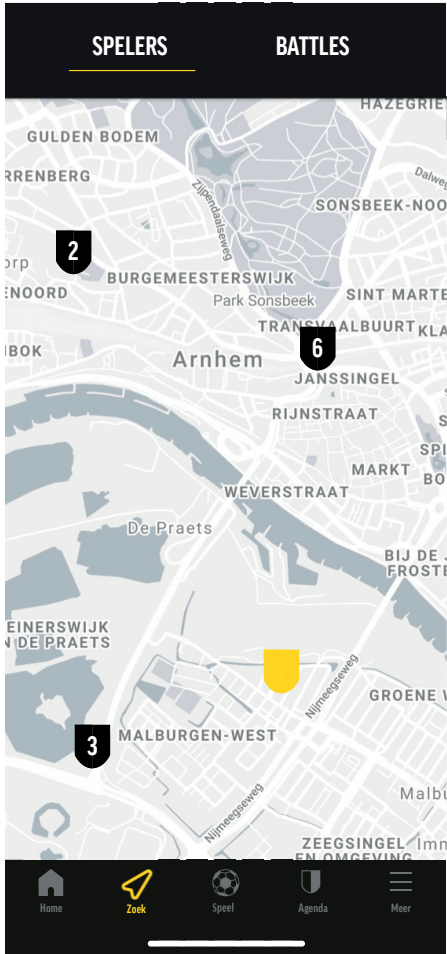


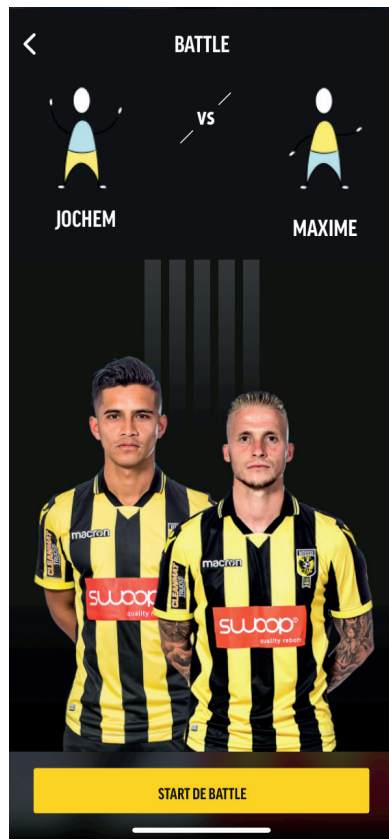
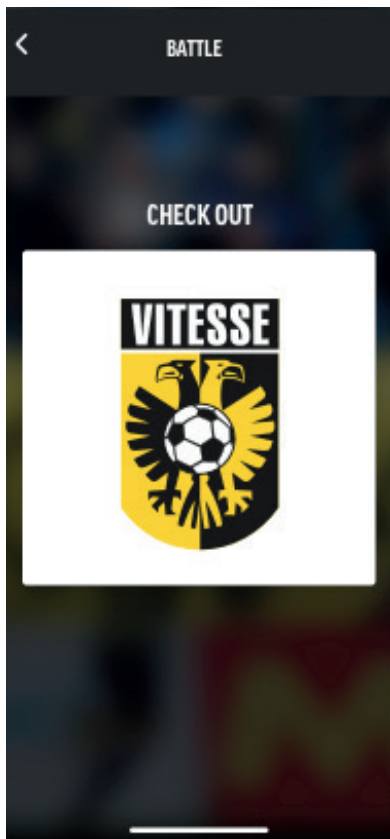
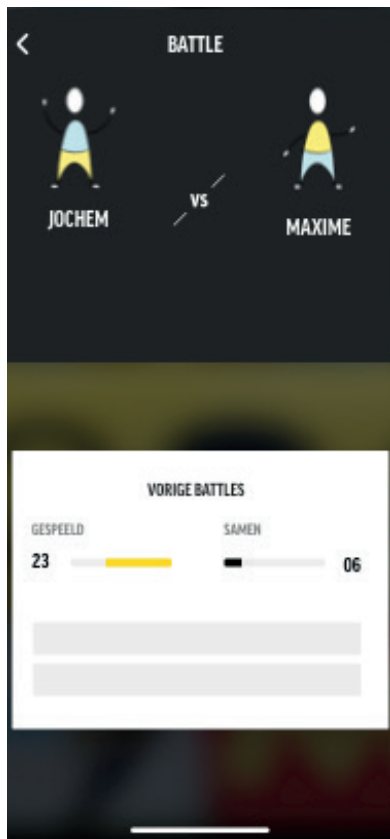
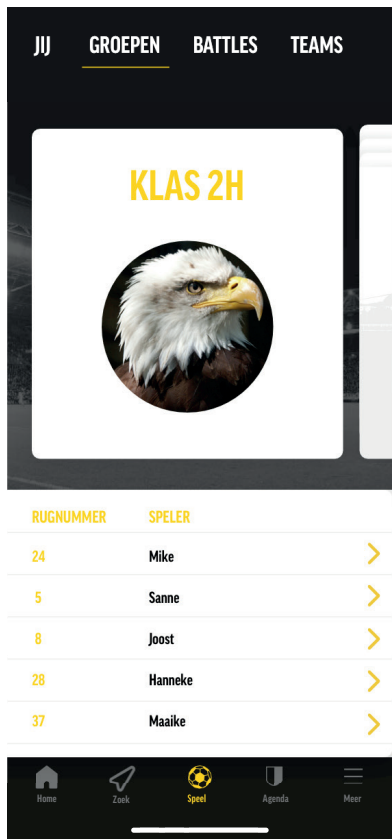
I.3 Back-End

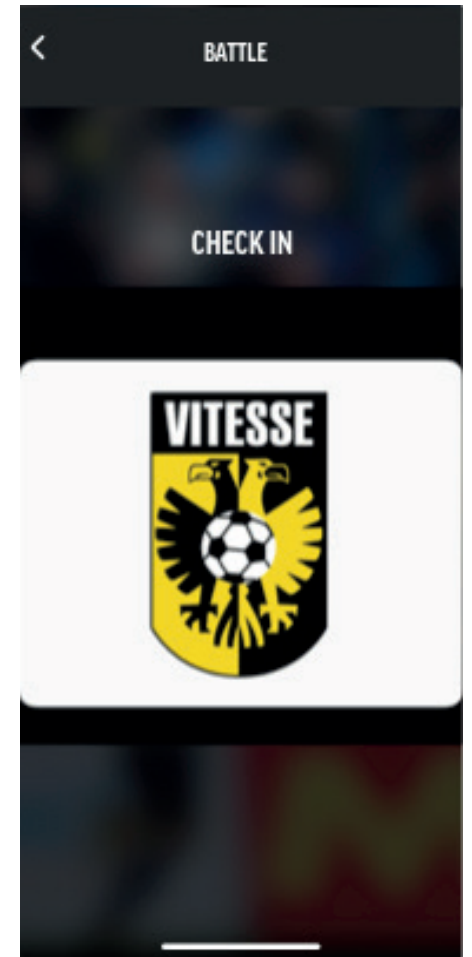
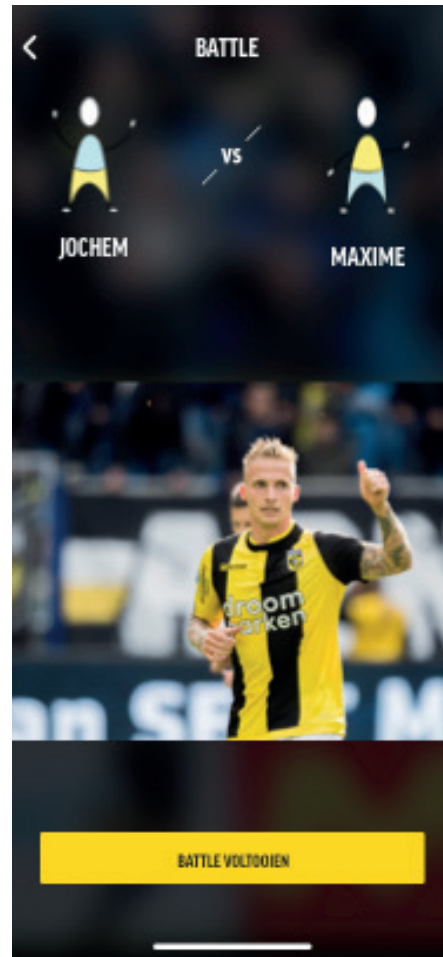
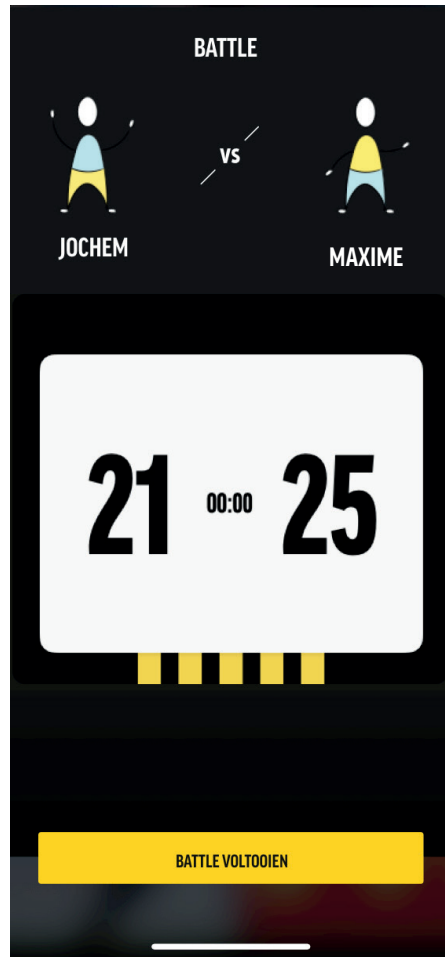
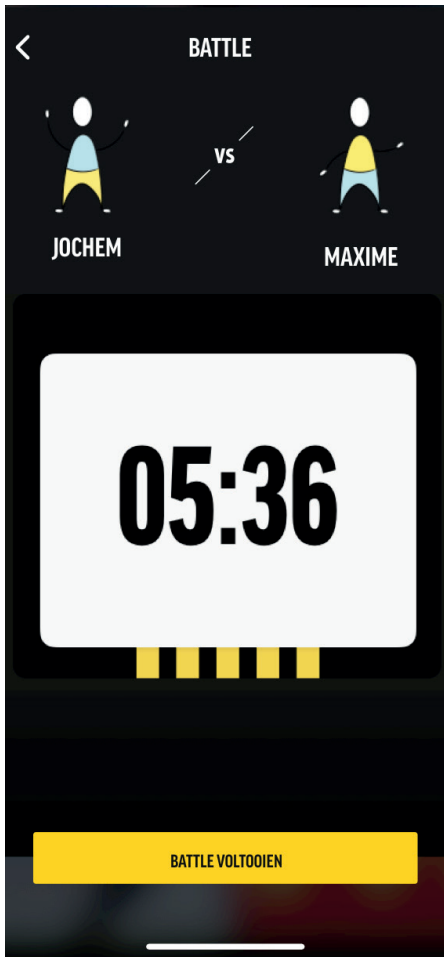


I.4 Screens of 'Buiten Spel'









I.5 Battle Demonstration

ING has a YouTube channel called Only Football Soufiane Touzani, and various football co-hosts go on an adventure in the Dutch soccer world. On Only Football, you can find the tricks and tips.

Within these videos, Soufiane illustrates these football tricks and tips. The videos of ING can be used as an inspiration for Vitesse to create the video data regarding the battle illustrations.



I.6 Physical Touchpoint

The idea is at every assigned battle space there is a physical touchpoint through which the user needs to check in to start the battle (via a chip in the touchpoint). This touchpoint serves as a point to start and end the battle together for the users. Furthermore, it serves as a point of recognition and visible appearance of Vitesse. Vitesse is also able to track data through this touchpoint and to measure what places are used more often and which areas are used less frequently. This could help in defining the strategy of the locations throughout Arnhem.

When the user wants to battle he or she is also able to check in alone via the physical touchpoint. After that, the touchpoint will send a notification through surrounding players whereafter the players can meet at the area of the touchpoint and play football with each other.

Proposal

The design student sees this physical touchpoint in the form of a street rod, so it suits the different location throughout Arnhem. The choice of design of the touchpoint should be made in consultation with the municipality of Arnhem. The design student proposes a more modern street rod (left image) that comes close to the OV check-in poles, or a more traditional rod that is likely to fit in most street images in the Netherlands.



I.7 Activities and Rewards

Next, to the game, there are activities that revolve around the game. The proposal the designer gives for these activities are based on the social environment of the user, the game days of Vitesse and the practices of Vitesse.

Your environment

The idea of these activities is that the football players of Vitesse can give, next to the guidance through the app, face to face guidance. Events and activities around the battles can be organized for example during gymnastic lessons regarding the class of the user or in the neighborhood of the user etc.

Game days

The same applies to game days. During game days users are given the opportunity to battle against other supporters or even football players. These battles support them in connecting with other supporters and points assigned to these battles might be higher since the supporters are present at the game in the GelreDome.

Practices

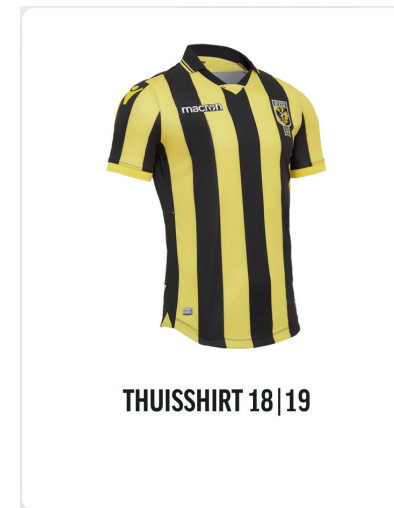
At last the practices. The practices of the Vitesse team are already open for public. During the week or after the practices of Vitesse, Vitesse could introduce practices to give to the younger supporter regarding new or unlocked battles.

Prices

Next, to the virtual rewards the user can receive via the app, there are also offline rewards. The ultimate goal of the user, as of the game itself is to give the user the opportunity to go the games of Vitesse with fellow supporters. Therefore this is a price that is won by using and developing the game. Next, to winning tickets, the users of the game are also able to win tickets through the weekly quizzes that can be done via "More" in the navigation bar of the app, (appendix h.7).

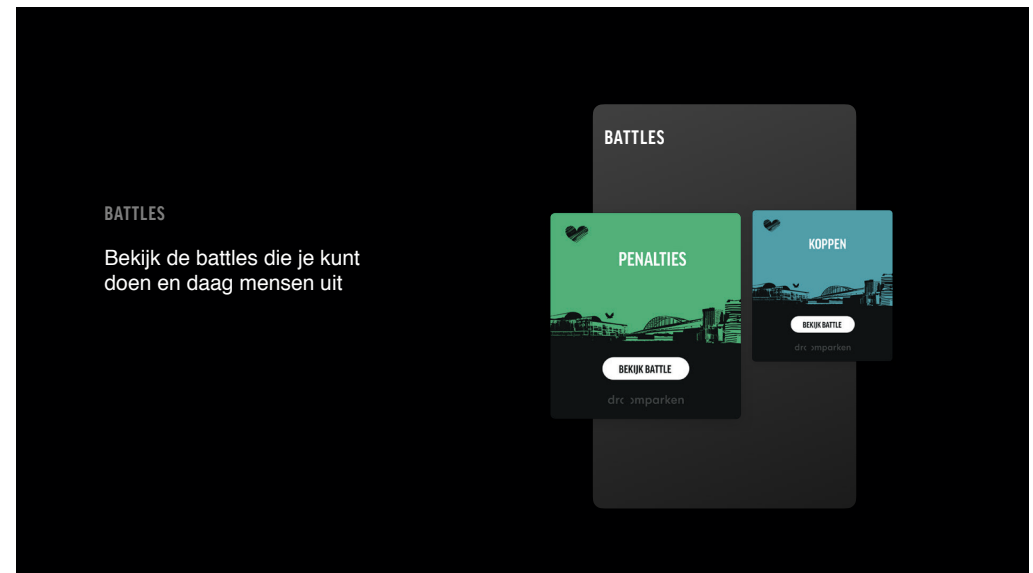
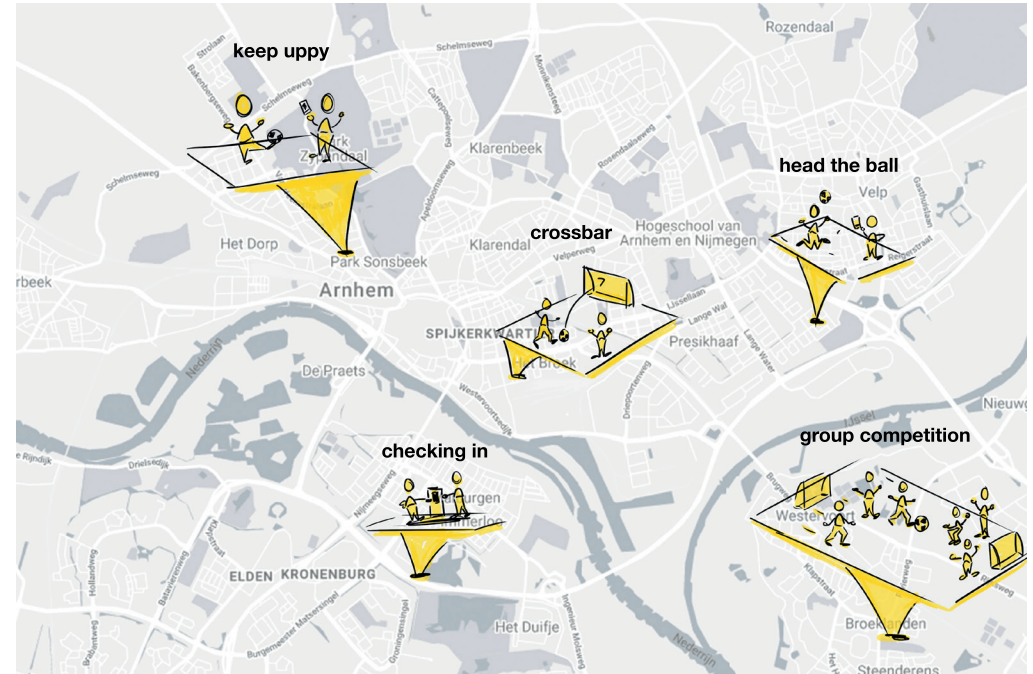
Furthermore, there is also a possibility to participate in a draw of tickets. To participate in the draw, you need to be a weekly user of the game.

Other physical prices that can be won are related to the merchandise and the football players of Vitesse. Thus these include winning Vitesse shirts, winning a Vitesse ball or a meet and greet with the football players. These prices can be set as a goal by the user in the app.



Appendix J: Evaluation

J.1 Materials Used



BATTLES

Maxime daagt je uit om te gaan battlen!

15:30

Dinsdag, 30 april



Maxime

Maxime daagt je uit voor de battle penalties van Alexander Buttner

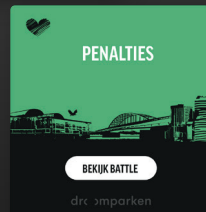
UNLOCK

Door punten te verzamelen kun je nieuwe battles en locaties unlocken



Alexander Buttner

Je hebt mijn battle penalties unlocked!



SCORE

Voer de scores van de battles in om punten te winnen.

Je wint punten gebaseerd op de tijd die je speelt en de locatie of battle die je hebt ontdekt.

VOER JE SCORE IN



SPELERS

De spelers leggen de battles uit. Ze leggen uit wat je moet doen en waarom deze battle bij hen past



Navarone Foor

Zijn jullie er klaar voor?

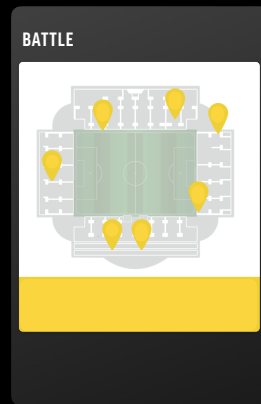


Alexander Buttner

Op deze plek hebben wij elkaar voor het eerst ontmoet

WEDSTRIJDDAG

Battle tegen andere supporters of na de wedstrijd tegen de spelers in het GelreDome



BADGES

Ontvang badges naarmate je beter wordt



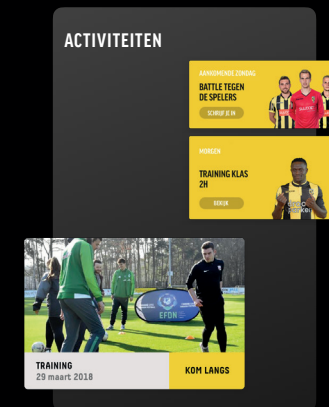
PRIJZEN

Maak kans op fysieke prijzen zoals een kaartje naar de wedstrijd of een Vitesse shirt



ACTIVITEITEN

De spelers komen naar jou en je vrienden toe om te battlen of training te geven



J.2 Test Data

SANNE - 14 JAAR

Interview

Wat vind je van de app in het algemeen?	Wat vind je van de voetbal battles in het algemeen?	Kun je je voorstellen dat je deze app gebruikt?	Is er iets specifieks wat je leuk vindt?	Is er iets specifieks wat je niet leuk vindt?	Wat zou je willen veranderen als je de kans had?
Leuk idee, je kunt buiten spelen en nieuwe mensen ontmoeten	De app begeleid het buiten voetballen wat meer. Ik vind de app overzichtelijk en duidelijk	Vind ik lastig. Ik ben zelf niet zo actief met voetballen, dus daarom kan ik het me minder goed voorstellen.	Ik vind hoe de app werkt heel overzichtelijk en ik vind het vooral heel leuk dat je nieuwe mensen kunt ontmoeten maar ook de mensen uit je omgeving bij de hand hebt.	Ik zou de battles niet zo zeer in de stad doen, maar juist in de wijken rondom de stad. Daar zijn veel voetbalveldjes en er is meer natuurlijk wat het leuker maakt om die plekken te ontdekken.	Multi-spellen en teams maakt het voor mij leuker, dus ik zou zelf meer battles of spelvormen willen waarbij je moet samen werken

Survey

1	2	3	4	5	6	7	8
5/5	2/5	3/5	2/5	3/5	3/5	4/5	5/5
Duidelijk, lekker naar buiten gaan	Ik denk dat de meeste Arnhemmers plekken in Arnhem wel kennen. Denk dat het daarom leuk is om het hele gebied mee te nemen. Ik ken namelijk minder mensen in de stad die "echte" supporters zijn	Ik voetbal zelf niet echt	Ik denk dat ik dit meer zie als echte battles	Mij niet echt, omdat ik niet echt een voetballer ben, maar ik vind het idee heel leuk	Zelfde verhaal	Je leert je omgeving, andere supporters en het Vitesse team veel beter kennen	Ja dat zeker, je doet echt een activiteit samen en bent in contact met elkaar

TIM - 15 JAAR

Interview

Wat vind je van de app in het algemeen?	Wat vind je van de voetbal battles in het algemeen?	Kun je je voorstellen dat je deze app gebruikt?	Is er iets specifiek wat je leuk vindt?	Is er iets specifiek wat je niet leuk vindt?	Wat zou je willen veranderen als je de kans had?
Slim dat je hiermee buiten kunt battles in plaats van online. Maar je het op deze manier ook combineert met een social media achtige app, dat is toch wat we veel gebruiken.	Leuk, je moet er wat voor doen, je wordt er sportief van, het daagt wel uit. Het is een stapje hoger dan met kinderen afspreken op een voetbal veldje.	Ja, ik zit niet op voetbal, maar ik voetbal wel eens. Ik denk dat ik hierdoor ook wel actiever word in voetballen	Vooraf dat je zo verbonden bent met andere mensen en je nieuwe mensen kunt ontdekken. Het stimuleert om te gaan voetballen en buiten voetballen wordt ook weer steeds populairder.	Ja ik vraag me vooral af welke mensen de app kunnen gebruiken. Ik zou het niet zo leuk vinden als ook oudere mensen in deze app kunnen, het liefst toch wel met leeftijdsgenoten.	Misschien als de app heel populair wordt zouden er ook andere sporten bij betrokken kunnen worden? Ik ben zelf bijvoorbeeld ook best wel actief in Judo en bij gym proberen we ook veel sporten uit.

Survey

1	2	3	4	5	6	7	8
5/5	4/5	4/5	3/5	4/5	4/5	4/5	4/5
Ja, lijkt me duidelijk, dit stimuleert het heel erg.	Rondom het centrum van Arnhem zou het ontdekken meer stimuleren denk ik.	Ja ik zie niet op voetbal, maar deze app maakt het wel leuker om te gaan voetballen.	Gewaardeerd misschien niet echt, maar je bent wel veel meer betrokken bij Vitesse en andere supporters	Ja, het maakt het buiten voetballen veel interessanter	Zelfde	Je bent veel meer betrokken met voetbal	Ja, ik zou hierdoor wel meer samen voetballen en ook leuk als je uiteindelijk samen naar de wedstrijd kan. Dat maakt deze app wel extra interessant.

LIV - 16 JAAR

Interview

Wat vind je van de app in het algemeen?	Wat vind je van de voetbal battles in het algemeen?	Kun je je voorstellen dat je deze app gebruikt?	Is er iets specifiek wat je leuk vindt?	Is er iets specifiek wat je niet leuk vindt?	Wat zou je willen veranderen als je de kans had?
Origineel idee, goed om deze manier in contact te komen met andere mensen. Ik weet zelf niet of ik het heel erg zou gebruiken omdat ik zelf niet voetbal, maar ik denk dat heel veel andere mensen deze app wel zouden gebruiken.	Ik vind het leuk dat je een soort van kan groeien in het spel door verschillende battles te doen. Het verbreken van de speler records lijkt me het leukst om dat dit meer interactie met de speler bevat.	Ook al voetbal ik niet, kan ik het me wel voorstellen. Ik zou dan wel een duidelijke uitleg nodig hebben in de app voor het gebruik en wat ik precies moet doen. Ik vind vooral de elementen er omheen interessant, dus het verhaal van Vitesse/Spelers en de locaties binnen Arnhem	Dat de spelers betrokken worden bij de battles, het draait om meer dan alleen de battles en dit zie je veel terug in de app. Je bent echt aan het voetballen met Vitesse en niet zomaar aan het voetballen.	Ik weet niet of het een minpunt is, maar ik denk dat dit wel echt alleen voor de jeugd is. Niet voor andere oudere mensen zoals m'n vader bijvoorbeeld.	Ik vind zelf de verhalen die de spelers vertellen heel interessant, dus ik zou het wel leuk vinden om hier ook überhaupt filmpjes van te kunnen zien in de app bijvoorbeeld.

Survey

1	2	3	4	5	6	7	8
2/5	4/5	3/5	4/5	3/5	4/5	4/5	4/5
Ik voetbal zelf niet	Ja want ik vind de plekken erg leuk en die zou ik wel meer willen ontdekken	Ja ik denk dat het me wel kan stimuleren om te gaan voetballen, zeker als ook vriendinnen van mij mee gaan doen.	Ik voel me gewaardeerd omdat het echt iets extra's is voor de supporters, je voelt je daardoor meer betrokken.	Omdat ik zelf niet voetbal	Ze inspireren me wel om meer te weten te komen van Vitesse & Arnhem zelf.	Ja, omdat je toch veel leert over Vitesse en een soort van samen voetballen met Vitesse	Ja ik voel me verbonden omdat ik verwacht dat wanneer ik naar zo'n plek toe gaan, er misschien meer mensen zijn of dat ik mensen tegen kan komen. Op deze manier leg je toch wel contact met elkaar.

KENZO - 14 JAAR

Interview

Wat vind je van de app in het algemeen?	Wat vind je van de voetbal battles in het algemeen?	Kun je je voorstellen dat je deze app gebruikt?	Is er iets specifiek wat je leuk vindt?	Is er iets specifiek wat je niet leuk vindt?	Wat zou je willen veranderen als je de kans had?
Origineel & Leuk. Vooral leuk dat je tegen de spelers zou kunnen battlen (de activiteiten). En de prijzen maken het extra aantrekkelijk, dan heb je wel een mooi doel om te spelen. Maar tegen de spelers battlen vind ik wel echt het leukste.	Leuk, het zijn wel goeie battles. Ze zijn wel erg basic, dus het zou leuk zijn als deze zich uitbreiden en groeien door de app heen. *alleen hooghouden etc laten zien*	Ja kan ik me heel erg voorstellen, ik voetbal graag. En tegenwoordig zijn we toch veel bezig met onze telefoons, op deze manier helpt zo'n app bij het voetballen en het stimuleert om te gaan voetballen	Ja vooral dus dat je tegen de spelers kan battlen en dat het verdeelt is over meerdere locaties en dat het verhaal van die locaties ook wordt verteld dat vind ik wel mooi. Dat geeft een extra dimensie aan die battles	?	Ik zou wel graag willen chatten in de app, zodat je ook in contact kan blijven en dat je de battles goed kan afspreken met vrienden via de app. Daarnaast lijkt het chatten me ook leuk om kennis en informatie met elkaar uit te wisselen en dat ik kan praten met iemand die veel meer van Vitesse weet.

Survey

1	2	3	4	5	6	7	8
4/5	5/5	4/5	3/5	5/5	4/5	4/5	5/5
Ja, vooral door de plekken door Arnhem heen en de battles	Je kan meer over de spelers te weten komen. Daarnaast kun je misschien praten met andere mensen die meer weten dan jij zelf. En omdat je plekken in Arnhem kan ontdekken waar je misschien nog niet bent geweest.		Ik voel me een beetje gewaardeerd hierdoor. Ik voel me los van deze app al wel gewaardeerd. Ik vind het gewoon leuk om naar Vitesse te gaan en als er goed resultaat is ben ik blij.	Het daagt me uit om beter te worden in voetbal, maar ook beter te worden dan andere mensen	Het inspireert me om vrienden mee te nemen en bijvoorbeeld tegen hen te zeggen dat ze dit ook kunnen doen, zodat we ook samen kunnen spelen.		Als je naar zo'n locatie toe gaat kom je met andere supporters in contact waarna je misschien kunt afspreken om samen naar de wedstrijd te gaan.

JANNA - 13 JAAR

Interview

Wat vind je van de app in het algemeen?	Wat vind je van de voetbal battles in het algemeen?	Kun je je voorstellen dat je deze app gebruikt?	Is er iets specifiek wat je leuk vindt?	Is er iets specifiek wat je niet leuk vindt?	Wat zou je willen veranderen als je de kans had?
Ik vind het leuk, het motiveert heel erg om te gaan voetballen en het zou mij ook motiveren	Leuk, tegen elkaar en met elkaar battles vind ik beide erg leuk	Ja, ik voetbal best wel vaak met mijn familie, met mijn zusje bijvoorbeeld. Deze app maakt het nog leuker om buiten te voetballen	Ja de motivatie vooral die je krijgt om buiten te spelen en dat je makkelijk met elkaar mee kunt spelen	Ik vraag me wel af hoe ver de plekken zijn? Voor sommige mensen zijn plekken misschien te ver en zij kunnen er dan niet zo snel komen.	Ik zou wel graag willen chatten via de app, zodat je samen kan afspreken waar je gaat battles en wanneer etc.

Survey

1	2	3	4	5	6	7	8
4/5	4/5	4/5	3/5	5/5	5/5	4/5	4/5
Mensen zitten meestal binnen te gamen tegenwoordig. Ik denk doordat je ze via deze app kan uitdagen het veel meer stimuleert om samen naar buiten te gaan	Leuk, vooral doordat ze verspreid zijn over verschillende plekken in Arnhem en leuk dat de battles zijn verbonden met de speler of een bepaalde locatie en dat ze daardoor allemaal anders zijn.		Ik ben zelf niet echt een supporter, maar als ik dat wel zou zijn zou ik me wel gewaardeerd voelen. Omdat zo'n app speciaal voor de supporters wordt gemaakt	Doordat je kan groeien in het spel door de punten die je kan verdienen en de battles die je kunt unlocken	Zelfde als 5		Ja je bent wel verbonden door het spel, maar niet 100%. Als je door deze app ook andere mensen leert kennen dan raak je nog wel meer verbonden met andere supporters

PUCK - 14 JAAR

Interview

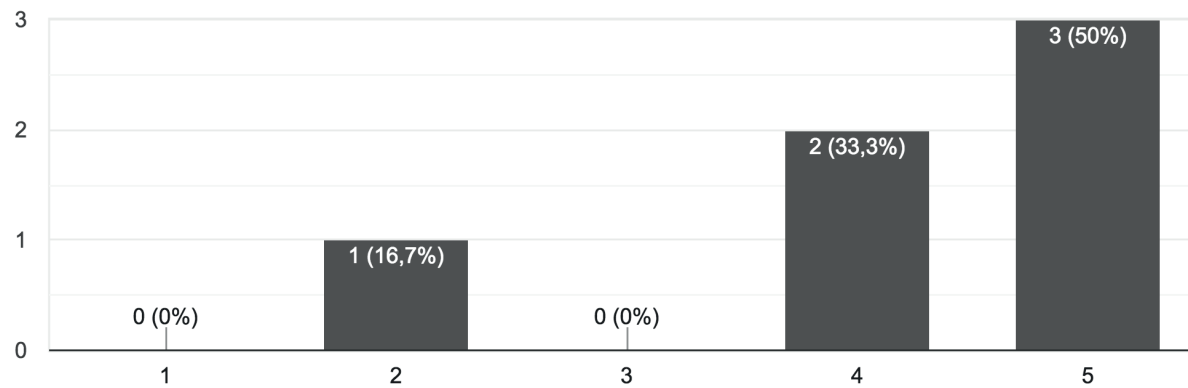
Wat vind je van de app in het algemeen?	Wat vind je van de voetbal battles in het algemeen?	Kun je je voorstellen dat je deze app gebruikt?	Is er iets specifiek wat je leuk vindt?	Is er iets specifiek wat je niet leuk vindt?	Wat zou je willen veranderen als je de kans had?
Leuk, vooral dat je kaartjes kunt winnen en ik vind het grappig dat je kunt battlen tegen elkaar	Leuk dat er verschillende opties zijn, zo kun je veel proberen en kijken ook wat er bij jou past of waar je voorkeur naar uit gaat	Ja, ik ben niet zo goed in voetballen maar ik vind het wel heel leuk. Dit begeleid me wel in het leren voetballen	Voor al de prijzen die je kunt winnen, zoals de tickets. Dat is iets wat je normaal niet zo makkelijk krijgt of niet op zo'n manier.	Niet echt	Niet echt iets specifiek, ik vind het gewoon leuk zo. Je wordt uitgedaagd en dat maakt het leuk

Survey

1	2	3	4	5	6	7	8
5/5	4/5	4/5	4/5	5/5	4/5	4/5	4/5
	Ja het is leuk, lijkt me gewoon leuk om te doen. Juist ook door de verschillend de plekken en de verhalen rondom de battles.		Ik voel me gewaardeerd door alles wat er verteld wordt. Het zijn niet zomaar voetbal battles, maar wel echt vanuit Vitesse. Er wordt dus extra moeite in gestoken en daarom voel ik me gewaardeerd.	Omdat je punten kunt verdienen en daardoor beter wordt, waarna de battles ook weer veranderen.	Zelfde als 5		Het is geen 5 en waarom het geen 5 is vind ik moeilijk. Je wordt wel verbonden, maar niet tot in het extreme.

'Buiten Spel' encourages me to go out with friends and meet new people

6 antwoorden



Gemiddelde: 4,17

"Het stimuleert mij niet zo omdat ik zelf niet voetbal."

2

"Het stimuleert mij niet zo omdat ik zelf niet voetbal."

4

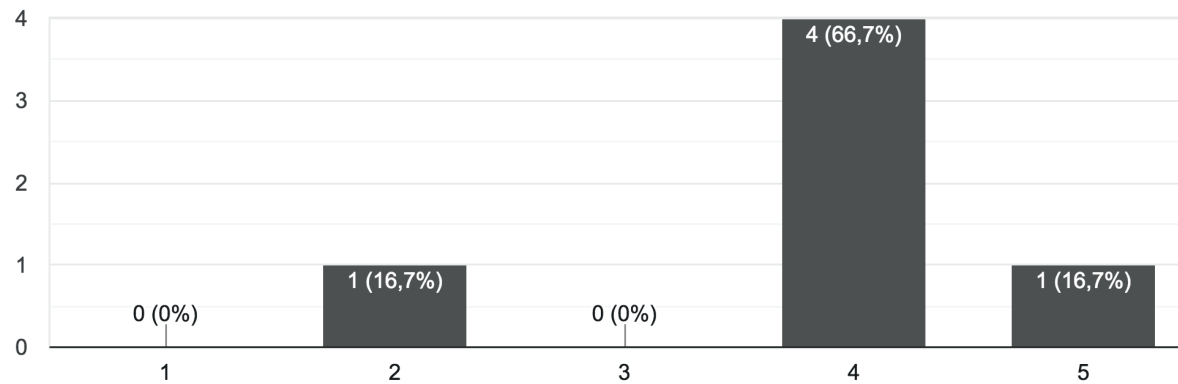
"Mensen zitten tegenwoordig meestal binnen te gamen. Ik denk doordat je ze via deze app kunt uitdagen, het veel meer stimuleert om samen naar buiten te gaan."

5

"Ja overduidelijk, lekker naar buiten gaan"

'Buiten Spel' encourages me to explore Arnhem and Vitesse

6 antwoorden



Gemiddelde: 3,83

"Het stimuleert mij niet zo omdat ik zelf niet voetbal."

2

"Ik denk dat de meeste Arnhemmers plekken in Arnhem we kennen. Ik denk dat het daarom leuker is om het hele gebied mee te nemen."

4

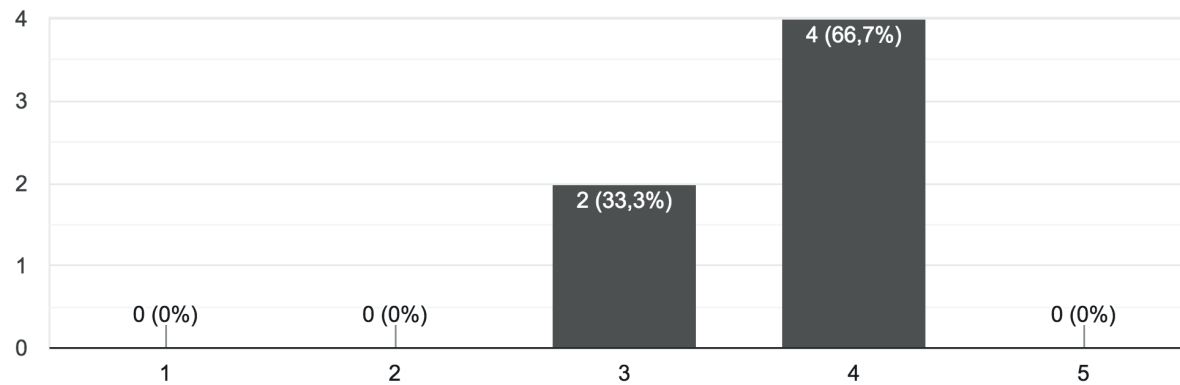
"Ja, doordat de battles verspreid zijn over de verschillende *plekken* in Arnhem en doordat ze *verbonden* zijn met een speler of een bepaalde locatie. Dat maakt elke battle ook weer anders."

5

"Omdat je meer te weten kunt komen over spelers. Daarnaast kun je misschien met andere mensen praten die meer weten dan jij zelf. Plus je kunt plekken in Arnhem ontdekken waar je misschien nog nooit geweest bent."

'Buiten Spel' encourages me to play football

6 antwoorden



Gemiddelde: 3,66

“Het stimuleert mij niet zo omdat ik zelf niet voetbal.”

3

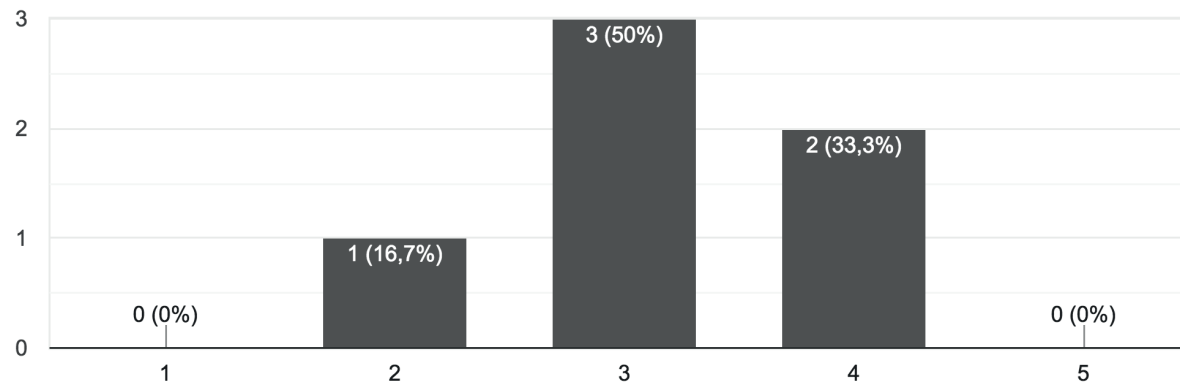
“Ik voetbal zelf niet echt”

4

“Ik zit zelf niet op voetbal, maar deze app maakt het wel leuker om te gaan voetballen.”

Because of 'Buiten Spel' I feel appreciated as a supporter

6 antwoorden



Gemiddelde: 3,17

"Het stimuleert mij niet zo omdat ik zelf niet voetbal."

2

"Ik zie dit meer als battles dan iets waardoor ik me gewaardeerd voel."

3

"Ik ben zelf niet echt een supporter, maar als ik dat wel was zou ik me wel gewaardeerd voelen. Omdat zo'n app speciaal voor de supporters wordt gemaakt."

3

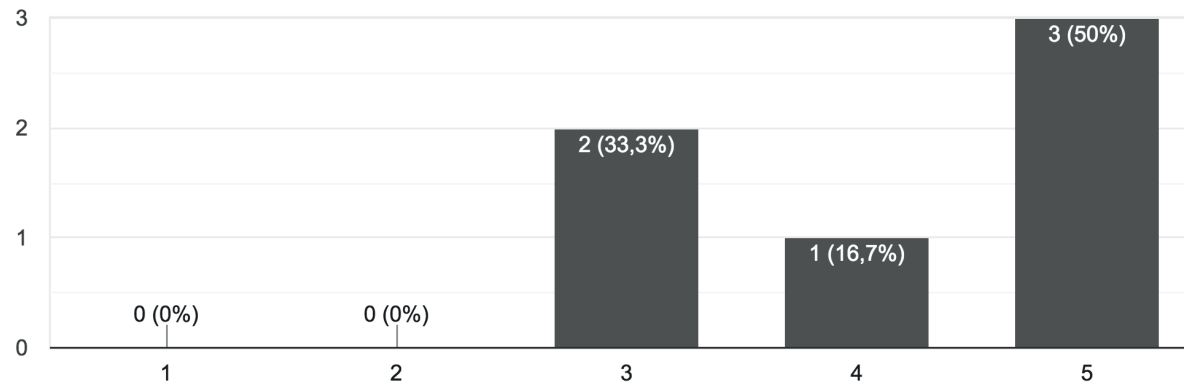
"Gewaardeerd is misschien niet echt, maar je bent wel veel meer betrokken bij Vitesse en andere supporters."

4

"Ik voel me gewaardeerd omdat het echt iets extra's is voor de supporter, je voelt je daardoor meer betrokken."

The battles of 'Buiten Spel' challenge me

6 antwoorden



Gemiddelde: 4,17

"Het stimuleert mij niet zo omdat ik zelf niet voetbal."

3

"Medium omdat ik zelf niet echt voetbal maar ik het idee wel leuk vind"

4

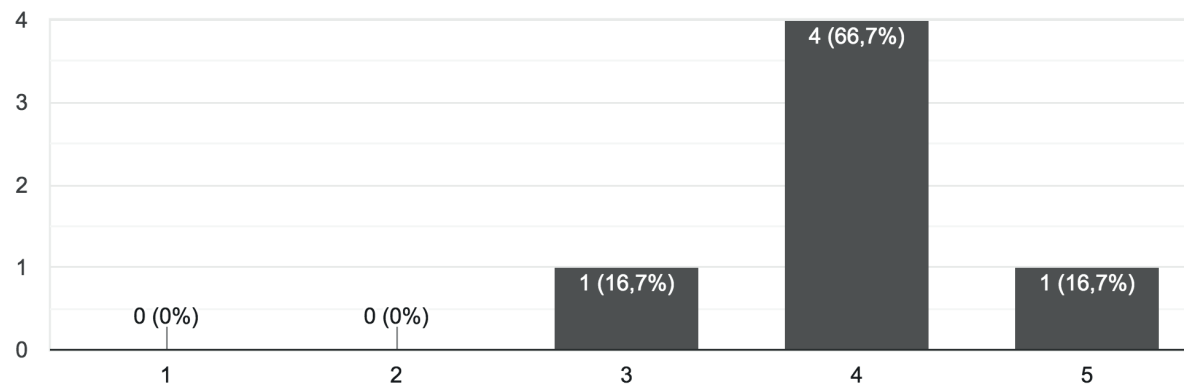
"De battles maken het buiten voetballen veel interessanter."

5

"Het daagt me uit om beter te worden in voetbal, maar ook beter te worden dan andere mensen."

The battles inspire me to experiment with 'Buiten Spel'

6 antwoorden



Gemiddelde: 4

"Het stimuleert mij niet zo omdat ik zelf niet voetbal."

3

"Ja omdat ik zelf dus niet echt voetbal"

4

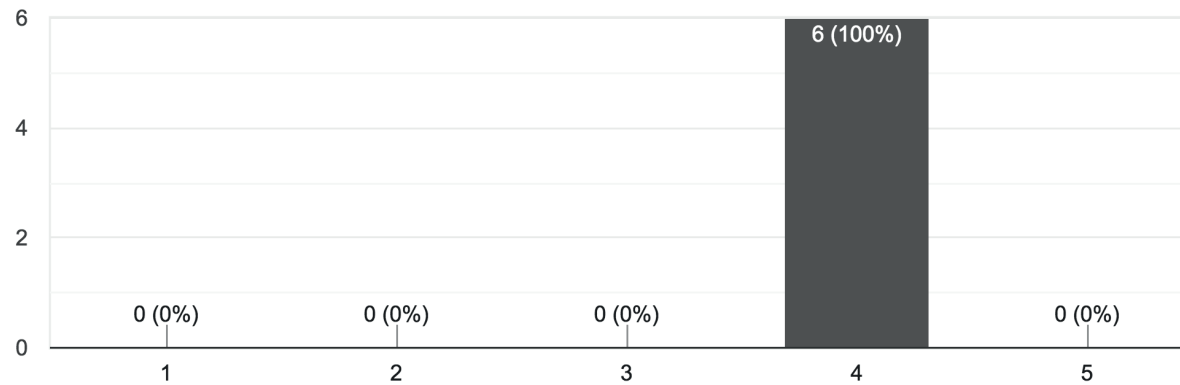
"Ze inspireren me om meer te weten te komen van Vitesse & Arnhem zelf."

5

"Ze inspireren me doordat je kunt groeien in het spel en met de punten die je verdient weer nieuwe battles of locaties kan unlocken."

'Buiten Spel' stimulates me to be more involved with Vitesse

6 antwoorden



Gemiddelde: 4

"Het stimuleert mij niet zo omdat ik zelf niet voetbal."

4

"Omdat je veel meer leert over Vitesse en een soort van samen voetbalt met Vitesse."

4

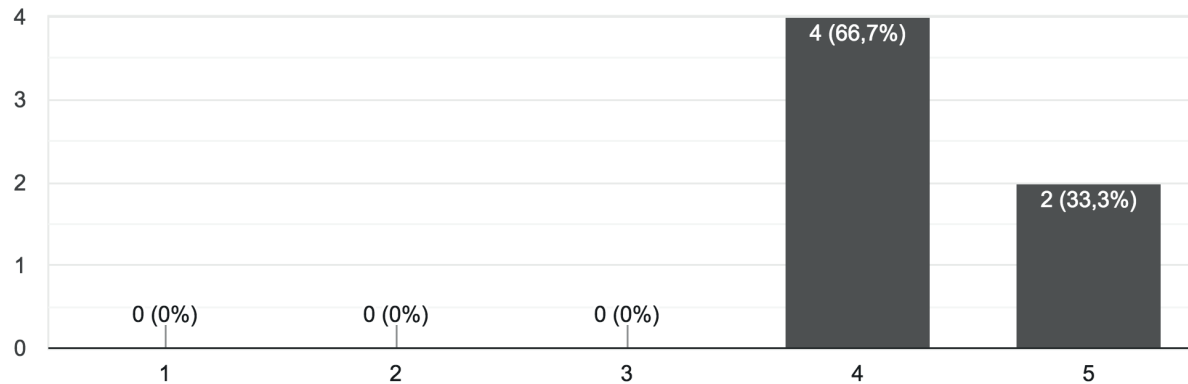
"Je leert je omgeving, andere supporters en het Vitesse team veel beter kennen."

7. 'Buiten Spel' stimulates me to be more involved with Vitesse: 4

"Je bent veel meer betrokken met voetbal."

Through 'Buiten Spel' I feel connected to other supporters and peers

6 antwoorden



Gemiddelde: 4,33

“Het stimuleert mij niet zo omdat ik zelf niet voetbal.”

4

“Ja je bent wel heel erg verbonden door het spel, maar niet 100%. Als je door deze app ook andere mensen leert kennen dan raak je meer verbonden met andere supporters.”

4

“Ja ik voel me verbonden omdat ik verwacht dat wanneer ik naar zo'n plek toe ga, er misschien meer mensen zijn of dat ik mensen tegen kan komen. Op deze manier leg je toch wel contact met elkaar.”

5

“Ja ik voel me zeker verbonden met anderen. Je doet echt een activiteit samen en ben in contact met elkaar.”

5

“Als je naar zo'n locatie toe gaat kom je met andere supporters in contact waarna je misschien kunt afspreken om samen naar de wedstrijd te gaan.”

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