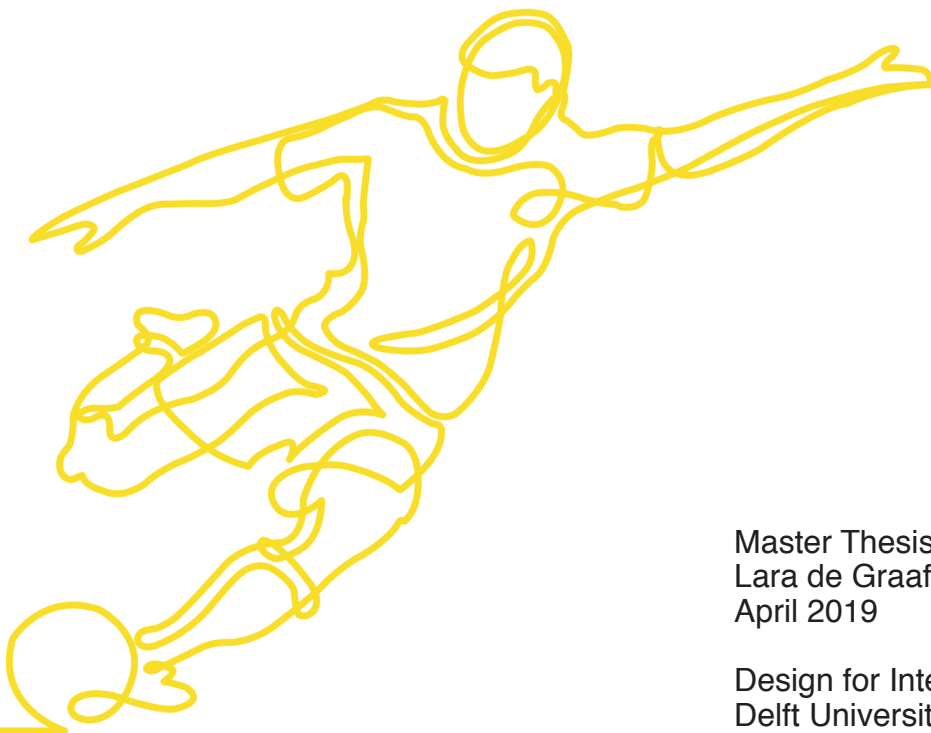


VITESSE BUITEN SPEL

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



Master Thesis
Lara de Graaf
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Design for Interaction
Delft University of Technology

Colophon

Master Thesis

Vitesse Buiten Spel: Balancing entertainment and social value
to create relatedness and belonging among the younger supporters

Master Design for Interaction

April 2019

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Preface

Hello and welcome to my graduation report!

This report is the final deliverable of my graduation project of the MSc Design for Interaction at the Delft University of Technology, in collaboration with Dept Agency and Vitesse. I have worked on this project with great pleasure, and I can not believe how fast these 100 days went. This project has enabled me to combine my interest in human psychology, cultures and social design and I hope it inspires you as much as it has inspired me.

I want to thank my graduation team for guiding and inspiring me during this project.

Marc, thank you for your enthusiastic but at the same time critical guidance. You were always able to stimulate my thoughts and push me to explore and take things a step further with your ideas that never end.

Pieter, thank you for your direct and honest guidance and for allowing me to explore your emotion-focused approach in my own way. You have given me confidence and trust and stimulated me to focus throughout my project.

Lucas, thank you for allowing me to do this project at Dept and being so closely involved. You have the ability to 'force' me to go instead of think, always able to structure my chaotic thoughts.

Thank you, Vitesse for allowing me to do this project, providing me with insights about the context and facilitating me to get in contact with your supporters.

A special thanks to Hanneke and Maaike who have been a great help throughout the process.

Enjoy reading!

Lara de Graaf



Abstract

This graduation project focuses on balancing entertainment and social value of football to create relatedness and belonging among the younger supporters in Arnhem and Vitesse.

Relatedness and belonging are two of the thirteen fundamental needs defined by Desmet and Fokkinga (2018). Designing for fundamental needs is one of the eight approaches to emotional design.

The project

The social function football used to provide was what sociologists call “socialization”: the modification of the child’s behavior as they mature, and their assimilation into a grown-up world through customs, rituals and more (Tempany, 2014). According to Tempany, football has never been safer, better televised or more entertaining. Moreover, it has never been this individual and less about the culture of the people who shaped the football clubs (Tempany, 2014). Sports industry leaders cite the shift in consumer behavior of younger generations as the ‘top threat faced by the industry’ (PwC, 2018).

Dutch football clubs are in search of new possibilities to involve and renew the connection with the younger generations of supporters. Vitesse is one of the football clubs that undergo difficulties to connect with younger supporters (age twelve (12) to sixteen (16)). Vitesse wants to play a more prominent role in the life of the younger supporters. In doing so, Vitesse is searching for answers to how they can (re)connect with the younger supporters.

Research and design aim

During the analysis phase, a user study is done to understand how the younger supporters of Vitesse fulfill their fundamental needs within the context of football. The second objective is to find out whether the fulfillment of their fundamental needs differs from older generations. The study aims to identify elements that affect the fundamental needs defined by Desmet and Fokkinga (2018) to find which needs affect the emotional bond with Vitesse subsequently.

The main insight derived from the user study is; the younger supporter of Vitesse supports Vitesse in their own since most of their peers support other football clubs. While the need to support collectively is present. They get in contact with their peers mainly through Fifa and other digital channels; fulfilling their need for belonging and relatedness and creating a more significant distance between them and Vitesse.

This led to the aim to design an activity between fellow supporters and peers that allows them to grow social relationships, where the activity is guided and organized by Vitesse and its football players.

Vitesse Buiten Spel

‘Vitesse Buiten Spel’ is a game platform based on football battles that allow the younger supporters to play football against and with each other at different places throughout Arnhem. The concept lifts playing football outside to a higher level by providing battles that are guided and demonstrated by the team of Vitesse and linked to specific places in Arnhem, aiming to achieve a positive social impact in Arnhem. The game is built-up in four elements that form a connection between the users, Arnhem and Vitesse to create a sense of belonging and relatedness. These elements are; (1) Who - Peers, (2) What - Play & Discover, (3) Where - Arnhem, (4) How - Game. An app is developed to connect the four elements creating a connection between the game platform and the real world.

Although the fulfillment of relatedness and belonging is difficult to assess, the user evaluation with children between the ages of twelve to sixteen years old in Arnhem reveals that ‘Buiten Spel’ helps to connect them to fellow peers and supporters. Moreover, the evaluation shows that the concept allows them to grow social relationships, stimulating them to be more involved with Vitesse while taking playing outside to a higher level.

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(Eredivisie, 2018)

1 THE PROJECT

In this chapter the reason and the relevance of the project accompanied with the project context, the design aim and the approach is discussed. The chapter ends with additional background information of Vitesse to create an understanding of who Vitesse is as an football club.



1.1 Why this project?

My father is a huge fan of the Dutch football club Feyenoord. From a very young age, he would try to engage my sister and me in his love for football and Feyenoord. Together (the three of us) we would go to the matches in The Kuip and the open day events of Feyenoord. And due to my father, I got acquainted with Feyenoord and its players resulting in the admiration of the club and its players. Although I did not turn into a huge fan, I enjoyed it a lot. It is something that we shared and did together. We would join other fans while watching the game, being united as “one Feyenoord.” This phenomenon is what I find to be fascinating about football. The social value, influence, and experience it has is something that I would like to discover in this graduation project.

1.2 Background

Football is a mean for children to grow into an adult world. It helps them to develop their own identity as they mature. Today, children are not found playing in the street; instead, they have “game dates.” (Tempany, 2014)

Children today watch top-flight football and play the game in environments unrecognizable from those in which their parents grew up. This group of children watches Real Madrid because they have a choice. Therefore they are drifting away from the stadium. The continuity between childhood, adolescence, and adulthood is at risk of being broken, and with it, club loyalties passed on through families for generations (Tempany, 2014).

The social function football used to provide was what sociologists call “socialization”: the modification of the child’s behavior as they mature, and their assimilation into an adult world through an introduction to customs, rituals, and more (Tempany, 2014). Learning of songs, standards, and rituals was an essential ingredient of going to the game. According to Tempany, Football has never been safer, better televised or more entertaining. Moreover, it has never been this individual and less about the culture of the people who shaped the football clubs (Tempany, 2014). Sports industry leaders cite the shift in consumer behavior of younger generations as the ‘top threat faced by the industry’ (PWC, 2018), supporters are fundamental to the identity of a football club, they are the lifeblood of the game (appendix A).

Globalization and digital developments are two of the main trends that have influenced the shift in consumer behavior of younger generations in the following three ways:

- Football used to have an important social value. Kids would grow up joining their parents to the local football matches where they would learn ideals, values, rituals and more. Today, supporters connect to clubs on a global level rather than on a local level, resulting in the loss of supporters to other football clubs (Lewis, 2001).
- The possibilities to engage with the game have changed. In the past you were only able to engage with the game on the television or in the stadium, now new opportunities of engaging with football have arisen, such as the football video game Fifa or social media channels. But also 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 (appendix A).
- Today kids grow up with mainly (digital) entertainment channels like YouTube and Netflix. Making them more attracted by the entertainment offered (Boyle & Haynes, 2000). As a result that football clubs are competing with the couch.

Dutch football clubs are in search of new possibilities to involve supporters. They are trying to use eSports (a form of competition using video games) or the so-called eDivision (a Dutch competition for players of Fifa computer games) to attract youngsters to the Eredivisie again (the highest degree of professional football in the Netherlands). Since the amount of people who watch the eDivision league is rising (appendix A). Furthermore, eSports has become a way for football clubs to involve supporters and express their personality as a club (appendix A).

1.3 Project Context

Vitesse is a Dutch professional football club based in Arnhem and the oldest professional football club in the Eredivisie. Since 1988 until now, the club has played its home games at the GelreDome. Throughout the years, Vitesse established itself as a stepping stone for future world-class players.

Vitesse is one of the football clubs that undergoes difficulties to connect with younger supporters (age 12-16). This is, in particular, exemplified by the observation that the stadium empties and that supporters still visiting the stadium, age (Michael van Rijn, Digital Innovation Manager Vitesse). This results in Vitesse losing its connection to its younger supporters. In the past five seasons, the number of supporters visiting home games of Vitesse is decreased by 18%, which is the highest decrease among all Eredivisie clubs (EenVandaag, 2017).

For a football club such as Vitesse to survive, they want to play a more prominent role in the life of the younger

generation (age 12 - 16). In doing so, they are searching for answers to how they can (re)connect with these younger supporters.

Project Focus

Inspired by the findings that, football is much more than just a sport (it is a social process) and by this shift in consumer behavior and context this social process is at risk, making football more individualized than ever. This project focuses on introducing an activity between the supporters that creates relatedness and belonging among the them and Vitesse (Desmet & Fokkinga, 2018).

Relatedness and Belonging are one of the thirteen fundamental needs defined by Pieter Desmet and Steven Fokkinga and are defined as:

- *Relatedness*: “Having warm, mutual, and trusting relationships with people that you care about. Rather than feeling isolated or unable to make personal connections (Desmet & Fokkinga, 2018).
- *Belonging*: “Being part of and accepted by a social group or entity that is important to you. Rather than not belonging anywhere and having no social structure to rely on (Desmet & Fokkinga, 2018).

The main stakeholders in this project are the younger supporters of Vitesse, Vitesse and Dept Agency;

- The younger supporters of Vitesse will provide insights about the role of Vitesse within their fandom, and the fulfillment of their fundamental needs within the context of football (Desmet & Fokkinga, 2018).
- Vitesse will share their experiences and knowledge regarding the younger supporters and provide insights about the current experienced problems and how they address these problems at the moment.
- Vitesse is a client of Dept Agency, Dept is the company where this graduation project takes place. Dept shares their experience within the digital context football has established itself, furthermore Dept helps in guiding this graduation project.

1.4 Dept Agency

The graduation project takes place at Dept Agency. Dept is a digital agency that helps Vitesse accelerate in the new digital reality by creating new experiences that meet the needs of people and the business.

Dept is a digital agencies that tries to merge creativity, technology and data. Their teams compromise of experts in creative, digital, marketing and commerce. Their aim is to implement large-scale and global website rollouts, personalised commerce experiences and effective marketing automation strategies.

The vision of Dept:

“Technology is changing how people interact. How products and services are imagined, created and delivered. It is

transforming and reshaping businesses, economies and life itself. Allowing us to connect people and businesses in innovative and groundbreaking ways.”

1.5 Design Aim

First a broad design question is proposed:

“How can we stimulate the younger supporters to connect with each other, to eventually create a sense of relatedness and belonging towards each other and Vitesse?”

In order to create a guideline to the end-result, the following sub-questions are stated:

- What kind of needs and emotions are related to being a football supporter?
- Are there different kinds of supporters and has this changed in the light of the shift in consumer behavior?
- What are the main changes within the context of football and how has this influenced the behavior of the supporters?
- How do the supporters fulfill their fundamental needs within the context of Vitesse and is this different from previous generations?

Finally, a focused design is formulated after the analysis phase:

“Design an activity that is guided by Vitesse and its football players that takes place outside the traditional 90 minutes in Arnhem, that connects the younger supporter of Vitesse (aged 12 - 16 years) to fellow peers and supporters through physical and digital features, in which Vitesse provides resources that allow them to participate in the activity, challenges them and enables them to experiment.”

The proposed design is a game that facilitates the supporters to play football outside together. The concept aims to connect the supporter with fellow supporters or peers by playing football battles. With the help of these battles, the supporter is facilitated to play outside, able to improve their football skills and discover Vitesse, its team and Arnhem.

1.6 Approach

The project follows the basic design cycle and fits the double diamond model (Figure 1.1).

First, during the analysis phase, knowledge about the psychology of a football supporter, supporter identities and

the changed football fandom is generated with the help of reviewing literature and trend reports. The insights gained from the literature provide a starting point of the user study. The user study presents the process and the results of the user research. The user study tries to find answers to how the younger supporters fulfill their fundamental needs within the context of Vitesse and whether this has changed in comparison to previous generations. Furthermore, the user study aims to deliver relevant design directions.

Second, during the conceptualization phase, a design goal with design guidelines is formulated by taking the knowledge generated in the analysis phase, whereafter ideas and concepts are developed. The final concept direction is chosen by developing three low fidelity prototypes, regarding three concept directions with the help of user evaluation. The three concept directions were also evaluated by the graduation company and Vitesse for feedback. Finally, the concept, 'Vitesse Buiten Spel' is designed based on all the insights gained during the aforementioned phases.

The final phase, evaluation, is intended to assess the concept regarding the design goal of the project and the desirability. Afterterwards, insights and recommendations with regards to the concept and the project are discussed.

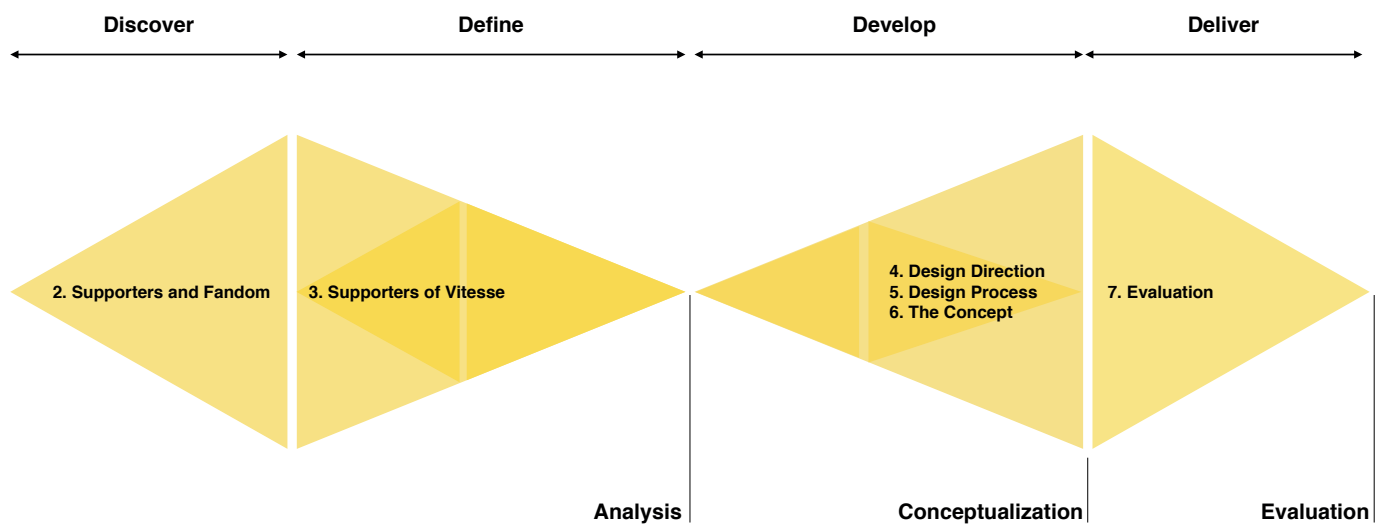


Figure 1.1 - Process Overview.

1.7 Vitesse

This paragraph provides background information about Vitesse to create an understanding of who Vitesse is as a football club. All the images in this paragraph are made by Margo Magielse (Eredivisie, 2018).

GelreDome

The GelreDome is the home stadium of Vitesse (Figure 1.2). The GelreDome is a stadium that serves both sports events and concerts. Four all-seater stands surround the pitch. Known as, Edward Sturing (North), Charly Bosveld (East), Theo Bos (South), Just Gobel (West).

Papendal

Vitesse's training ground is based at the Olympic Training Centre Papendal, located in the Veluwe woods.

Logo

The first logo of Vitesse was a shield-shaped crest. With a diagonal dividing line between yellow and black. The current logo has the same sort of crest figure. Under the name, a double-headed eagle with the left and right half mirrored, with mirrored colors. The eagle is also found in the coat of arms of Arnhem (figure 1.4).

Colors

The shirt consists of black-yellow vertical stripes, which are inspired by the colors of the flag of Gelderland. Its colors originate from the coat of arms of Gelderland.

Hertog

Vitesse is well known for the American Eagle called Hertog. The eagle is released before the match and flies over the supporters. The eagle is also present in the logo of Vitesse (figure 1.3, appendix B).

Mr. Vitesse

Theo Bos has spent his entire career playing for Vitesse. Therefore he is considered to be Mister Vitesse. After his death in 2013, a special remembrance to honor him took place at the GelreDome. As of this moment, no player could wear the number 4 shirt at Vitesse out of respect for Bos. "The legendary number four" (figure 1.5).

Airborne

In September there is an annual 'Airborne memorial' football match. During this match, the veterans of World War II are honored. The GelreDome gets decorated with Airborne flags, both outside and inside the stadium. The game is traditionally visited by veterans who were fighting in this battle. In this match, Vitesse replaces their normal tenue for the claret and blue outfits, which are the same colors as the 1st Airborne Division.

Anthems



Figure 1.2 - Hertog.



Figure 1.3 - GelreDome.



Figure 1.4 - Logo.

Vitesse fans have various songs and chants during matches. The most important songs are “Geel en Zwart zijn onze kleuren” by Emile Hartkamp and “Bouw mee aan een steengoed Vites!” by Henk Bleker & Enka Harmonie. Vitesse opens its home matches with “Whatever You Want” by Status Quo, and after every home goal, they play “Bro Hymn” by Pennywise (appendix B).

Supporters

The supporters of Vitesse are known as “Vitessenaren.” Vitesse has two independent fan associations. The “supportersvereniging Vitesse”, they own a fan base within the GelreDome (Patrick van Mil, Vitesse). The second one is the Arnhem Ultras; they have the purpose of improving the atmosphere in the stadium. They are seated at The Theo Bos - South stand and are responsible for a big part of the atmosphere in the stadium (figure 1.6, appendix B).

Rivalry

N.E.C. from Nijmegen is the biggest rival of Vitesse. The two clubs share a long history and the matches between them are called the Gelderse Derby (Noij, 2016). This rivalry goes beyond football, it transcends into the city rivalry between Nijmegen and Arnhem, since the moment both cities received their city rights. The inhabitants of these cities differ remarkably in both attitudes and cultures which is reflected on the pitch.



Figure 1.5 - Theo Bos.



Figure 1.6 - Supporters.



(Eredivisie, 2018)



2 SUPPORTERS AND FANDOM

This chapter aims to provide insights regarding the psychology of football supporters and to achieve a better understanding of what defines a football fan and their identity as a fan is created.

The chapter elaborates on the psychological development of the target group of this project, whereafter 'passion' which defines the football fan will be discussed. Furthermore, it is explained how the context (football fandom) around being a football fan has changed. All the insights together formed the outset of the user study in chapter 3.

2.1 Age Group

As mentioned in Chapter 1, Vitesse is one of the football clubs that undergoes difficulties to connect with younger supporters aged between twelve (12) and sixteen (16) years old.

This chapter provides an overview of the development of children within the age of 12 to 16 years old. To create a better understanding of the psychological development of the target group of the project. In each stage, Erikson believed people experience a conflict. These conflicts are centered on either developing or failing to develop a psychological quality (McLeod, 2013).

Identity vs. Confusion (12 tot 18 years old)

Important events: Social Relationships.

Outcome: a sense of self and personal identity

This stage plays an essential role in developing a sense of personal identity which will continue to influence behavior and development for the rest of a person’s life.

Sense of self

During adolescence, children explore their independence and develop a sense of self. Children who receive encouragement and support for personal exploration will create a strong sense of self and feelings of independence and control. Those who remain unsure of their beliefs and desires will feel insecure and confused about themselves and the future.

Erikson placed an emphasis on the development of ego

identity. Ego identity is the conscious sense of self that we develop through social interaction and becomes a central focus during the identity versus confusion stage of psychosocial development. According to Erikson, our ego identity constantly changes due to new experiences and information we acquire in our daily interactions with others.

Conclusion and questions for analysis

The younger supporter aged 12 to 16 years is in a stage of developing his or her personal identity. This development is crucial in integrating a sense of self during the rest of his or her life. Social interactions and new experiences play a crucial role in the formation of the identity.

How is an identity influenced through football? And what creates this identity regarding the younger supporter? These questions will be answered in the following paragraph.

Psychosocial Stage	Age	Virtues	Relationship	Outcome	Important Events
Trust vs. Mistrust	Birth to 18 months	Hope	Mother	Sense of trust	Feeding
Autonomy vs. Shame & Doubt	2 to 3 years	Will	Parents	Sense of Independence, Feeling of autonomy	Toilet training
Initiative vs. Guilt	3 to 5 years	Purpose	Family	Sense of purpose	Exploration
Industry vs. Inferiority	6 to 11 years	Competence	Neighbours, School	Sense of competence	School
Identity vs. Confusion	12 to 18 years	Fidelity	Peers, role model	Sense of self and Personal identity	Social Relationships
Intimacy vs. Isolation	19 to 40 years	Love	Friends, partners	Strong relationships	Relationships
Generativity vs. Stagnation	40 to 65 years	Dare	Household, workmates	Feelings of usefulness And accomplishment	Work and parenthood
Integrity vs. Despair	65 to death	Wisdom	Mankind, my kind	Sense of fulfillment Feelings of wisdom	Reflection on life

Figure 2.1 - Psychosocial Development according to Erikson.

2.2 Being a Supporter

Which needs and emotions are crucial when you are a football supporter? And how do they influence your feelings as a supporter? This paragraph provides an overview of the elements that form a football supporter, which results in questions that form the basis of the user study (Chapter 3).

Passion

Watching a team win or lose has psychological effects that go beyond a simple change in mood (Krauss Whitbourne, 2018). Supporters automatically tend to consider the fate of their favorite team as their own fate — sharing the deep feelings of loss or victory with them. For lots of supporters of any sport, their passion for a team is ingrained into their identity (Hirt, Zillmann, Erickson, Kennedy, 1992).

The feeling of identification with your team underlies the emotional reactions a supporter experiences when his favorite team wins or loses. It is passion that becomes the central element of the fan. The “Dualistic Model of Passion” proposes that enjoyable activities that are internalized in one’s identity will become a passion (Vallerand, 2008). The passion associated with this activity “serves to define the person”, and “cheering for a football team indirectly means cheering for yourself”.

Hong, Macdonald, Fujimoto, and Yoon (2005) suggested that the positive emotional bond with the club is crucial to spectator’s intention to attend games.

How passion is created

Football provides an opportunity to let go emotionally and to release the frustrations of everyday life (The Social Issues Research Centre, 2008). Next to attending the game, they have to engage emotionally with the team to impact the team’s performance positively.

Therefore, football fans describe themselves as the ‘twelfth man.’ Because of the actions, they perform during the game such as rituals, singing songs, waves, etc. It motivates the team, intimidates the opposition players and may even influence the referees’ decisions. Rituals are essential in creating a sense of community among fans. They foster a strong sense of belonging to the fan group. These actions become meaningful and relevant to fans and generate powerful bonds (The Social Issues Research Centre, 2008).

Football is a mean for people to form and maintain stable friendships. These social bonds are so strong that they are described in terms of “brotherhood” or “family.”

Football unites rather than divides. Historical factors influence the specific social and cultural role that football plays. These include, for example, winning a prestigious competition in the past. Similarly, historically football rivalries between nations, e.g., the Netherlands vs. Germany. This influences how people relate to football and how they support teams.

The influence of emotions

Fans are happier when their team wins, but the influence of emotions the supporter develops can overrule the outcome of the match. (Biscaia et al., 2012). Your brain experiences changes during a sporting event that reflects or influences, your feelings of happiness and satisfaction. The dualistic passion model suggests that your ups and downs will vary in far different ways if you are an obsessive fan than if fandom is just a total part of your sense of self (Krauss Whitbourne, 2018). These experiences are illustrated in figure 2.2 on the next page.

According to Susan Krauss Whitbourne (2018), a professor, and psychologist related to football fandom, sports are often thought of as entertainment. But the team has a meaning that extends beyond the stadium.

The feeling of bonding with fellow sports fans is a result of empathy and social connection. Furthermore, Susan explains that when our team wins an important match, feelings of excitement and elation arise which then leads to feelings of pleasure.

“Sports can reinforce a sense of shared identity when you are watching with a group. Your own identity is affirmed when you feel connected to your team” (Krauss Whitbourne, 2018).

PRIDE



The national anthem is playing

Mirror neurons are firing your brain (Ferrari, Bonini, Fogassi, 2009). It gives you the ability to put yourself in the player's shoes. You are instinctively feeling what the players on the field are feeling.

ANGER



Your team concedes a goal

You are up in arms and it is hard to resist the temptation to yell. Social psychology calls this deindividuation - a loss of identity as the pack mentality takes over (Burnett, 2014).

JOY



Your team scores

Dopamine is triggered. Dopamine tells your brain that good things are happening. We lose our inhibitions, which is why you are more likely to celebrate this event with complete strangers, like you are old friends (Borelli, 2016).

SHOCK



The referee gives the opponent team a penalty

You are convinced that the decision was wrong, while actually this is a cognitive bias. Psychologists call this selective perception (Cantril & Hastorf, 1954).

STRESS



Losing start to seem as a possibility

The hormones adrenaline and cortisol are travelling through your body. They are sending messages in order to pump blood faster, tighten the muscles and raise blood pressure (J. Segal, Smitch, R. Segal, 2018).

EGO



After a rough match, your team has won

You experience the same hormones as the players have. Blood is pumping and you receive a testosterone boost (Gambino, 2013).

Conclusion and questions for analysis

Passion is the central element of the supporter's emotional experiences. Passion is created by engaging emotionally with the team and other supporters. Through bonding with fellow fans, a strong sense of belonging and (shared) identity is created.

How do the younger supporters engage emotionally with the team of Vitesse and other supporters? How does this emotional engagement differ from older supporters? Are there different elements of the emotional engagement between the supporter groups that directly influence the emotional bond with Vitesse?

These questions are used as a basis for the research questions of the user study.

2.3 Supporter Identities

Following on the psychology and identity of a football fan, to create an understanding of different supporter identities and take these identities into account in the user study regarding the younger supporter. This paragraph elaborates on the change in supporter identities regarding the changed context of football fandom.

Sport offers a sense of belonging and security. The characteristics of the relationship that forms around football are ‘expressing the emotional demands and needs of solidarity, trust, and autonomy’ (King, 2003).

The sports venue offers a focus for the sense of belonging that rises as an organic, local part of identification. But, any sense of locality is now ‘reinvented’ through changes in fandom (King, 2003). The sense of locality exist beyond the stadium itself and beyond the match-day experience to become embodied in practices of everyday life (King, 2003). The link between football identities and traditional preferences have an impact on the role of football in the construction and expression of individual and communal identities.

Giulianotti (2002) has mapped the identities of different types of football supporters in the light of observed changes to football consumption (Figure 2.3). He provides a taxonomy of four idealized spectator types: *supporters*, *followers*, *fans* and *flâneurs*. These definitions are based upon the motivations for watching football and spatial relationships with the environment of sport.

Supporter

The classic supporter has a long-term personal and emotional investment in the club. The supporter has a relationship with the club that resembles those with close family and friends. Whereas the players of the club may change, the club is always “home.” The social and cultural impact of a club is essential to these local supporters. Supporting the club is the main activity of the individual’s self. Supporters habitually have a strong sense of place toward the club’s spaces, principally the home ground (Bale, 1994). Together they create an atmosphere on match days that is considered to be special or unique. “I know the stadium and Papendal as my pocket, and there is no corner that I do not know” - Hans, participant of the user study of this graduation project.

Followers

Followers follow clubs, players, managers, and other football people. They stay informed of developments of clubs and football people of interest. They are aware of the identity and community that relates to clubs, nations and their supporter groups, but identify themselves through electronic media.

The relationship a follower has with a club is based on their interests (e.g., employing a favored player). The follower is attracted to more abstract cultural values that are in harmony with his focus for support. He has a range of favored clubs and football people in different circumstances to maintain his football interest at all times.

Fans

The fan’s sense of intimacy with a club or its players is strong and is a crucial element of the individual’s self. They identify themselves with star-players that have a specific trademark. Because of the trademark, the player can be changed for a different player with the same trademark. This intimacy can is described as “non-reciprocal relations

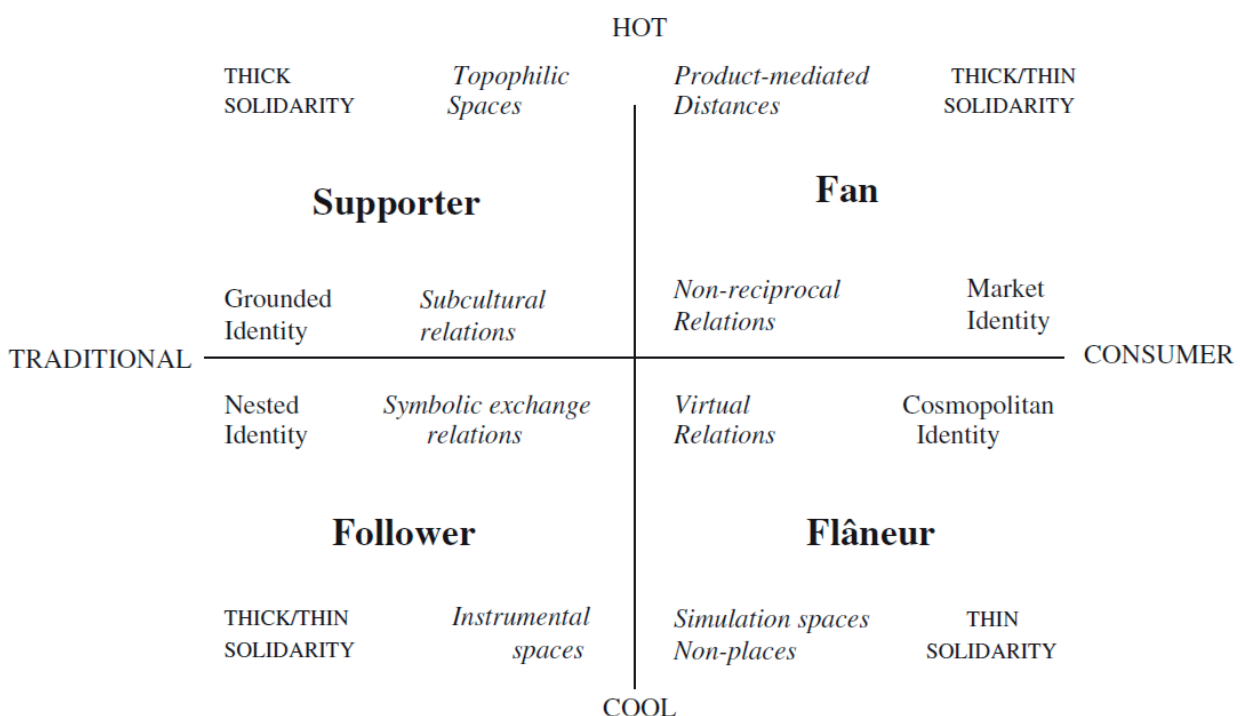


Figure 2.3 - Taxonomy of four idealized spectator types (Giulianotti, 2002).

of intimacy with distant others” (Livingstone & Thompson, 2007); that is not based on face-to-face interaction.

Flaneur

The flaneur is detached from the community and the city. He craves many football experiences and has an indifferent relationship with football clubs. They are likely to switch a connection with teams or players but also to leave football for other activities.

Conclusion for analysis

Giulianotti (2002) has mapped the identities of different types of football supporters in the light of observed changes to football fandom. He provides a taxonomy of four idealized spectator types: supporters, followers, fans and flaneurs. It gives an idea of the different kinds of supporters that might be present today and can help in defining to which of the four different types the younger supporter might belong to. The aspects of these identities can then be taken into consideration while designing.

2.4 Changes in Fandom

What are the changes in football fandom precisely and what elements have ensured this change in context? This chapter elaborates on the shifts in football fandom. A fandom is a subculture of fans characterized by a feeling of empathy with others who share a common interest. Through this chapter, insights are gained regarding the changed football world of the younger supporter.

COPA90 highlights shifts and changes in football fandom that show how this new generation of fan relates to and is changing football (Figure 2.5).

Social Media is the place where content around their differing interests is combined. The fan is still passionate about the game, but music and gaming come a close second (COPA90, 2018).

Their content consumption is driven by immediacy and mobility. Seeking football consumption on their terms, creating their own highlights packages. Where traditional commentators of football analysis are replaced by younger and culturally diverse commentators, who resemble the fan. These formats represent a passionate and direct interaction with similarly-minded supporters (COPA90, 2018).

Digital Spaces

The supporters socialize in digital spaces and through digital, they enjoy a shared viewing experience. Although consuming football is becoming more individualized on devices, fans are still getting a vibrant, connected social experience during games through their private and public

social networks. The group chat acts as a virtual clubhouse for friendships based around football. In these private social networks, fans can more comfortably express themselves. "I play FIFA with my mates online while streaming the game - that way we can watch, play and chat about the game." - Fan, 16 (COPA90, 2018)

Full Journey

Fans find players like Héctor Bellerín interesting because of the way he has built his brand; by joining his on-pitch personality with off-pitch activities on social media (Figure 2.4). To see the personal sides of the athletes 94% of the fans use Instagram. This kind of authenticity is especially crucial to Millennial and Generation Z fans." (Instagram Consumer Insights, 2017 (COPA90, 2018)).

The Fan is less likely to settle for supporting just one team, style or dimension of the football world. Video games allow them to experiment with other teams and players. Fans are mixing and matching to get their full football experience.

Gaming

Gaming has influenced how they view the game. It can both be a reason to socialize, and a way to enjoy time alone. The graphics quality of the game and the real-world physics and player movements blur the visual line between the virtual and the physical game.

It develops professional eSports leagues and teams that run parallel to the professional game. Football Clubs have started to sign professional Fifa eSports players and teams to represent them in the virtual leagues. Content consumption relating to eSports is growing. Millions of viewers are joining to watch their favorite team, match, and players. The time spent watching eSports videos rose by more than 90% in 2017 (COPA90, 2018).

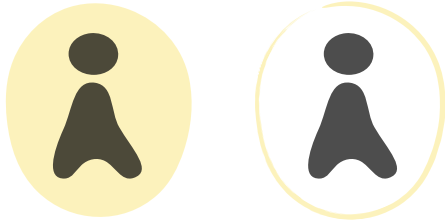
Furthermore, 74% of YouTube gamers say they watch YouTube videos to learn how to get better at a game (COPA90, 2018).



Figure 2.4 - Héctor Bellerín.

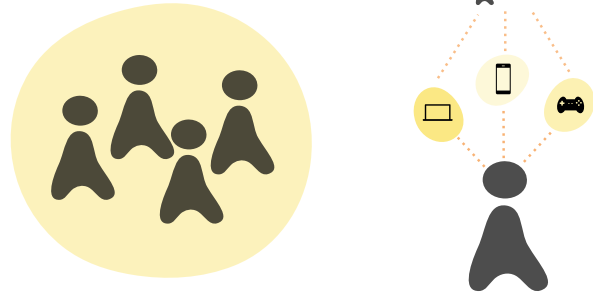
90 minutes

From inside the 90 minutes to outside the 90 minutes



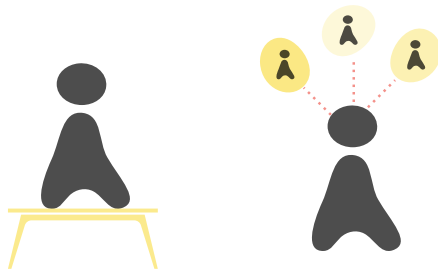
fans

From watching together physically to watching together digitally



analysis

From traditional commentators to analysis of fans alike



fans

From one team football to second or third team football

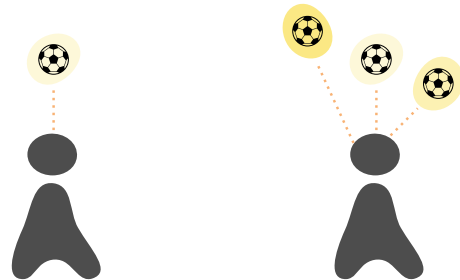


Figure 2.5 The main changes in football fandom that illustrate how the new generations of fan relates to and is changing football.

Conclusion for analysis

The younger supporter lives in a landscape of platforms that combines all their interests. They have an eye for statistics and a high level of player knowledge. Gaming has created a new fan perspective blurring the line between reality and virtual, and between the local, national and international game. Their football fandom is multidimensional, ranging from following achievements of players to the home games of one of their preferred clubs to sharing and creating content on social and private chat groups.

These factors give a greater insight into how the world of football has changed and what factors play a role in doing so. These factors shall be taken into account during the user study and evaluated while designing.

2.5 Main Chapter Insights

Identity

The age group of this project is in the psychosocial stage of identity versus confusion. The stage plays an essential role in developing a sense of personal identity and is crucial in integrating a sense of self. Social interactions and new experiences play a vital role in the formation of identity.

Enjoyable activities that are internalized in one's identity will become a passion. Passion for a team is ingrained into the supporter's identity, and it is the central element of the supporter's emotional experiences and serves to define the person.

Sense of belonging

Passion for a team is created by engaging emotionally with the team and other supporters. Through bonding with fellow supporters, a strong sense of belonging and (shared) identity is formed. Sports can reinforce a sense of shared identity when you are watching with a group, while your own identity is affirmed when you feel connected to your team.

Rituals are essential in creating a sense of belonging among fans. These actions become meaningful and relevant to fans and generate powerful bonds. Football unites rather than divides; it is a mean for people to form and maintain stable friendships.

The characteristics of the relationship that forms around football are "expressing the emotional demands and needs of solidarity, trust, and autonomy."

Sense of belonging is reinvented

The sports venue offers a focus for the sense of belonging that rises as an organic and local part of identification. But, locality is reinvented through changes in fandom. Fandom exists beyond the stadium and the match day itself. Therefore, the link between football identities and traditional preferences have an impact on the role of football in the construction and expression of individual and communal supporter identities. Giulanotti (2002) gives an idea of these identities. He describes them as; supporters, followers, fans and flaneurs. The aspects of these identities can be taken into consideration in the process of designing.

Social Media is the place where they consume football-related content. Their consumption is driven by immediacy and mobility, seeking content on their terms and creating their highlight packages. These formats represent a passionate and direct interaction with similarly-minded supporters.

Although consuming football is becoming more individualized on devices, fans are still getting a vibrant, connected social experience during games through their private and public social networks. The group chat acts as

a virtual clubhouse for friendships based around football in which fans can more comfortably express themselves. (COPA90, 2018)

Fandom becomes multidimensional

The fan is less likely to settle for supporting just one team, style or dimension of football. Video games allow them to experiment with other teams and players. The personal side of the players has become more relevant. Gaming has influenced how they view the game. Blurring the visual line between the virtual and the physical game.

Creating own football experience

To conclude, the age group of this project is creating their own football experience. They are likely to support different teams, styles, players, or other. Mixing and matching their own football experience (Figure 2.6). They do this by:

- creating new relations and interactions with football players and like-minded supporters (*identify*).
- creating a shared viewing experience with the help of digital spaces, where the group chat functions to create a shared identity (*social*).
- experimenting with other players and teams through video games (*experimenting*).

Figure 2.7 is the legend that helps to read figure 2.6. 2.7 presents the 'followers' and the 'fans' from the taxonomy of four idealized spectator types (Giulanotti, 2002). Similarities are found between the 'followers,' 'fans,' and how the age group creates their own football experience. To create an overview, the characteristics of the 'fans' and 'followers' are linked to *identify*, *social* and *experimenting*.

Identificate

They are creating new relations and interactions, through new media formats,



passionate & direct

Commentators are replaced by younger & culturally divers commentators who *resemble* the fans.



personalities

Following players because they are attracted to their personalities, which is visible through Instagram.



Social

Socializing in digital spaces is more comfortable than interacting in person



shared viewing experience

Although football is more individualized on devices, they enjoy a shared viewing experience through social networks.



shared identity

The group chat acts as a virtual clubhouse for friendships based around football.



Experimenting

They are experimenting with other players and teams through video games.



new game perspective

The video game blurs the line between the virtual and physical world.



resemble

it develops eSports (virtual) leagues and teams. Gamers are watching and learning from each other via YouTube to become better.



convenience

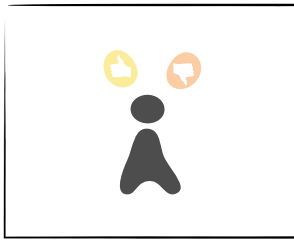
playing on a game console is never cancelled due to bad weather or athletic ability. It is a way to socialize or enjoy time alone.



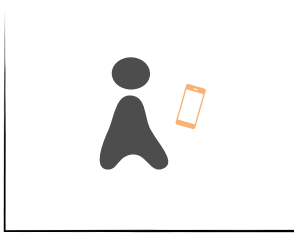
Figure 2.6 - Creating their own football experience.

Followers

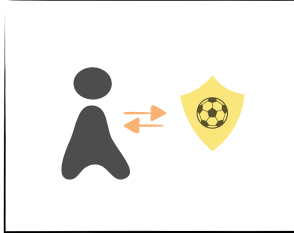
Fans



Followers of clubs, players, other football people and more according to interest



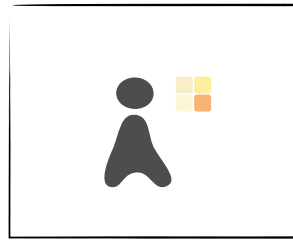
Identifies through electronic media (misses spatial embedding)



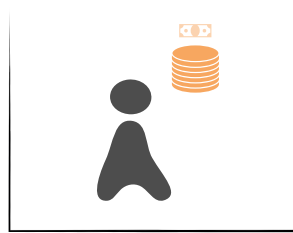
Symbolic exchange relationship between follower and club



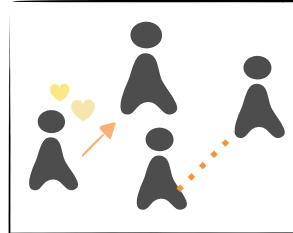
Attracted to abstract social & cultural values that are in harmony with their focus for support.



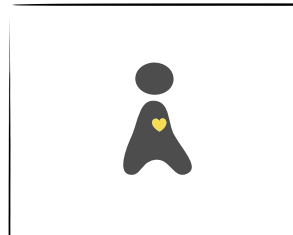
identification with club or players through products



value for money



(non-reciprocal) relations of intimacy with distant others



cooling affections: next player with the same *trademark* will arrive sooner than ever.

Figure 2.7 - Legend for figure 2.8 based on Gulianotti (2002).

2.6 Outset User Study

The previous paragraph concluded with the most relevant insights in the context of this project. The landscape (football fandom) in which the younger supporters are is very different from what used to be. They are creating their own football experience with a new perspective.

The design student has learned that one of the defining elements that let a supporter identify him or herself with a team is passion. Passion is ingrained into their identity and defines the positive emotional bond with the club.

We enjoy things because they fulfill our needs and wants (Desmet and Fokkinga, 2018). To know how the passion of the younger supporter of Vitesse is constructed within their football fandom to create joy and whether Vitesse plays a role in doing so, the user study will focus on the fulfillment of their fundamental needs (Desmet and Fokkinga, 2018) within the context of football (Figure 2.8).

The focus on fundamental needs is one of the eight approaches to emotional design developed by Desmet and Fokkinga (2018). Emotional design is a perspective

that considers all the events that occur between product and person. This approach considers thirteen different fundamental needs. A need is defined as “the things that people require and thrive to be happy” (Desmet and Fokkinga, 2018). The user study takes this approach into account to find the elements that affect these needs and to subsequently find which needs affect the emotional bond with the club.

It is expected that the fulfillment of these needs has changed relative to older generations. Therefore the user study will also take supporters of an older generation into account to see whether the fundamental needs are fulfilled differently. To find the most meaningful contrasts between these two groups, which is intended to create a focus on a specific fundamental need to design for.

Context of football

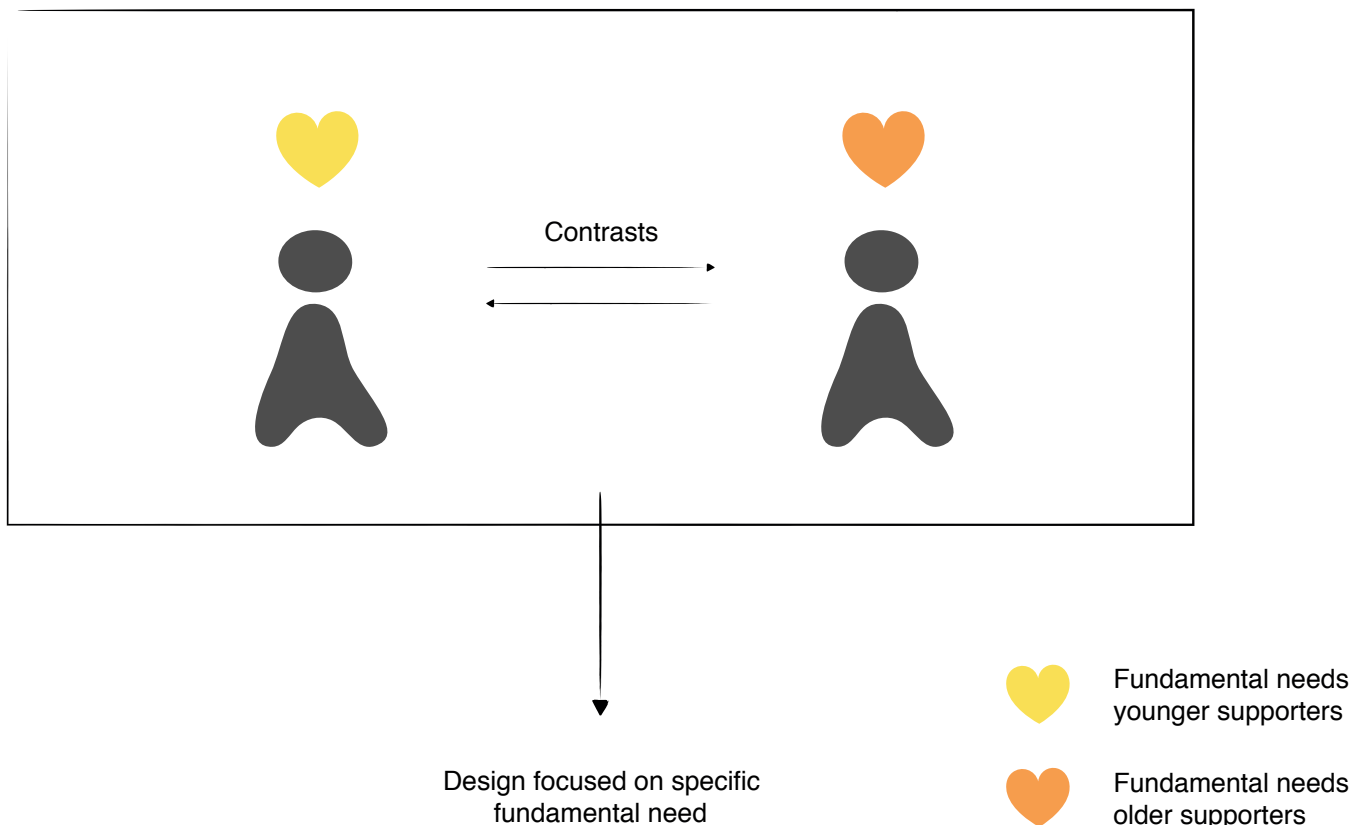


Figure 2.8 - Outset of the User Study.





3 SUPPORTERS OF VITESSE

This chapter describes the user study that is conducted to gain insights into the fulfillment of fundamental needs of the younger supporter of Vitesse in comparison to the older supporter of Vitesse.

The chapter discusses the set up of the study is whereafter the data analysis and the most important contrasts that are found between the two supporter groups is discussed. The chapter concludes with the main insights gained from the user study.

3.1 User Study

People can have different goals and wishes. Goals are fundamental to human behavior and allow us to understand why people do what they do (Talevich et al. 2017). But behind those goals, everybody wants the same things. Pieter Desmet and Steven Fokkinga have developed an approach to fundamental human needs. As discussed in chapter 2.6, the approach of Desmet and Fokkinga (2018) is used as a guiding principle within this user study.

Research Objective

The user study aims to understand how the younger supporters of Vitesse fulfill their fundamental needs within the context of football. The second objective is to find out whether the fulfillment of their fundamental needs differs from the older supporter to examine the change in fandom. And if so, how? To find the main contrasts between the two supporter groups that can be leading while designing.

Participants

Eight different Vitesse supporters aged between twelve to sixteen years old and 65 and above participated in the study. The participants were split into four younger supporters and four older supporters to examine the change in fandom. Because of the current developments around women's football, the arrangement of male and female is equal among the two different groups.

Procedure

As discussed with the supervisory team, a way to identify underlying needs is to use personal anecdotes of the target group as a source of inspiration during in-depth interviews. Collecting anecdotes among the supporters will generate insights into their experiences regarding football.

These anecdotes served as an inspiration during the in-depth interviews. By using these anecdotes together with inspirational emotion cards, one can discover goals that fulfil their fundamental needs.

As discussed with the supervisory team, emotions can help in finding out the underlying concerns and needs of people. Therefore the 27 positive and 27 negative emotion cards of Desmet and Fokkinga are used during the interviews (Desmet, 2012) (Fokkinga, 2015) to support the interview. During the interviews, the 'laddering' technique (Reynolds and Gutman, 1988) shall be used to identify the underlying concerns of the experiences and emotions mentioned or described (see Figure 3.1 for the full procedure).

Example laddering

P: "I was happy to see my child today when I picked her up from school"

R: "Why did that make you happy?"

P: "I was worried about her, but the moment I saw her, I saw that everything was alright."

Relief - Family - Safety

Booklets

A probe was used to guide the participants into the subject and to inspire the in-depth interviews. The booklet was inspired by the Context Mapping technique (Sleeswijk Visser et al., 2005). A week before the interview, participants received a booklet with questions at home. The participants were asked to recall memories, reflect on their experiences and perspectives regarding football.

To inspire the participant, he or she can choose a sticker from the sticker sheet that is provided with the booklet. The purpose of the sticker is to help the participant in finding a starting point to their answers (see the booklet and stickers in appendix C).

In-depth Interviews

As mentioned, the booklets functioned as inspirational material during the in-depth interviews. The in-depth interviews were one-on-one interviews around 60 to 90 minutes long.

During the session, the participant is asked to further describe their answers in the booklets by indicating how the specified event or moment made them feel, with the help of the Emotion Cards provided. The emotion cards (procedure) are translated into Dutch so that every participant can understand the descriptions of the cards.

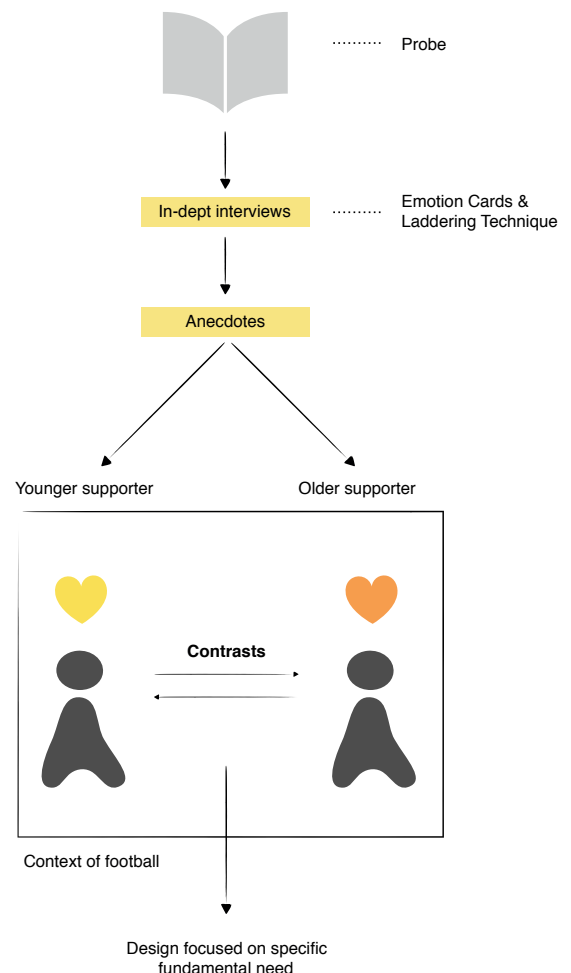


Figure 3.1 - Approach User Study.

3.2 Data Analysis

This paragraph explains how the data gathered from the user study is analyzed and in what way contrast in goals and needs between the older supporters and younger supporters are found.

Personas

To create an overview of all the information gathered, a persona of each person is created that highlights information which is collected in the booklet and during the interview session. The names of the participants are changed, and their faces are blurred due to privacy reasons. Figure 3.2 shows an example of the personas. All the personas can be found in Appendix D.



Figure 3.2 - A persona of one of the younger supporters.

Clusters

The booklet and the interviews generated 176 anecdotes, of which 122 anecdotes were used for the analysis of the study based on their completeness and richness.

All the stories were formatted using both the booklets and the audio recorded in each interview. The stories are formatted in a way it is understandable what the participant meant or described and what they liked, disliked or valued.

The approach of fundamental needs by Pieter Desmet and Steven Fokkinga (2018) is used as a guiding principle to cluster the stories of this user study.

Figure 3.3 gives an overview of the material gathered of the younger supporter during the user study. For each need and element, the aim was to provide a maximum of three examples that represent it the most.

See Appendix E for a table overview of the clustered stories of the older supporters.

Need	Sub-Need	Element
Relatedness	Intimacy	Vitesse-family
Belonging	Social support	Fifa
	Social support (connectedness)	Fifa
		Social Media
		Vitesse
	Affiliation	Supporters
		Fifa
	Conformity (relate)	Players
		Fifa
Acknowledgement	Appreciation	Players
Purpose	Meaningful Activity	Vitesse
Competence	Skill progression	Fifa
		Football
	Achievement	Fifa
		Fifa - eSports
		Football
Security	Stability (Value for money)	Vitesse
Ease	Convenience (Financial Situation)	Vitesse
	Convenience	Football
	Mental comfort	Supporters
		Players

Figure 3.3 - Clustered anecdotes of the younger supporters based on the fundamental needs (Desmet and Fokkinga, 2018).

Sub-Element	Example
The match	It is an activity we do <i>together</i> . It is a moment in which we <i>see each other</i> . We see each other more often because of this. The <i>relationship</i> with my family is <i>important</i> to me.
	When my parents got divorced, my father took my PlayStation 4. My friends were angry about that, so now my friends and I are saving money so that I can buy a PlayStation 4, so we can <i>play Fifa together</i> .
Calling	We call a lot with each other via Fifa, we start chatting and gaming together via a voice call.
Instagram	I feel more <i>involved</i> through Social Media. Many Vitesse fan accounts already know news before it is on the official Vitesse website.
The match	It is more <i>fun</i> when my friends go to the games with me. Now I try to get my friends along by <i>paying their tickets</i> . They support <i>Ajax</i> or <i>Feyenoord</i> because they <i>play better</i> .
	There is a lot of interaction with people in the stadium. When Vitesse scores and everyone <i>stands up and jumps</i> . I feel <i>part of</i> Vitesse and that makes me feel more <i>powerful</i> .
	When I Need to work - which is next to the stadium - during a match, I see all those supporters going to the stadium. During the game I <i>hear them cheering</i> , this makes me feel <i>jealous</i> .
Group Teams	In this app, Discount, you can make a group and ask people to game with you. Two years ago, we were a group of eight people and now we are with twenty-five people. My friend and I established this, so we decide who can join us and who cannot. When you join us, <i>you have to sign a contract, we became a Fifa club</i> .
Personality	I like Ronaldo more than Messi, I saw a <i>documentary</i> about him and he was very <i>nice</i> . In the documentary you can <i>see how he is as a person</i> .
	If Vitesse would have players who have <i>personalities</i> that I do <i>not</i> like, I think it would <i>change</i> my <i>perception</i> of Vitesse and I would not go to the practice or the match. It would <i>influence</i> the <i>atmosphere</i> and my <i>relationship</i> with Vitesse.
	I like the humanity of the players, that they also show their bad days for example. This makes them more relatable and shows who they really are.
Football Club	When I play with Vitesse it is nice because <i>I am controlling the players who I actually see playing in the stadium</i> .
	I expect them to be <i>kind</i> to me and the other supporters. We cheer for them and invest a lot of effort. Therefore I need some kind of <i>appreciation</i> from the players
The stadium	I like the <i>atmosphere</i> in the stadium the most. It is a lot of fun to <i>cheer with other supporters</i> .
	Going to the game is also a way to <i>relax</i> . When you are there you are completely <i>focused</i> on Vitesse and forget the rest.
Your own team	I think my friends like Fifa so much because it is football, and you are able to <i>control</i> the teams <i>yourself</i> .
	I generate a <i>strategy</i> and traint the team every week. It is a <i>challenge</i> because you receive message from players that they would like to play or the board orders you to sell players
Playing football	When we win I feel happy, when we loose I become angry, at myself and sometimes angry at my team.
The stadium	I was happy when I was able to buy Mbappe, because he is worth 500 million in Fifa. It is an achievement to buy such player, I felt <i>proud</i> .
	Sometimes I enjoy it more to play Fifa with <i>Barcelona</i> or <i>Real Madrid</i> because they have better players, thus I can <i>achieve challenges</i> .
Popularity	We are ' <i>famous</i> ' YouTubers or eSporters ourselves, sort of. It is <i>weird</i> and <i>amazing</i> at the same time. Our YouTube channel has 800.000 followers.
Playing football	I like football because it is a team sport and I love the feeling of winning. Winning you achieve together.
The match	Vitesse plays unregulated and the games can be boring, you do not want to spend money on that.
The match	Now I have to pay the tickets myself and they are too expensive for me.
Playing yourself	We play Fifa more often together than playing football outside. Playing outside is <i>harder</i> because we need a ball, usually we do not have one and it is <i>difficult</i> to find a place.
Riots	I hate supporters who berate and cause violence or riots.
Negativity	I do not like it when every player is compared with each other, in the news for example or amongst supporters. They are individuals as well.

The contrasts

Based on the needs and the elements from the tables many contrasts between the younger supporter and the older supporter were found. The main contrasts will be discussed in this section. Note that the **yellow** color represents the younger supporters and the **orange** color represents the older supporters.

- Younger supporters
- Older supporters

Connectedness

The corresponding fundamental need is 'relatedness', which is defined as: "having warm, mutual, and trusting relationships with people that you care about. Rather than feeling isolated or unable to make personal connections" (Desmet and Fokkinga, 2018).

Younger supporters

The younger supporter stays in contact with his or her friends through Fifa by chatting or calling while gaming. The connection with friends is something that is missing when they go to the matches of Vitesse since most of their friends support other football clubs that play better.

To get their friends to the matches with them, they are willing to pay the tickets for their friends, which is in contrast with their dilemma of money.

According to the supporter, the tickets of the home games are too expensive for them, and it is questionable whether you want to pay for Vitesse since the quality of how they play is very unregulated. (Figure 3.4)

Older supporters

What is interesting to see is that for the older supporter playing football is a way to socialize and interact with friends, while the younger supporter chooses Fifa over playing football outside because of convenience reasons. (Figure 3.4)

Connectedness

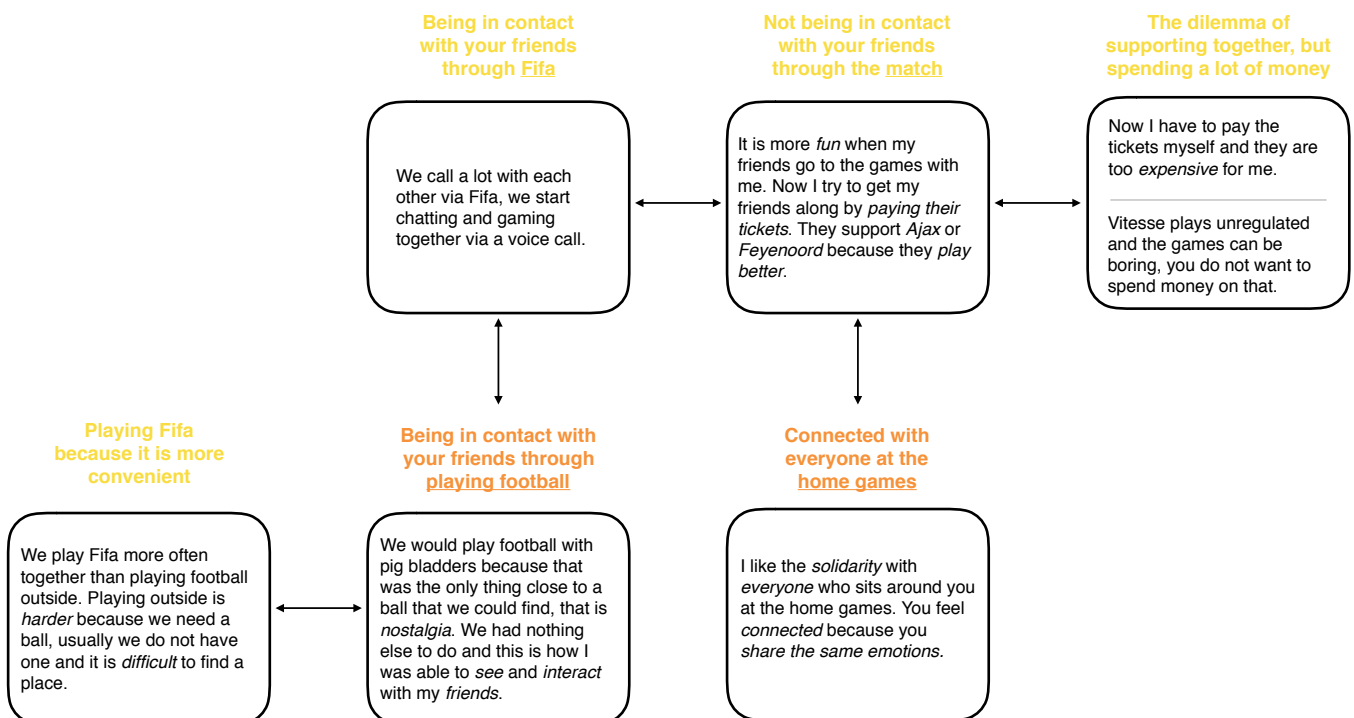


Figure 3.4 - Connectedness.

Social support

The corresponding fundamental need is 'belonging', which is defined as: *"Being part of and accepted by a social group or entity that is important to you. Rather than not belonging anywhere and having no social structure to rely on"* (Desmet and Fokkinga, 2018).

Younger supporters

Playing Fifa is so vital that friends are willing to buy a PlayStation for each other so that they can play together. For the younger supporter, Fifa is a way to stay in contact and share their passion for Fifa. The friends with whom they play Fifa with, serve as a safety net. (Figure 3.5)

Older supporters

While the older supporter used to and still do, rely on their social contacts which they hold through Vitesse. The club as a whole, with the people involved, serves as a safety net. (Figure 3.5)

Affiliation

The corresponding fundamental need is 'belonging', which is defined as: *"Being part of and accepted by a social group or entity that is important to you. Rather than not belonging anywhere and having no social structure to rely on"* (Desmet and Fokkinga, 2018).

Younger supporters

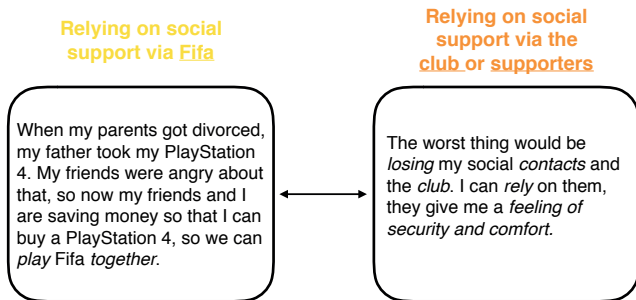
The younger supporter can establish their own 'Football Clubs' through Fifa and apps such as Discord, which is a voice and text chat for gamers.

The younger supporter might feel like they belong to Vitesse, but at the same time, they also might belong to these digital teams in which they meet and play against new people. Together they apply for competitions and Fifa tournaments. (Figure 3.6)

Older supporters

The older supporter still holds on to the feeling of 'we' via Vitesse, which is the place where they meet and interact with people who share the same passion for Vitesse. (Figure 3.6)

Social support



Affiliation

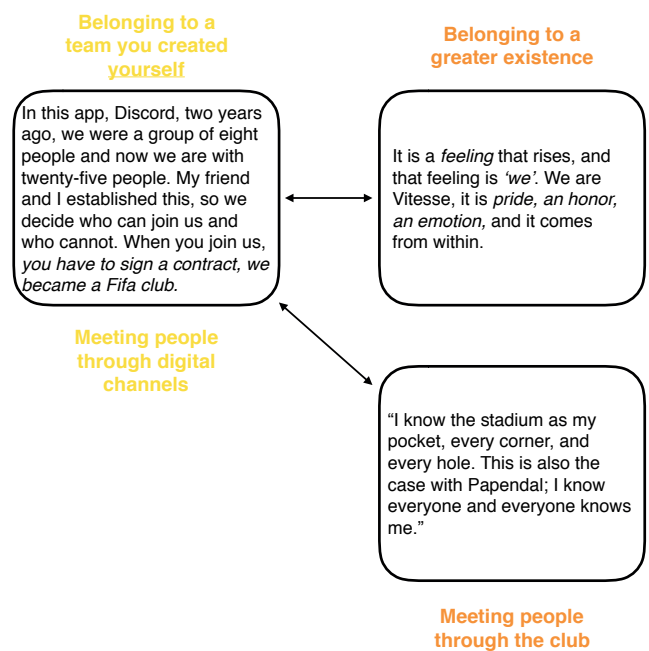


Figure 3.5 - Social support.

Figure 3.6 - Affiliation.

Appreciation, conformity and relate - purpose

The corresponding fundamental need of appreciation is 'acknowledgement', which is defined as: *"Getting attention and appreciation for what you do and respect for who you are. Rather than being disrespected, underappreciated, or ignored"* (Desmet and Fokkinga, 2018).

The corresponding fundamental need of conformity is 'belonging', which is defined as: *"Being part of and accepted by a social group or entity that is important to you. Rather than not belonging anywhere and having no social structure to rely on"* (Desmet and Fokkinga, 2018).

Purpose is one of the thirteen fundamental needs and defined as: *"Having a clear sense of what makes life meaningful and valuable. Rather than lacking direction, purpose, or meaning in your life"* (Desmet and Fokkinga, 2018).

Younger Supporters

The younger supporters search for a form of appreciation from the football players. In the opinion of the supporter, they invest time and effort in the football player and therefore it is only logical to them that the player shows that he respects their efforts. Showing appreciation might be in the form of a message via Instagram, taking time for pictures or expressing their gratitude towards the supporters in real life or via digital channels (appreciation, figure 3.7)

Next, to the need for appreciation, the younger supporter also searches for the personality of these players. The personality of the players defines the behavior towards and relationship towards the preferred club of the supporter. Therefore the relationship that they have with a football club can be turbulent since it is defined by the identification the younger supporter has with the club's players (conformity, figure 3.7)

Older Supporters

The older supporter has a steady relationship with the club, a relationship that will not change (Purpose, Figure 3.7). The older supporter does like to watch international Football Clubs, which is only the case when Dutch players are involved (conformity, figure 3.7)

Difficulties

With the high importance of players and their personalities, it is essential to consider that Vitesse is a football club in which players do not play for a long time, Vitesse can be seen as a 'transfer' club. Due to this fact, it is hard to put emphasis on and develop the personalities within the team of Vitesse and, subsequently, to identify with or attach yourself to a player.

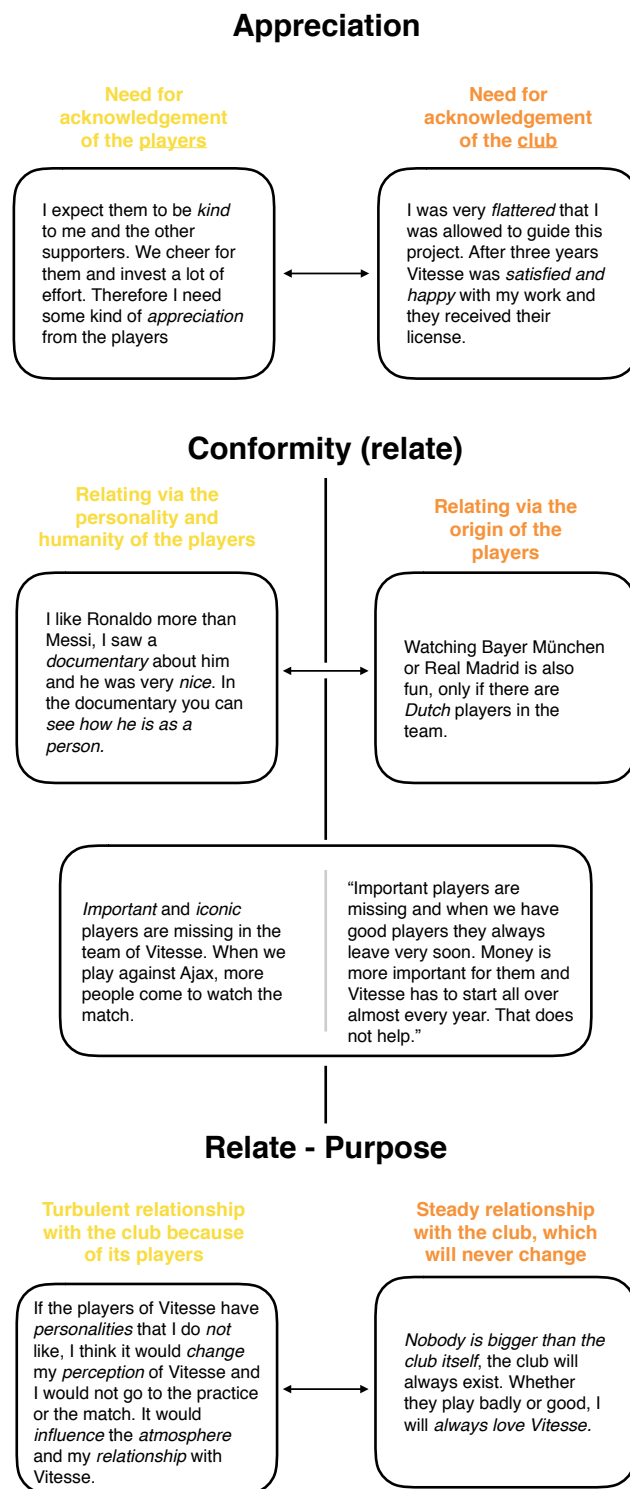


Figure 3.7 - Appreciation, conformity (relate) and relate - purpose.

Competence

Competence is one of the thirteen fundamental needs and defined as: *“Having control over your environment and being able to exercise skills to master challenges. Rather than feeling incompetent or ineffective.”* (Desmet and Fokkinga, 2018).

Younger Supporter

Again Fifa is in contrast with the club itself. Through Fifa, the younger supporter can take on challenges, grow, become better at the game, or even become a ‘famous’ player his or herself.

The same contrast is present between playing Fifa and playing football yourself. The younger supporter might still play football themselves, but they feel the same emotions when they achieve something in Fifa as when they play football (figure 3.8)

Older Supporter

Where for the older supporter, the achievement of Vitesse reflects on them (figure 3.8).

Mental comfort

The corresponding fundamental need of mental comfort is ‘ease’, which is defined as: *“Having an easy, simple and relaxing life. Rather than experiencing hardship, hassle, or overstimulation”* (Desmet and Fokkinga, 2018).

The younger supporter is focused on individuality - which is present within themselves, their friends and the players - the older supporters are focused on achieving together, where the excuses of players influence their feelings towards football because they rather see them working and functioning as a team (figure 3.9).

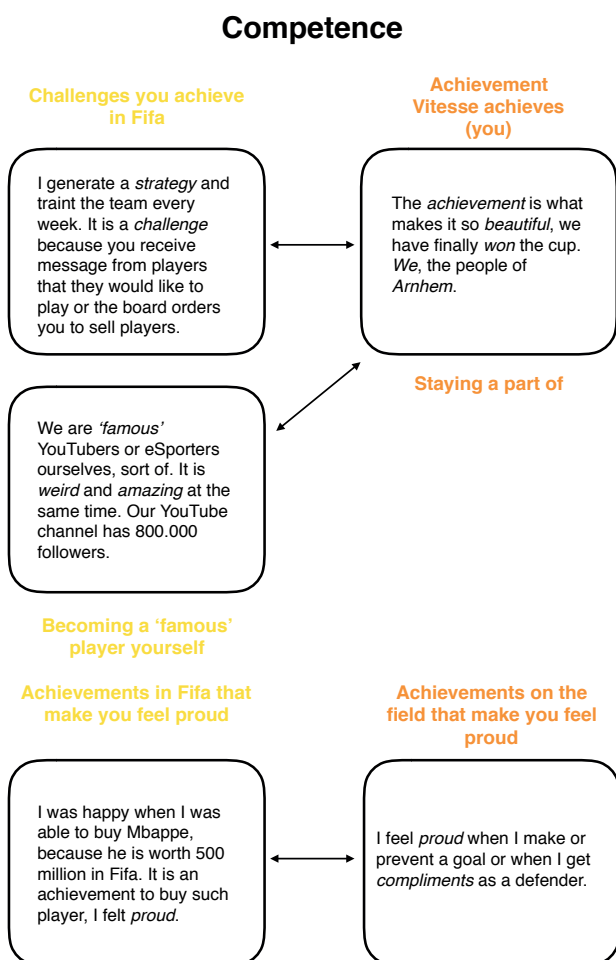


Figure 3.8 - Competence.

Mental comfort

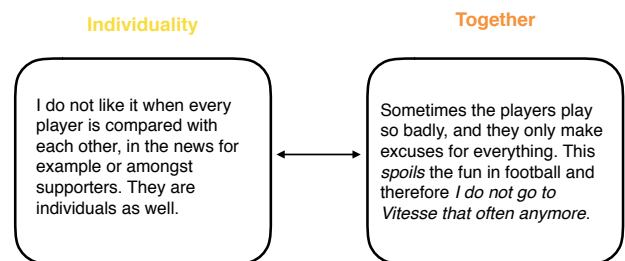


Figure 3.9 - Mental comfort.

3.3 Main Insights

The previous paragraph explained the most meaningful contrasts between the younger and the older supporters. Based on these contrasts, insights are gained into how the younger supporter fulfills their fundamental needs within the context of football and which fundamental needs create a greater difference in comparison to the older generation. This paragraph explains the main insights gained from the user study in relation to the younger supporter. These insights form the basis of the following chapter 4; The design direction.

Insight 1: Fifa vs. Vitesse

The younger supporter is connected with friends through Fifa by calling and chatting. However, when it comes to Vitesse, they usually support on their own since those friends do not join them to the game. Their ultimate wish is to go to the games together (figure 3.10, connectedness). These friends from Fifa also function as a safety net. They can always rely on each other. Therefore the feeling of belonging to this group is high, where the feeling of belonging to Vitesse is lower since the supporter is on their own (figure 3.10, social support & affiliation).

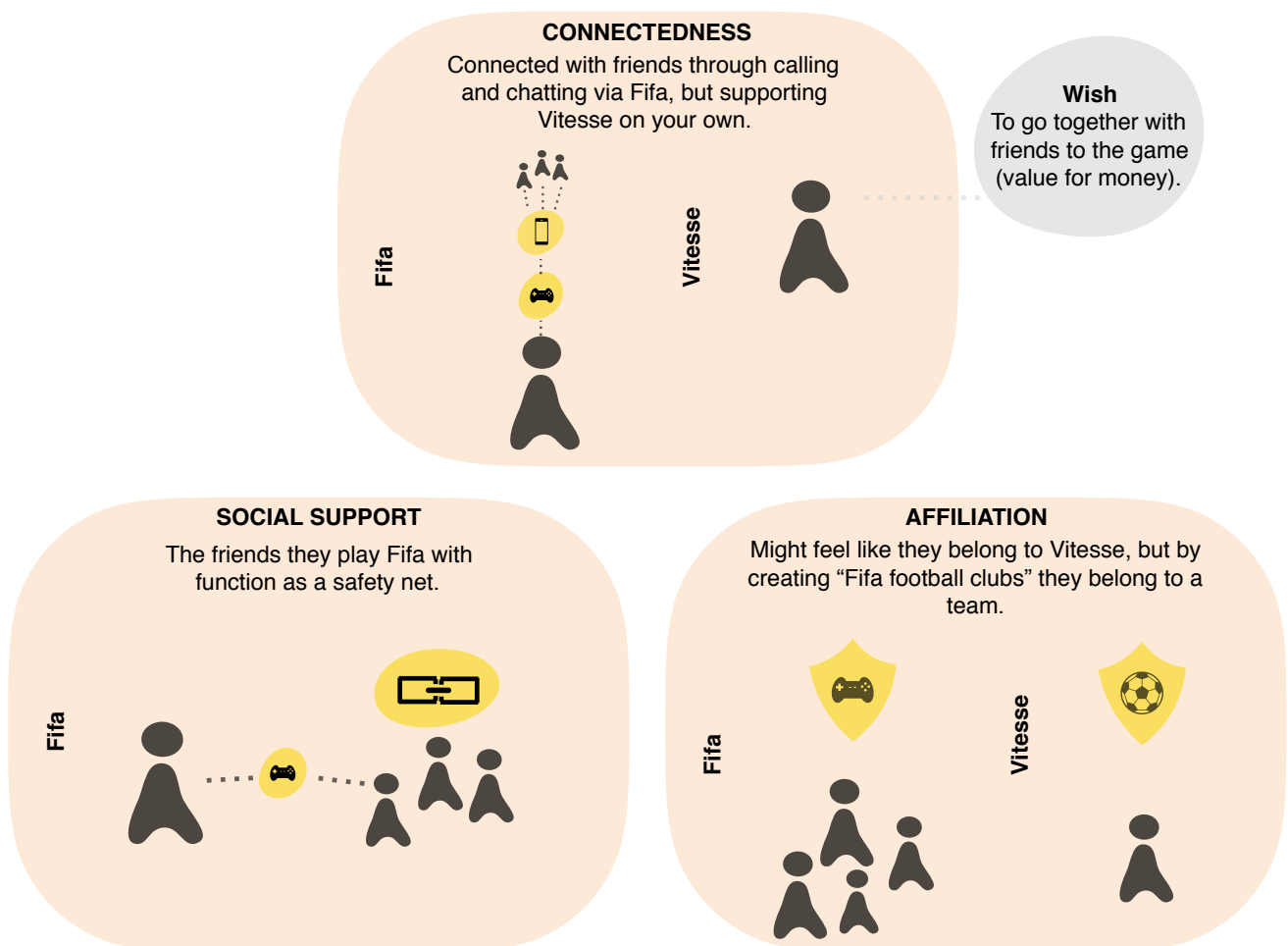


Figure 3.10 - Feelings of belonging and relatedness; Fifa vs. Vitesse.

Insight 2: Relating to player’s personalities

With respect to the relationship the younger supporter has with the club, the football player plays an important role. The supporter relates to the player by his personality (figure 3.11, conformity), both as an athlete and as an individual. The supporter is in search of appreciation from the football players to gain confirmation for their effort as a supporter. This search is done digitally through social media such as Instagram or face-to-face in the supermarket or after practices of Vitesse (figure 3.11, appreciation). The player influences the relationship the supporter has with a club. If the supporter does not like the personality of the football players, this will affect their perspective of the football club. Vitesse is a football club with interchangeable players; they rent players from Chelsea, which makes relating to a football player’s personality more difficult (figure 3.11, relate-purpose).

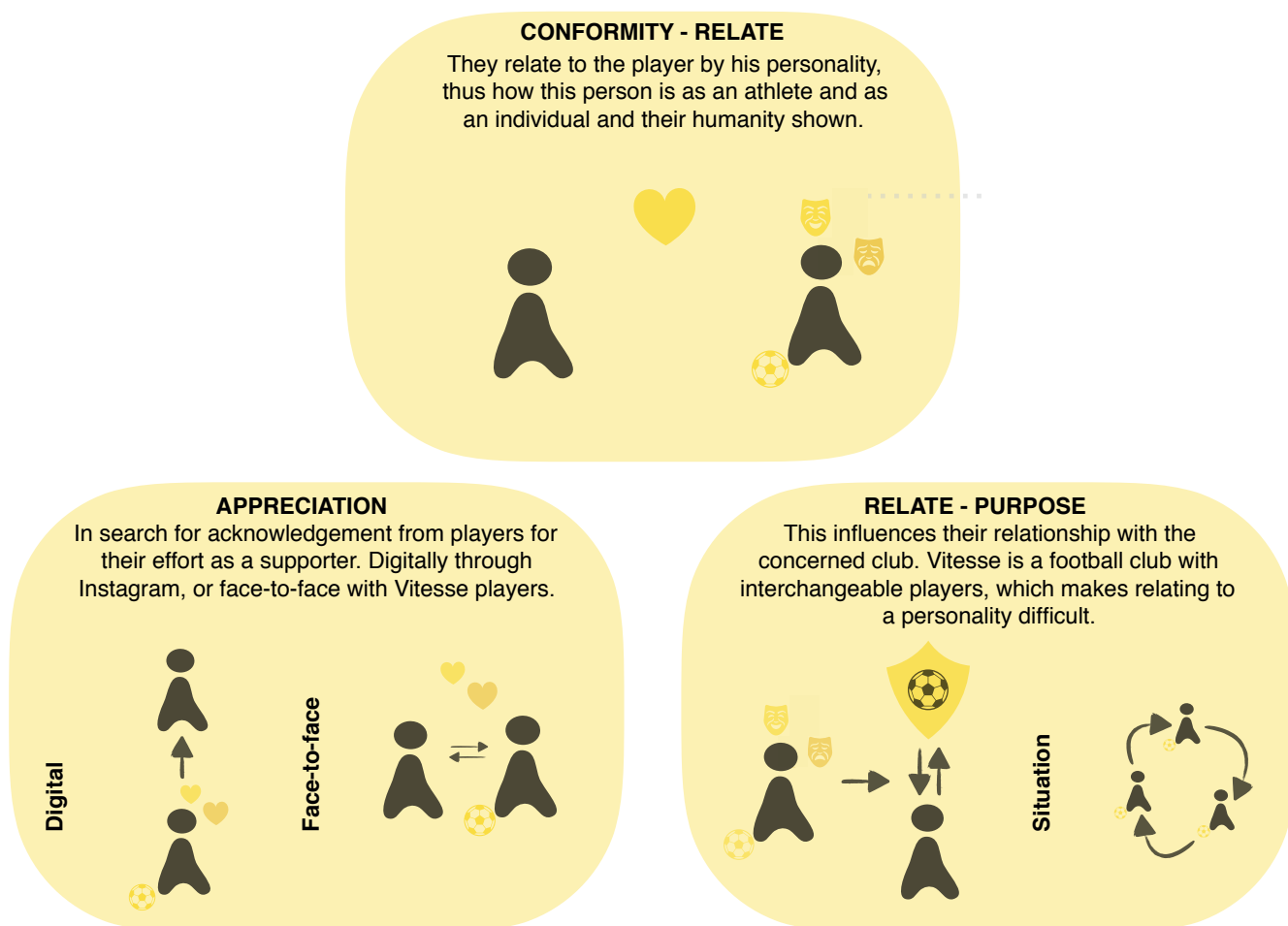


Figure 3.11 - Influence of the player’s personality.

Insight 3: Digital achievements

Through Fifa, the supporters can take on challenges, allowing them to experience how it is to play or run a football club (figure 3.12). It brings them closer to the not available real experience. Via Fifa, they can generate strategies and become better and grow as a Fifa player by developing their skills regarding the game. Fifa has become so popular that the supporters can become famous 'eSporters,' which brings them even closer to the not available real experience. Their achievements in Fifa make them feel proud, and in that way they feel good about themselves. Nowadays Fifa overrules playing football outside, and the younger supporter is likely to play Fifa with other football clubs that perform better or have more impressive players than Vitesse.

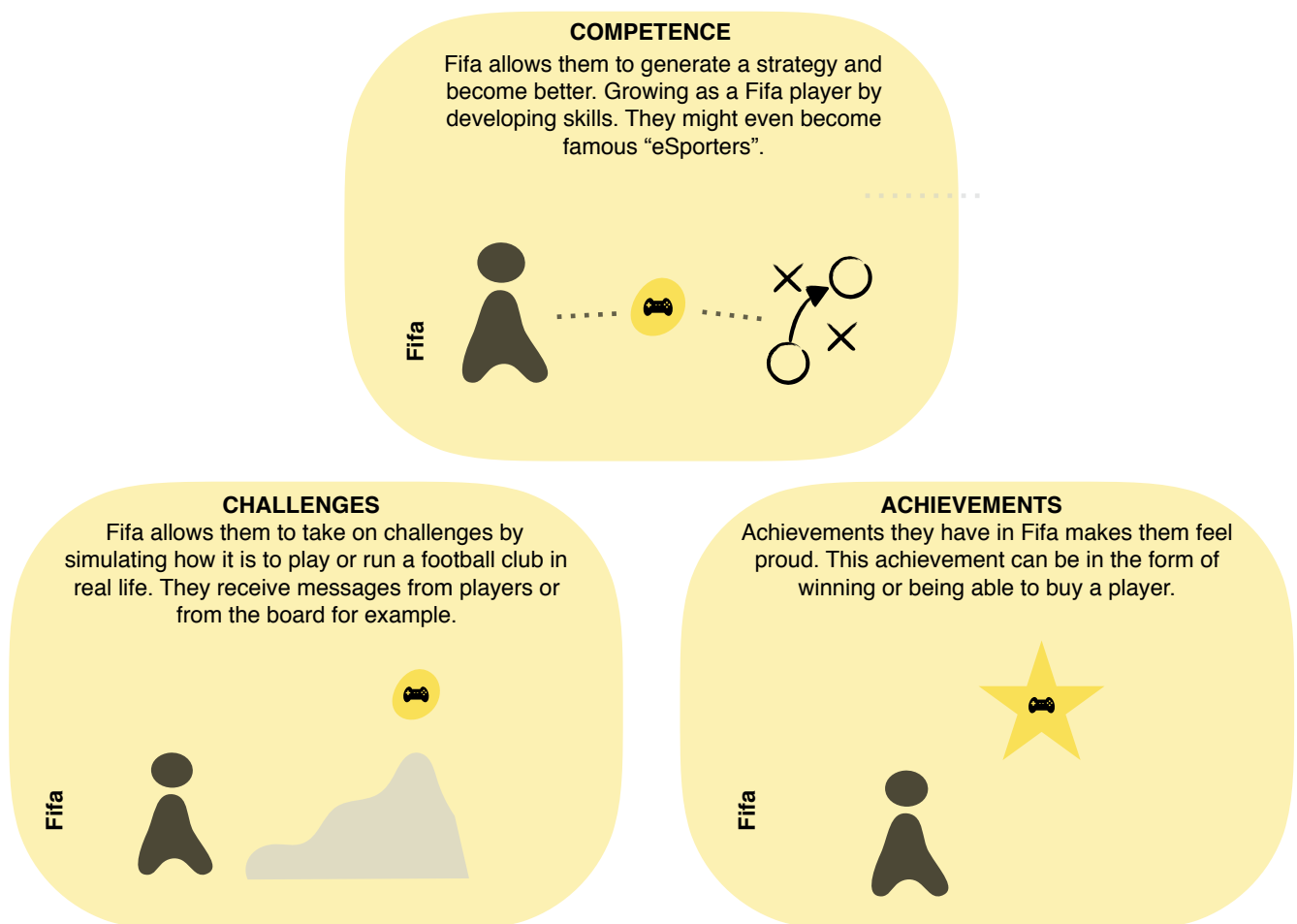


Figure 3.12 - Digital achievements.

Insight 4: Tension between individual and group

Interestingly, the younger supporter wishes to support together and the wish to go to the games of Vitesse together is high, while they also are very focused on their individuality as a supporter. Within their fandom, they are concentrated on their abilities and achievements as a supporter. At the same time, they are searching for people to share their fandom with. Not being compared, individuality and personality are important factors (figure 3.13).



Figure 3.13 - Tension between individual and group.



(Eredivisie, 2018)

4 DESIGN DIRECTION

This chapter describes the design direction of the project in the form of a design vision. The vision is based on the perspective of Vitesse and all the insights gained throughout the project so far. The design direction is further specified by the help of a design goal, an interaction vision, and design guidelines. Together they form the basis for the design process. This process is discussed in chapter 5.

4.1 Vision of Vitesse

Social Role & Relevance

Vitesse has the image of being the affiliate club of Chelsea, and therefore they are perceived as a club with no personality (Inan, 2018). Therefore, Vitesse wants to improve its social role and image in Arnhem.

Furthermore, due to turbulent years, the club has received money from the municipality of Arnhem which caused discussion and aversion among the inhabitants of Arnhem according to Patrick van Mil (Marketeer of Vitesse). Vitesse hopes to restore their connection with Arnhem by developing their social function in the city.

Focused on the age group of this project, Vitesse interprets their social role as establishing a relevant position in the life of the younger supporters. This position should be based on a wanted added value regarding the younger supporter and should result in a long-term relationship.

Ultimate goal

The ultimate goal of Vitesse is to draw the younger supporter to the stadium, which they hope to achieve by establishing a long-term relationship between Vitesse and the supporters aged between 12 and 16 years old.

4.2 Designer's Vision

This vision provides the designer's personal view of the analyzed context. The vision highlights the most promising design insights. Because this chapter shares a personal vision, it is written in the first person.

Relatedness and belonging are the fundamental needs the design will focus on. Furthermore, three other fundamental needs are presented as a sub-focus of the design. These needs are; autonomy, competence, and acknowledgment. The vision ends with some critical thoughts regarding the focus of this vision.

Definitions of the fundamental needs

To understand the vision, I will highlight the definitions of these fundamental needs based on Desmet and Fokkinga (2018) first:

Relatedness: *"Having warm, mutual, and trusting relationships with people that you care about. Rather than feeling isolated or unable to make personal connections."*

Belonging: *"Being part of and accepted by a social group or entity that is important to you. Rather than not belonging anywhere and having no social structure to rely on."*

Autonomy: *"Being the cause of your own actions and feeling that you can do things your own way. Rather than feeling that external conditions and other people are the cause of your actions."*

Competence: *"Having control over your environment and being able to exercise your skills to master challenges. Rather than feeling incompetent or ineffective."*

Acknowledgment: *"Getting attention and appreciation for what you do and respect for who you are. Rather than being disrespected, underappreciated, or ignored."*

Designer's Interest

I find the field of tension between the social value that football always had, compared to the entertainment level that it has today, exciting. I think that the social value must be cherished, but that it can no longer compete with the high level of entertainment. That is why I would like to give the entertainment level more depth, based on the conducted research insights.

Focus: Relatedness and Belonging

As stated in chapter 2.2 going to the stadium with a group can create a shared identity, feelings of bonding and pleasure and extra meaning that extends beyond the stadium.

The younger supporter is fulfilling their need for belonging mainly through Fifa and other digital channels (chapter 3.3). Through which they are forming and growing relationships with people they meet through these channels that along the way fulfills their need for relatedness. Vitesse is not significantly present within the fulfillment of these two fundamental needs.

The main insight gained from the research is that the younger supporter who supports Vitesse, supports Vitesse in their own in their peer groups (chapter 3.3). While the need to support collectively is present and also forms a big part of the supporter's identity according to the psychology of a football supporter (chapter 2.2).

My expectation based on the research insights is the more the supporter feels connected to fellow peers and supporters through Vitesse, the more likely they will collectively connect and support Vitesse (see chapter 7.2 for the evaluation of this assumption). Therefore, In my vision, the most promising way of engaging the supporter is to design for the fundamental needs relatedness and belonging in relation to fellow peers, supporters and Vitesse.

Sub-focus: Autonomy & Competence

The younger supporters are actively creating their world of football fandom with the help of many football-related activities and media in which they can actively participate. Whether Vitesse is a part of this fandom is questionable and dependent on the type of supporter (chapter 2.4, 2.5 & 3.3). Furthermore, the younger supporters are watching and learning from each other through digital channels to develop their skills and become better in different elements of football, mainly Fifa (chapter 3.3).

Based on these two insights, the to be designed concept should introduce an activity that allows the younger supporters to participate actively; addressing their need for autonomy in terms of individuality and experimentation. The activity should challenge them; addressing their need for competence in terms of achievements, competition and skill progression.

Sub-focus: Acknowledgement

The younger supporters are in search for the personality of the football players, through which they can relate with the football player (chapter 2.4, 2.5 & 3.3). They are in search of a form of acknowledgment from these players for their effort as a supporter. Based on this insight, the to be designed concept should involve the football players of Vitesse that allows the younger supporters to relate with them addressing their need for acknowledgment in terms of feeling appreciated as a supporter.

Context Opportunities

The supporter's fandom is multidimensional (chapter 2.5), due to the widely connective context that is supported by the help of digital media through real-world experiences. In the ideal situation, the concept combines physical and digital features since it is part of the supporter's world (chapter 2.4).

Today, this widely connective context mainly takes place outside of the traditional 90 minutes. This context is less limited than the setting within the 90 minutes and allows more space to introduce an activity between the younger supporters that can address the discussed fundamental needs (chapter 2.4). Finally, this context provides a playground for Vitesse to be relevant in the lives of the supporter, address their local strengths and to create a social role within Arnhem that goes beyond the game itself (chapter 4.1).

Concerns

In general, due to issues such as time, money, school and work, it is difficult for the younger supporters to go to the stadium (chapter 3.2, the contrasts).

Any concept that interferes with these issues of the younger supporter's life will have little chance of being successful. In the ideal situation, the concept balances these issues of the younger supporter's and provides them with resources that allow them to go to the stadium together.

Critical Thoughts

I realize that involving every possible supporter aged between 12 to 16 years old who lives in or close by Arnhem and by doing so defeating all the competition (e.g., Fifa, international football clubs) is not realistic. Therefore, I aim to introduce a concept that initiates an activity between fellow supporters and peers that allows them to grow social relationships, where the activity is guided and organized by Vitesse, and Vitesse provides the resources needed for the activity.

4.3 Design Goal

The insights from the analysis phase, the vision of Vitesse (chapter 4.1) and the designer's vision (chapter 4.2) are the base of the design goal (figure 4.1). This design goal offers a direction in which initial ideas shall be sketched, and concepts developed.

Design an activity¹ that is guided by Vitesse and its football players² that takes place outside the traditional 90 minutes in Arnhem³, that connects the younger supporter of Vitesse (aged 12 - 16 years) to fellow peers and supporters⁴ through physical and digital features⁵, in which Vitesse provides resources⁶ that allow them to participate in the activity actively, challenges them and enables them to experiment⁷.

- 1 - Autonomy & Competence.
- 2 - Chapter 4.1 & Acknowledgement.
- 3 - Context Opportunities.
- 4 - Relatedness & Belonging.
- 5 - Context Opportunities.
- 6 - Chapter 4.1 & Concerns.
- 7 - Autonomy & Competence.

Figure 4.1 - Design Goal.

4.4 Interaction Vision

In addition to the design goal, an interaction vision is presented. This vision is used to communicate the intended interaction qualities of the concept and serves as inspiration during the design phase. It is a representation of the feelings, moods, and experience the user encounters when interacting with the concept and other users (Pasman et al., 2011).

Figure 4.2 represents the activity of rough-and-tumble play with your dad and brother or sister. Where the child represents the supporter, the brother or sister represents the fellow supporter/peer, and the father symbolizes Vitesse. The rough-and-tumble play is seen as the introduced activity. This interaction vision depicts four interaction qualities:

Inspiring and Reliable

Discover your limits and possibilities in a safe environment. Your father will never hurt you and he will rough-and-tumble play at your level, even though you know he is bigger, stronger and smarter than you.

Challenging

It encourages the child to take risks. The father challenges the child; he surprises the child and tries to bring the child out of balance.

Playful

The rough-and-tumble play often contains unexpected elements in the game. The father scares you or suddenly tries to throw the child in the air.

Connecting

The game develops the relationship between father and child(ren). By investing enough time in the interaction with each other, you feel more connected. The rough-and-tumble play is against each other, but also with each other; comfortable but also exciting.



Figure 4.2 - Interaction Vision, image from (NRC, 2016).

4.5 Design Guidelines

A set of guidelines is formulated to translate the design goal into a design. These guidelines are used to measure the concept ideas on their completeness regarding the most relevant research findings, designers insights and -vision and help to evaluate the final design. A set of 16 guidelines are created and clustered into four groups; supporter, vitesse, activity & concept impact.

Supporter



Connecting
The concept should stimulate the supporter to meet new people from a sustained basis.



Play
The concept should stimulate the supporters to play, learn, challenge and compete together.



Developing skills
The concept should enable skill development through a competitive element.



Independence
The concept should address the supporter as an individual and allow experimentation of the activity to address the supporter's need for autonomy.



Appreciation
The concept should address the supporter's need for acknowledgment by involving the football players of Vitesse and showing appreciation for their effort in the activity.

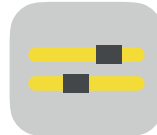


Fit to life
The concept should consider the issues of the supporters' lives such as school and work in terms of the supporters' accessibility and flexibility.

Vitesse



Social Role
The concept should create a social role for Vitesse regarding the youth of Arnhem.



Control
The concept should make Vitesse feel in control over the activities the younger supporters are involved in.



Locality
The concept should address the local strength of Vitesse and make a connection with Arnhem (the supporter's environment).



Storytelling
The concept should enable Vitesse to express their personality traits and character strengths.

Activity



Resources
Supporters should be given the resources for which they usually have to rely on, that motivate them to participate in the activity.



Equal involvement
The concept should involve every supporter equally and allow for collaboration.



Complete journey
The concept should create an entire journey through physical and digital features in which the match of Vitesse is connected to the designed concept.

Concept Impact



Feeling connected
The concept should connect the younger supporters and to Vitesse and allow them to grow social relationships.



Relevance
To concept should create relevance of Vitesse in the supporters' lives.



Social position
The concept should create a social position for Vitesse within Arnhem.



(Eredivisie, 2018)



5 DESIGN PROCESS

This chapter describes the design process of this project. The process consists of multiple brainstorming sessions. Eventually, six idea directions are proposed which are transformed into three concept directions. These concept directions are tested and evaluated among the target group and Vitesse with the use of small prototypes. The chapter concludes with the most important themes that are derived from the test and evaluation. These themes form the basis of the final concept.



5.1 Ideation Approach

The ideation phase creates a link between the conducted analysis and the design phase. It approaches the design goal in different ways and translates the interaction vision into the context of the younger supporters' football fandom. In this section, the process of ideation will be shared (figure 5.1). The ideation consisted of two types of activities: organized and spontaneous activities.

The spontaneous activities were done iteratively and individually throughout the design process. Furthermore within the organized activities, an individual ideation sessions and two group ideation sessions were organized.

Clustered ideas from all the sessions combined showed 17 idea themes. Out of these 17 themes, nine themes were selected because of their richness. Out of these nine themes, six possible idea directions were generated by combining fitting themes (figure 5.1). These idea directions

are eventually narrowed down into three proposed concept directions. These directions were translated into visual representations to test them among the target group. This test will be explained in chapter 5.4. These three design directions were also presented to Vitesse for feedback; to ensure the feasibility of the design and to the know perspective of Vitesse. The opinion of Vitesse is discussed in chapter 5.3

Organized group ideation session: with students

During this session, the designer generated ideas together with three other students by using associative techniques in the form of brainstorming: Analogies (Tassoul, 2012).

The goal of the session was to gain a diverse range of ideas. Therefore, the form of the brainstorming session was free. The designer and the students came up with different analogies during the session which functioned as multiple starting points of the idea generation. A selection of the analogies that were used in this session and their corresponding ideas can be found in Appendix G.

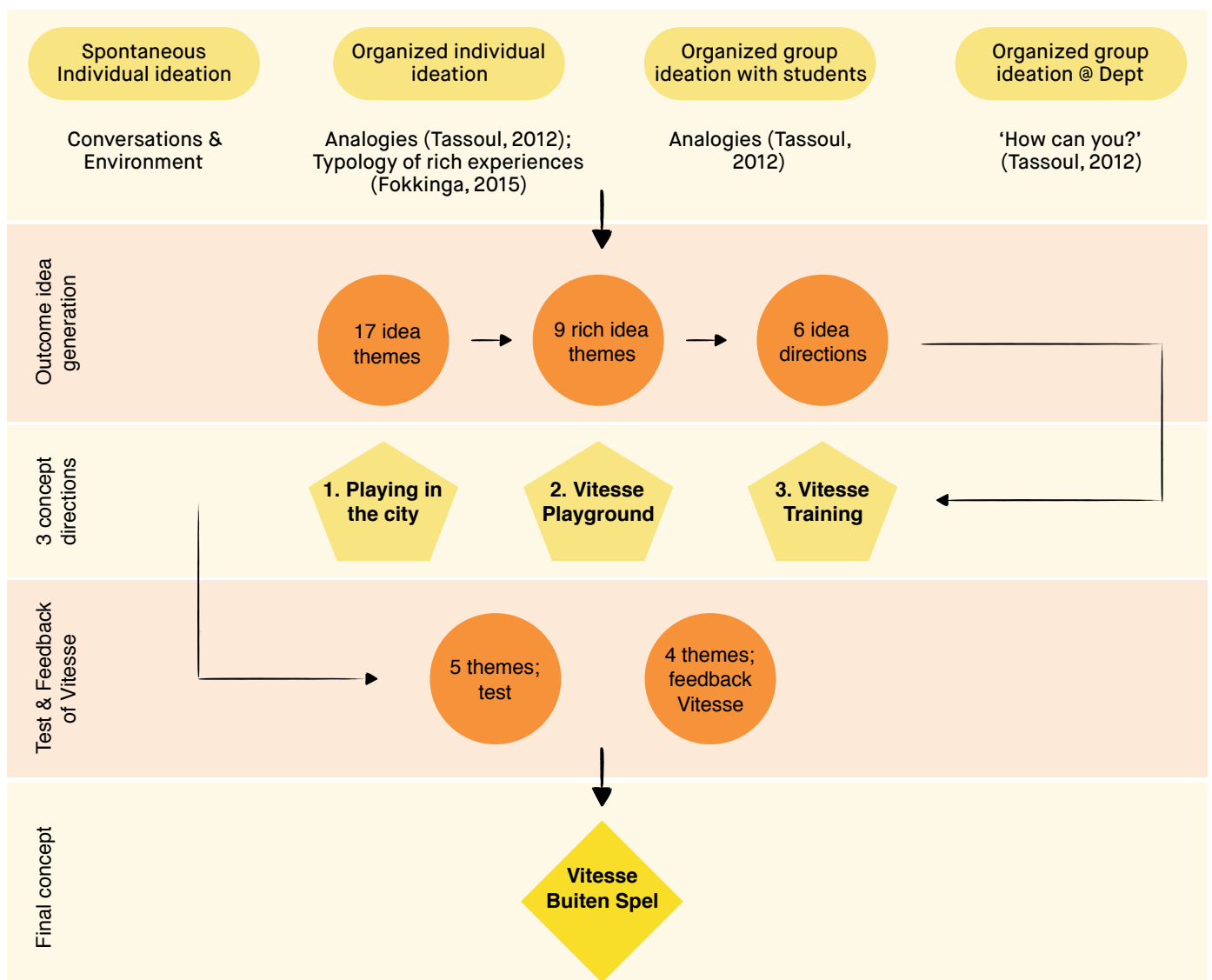


Figure 5.1 - From idea to concept.

Organized group ideation session: with employees of Dept Agency

During this session, the designer generated ideas together with employees of Dept Agency. The group consisted of designers, copywriters, and interns. In this group session, the 'How can you' questions were used as a base (Tassoul, 2012). These 'How can you' questions were based on the main insights gained from the user study, the design goal, the design guidelines and the typology of rich experiences (Fokkinga, 2015). The 'how can you' sheets, ideas, can be found in Appendix F.

The sheets with the questions were transferred onto each member, so there was a possibility to iterate on previous ideas of others. Afterwards, eight clusters were made to organize the ideas. These clusters are part of the 17 idea themes (figure 5.1). To give you an understanding of this themes, the eight clustered idea themes out of this session were (figure 5.2):

- *In each other lives*; Meaning, experiencing the life of a player or the coach, but also experiencing the life of the supporter.
- *Training each other*; Meaning, training like a Vitesse

player, watching tutorials or being coached.

- *Challenges*; Meaning, Quiz questions regarding the game or Vitesse, quests throughout Arnhem, earning points, votings and the opinion of the supporters.
- *Influence of the supporter*; The influence the supporter may have on, for example, the practices of the Vitesse players, match setup, sharing their insights or giving tips related to football tricks
- *Gamification of the game*; Solving puzzles to get into the stadium, moving chairs and enhancing sounds, secret bingo's during the game.
- *Personal Attention*; A personal message on your birthday, receiving presents from Vitesse or personalized rewards.
- *Supporting together inside the stadium*; making banners, watching the game with your Fifa team.
- *Supporting together outside the stadium*; Playing football together guided by Vitesse, a PJ party at Vitesse.



Figure 5.2 - Group ideation @ Dept.

5.2 Six Concept Directions

As mentioned, six opportunities for design were distinguished from the idea generation phase in this project. In every opportunity, it is defined what the mechanism of the idea is (the abstract function of the concept direction), the possible effect on Vitesse and the supporter and how and if it will be used. These six opportunities are:

1. Telling (player) stories
2. Vitesse Playground
3. Playing in the City
4. Inside Moments
5. Vitesse Training
6. Participating in the Game: Your Voice

1. Telling (player) stories

What is the mechanism?
Telling stories

What is the Idea?
A VR Vitesse museum, at home or in a physical space. An experience in which the supporter is able to (re)live the sentimental moments of Vitesse and experience the stories of the players.

What is the effect on Vitesse?
Vitesse is able to express their characteristics, personality and history.

What is the effect on the supporter?
By reliving important moments, the supporter might create a better understanding of Vitesse as a club and feels involved in the story and the further creation of the story.

How will it be used?
The museum will probably not be used frequently since these stories cannot be produced on demand. Therefore, the museum should consist of certain updates to create a growing collection. By adding recent stories, happenings and interviews for example. It is questionable whether this idea is an 'activity' and able to create a connection between supporters, which is the design goal of this project.

2. Vitesse Playground

What is the mechanism?
Giving back to society, playground for teenagers

What is the idea?
Making Vitesse everyone's 'clubhouse'. By taking the younger supporter in after school time and offering them a programme which relates to topics in the supporter's life, such as sports bus also homework. And by doing so, offering the younger supporter an inspiring environment.

What is the effect on Vitesse?
Vitesse is able to use their locality as a strength and change their social position within Arnhem.

What is the effect on the supporter?
By making use of this inspiring environment, the supporter is able to get to know Vitesse on a deeper level but also able to meet fellow supporter and peers through these to be designed programmes.

How will it be used?
Providing an environment to the supporter can perhaps be facilitated in collaboration with the municipality of Arnhem. Together (Vitesse and Arnhem), they can select places throughout the city that can facilitate the programme. The programme needs to be evolving to keep it interesting for the supporter. Therefore it could be focused on different themes per week or per month. Also, using the players as leaders of the programme could be another factor to interest the supporter. Furthermore, a promotional campaign might be needed to trigger the supporter, together with digital touchpoints such as an app to keep the supporter up-to-date of the programme.

3. Playing in the City

What is the mechanism?

Real-life game through digital touchpoints

What is the idea?

A game in which the supporter is able to 'catch' the players of Vitesse throughout the city. Supporters can 'battle' against each other to conquer players. These battles are in the form of physical football tricks they need to perform. In this game, the qualities of Vitesse's players can be shown and adjusted based on the actual game. The supporter is able to develop their football skills through these battles and by becoming better they can win prizes such as tickets to the game of Vitesse or receiving personal messages from the players.

What is the effect on Vitesse?

Vitesse is able to provide information about their players in a playful way and by adding prizes to the game, giving the supporter the resources they are normally dependent on, such as money to buy tickets to the game.

What is the effect on the supporter?

The supporter is able to experience the game of Vitesse together with fellow friends and supporter. They can join a competition throughout arnhem and through this competition they might be able to meet new people and eventually battle to go to the game together with their friends.

How will it be used?

It needs to be promoted, possibly via the players through channels such as Instagram for example. Furthermore, the game can be interesting through a competition.

4. Inside Moments

What is the mechanism?

The ubaccessible moments

What is the idea?

The supporter is able to digitally join moments which they normally cannot access. For example, moments inside the training room, hearing the conversations between players during the game on the bench (extra experience to enhance the game), or at lunch in the players canteen (behind the scenes).

What is the effect on Vitesse?

Vitesse is able to offer the supporter transparency and to show them how being a football club or a team really works.

What is the effect on the supporter?

The supporter is able to be more involved during the games and experience real-life moments regarding Vitesse.

How will it be used?

It is questionable whether this idea is attractive enough and easy to use. It is about real moments which the supporter is usually not able to access, which offers transparency but might not be interesting enough. It might also be hard for Vitesse to show these moments since it also violates their and their players' privacy.

5. Vitesse Training

What is the mechanism?

Playing football together, watch & learn from role models

What is the idea?

The supporter is being trained in football by the players of Vitesse which changes the role between supporter and player. The training is facilitated through an app, which means the supporter is able to follow practices of the players via this app. This is alternated with practices on pitches throughout Arnhem. The exercises of the practice are linked to what happens during the game or during the practices of the Vitesse players themselves. The supporter is able to follow these practices alone or with other supporters or friends.

What is the effect on Vitesse?

Vitesse is able to help the supporters in developing their football skills and therefore not address the supporters as supporters, but as pupils. It allows Vitesse to support the youth of Arnhem to move and exercise more and to create the facilities to do so.

What is the effect on the supporter?

The supporter has the possibility to play outside with their friends and it creates the feeling of learning of Vitesse and playing football together with friends and with Vitesse, following the Vitesse dream.

How will it be used?

It becomes interesting when the supporter is able to follow different trainings and learn new football skills once in a while. Again, it becomes increasingly interesting when the supporter is able to learn that magic trick that a player of Vitesse performed during the game. The idea is about the interaction between the player and the supporter spread over different places in Arnhem.

6. Participating in the Game: Your Voice

What is the mechanism?

Taking over traditional roles

What is the idea?

The supporters are given active roles around the game of Vitesse. Which means, the supporter is able to be the commentator, share their insights with 'colleague supporters', they can influence the alignment of the Vitesse team and join the discussion after the game with the coach of Vitesse.

What is the effect on Vitesse?

Vitesse focuses on fully involving the supporter in the game, which allows more interaction between Vitesse and the supporter on different layers.

What is the effect on the Supporter?

The supporter is able to actively participate during and around the games which creates a feeling of involvement and acknowledgement. It creates an extra dimension to how they view the game.

How will it be used?

This idea is hard to execute for Vitesse since it causes difficult logistics around the game. It also requires extra effort and energy from the players and the coach since it gives them extra roles which they have to take into account.

5.3 Chosen Directions

This section discussed the three concept directions; Vitesse Playground, Playing in the City and Vitesse Training. The concepts are evaluated with the help of a strategy wheel (figure 5.3) and a graph to determine how they stand in relation to each other (figure 5.4).

The three directions

The six idea directions are compared to the formulated guidelines presented in chapter 4.5. Idea number 2 (Vitesse Playground), number 3 (Playing in the city) and number 5 (Vitesse Training) are chosen to develop as three concept directions. In the perception of the designer these three idea directions connect the best to the stated design goal and allow space for the supporter to connect with fellow supporters or peers. Furthermore, the other three idea directions are not feasible enough to be developed by Vitesse in the eyes of the designer.

Strategy wheel & graph

To evaluate the three concept directions, the strategy wheel and the graph in figure 5.3 and figure 5.4 are used. A strategy wheel is a visual representation and can be used to evaluate design concepts (Buijs, 2012). The axes represent design characteristics on which the design concepts are evaluated.

Characteristics that are present within the three concept directions are determined. The value for each of the characteristics is determined by the designer based on the presented guidelines and the design goal. The characteristics are split into two layers:

Main characteristics:	Sub characteristics:
Story of Vitesse & Players	Social Role
Arnhem (locality)	Competition
Human Contact	Education
Activity/Movement	Game Element

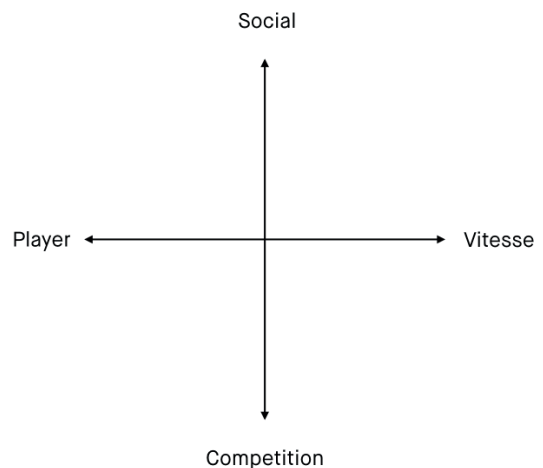
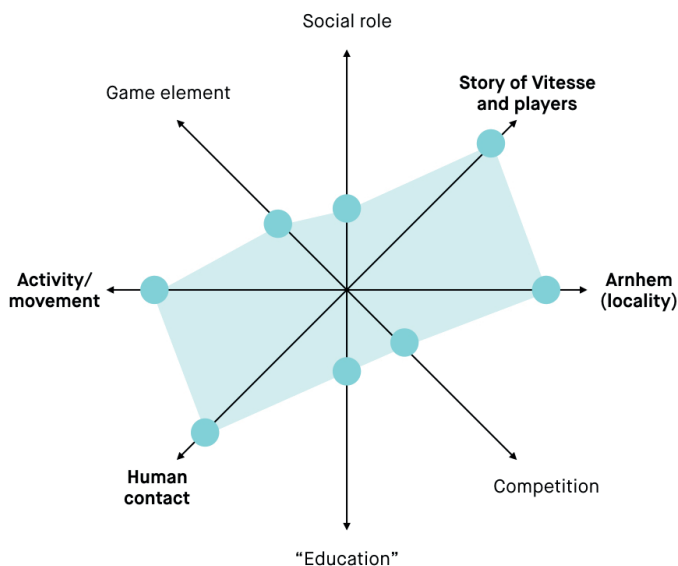


Figure 5.3 - Strategy wheel.

Figure 5.4 - Graph.

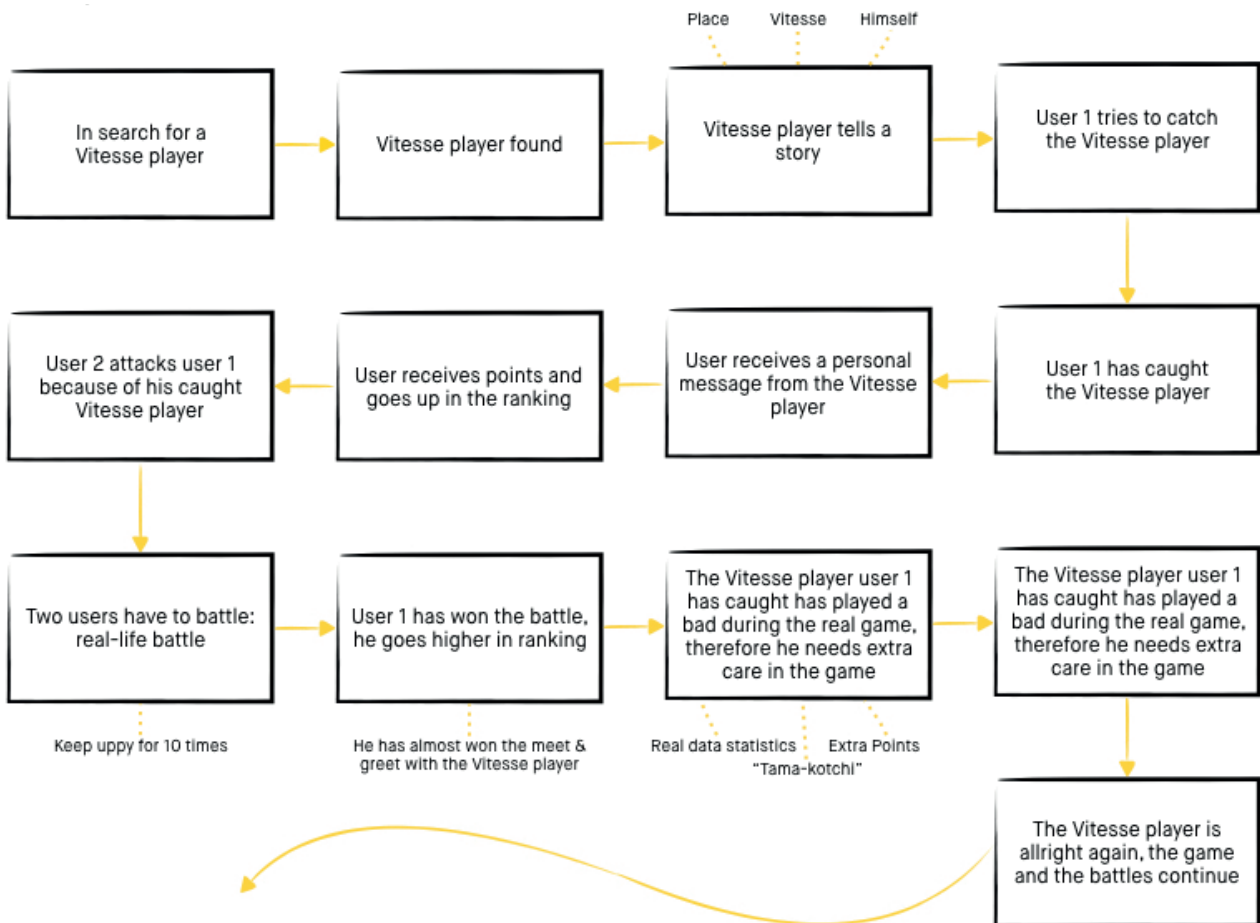
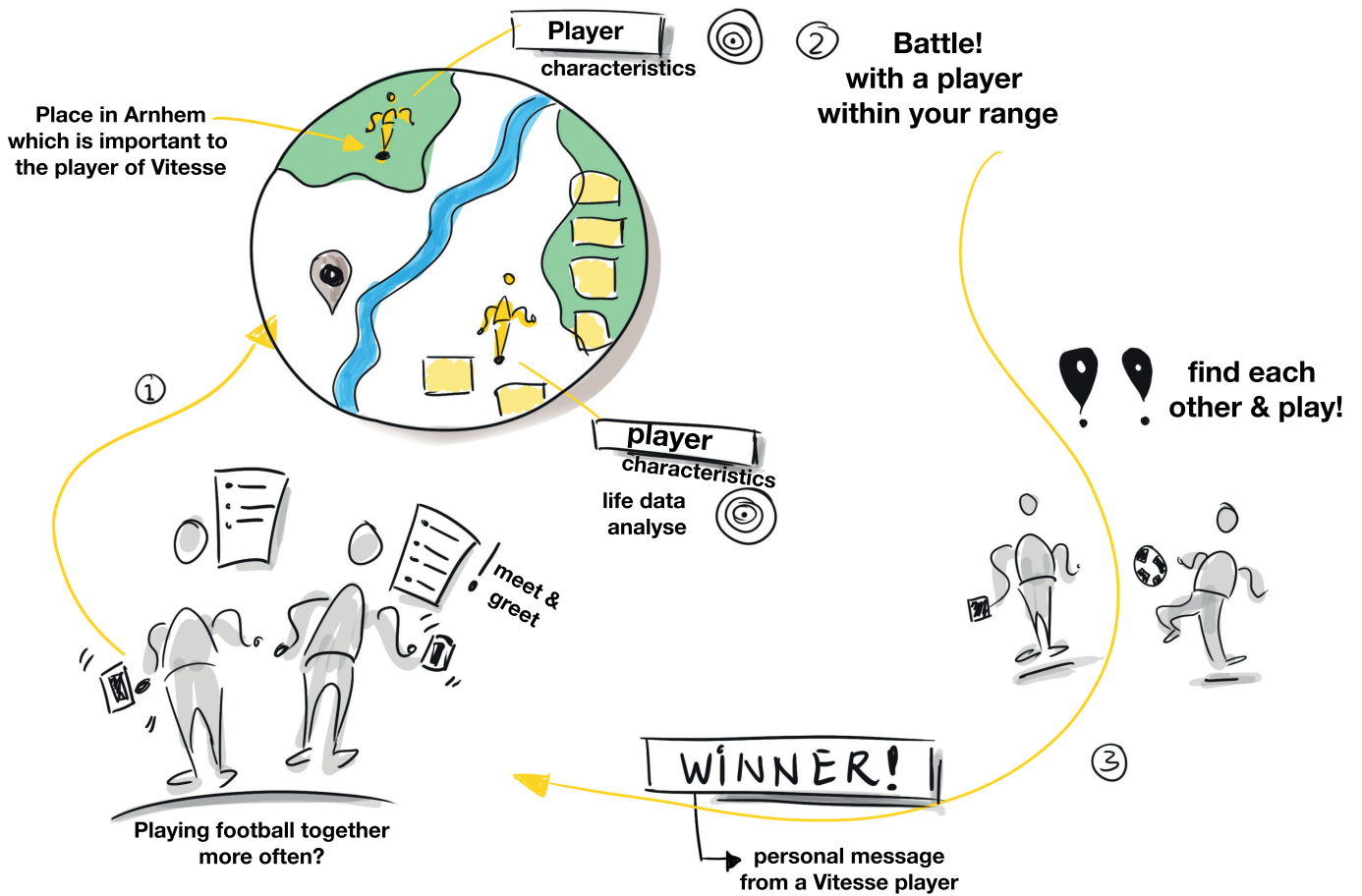


Figure 5.4 - Playing in the City.

Playing in the City

The concept

The concept is a real-life game based around digital touchpoints. The used metaphor within this concept is "Pokemon-Go. It is a game in which the supporter can 'catch' the players of Vitesse throughout the city (instead of a Pokemon). Supporters can 'battle' against each other to conquer players. These battles are in the form of physical football tricks they need to perform. In this game, the data and statistics of Vitesse's players are shown and adjusted based on how they play in real-life. The supporter can develop their football skills through these battles and by becoming better they can win prizes such as tickets to the actual game of Vitesse or receiving personal messages from the players. The image on the left briefly shows and describes what the intended user-scenario of the game is.

Effect

By adding prizes to the game, Vitesse gives the supporter the resources, they usually are dependent on, such as money to buy tickets to the game.

The supporter are able to meet new people and eventually battle to go to the game together with their friends.

Other values that are present within the concept

The concept communicates real-life data and statistics of the football players of Vitesse. The real-life battles create an offline interaction between users. These battles are adjusted based on what kind of football skills or tricks are performed by the football players of Vitesse during the actual game.

The adjusted battles create a continuously interwoven interaction with the real game. It can also make the game more dynamic since it can support a different interaction

between the football player and user. For example, the user might need to train the football player at the moment the football player has poorly played in real life. Furthermore, creating offline prizes such as tickets to go to the Vitesse match together with peers creates an offline connection with the game.

Evaluation

The concept touches the four main characteristics of the strategy wheel (figure 5.6). Furthermore, it also meets the game element, and the basis of the idea is a competition. In the vision of the designer, the social role and education go hand in hand with each other. Through this concept, the user is facilitated to be active and move away from the screen. Therefore this could be the social role that Vitesse would have (raise the youth of Arnhem). But, as visible in the graph (figure 5.5) player and competition prevail. Thus the concept touches a lot of essential elements, but for how long the game will be used or maintain interesting is unknown. In the vision of the designer, the entertainment level of the concept does not contain enough depth (Chapter 4.2).

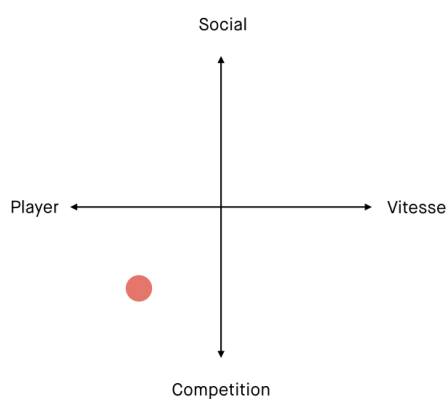


Figure 5.5 - Graph; Playing in the City.

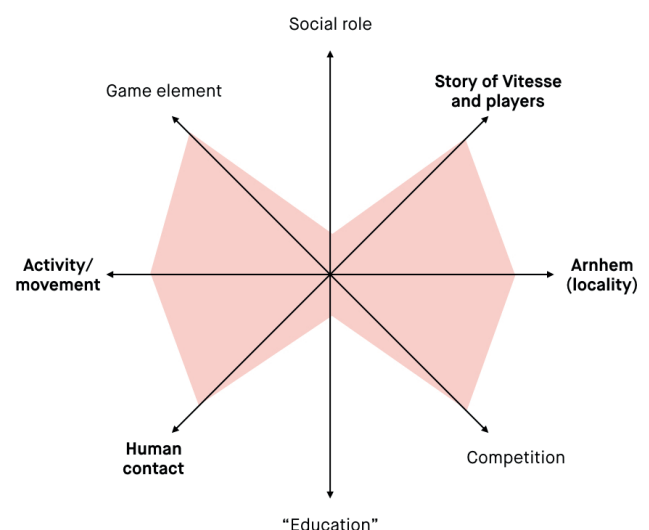


Figure 5.6 - Strategy wheel; Playing in the City.

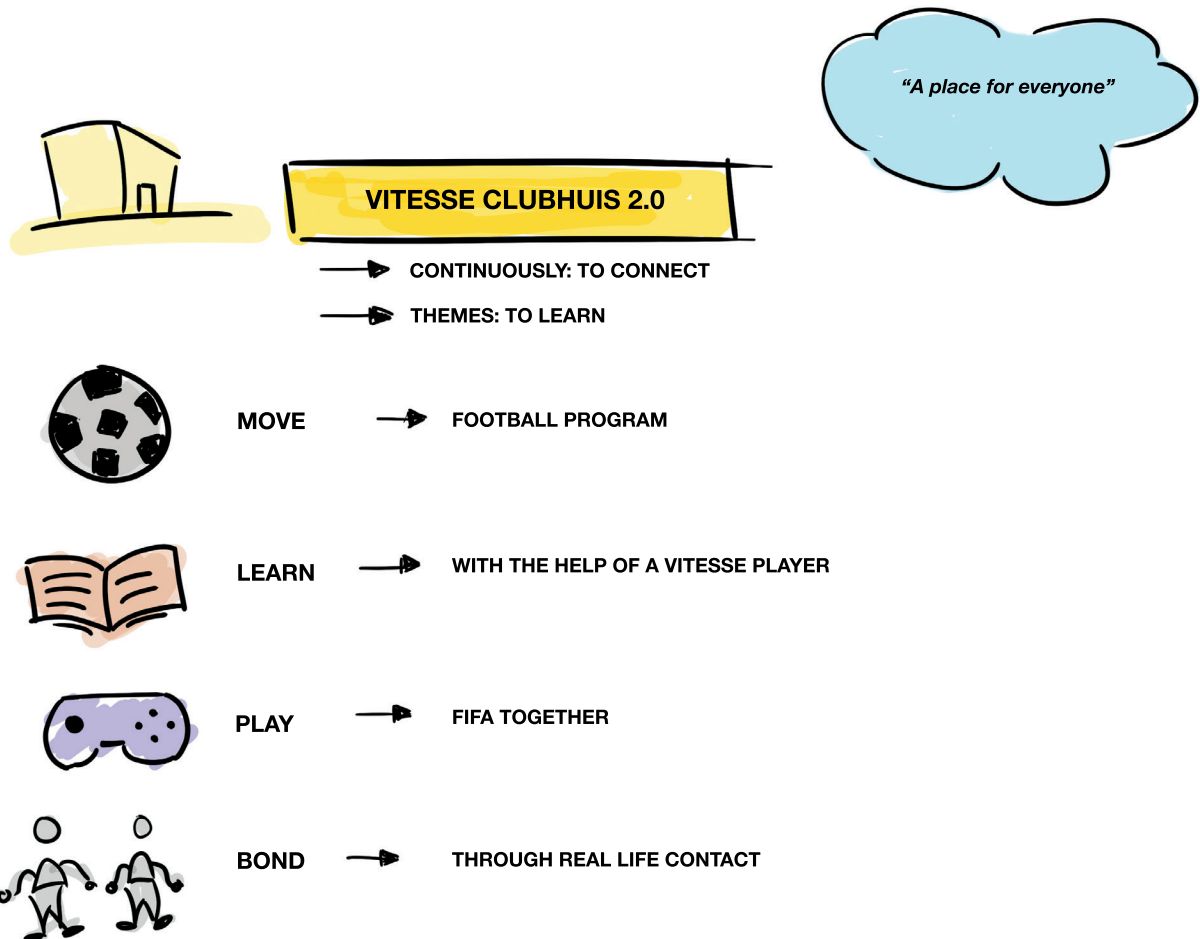
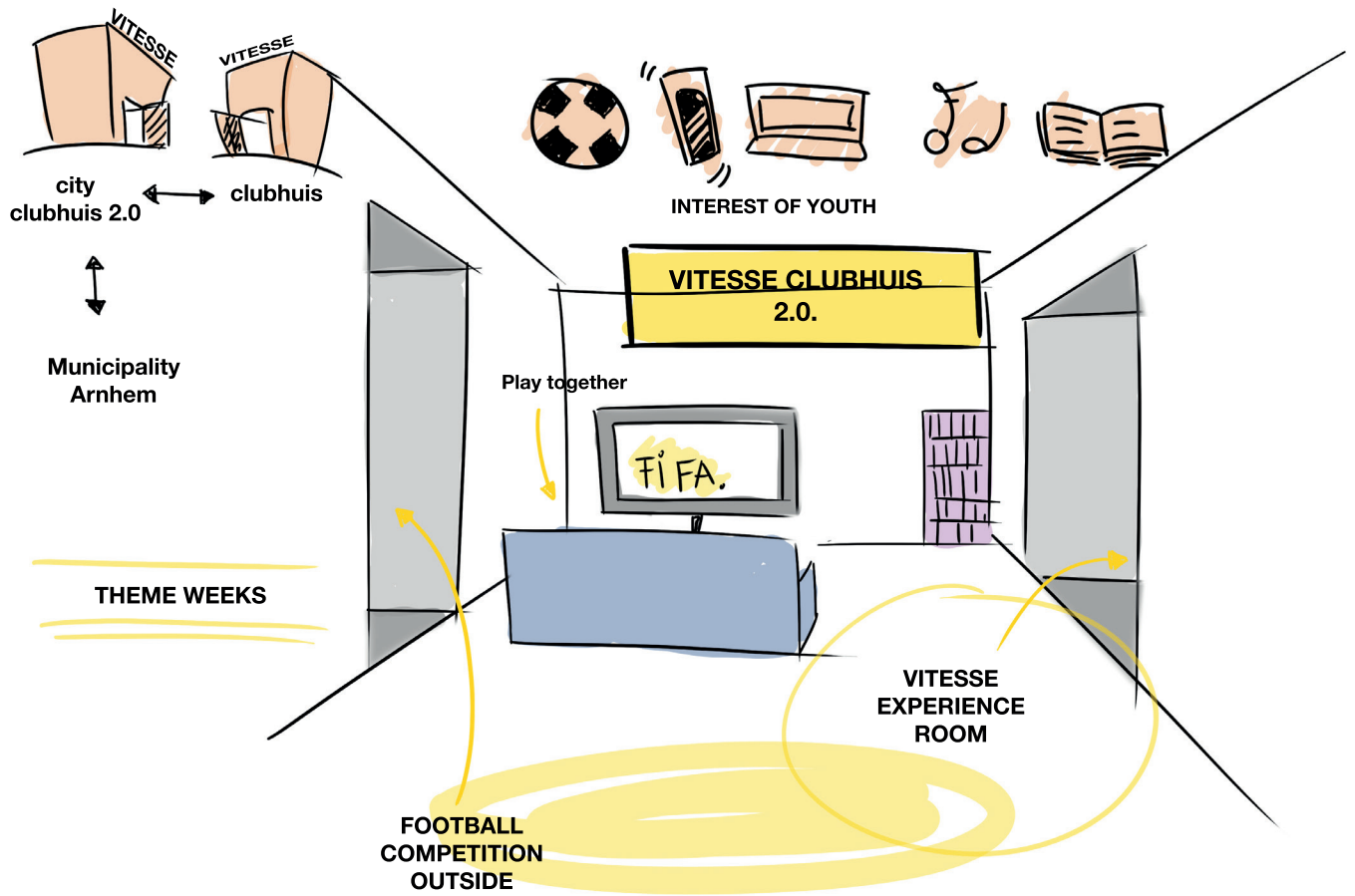


Figure 5.7 - Vitesse Playground.

Vitesse Playground

The concept

The concept is a space or multiple spaces throughout Arnhem, where supporters can do activities together. It revolves around giving back to the society of Arnhem and developing a playground for teenagers. The used metaphor within this concept is the DOK, the library in Delft. The DOK is more than just a library; it has multiple facilities. Such as a restaurant, people can attend music lessons in the library or develop other skills.

This space is seen as a Vitesse 'clubhouse' for everyone. By taking the younger supporter in after school time and offering them a programme which relates to topics in the supporter's life, such as sports but also homework. And by doing so, offering the younger supporter and inspiring environment. Figure 5.7 shows a proposition of the space with suggested programme themes.

Effect

Vitesse can use its local strength and change their social position within Arnhem. By making use of this inspiring environment, the supporter can get to know Vitesse on a deeper level but is also able to meet fellow supporters and peers.

Other values that are present within the concept

Providing an inspiring environment to the supporters can be achieved in collaboration with the municipality of Arnhem. Together (Vitesse & Arnhem), they can select places throughout the city that can facilitate the programme. The programme needs to be evolving to keep it interesting for the supporter. Therefore it could be focused on different themes per week or per month. Also, using the players as leaders of the programme could be another factor to interest the supporter. Therefore the concept can be seen as a "playground" for the younger supporters and allows them to actively participate and shape the stories around Vitesse together.

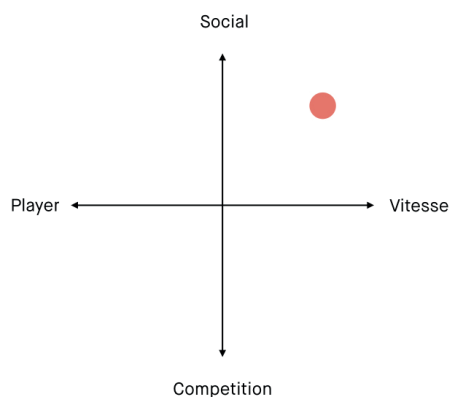


Figure 5.8 - Graph; Vitesse Playground

Evaluation

The concept meets the four main characteristics of the strategy wheel (figure 5.9). Furthermore, it also fits the 'social role' and 'education' characteristics. In comparison to 'Playing in the city,' this concept is much more focused on the social role regarding Vitesse. There is not necessarily a game element or a competition element present. In the vision of the designer, the social impact that this concept could provide is high, but it is uncertain whether the idea is entertaining enough in the eyes of the younger supporter. Furthermore, it is also unsure whether the concept is convenient enough in terms of accessibility (travel) and flexibility (time) for the younger user supporter.

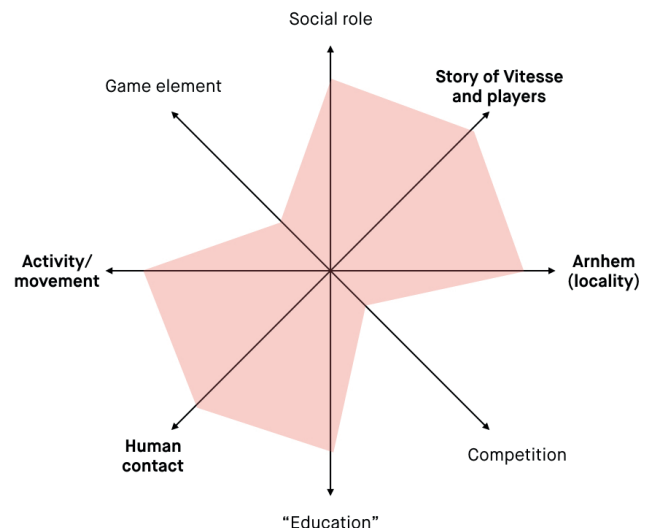


Figure 5.9 - Strategy wheel; Vitesse Playground

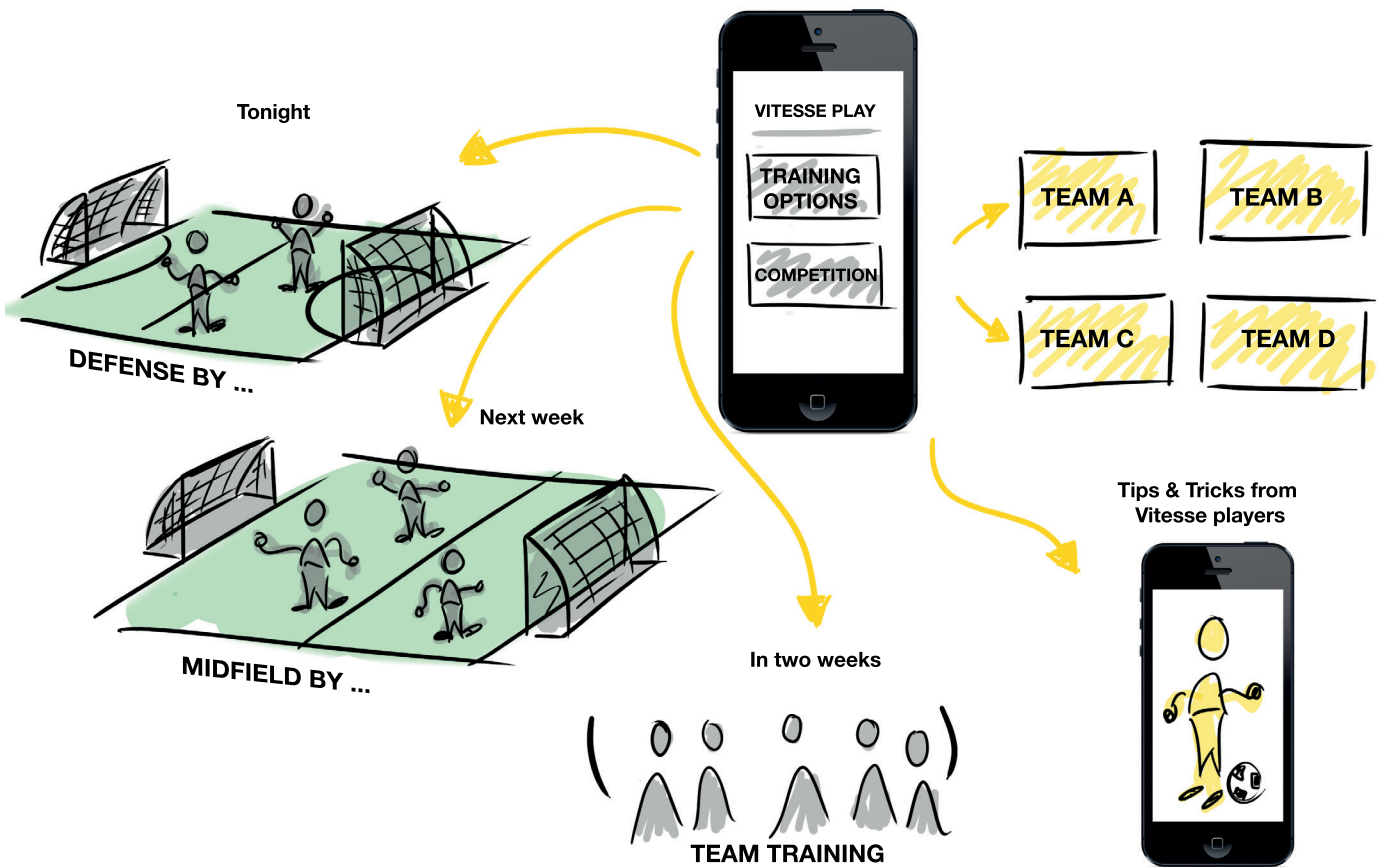
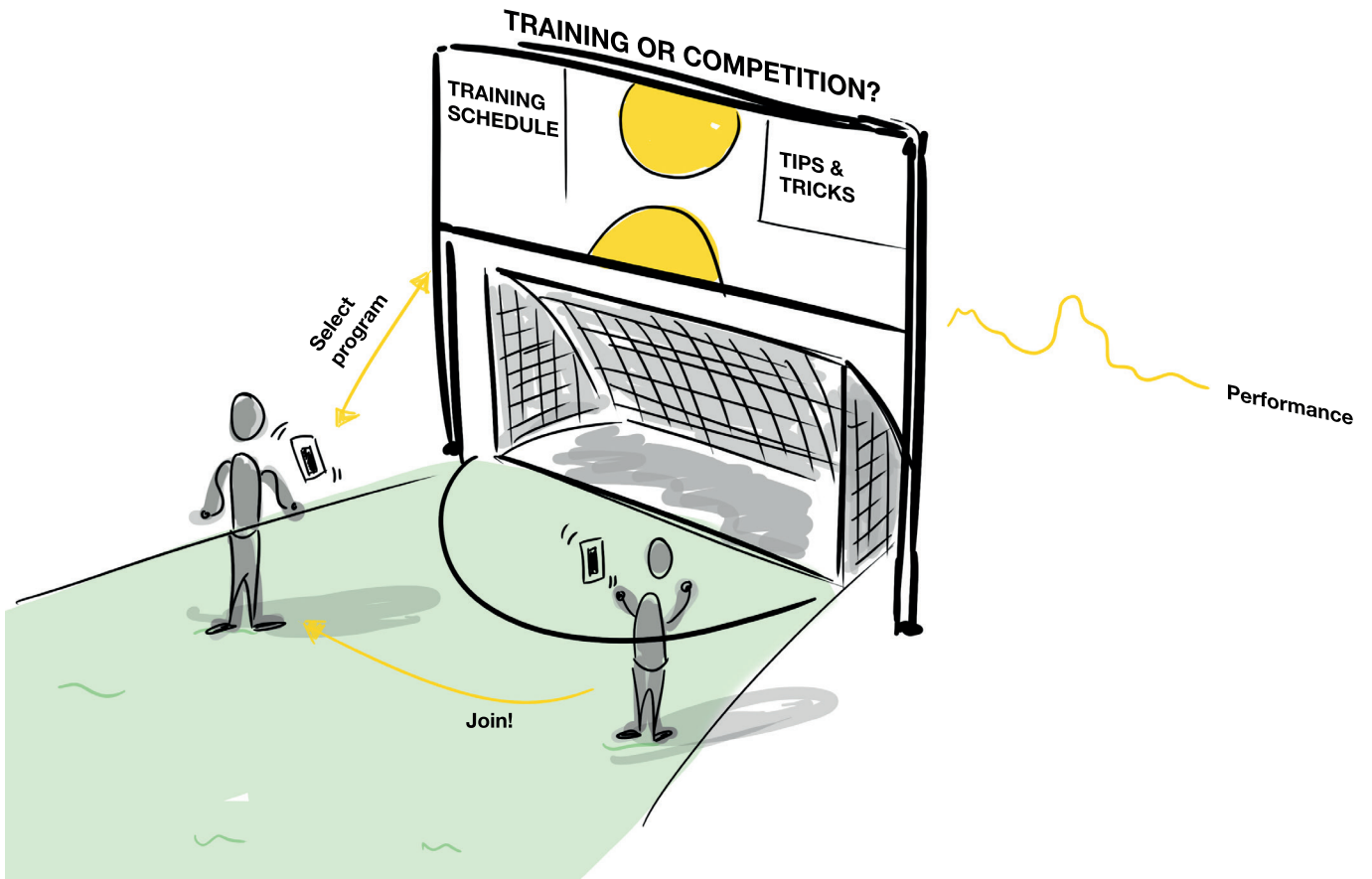


Figure 5.10 - Vitesse Training.

Vitesse Training

The concept

The concept is an interactive field supported by an app through which the supporter can learn football skills under the guidance of the Vitesse football players (figure 5.10). The used metaphor within this concept is the Cruyff Courts. Cruyff Courts are courts build by the Cruyff Foundation. These courts are safe to play areas that invite children to play outside.

In Vitesse Training, the supporter is being trained in football by the players of Vitesse which changes the role between supporter and player. An app facilitates the practice, which means the supporter can follow the instructions of the players via this app. The app alternates with football training on pitches throughout Arnhem. The exercises of the training are linked to what happens during the game or during the practices of the Vitesse players themselves. The supporter can follow these practices alone or with other supporters or friends.

Effect

Vitesse can help the supporters in developing their football skills and therefore not address the supporters as supporters but as pupils. It allows Vitesse to support the youth of Arnhem to move and exercise more and to create the facilities to do so. The supporter can play outside with their friends, and it creates the feeling of learning of

Vitesse and playing football together with friends and with Vitesse, following the Vitesse dream.

Other values that are present within the concept

It becomes interesting when the supporter can follow different football practices and learn new football skills that are connected to the real game. The concept creates the feeling of learning from each other and Vitesse. The idea revolves around playing football together which changes the player - supporter relationships and makes the football players of Vitesse more accessible. The idea is about the interaction between the player and the supporter spread over different places in Arnhem.

Evaluation

The concept meets the four main characteristics of the strategy wheel (figure 5.11). Furthermore, it also fits quite well to the 'social role,' 'education' and 'competition' characteristics. In the perspective of the designer, it is hard to define whether the concepts moves in a social or a competitive direction, even as a football player or a Vitesse direction. For further development, this can be chosen or combined in the design (figure 5.10).

The concept connects supporters in which they are developing their skills and participate actively. It is unsure whether the practice/competition balance is right and the designer places question marks around the investment costs of the (digital) fields.

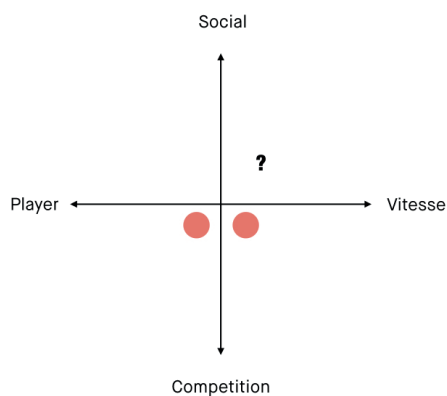


Figure 5.11- Graph;Vitesse Training.

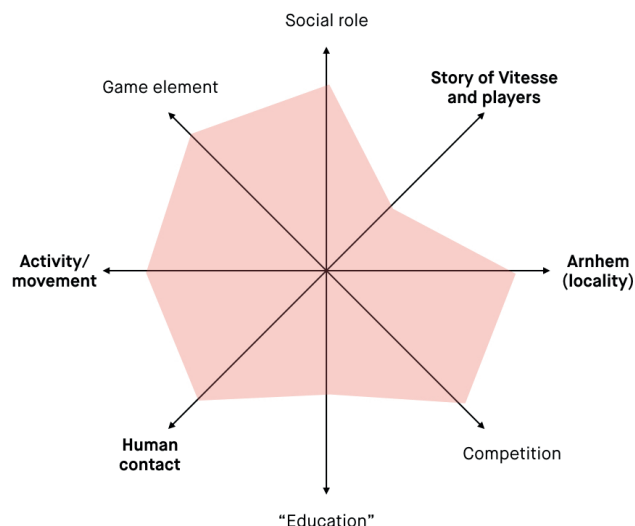


Figure 5.11- Strategy wheel;Vitesse Training.

5.4 Test

This paragraph elaborates on the created prototypes, the user interviews and the insights gained that are translated into the final design. Each prototype concludes with an evaluation of the concept.

Test Set-Up

The prototypes are created in the form of visual representations so that the target group can imagine the designed concept.

With the help of a friend, the designer went to football playgrounds in Rotterdam and spoke to children who were playing football within the age group of 12 to 16 years old. Three groups were interested in the visual representations and were willing to participate. All three prototypes are presented to all the three groups, and the order of showing the prototypes is switched per group (figure 5.12). The three interviews resulted in many insights that are translated into essential design elements for the final design (figure 5.12).

The interview

The designer introduced the prototypes briefly whereafter the participants were asked to share their thoughts regarding the prototypes. From this moment, the designer would only ask follow-up questions and pay attention to see which concept resonates the most. After all the three prototypes were discussed, the interview would conclude with a comparison between the three prototypes, the preference of the participants and why. Each conversation was voice recorded.

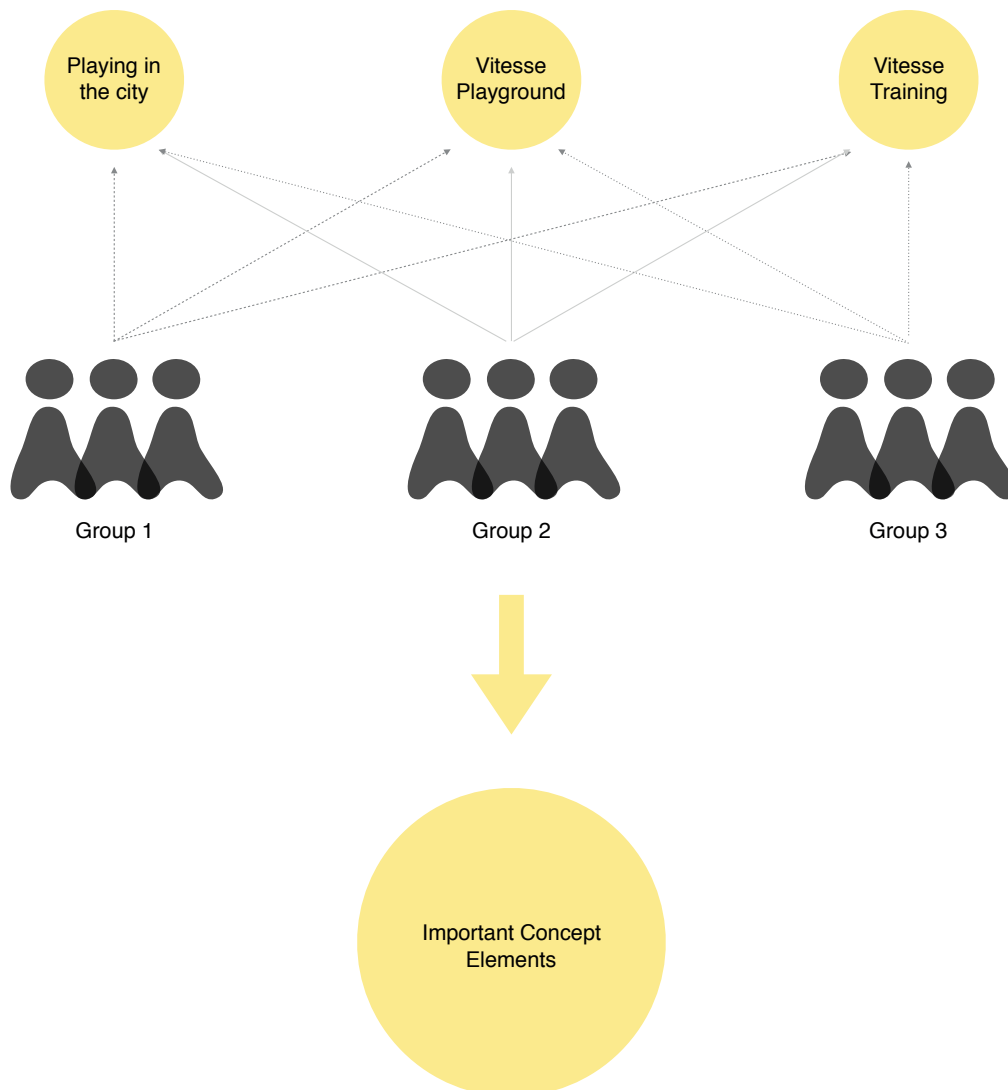


Figure 5.12- Concept directions test.

1. Playing in the City

The visual representation of this concept (figure 5.13) direction presents different elements of the concept such as the player stories and statistics through an app scenario, including the intended environmental impact of the game, such as the real-life battles or visually seeing the players in your surroundings.

Participants value:

- *Improving football skills*; The real-life battles attracted most of the attention of the participants. The battles allow them to improve their skills and have fun while playing football together.
- *Outside*; The concept was a pro for them since it allows them to play outside in a convenient way. With convenience is meant that the game guides them in discovering new places and finding other peers to play with.
- *Accessibility*; The place and time are accessible and flexible, the game allows to play whenever it suits the user, and the places to play is changeable.
- *Prices*; The idea that you can compete to go to the actual game of Vitesse is very appealing. The real-life game gives them the resources to do so in a way that appeals to them. Resources they usually are reliant on off their parents.

Participants' opportunities for design:

- Being able to create your team.
- Battles that adjust according to your skills and the skills of your opponent.
- Creating an avatar of yourself that you can train.
- Challenge peers based on the skills they have, e.g., being the master in 'keep uppy.'

Evaluation of Vitesse

- + Good to teach the young supporters things about the history of Vitesse and Arnhem.
- + Nice to use the various places of Arnhem.
- Difficult to keep it up to date.
- Likely to work very well for a while, but the hype will disappear quickly.



Figure 5.13 - Visual representation; Playing in the City.

2. Vitesse Playground

The visual representation of this concept is in the form of a viewing box and presents different elements of the idea such as the educational theme weeks and the various activities to do (figure 5.14).

Participants value:

- *Man-cave*; In the participants' perception, the concept is just like a "man cave" but for children. The term man cave is used as a metaphor to illustrate that the room is a place where the younger supporter can practice different kinds of hobbies and interests they have.
- *Resources*; Through the playground, they are given the resources to play Fifa together. As described in the analysis phase, Fifa plays an essential role in the lives of the younger supporter. Participants mention that not everyone has the resources to play Fifa, e.g., a PlayStation or space.
- *Meeting new people*; The participants describe the place as a nice place to meet new people, game together, eat together and learn together. It was hard for the participants to explain why it is valuable for them to meet new people, but all the resources the concept provides leads to meeting new people according to the participants.

Participants' points of discussion

Learning from the players

The designer proposes that it is possible to have homework support from the players of Vitesse. The participants find the idea 'cool' but were questioning whether the players have the knowledge or a degree to give homework support. In their opinion, it would be more valuable to learn about stuff the player is good at.

Distance and time

The distance and opening times of the playground are crucial. If the playground were too far (more than 15 minutes cycling), it would be more challenging for the participants to go. Also, opening times are crucial since the participants mention they do not have much time during the week because of school and homework. In the weekend they have more time.

Outside

Although the participants mention different values and possibilities the playground offers them, they say that in the end, they value playing outside over playing inside.

Evaluation of Vitesse

- + Visibility in the city of Arnhem
- + Social role and Vitesse
- + Transferring history of Vitesse to the youth
- + Various themes outside football: e.g., music and lifestyle
- Investment in the space
- Connection with an App is unclear; bringing the younger supporters together digitally, to eventually come together in the 'clubhouse.'

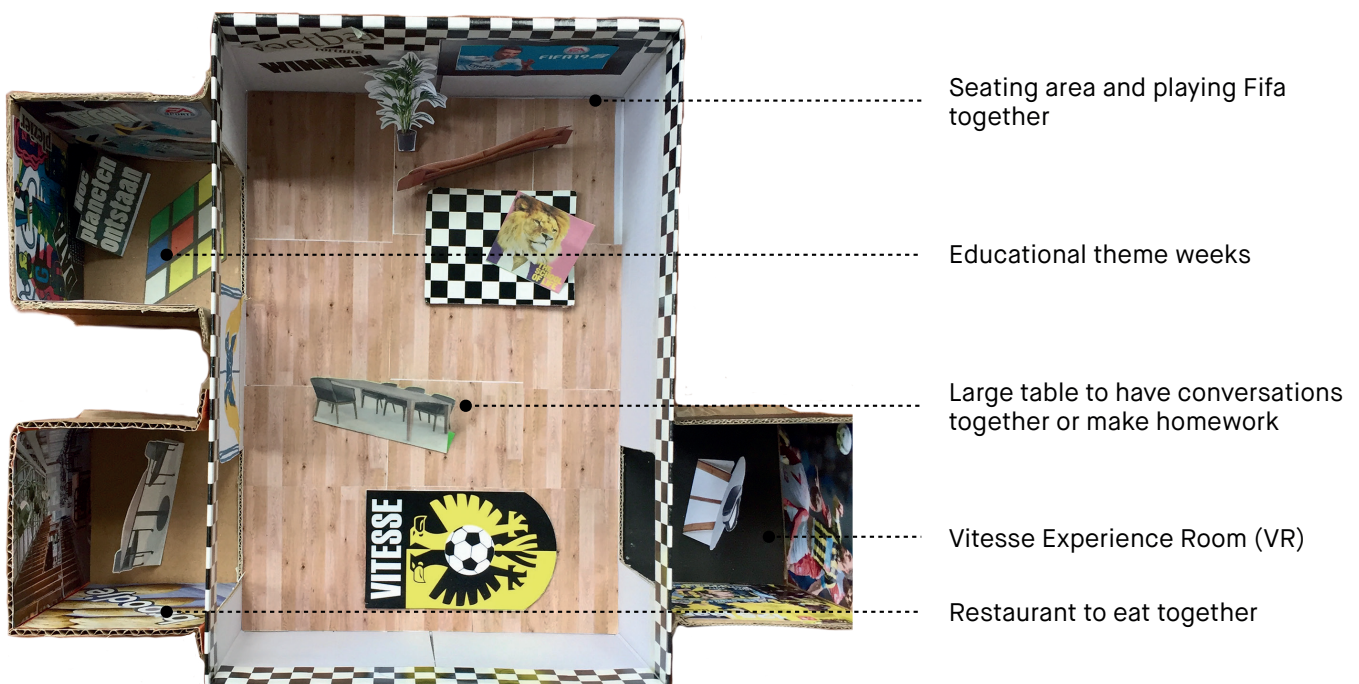


Figure 5.14 - Visual representation; Vitesse Playground.

3. Vitesse Training

The visual representation of this concept direction presents different elements of the concept such as the training scenario, including the intended environmental impact of the game, the direct feedback from the Vitesse player on your actions, the competition and training schedule (figure 5.15).

Participants value:

- Within this concept, the participants mention similar values as “playing in the city,” such as improving their football skills, playing outside and accessibility. But in general, they are less interested in following practices because it misses the challenging and competitive element.
- *Playing with peers*; According to the participants, it would be more fun to know or see where someone else is playing football, whereafter you can challenge that person in a physical game.
- *Competition*; Therefore it would also be more fun if you can create teams and play games or tournaments against each other.
- *Player*; Furthermore, they like the idea of having practices from a player, but according to the participants, it would be more valuable if this training was physical instead of digital. In that case, everyone would have the motivation to come.

Evaluation of Vitesse

- + Link between Arnhem and the youth of Arnhem.
 - + Link between online (app) and offline (the field).
 - + Interconnecting supporters
- A lot of work to build those fields.
- A trend in which young people are increasingly gaming.

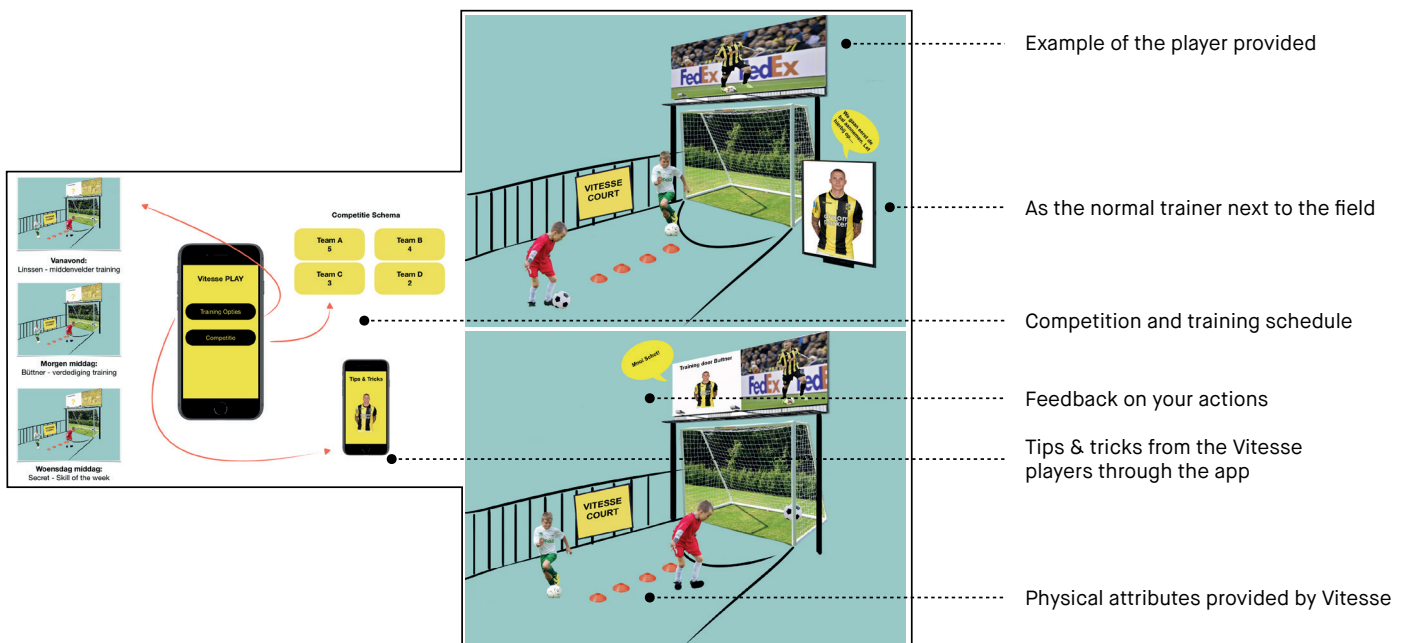


Figure 5.15 - Visual representation; Vitesse Training.

5.5 Conclusion

Based on the test, five underlying themes regarding the participants and four underlying themes regarding Vitesse are found (figure 5.1 in chapter 5.1). These themes form the basis of the final concept.

Five themes regarding the participants:

- *Playing football with peers*; The activity should allow the supporters to play football with peers and facilitate them to meet new people.
- *Game*; The activity of playing football together should contain a challenging or competitive element through which the supporter can improve their football skills, to keep it interesting; a game would be suitable to do so.
- *Prices*; The idea that you can compete to go to the actual game of Vitesse is very appealing to the participants. The activity of playing football together should provide the users with resources to do so, but also create a connection with physical resources such as game tickets they usually are reliant on off their parents. This will create an independent position for the user.
- *Outside*; The activity should take place outside, at locations that facilitate playing football. The concept should communicate to the user where those places are, and it should be adjusted to the user in terms of accessibility (distance and time).
- *Physical and digital connections with football players*; The participants resonate to elements through which they can interact with the football players. This interaction would be more valuable if it creates a link between the digital and physical aspects of the football players.

Four themes regarding Vitesse:

- The final concept should contain a storytelling element around Vitesse and Arnhem.
- The game can be distributed in Arnhem, using different places and areas that Arnhem has.
- The game should consist of a physical touchpoint that allows the visibility of Vitesse and creates a point of recognition for the users.
- The concept should connect to the real-life game of Vitesse to create the connecting journey.

Final Concept

Based on these themes, the final concept will be focused on football battles and competition between supporters through which supporters can play football with each other and meet each other. These battles will support them in growing their football skills and letting them play outside through a playful game. These battles will be supported through an app and demonstrated with the help of the Vitesse players digitally and offline. The app should be in the form of a game where the supporter can win prizes such as game tickets or other merchandise aspects of Vitesse.

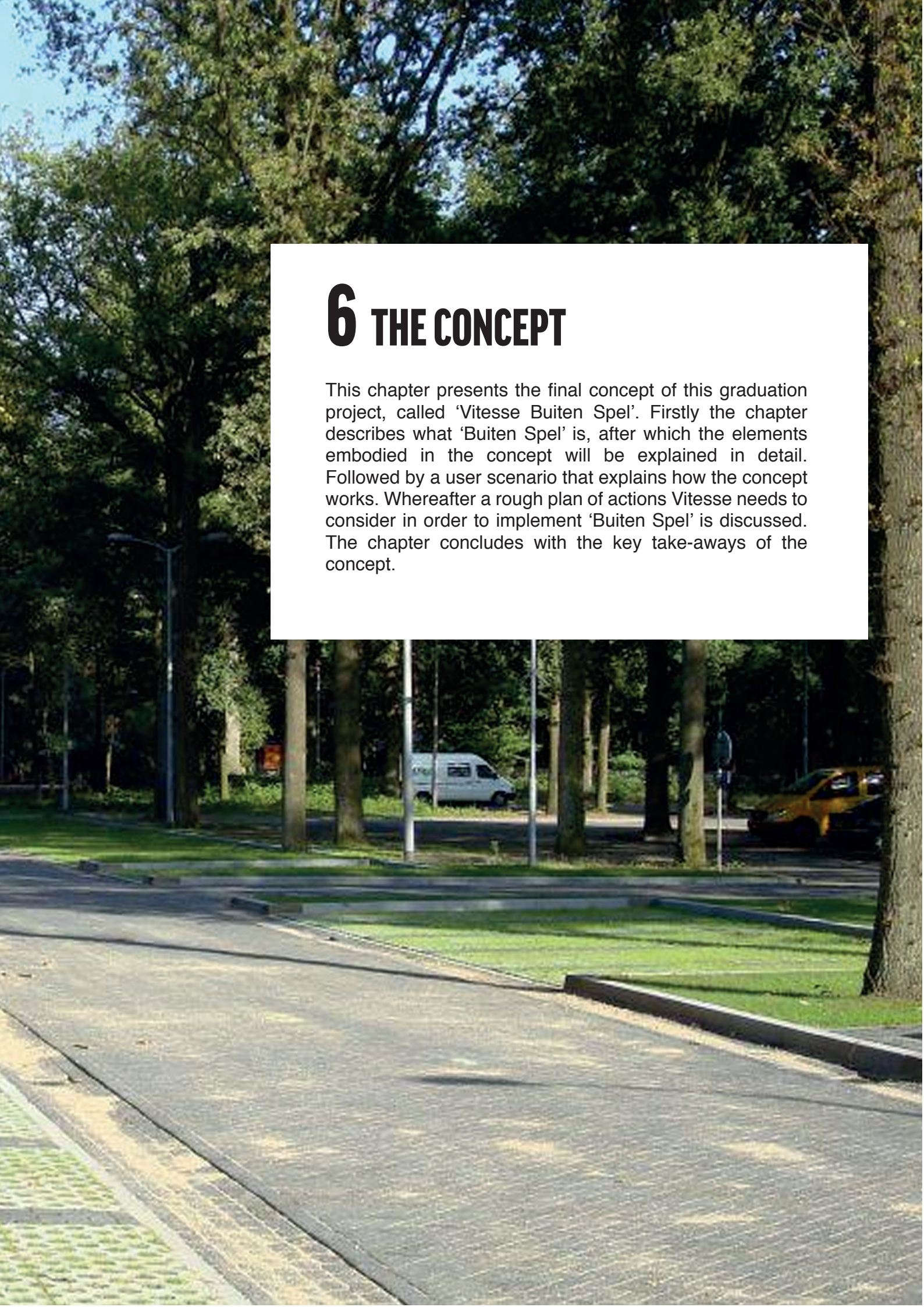
Such game allows more flexibility and accessibility for the supporter.

This forms the basis of the development of the final concept. The development of the final concept can be found in Appendix H.



6 THE CONCEPT

This chapter presents the final concept of this graduation project, called 'Vitesse Buiten Spel'. Firstly the chapter describes what 'Buiten Spel' is, after which the elements embodied in the concept will be explained in detail. Followed by a user scenario that explains how the concept works. Whereafter a rough plan of actions Vitesse needs to consider in order to implement 'Buiten Spel' is discussed. The chapter concludes with the key take-aways of the concept.



6.1 Vitesse Buiten Spel

Since 2013, the number of children playing outside every day has decreased from 20% to 14%. 30% never plays or only plays once a week outside (van den Breemer, 2018). The Health Council (Gezondheidsraad) stipulates that pupils have to move “moderately intensive” for at least one hour every day. Such as walking, cycling, or playing outside. About 45% of children do not succeed in doing so (van den Breemer, 2018).

One in three children says they want to play outside more often. An important barrier is that they find the play areas too boring or that they are too busy with school and hobbies. “Make it exciting, suggest a quest, go for a hunt” - educationalist Annet Weterings (van den Breemer, 2018).

This section first presents an overview of ‘Vitesse Buiten Spel’ after which the elements embodied in the concept will be explained in detail. Followed by a user scenario that explains how the concept works .

What is Buiten Spel?

‘Buiten Spel’ is a game platform based on football battles that allow the younger supporters to play football against and with each other at different places throughout Arnhem. The concept lifts playing football outside to a higher level providing battles that are guided and demonstrated by the team of Vitesse and linked to specific places in Arnhem, aiming to achieve a positive social impact in Arnhem. The game exists of different elements that form a connection between the users, Arnhem and Vitesse to create a sense of belonging and relatedness.

Elements

To make the platform work, ‘Vitesse Buiten Spel’ is built-up in four elements (figure 6.1):

(1) Who - Peers, (2) What - Play & Discover, (3) Where - Arnhem, (4) How - Game. Figure 6.1 gives an overview of the complete platform. Illustrating the back-end of the platform: connecting peers through battles, to let them discover new people, Arnhem, Vitesse and the team by connecting their own environment to Vitesse and Arnhem, lifting playing football outside to a higher level.

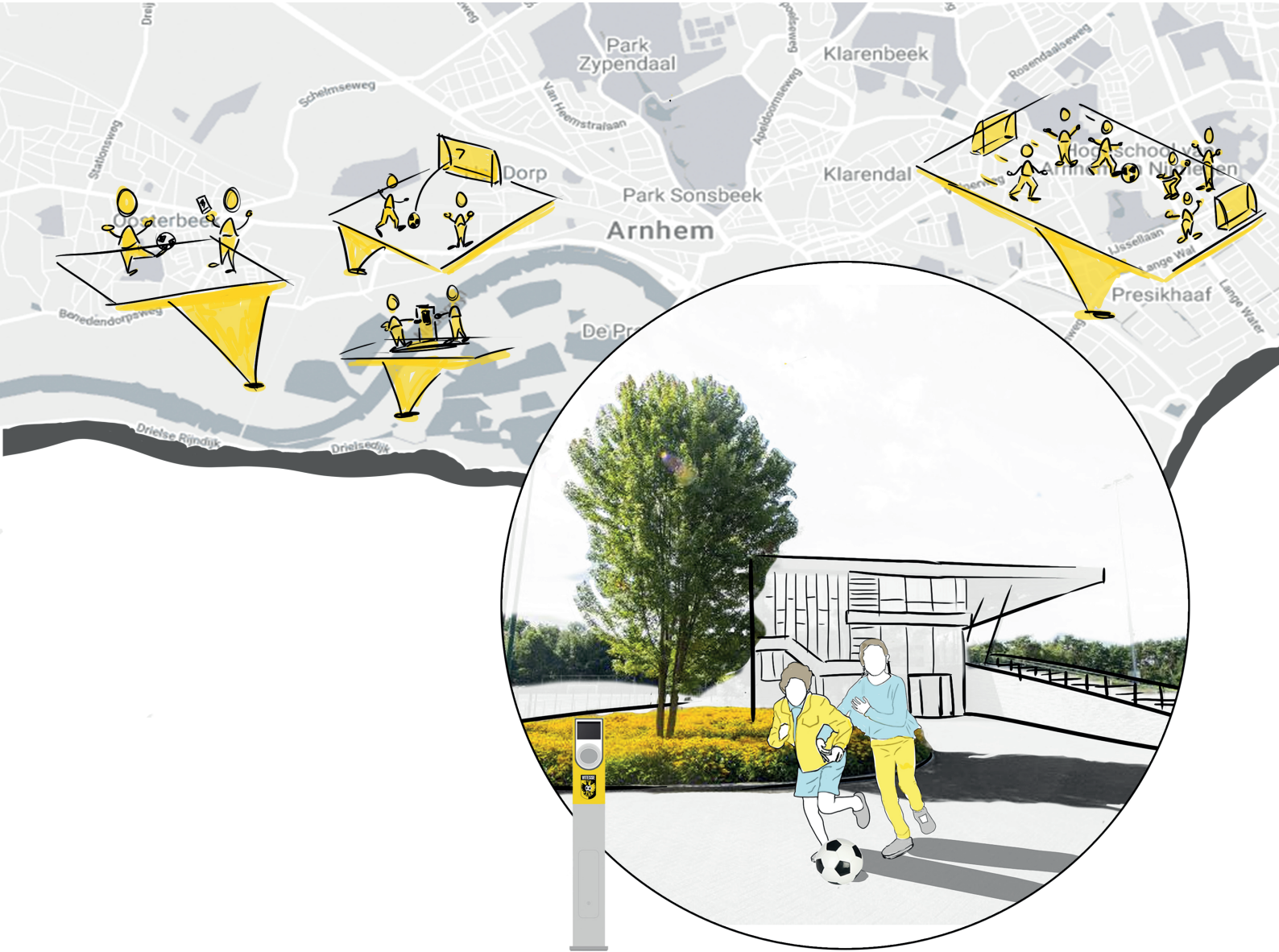
App

To support all elements of the platform, the app of ‘Buiten Spel’ was developed, which is illustrated in figure 6.1. The app has the purpose to connect the four elements creating a connection between the game and the real world.

Platform

The flow of the platform will be discussed in the next section, by addressing the different elements followed by a user scenario that explains how the concept works and how this is reflected in the app.

Figure 6.1 - Overview of ‘Vitesse Buiten Spel’.



Who - Peers

Goal: To connect the supporter to their peers, other supporters and Vitesse

Facilitated by: The four different battle formats; one, one vs. one, team vs. team, one vs. Vitesse.

What - Play & Discover

Goal: To let the supporter discover new people, Arnhem, Vitesse and the team

Facilitated by: playing and discovering the football battles of 'Buiten Spel', which is the heart of the game and connects the four elements.

Where - Arnhem

Goal: To connect the environment of the supporter with Vitesse and Arnhem

Facilitated by: Empowering the user to start playing from their home to special assigned locations in relation to the city or Vitesse.

How - Game

Goal: To lift playing football outside to a higher level. Facilitated by: developing and growing in the game by earning points and digital and offline rewards, creating a new objective to play.

The App



6.2 Who - Peers

The battles of 'Buiten Spel' can be played on your own, own vs. one, team vs. team or against Vitesse. See figure 6.2 for a short scenario of a one vs. one battle. Other scenario's can be found in appendix I.1, the development of the scenario's can be found in appendix H.3

How the battles can be played

The battles are adjusted to the level of the user. Most of the battles are based on time, e.g., juggle the ball as much as possible within the given time.

Furthermore, there is the possibility of 'Free Play.' With free play the user does not need to follow a specific battle; he or she can play football with peers according to their wishes. 'Buiten Spel' does provide suggestions to follow within the free play mode that can support the user and peers. Free Play is present in all the four sub-elements of 'Who'.

One

Users can practice battles or improve their skills with the help and guidance of the football players of Vitesse in the app.



One vs. One

Most of the battles are focused on One vs. One. These battles focus on collaboration and discovery with peers. It involves battling against each other or with each other, beating the records of the Vitesse players in the app.



Team vs. Team

Furthermore, the user can create teams in the app to battle or play games against other teams.

Team vs. Team focuses on competition and gives the teams the possibility to participate in different leagues. To avoid exclusion of players, there are different competition levels based on the composition of the team.

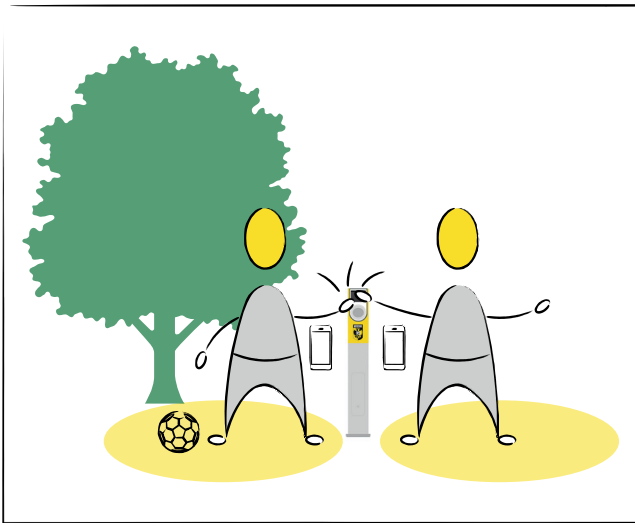


One vs. Vitesse

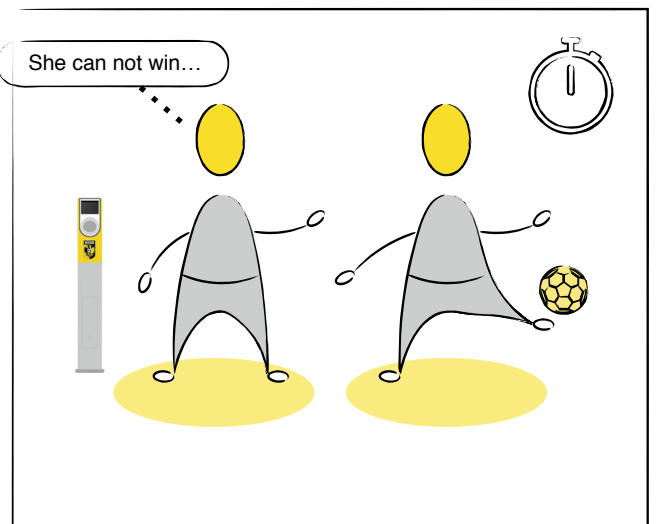
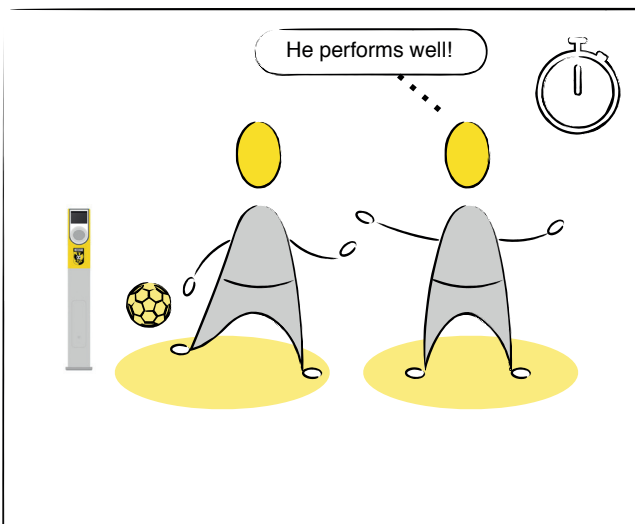
When the users grow in the game, they get the opportunity to battle against the players of Vitesse through activities they are invited for or on match days, after the game.



Check-in



Battle



Done!

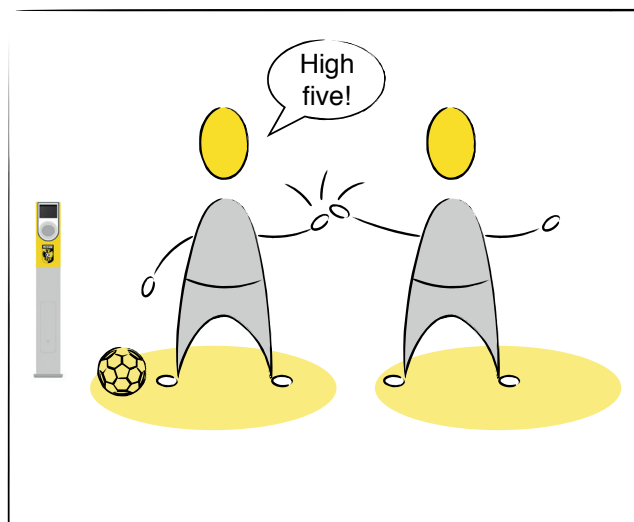


Figure 6.2 - Short scenario one vs. one battle.

6.3 What - Play & Discover

By playing the football battles of 'Buiten Spel' the user discovers the four sub-elements of What.

Football Battles

The football battles are the heart of the game. These battles are based around simple football skills such as 'keep uppy' to more extensive football skills that the football players of Vitesse perform during the real game (see appendix I.2 for a proposal of these battles). By playing the battles of 'Buiten Spel', the user discovers four sub-elements of What. These elements are described as stand-alone elements, but they are connected and together they create the game; Arnhem, People, Vitesse, and the Team (figure 6.3).

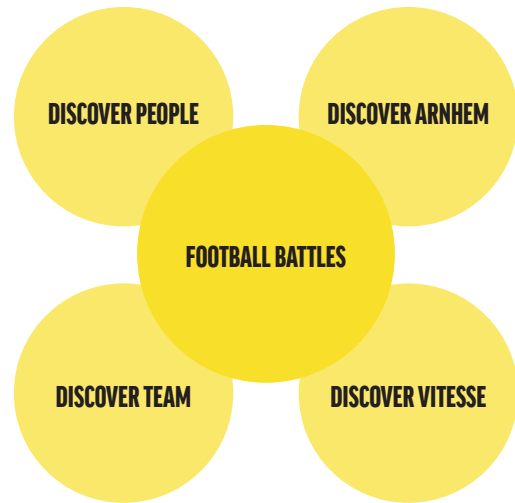


Figure 6.3 - The sub-elements of 'what'.



Discover Arnhem

'Buiten Spel' guides the supporter through Arnhem because every battle is assigned to a place in Arnhem, the game explains the history of Arnhem in relation to Vitesse and provides background information of the location.



Discover People

Through 'Buiten Spel' the supporter can get in contact with people they already know based on their social environment. They are also able to meet new people through the app based on their location in the app and by meeting new people at the battle locations throughout Arnhem.



Discover Team

Every football battle is linked to a football player of Vitesse. The football players have a prominent role within the game. They tell the stories around the battles (see Where), and they demonstrate and guide the supporter through the battle in the app (see appendix I.5 for inspiration for these demonstrations).



Discover Vitesse

Throughout the game the user discovers Vitesse. They can learn the facts and stories of Vitesse throughout the game. They can, for example, win tickets to the match of Vitesse in the GelreDome, for which they can invite one of their fellow supporters (see 'How', 'Physical Rewards')

6.4 Where - Arnhem

'Buiten Spel' can be played from the home of the user, moving to their neighborhood, specially assigned locations in Arnhem in relation to the city or Vitesse up to the GelreDome on game days (figure 6.4).

These locations are based on the functionality of the game (e.g., is there enough space for a team battle? (figure 6.5)) or on the sub-elements; 'Discover Arnhem,' 'Discover Team' and 'Discover Vitesse' as discussed in 'What' (chapter 6.3).

Based on these three sub-elements, the football players that are assigned to the battle and thus demonstrate it (see 'Team', chapter 6.3), tell the story of the battle through the app. The story connects elements of the following themes depending on which ones are present; the location, the personal side of the football player, the skill of the football player or Vitesse. To give a fictive example, Odegaard and Linssen (two players of Vitesse) have met each other for the first time in a restaurant close to Papendal (chapter 1.7). Outside the restaurant, there is a playground; this playground is assigned to the battle that Odegaard and Linssen demonstrate in which they tell the story of how they met for the first time.

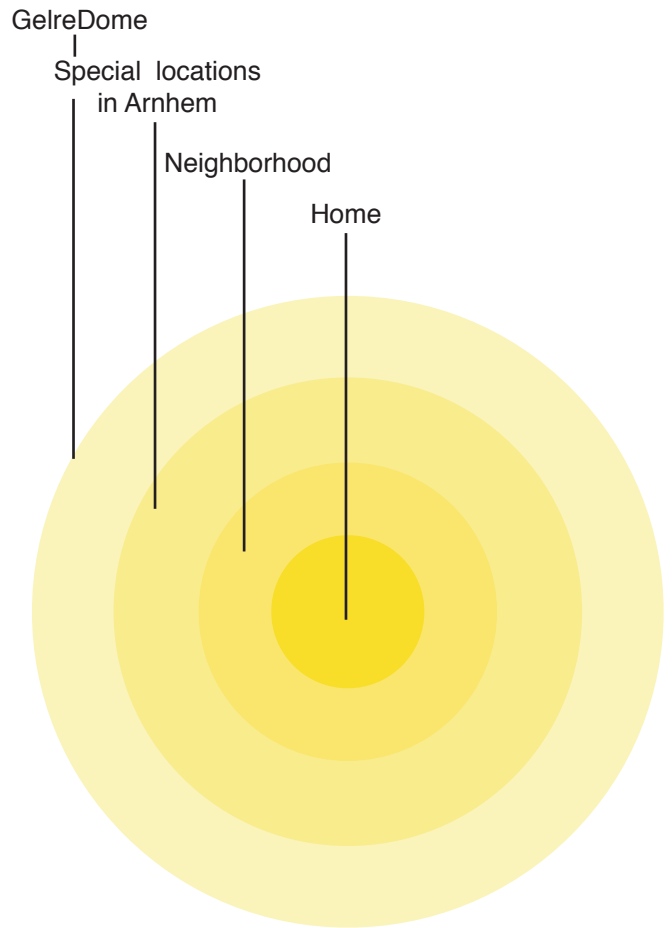


Figure 6.4 - Battle locations.

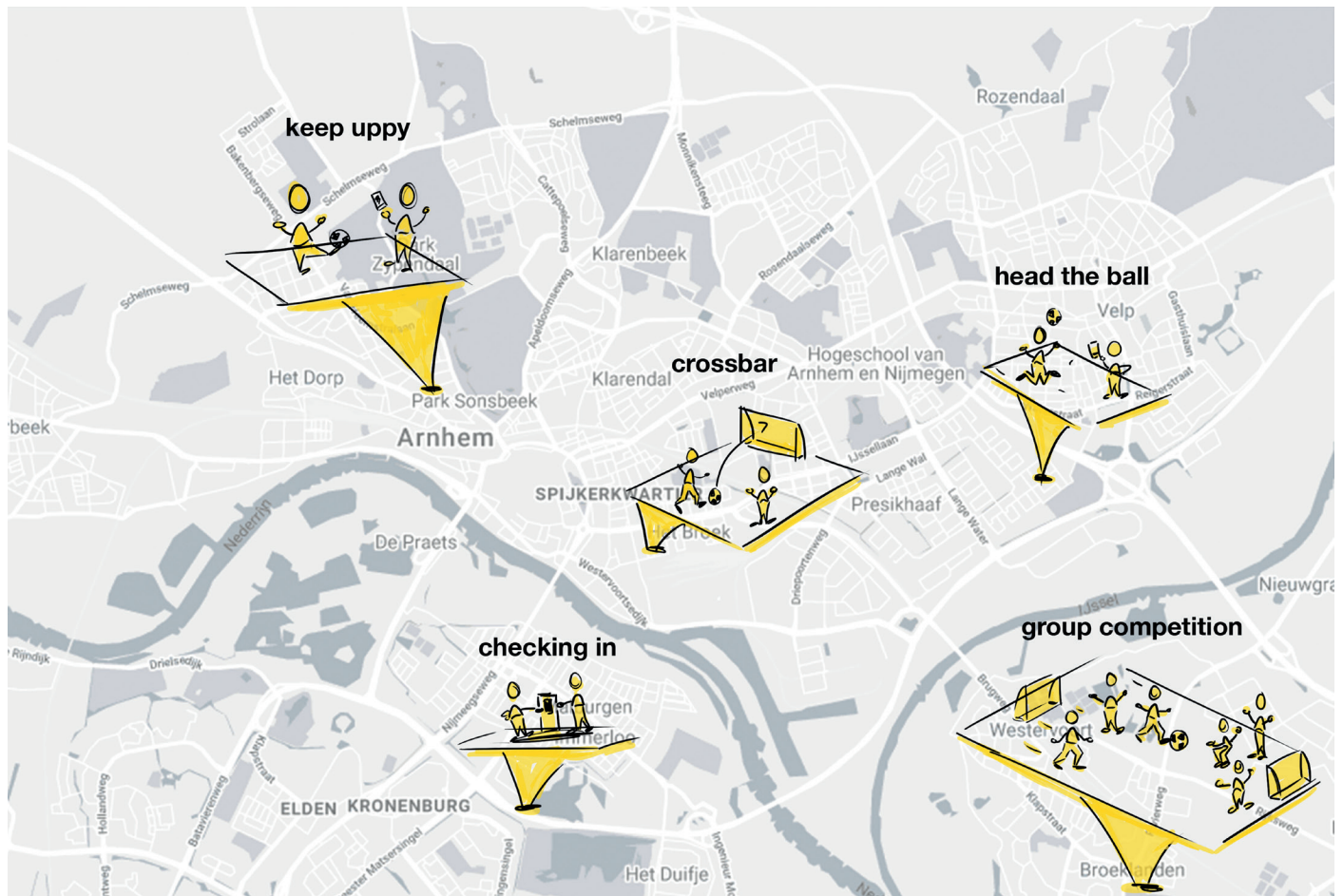


Figure 6.5 - Battles distributed in Arnhem.

6.5 How - Game

As mentioned, 'Buiten Spel' is a game based on football battles. The game follows a specific system to make playing football outside more interesting and is based on the Maslow pyramid (Maslow, 1943) and is developed with the help of the Mechanics, Dynamics, and Aesthetics (MDA) model (LeBlanc et al., 2004) (see appendix H.6). Furthermore, it allows the user to develop in the game with the focus on connecting to peers, and the discovery of the four mentioned sub-elements of 'What' (chapter 6.3).

Access

First, the user gets access to the platform where he or she can practice the battles on their own, challenges peers in a battle or create a team to join a competition.

By playing the game, the user earns points. How the user earns those points is different for each battle format discussed in chapter 6.4. For example, one vs. one battle focuses on collaboration and discovery. Meaning, besides points to whoever wins the battle, the users earn points for discovering the location they are battling at and for the peer they are battling with; e.g., the number of times they have battled together or because they have met through the game. This also applies to the Team vs. Team battles (appendix I.1).

Digital Rewards

The number of points they earn is represented in badges. Their badges evolve with the user throughout the game as a mean for them to track their growth and visually see their development and accomplishments. With accomplishments, it is not just meant the number of battles they have won, but also the number of locations they have discovered or the number of peers they have met through the game (figure 6.7).

Furthermore, with the number of points they earn they can unlock new battles. The battles that are unlocked are more complicated than what the user was used to up till now or could be based around their favorite football player.

Physical Rewards

Furthermore, with the number of points they earn they can unlock new locations as well. Unlocking new locations is mainly based on the discovery of the specially assigned places within in Arnhem that are based around the city itself, Vitesse or its players.

With the points they earn, they can 'buy' physical rewards. Vitesse related prizes (e.g., a meet & greet) and activities regarding the football players (see one vs. vitesse; chapter 6.2 & appendix I.2, appendix I.7) are part of 'Buiten Spel' to create an online and offline connection between the supporters and the team.

Social Status

Eventually when the user 'masters' the game, they receive a specific status on their personal development within the game (figure 6.7). This could be 'the master of keep uppy' but also 'the master of location discovery.' By receiving these statuses, users can find players based on their status and challenge them to battle in the app.

Self-expression

When the user is really good, they can start to create their personal battles which can be implemented within the game to be discovered by their peers.

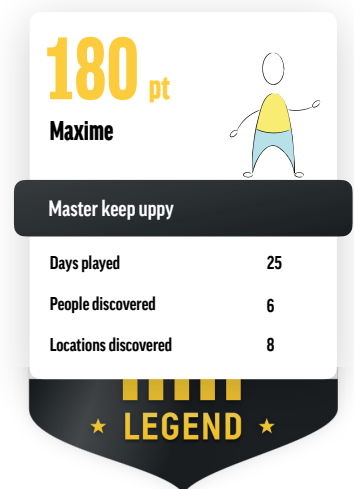


Figure 6.7 - Badge example.

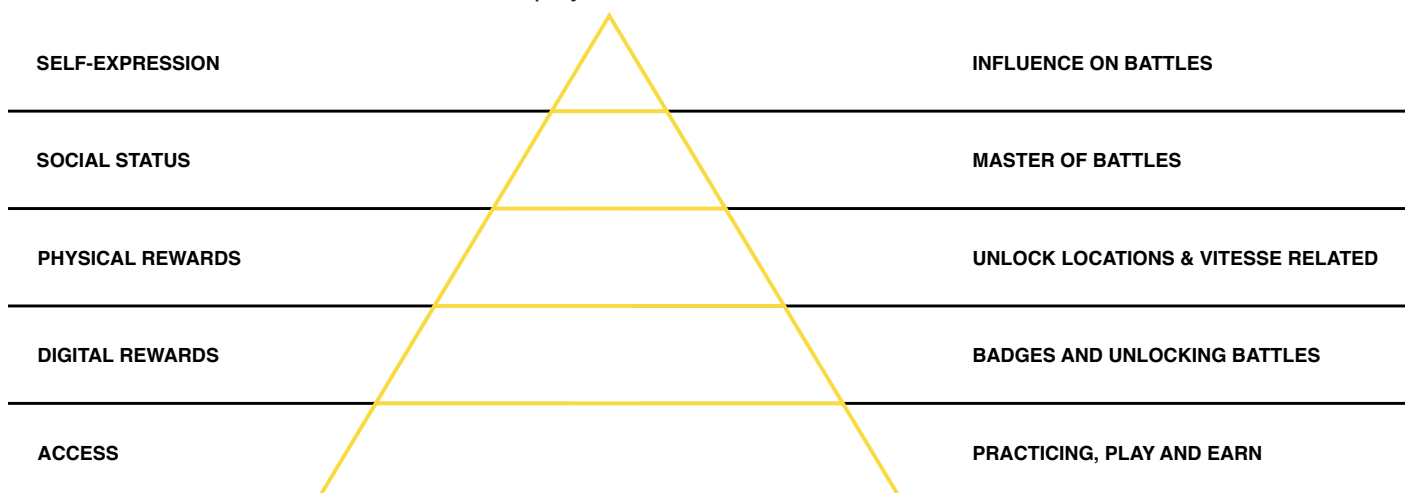


Figure 6.6 - Game system based on the Maslow pyramid (Maslow, 1943).

6.6 How it Works

Now that you are familiar with the four main elements and their corresponding sub-elements of 'Buiten Spel' we can create an understanding of how the concept works. By multiplying the sub-elements with each other, a lot of different battle and game opportunities are possible. Therefore, the explanation of how the concept works is done with the help of Jochem and depicts one of the many possibilities (figure 6.8). 'Buiten Spel' follows the following steps; 1. Start, 2. Check-in, 3. Perform Battle, 4. Complete. Jochem will guide us through these four steps. The story of jochem is depicted by using this font style.

Meet Jochem

Jochem is a supporter of Vitesse, he is fourteen years old, and he lives in Arnhem. He likes to go to the games of Vitesse, but he cannot always go due to money issues. More importantly, he does not have someone to go with because his friends support other football clubs and like to play Fifa. Therefore he plays Fifa inside to get in contact with his friends. Through Fifa he can experiment with various teams and discover different styles of football; creating a more significant distance between him and Vitesse. But then Jochem finds 'Buiten Spel.' He decides to download the app to see what 'Buiten Spel' is all about.

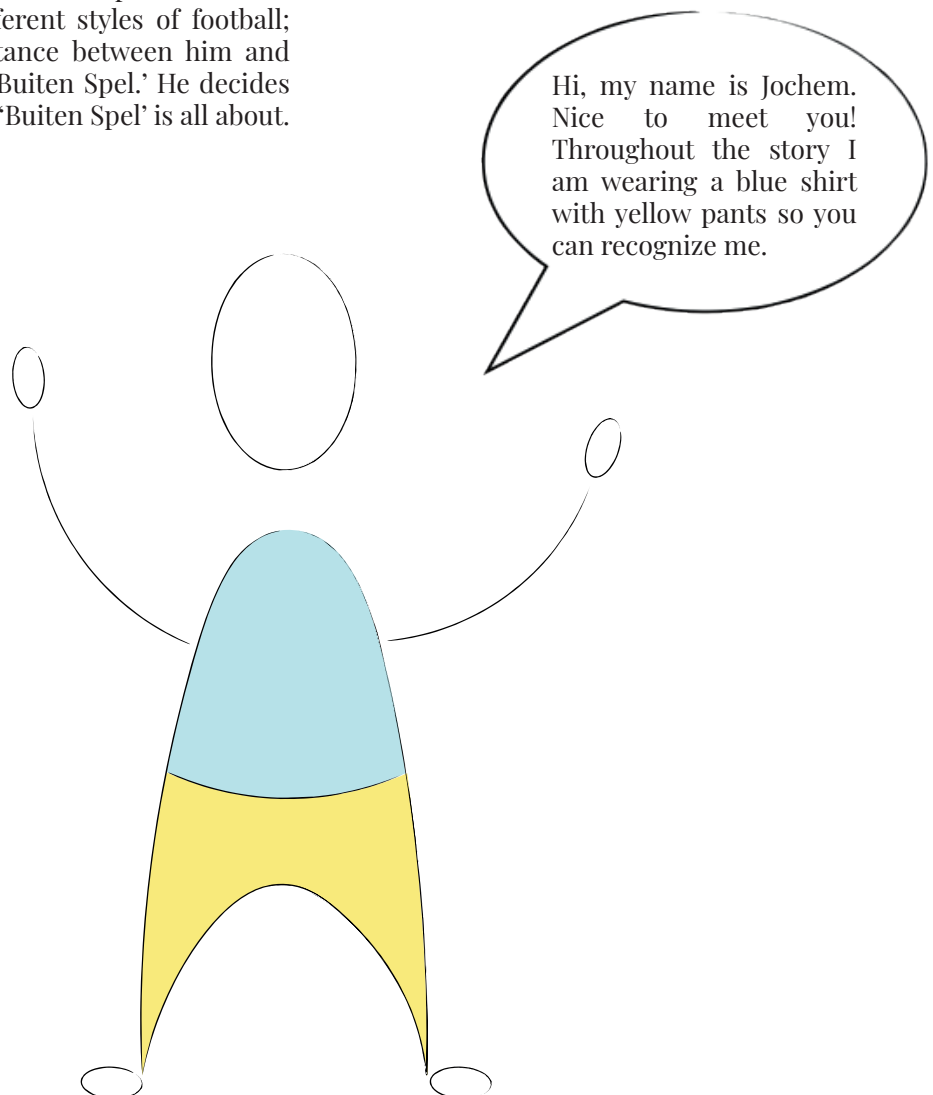


Figure 6.8 - Meet Jochem.

1. Start

The user can start a battle from three options, A, B, and C (appendix I.3).

A: One of the functionalities in the app is a list of the user's peers. This list is based on people they add, people they have met through the game and people in their social environment (e.g., school class or neighborhood). Through this function, the user can challenge or chat with a peer to start a battle.

B: Eventually, all the battles start with choosing the battle sort (appendix I.3). When the user has followed all the steps (battle sort, battle choice and battle examples; appendix I.3) to define the battle they would like to play, the battle can start.

C: The user can also start a battle based on the location they would like to battle and is available to them. Based on the location they choose, different sorts of battles are available.

(A) While Jochem explores the App, he sees that his class mate Maxime already joined 'Buiten Spel', he adds her to his peers list whereafter Maxime immediately invites him to battle with her! Just after he accepts the battle, Jochem messages Maxime through the app that he has a ball so he will bring it. Jochem and Maxime separately go to the location of the battle (figure 6.9).

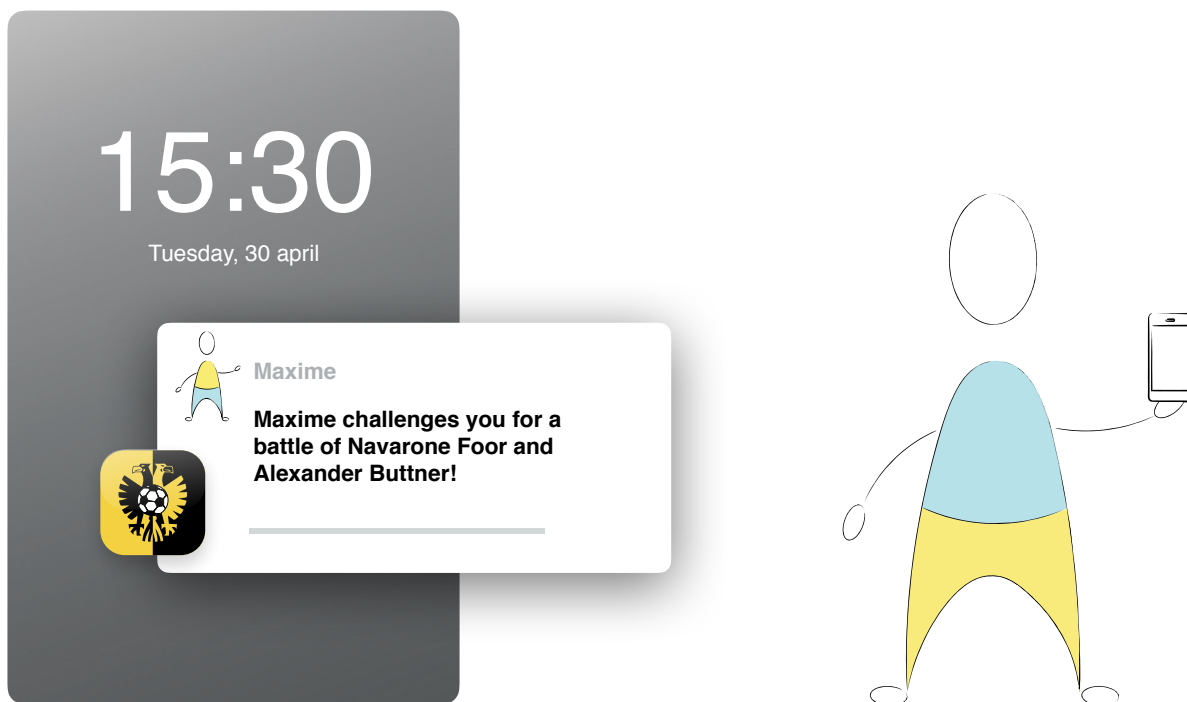


Figure 6.9 - Battle invite of Maxime.

2. Check-In

The battle starts by checking in at the assigned battle places. The idea is that every assigned battle space there is a physical touchpoint through which the user needs to check in to start the battle (see appendix I.6 for a proposal). This touchpoint serves as a point to start and end the battle together for the users.

Recognition

Furthermore, it serves as a point of recognition and visible appearance of Vitesse. 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 to surrounding players whereafter the players can meet to battle.

Together Jochem and Maxime arrive at the battle location they have chosen. They greet each other and see the touchpoint of the location. To start their battle, they check in together whereafter the demonstration of the football players of Vitesse start (figure 6.10).

*Throughout the story, Maxime wears a yellow shirt with blue pants.

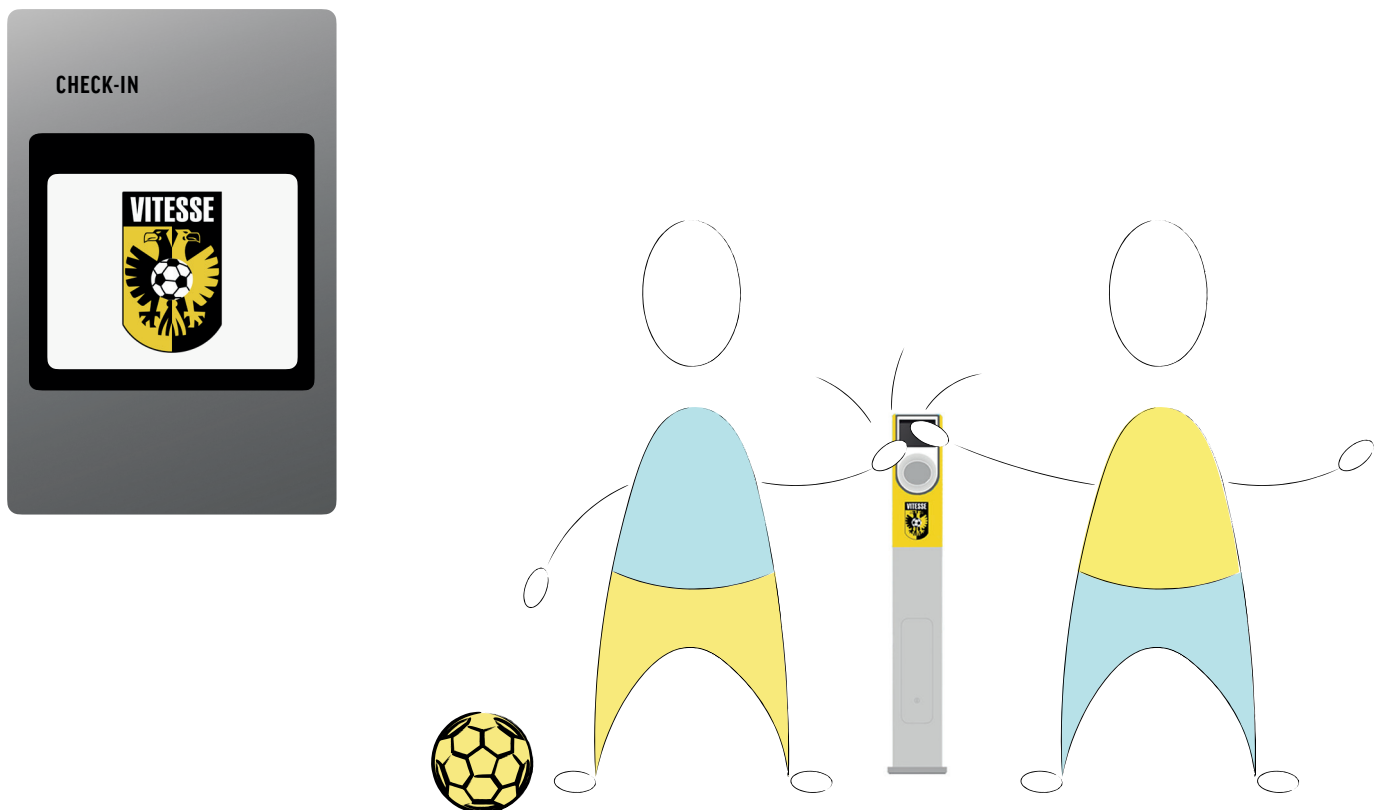


Figure 6.10 - Jochem and Maxime check-in.

3. Perform Battle

After the introduction and demonstration Jochem and Maxime can perform the battle which takes place in the 'Real World'. They have to perform the battle as many times as possible within the time of the battle.

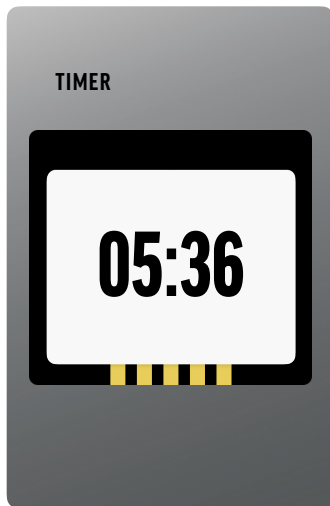


Figure 6.11 - The battle of Jochem and Maxime in the real-world.

4. Complete Battle

Battle score and points

When the battle is finished, Jochem and Maxime can add their score into the app. Maxime juggled the ball 25 times within the given time and Jochem 21, therefore Maxime is the winner of this battle. Whoever wins, receives more points. But the points they earn are based on the location they are battling, the peer they are battling with, and the story they have discovered.

Jochem is a bit disappointed that he has lost the battle, but Maxime uses the app longer and is therefore more experienced. Jochem is excited that he still earns points which stimulate him to discover and try more battles, to hopefully beat Maxime in another battle.

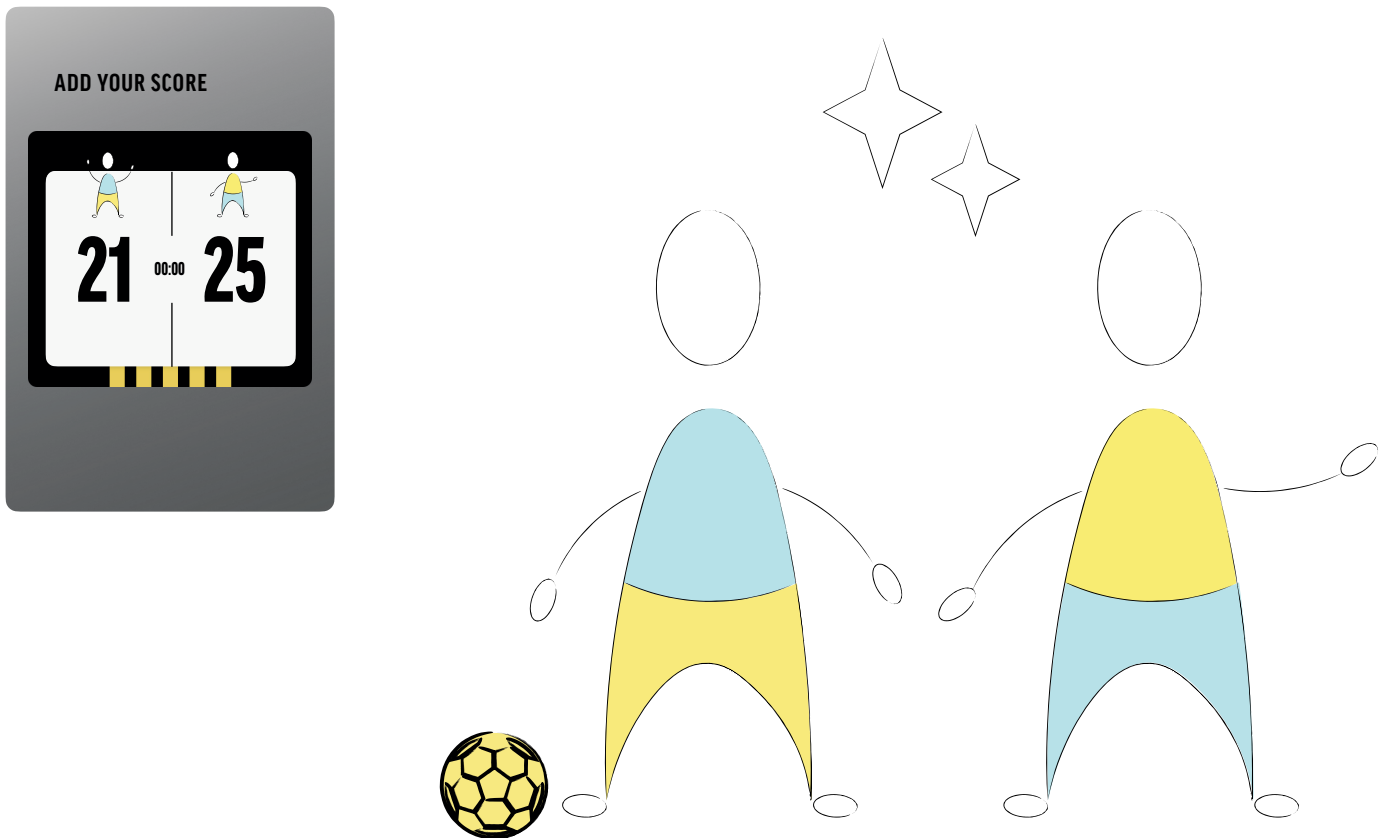


Figure 6.12 - Jochem and Maxime add their score.

Points, Badges & Rewards

As mentioned in 'How,' Jochem and Maxime receive points throughout the game which influences their badges. And with the badges, the game develops in terms of unlocking new battles and locations.

Eventually, they can buy physical Vitesse rewards, such as a meet & greet with a Vitesse football player, a Vitesse shirt or tickets to the game.

Jochem receives his first badges and sees what he has achieved so far. Maxime is already a bit further developed within the game, so her badge is a bit different (figure 6.13). In the app, Jochem has unlocked a new battle and Maxime sees that she is almost able to win tickets to the game (figure 6.14 & 6.15). She has set winning the tickets as her first goal.



Figure 6.13 - Jochem and Maxime and their badges.

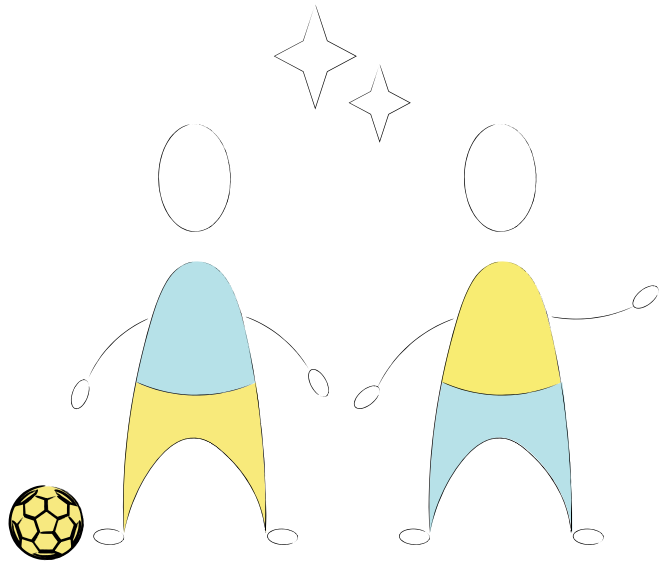
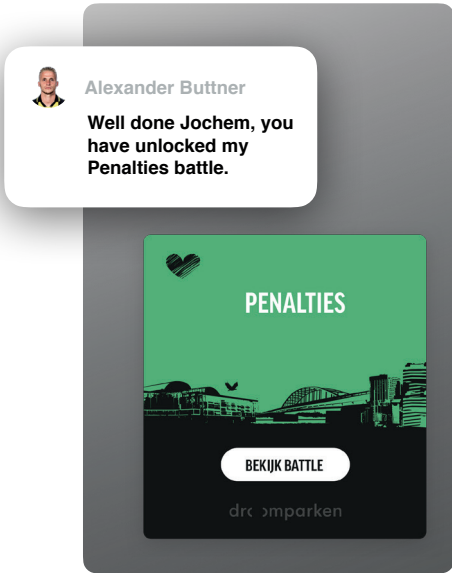


Figure 6.14 - Jochem has unlocked a new battle.

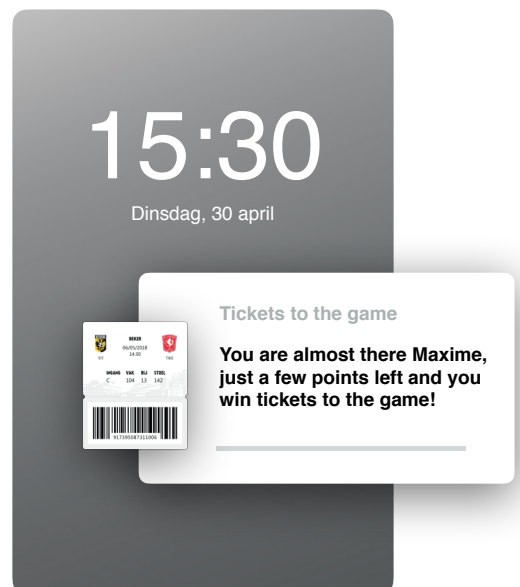
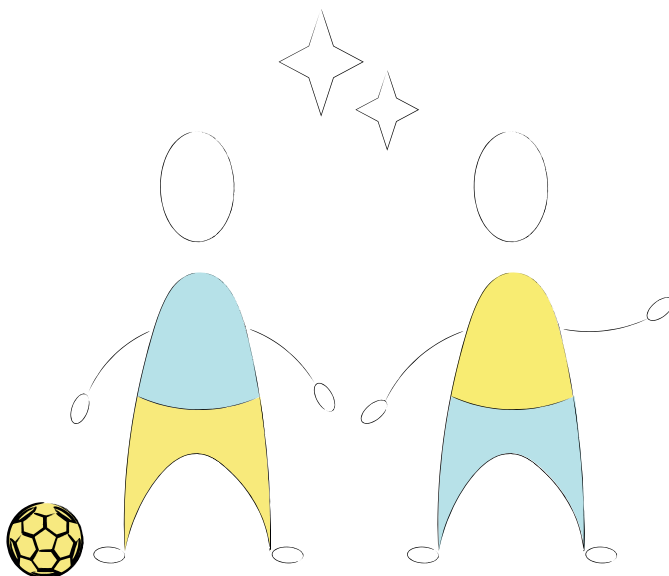


Figure 6.15 - Maxime is almost able to win tickets to the real game.

Conclude together

When the battle is finished, the football players of Vitesse come back again to conclude the battle and respond on the score the users have (figure 6.16).

Jochem and Maxime enjoyed battling together, so they decide to continue battling this afternoon en discover more places in Arnhem (figure 6.17).

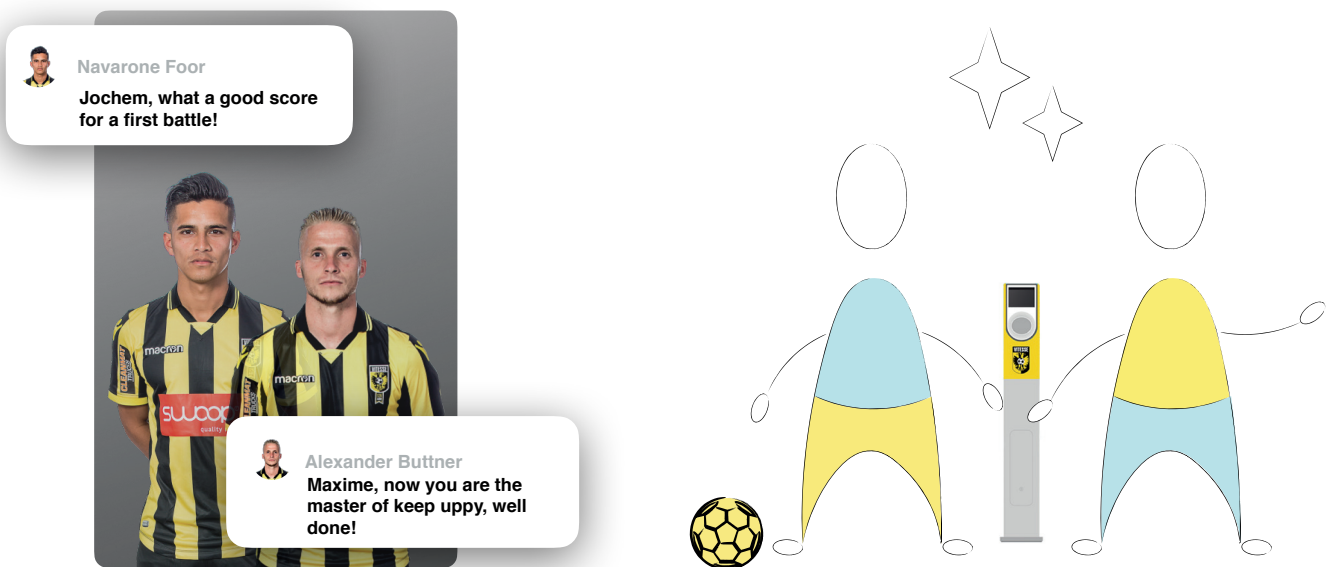


Figure 6.16 - The football players of Vitesse conclude the battle.

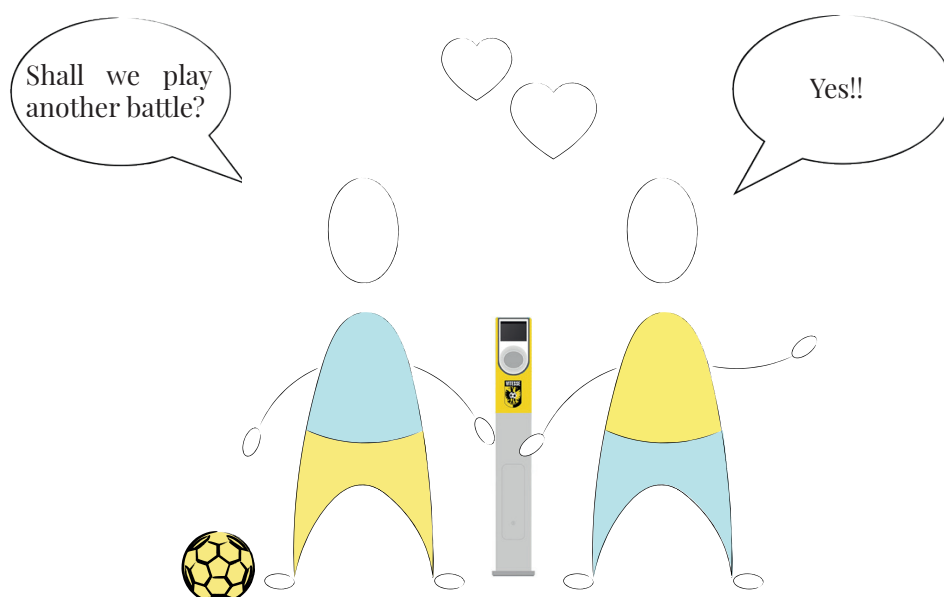


Figure 6.17 - Jochem and Maxime decide to play more battles.

6.7 The App

This paragraph briefly shows a few of the screens of 'Buiten Spel', in appedix I.4 more screens can be found. Figure 6.18 shows a realist presentation of how the app will look like on your phone. Figure 6.19 provides a short explanation of some of the screens.

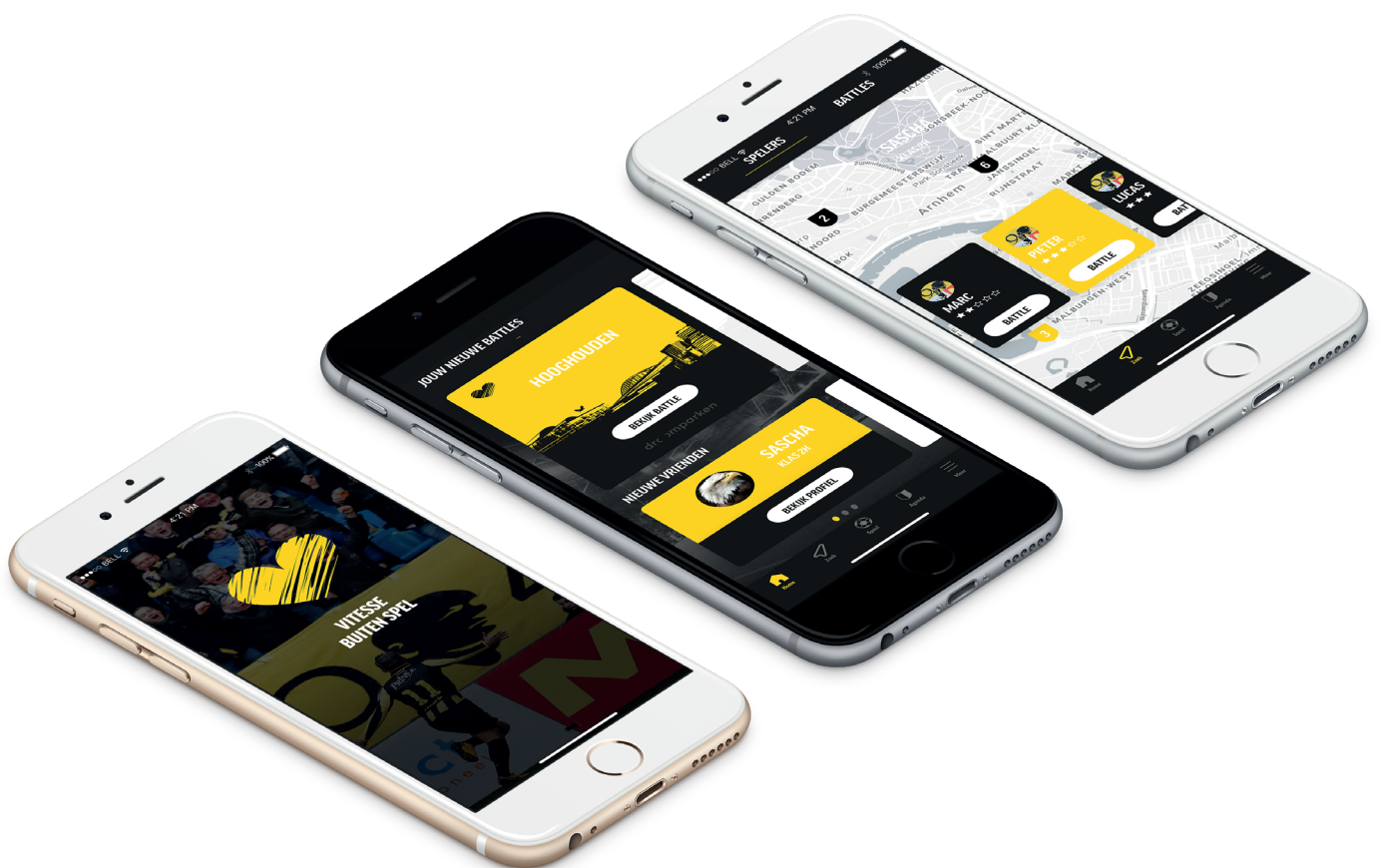
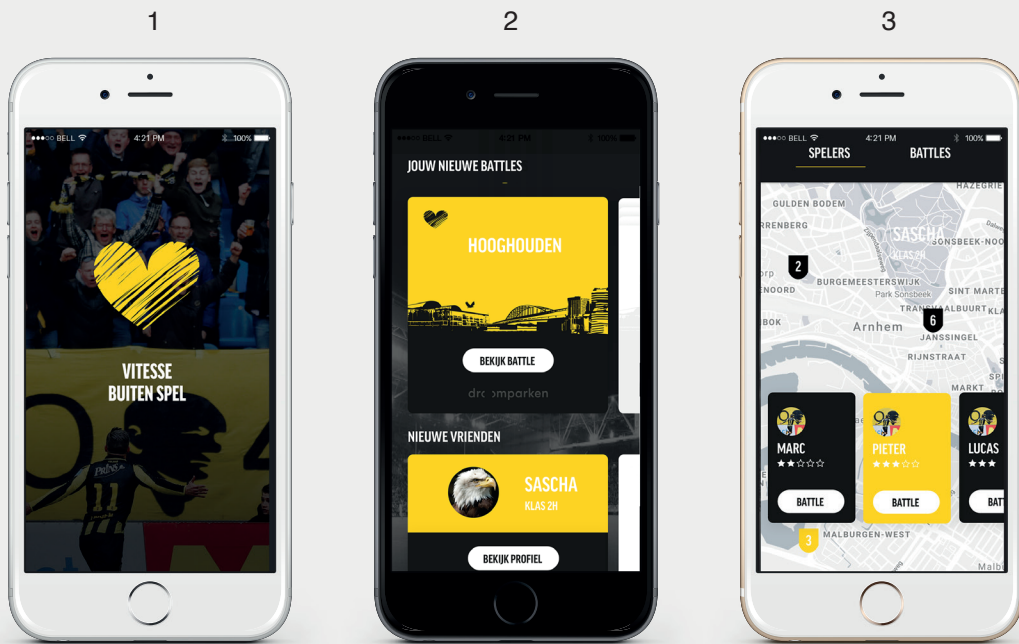


Figure 6.18 - Mock-up of screens.



1. The screen you see when you start the app of 'Vitesse Buiten Spel'.

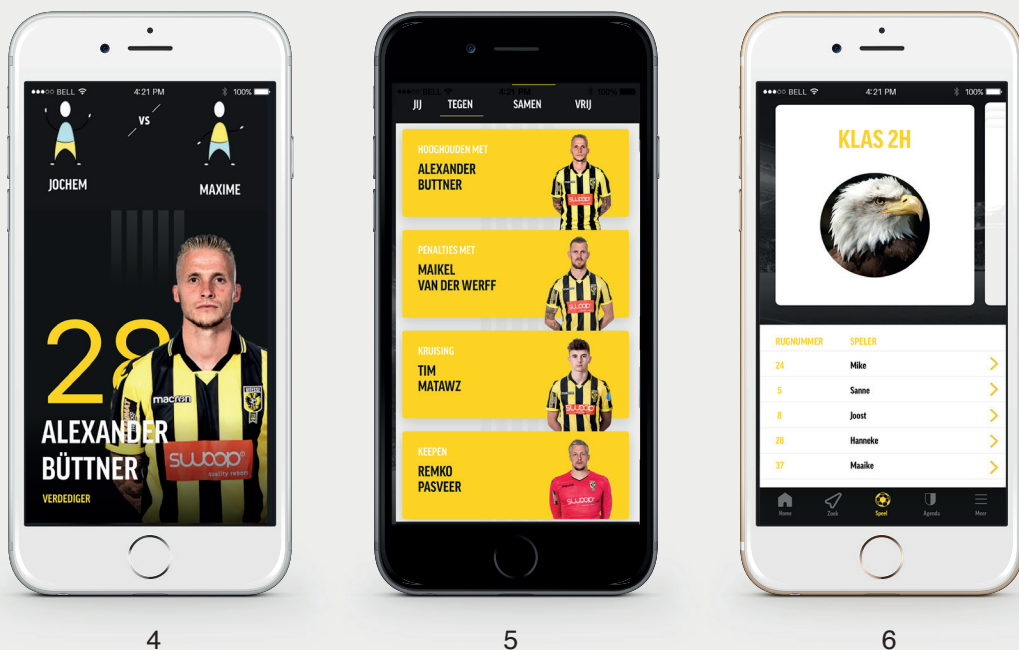
2. The home screen of 'Vitesse Buiten Spel' with the user's unlocked battles and new made friends.

3. The map screen through which the user is able to find battles and players.

4. The introduction of the football player before the battle starts.

5. Different battles the user can do based on the football players of Vitesse.

6. The user's peer list, in this case a specific list based on his or her school class.



4

5

6

Figure 6.19 - Short explanation of the screens.

6.8 Implementation

This paragraph discusses a rough plan of actions Vitesse needs to consider in order to implement 'Buiten Spel.' What steps should be taken on a short term to realize the concept and to improve and develop the design? The road to implementation consists of four stages: Align stakeholders, Develop, Integrate and Iterate. Figure 6.21 shows these stages in the form of a roadmap.

Align

Collaboration with the municipality of Arnhem To realize 'Buiten Spel' the municipality of Arnhem needs to agree to the realization of 'Buiten Spel' since the concept is spread throughout Arnhem and battle locations need to be assigned and approved. Vitesse will need to pitch the concept of 'Buiten Spel' to the municipality of Arnhem from which a plan for further development and implementation can be made together. It is recommended to show a presentation movie within this pitch that communicates the underlying value and social impact 'Buiten Spel' will have on the younger supporter and Arnhem.

Develop

How 'Buiten Spel' is made Vitesse is a client of the graduation company Dept Agency. Dept Agency can build the app and align the app with the existing App of Vitesse with the help of its strategists, interaction designers and visual designers. It is recommended to build the app separately from the current app since it has a completely different function and goal. Furthermore 'Buiten Spel' is not aimed to be used by every supporter in contrast to the current app, but by the younger supporter only.

Game Design

Within the development of 'Buiten Spel' multiple people will need to be hired or included within the Develop phase. First of all, a game designer needs to be included in the creation of 'Buiten Spel.' The designer recommends Vitesse to hire a game designer that can develop but also update the game over time. If this is not an option, a freelance game designer can be employed in collaboration with Dept Agency.

Content Design

Vitesse needs to decide whether its marketing team can create content for 'Buiten Spel.' If this is not the case, it is recommended to employ a content designer that will create content for the app. Content that fits the battles such as the battle demonstrations by the football players needs to be designed. The content designer will need to work closely with the game designer and the interaction & visual designer of Dept Agency to create the stories around the battles.

Creating Activities

With their current marketing team, Vitesse can create the activity-programme around the game. This team has the best insights into what kind of activities are possible based on the knowledge they have of the football team. The creation of this programme needs to be made in collaboration with the game designer, so the activities fit the game, the municipality of Arnhem and schools in Arnhem if it involves school activities. Also, the current marketing team of Vitesse needs to examine which physical prizes can be incorporate within the game, again in collaboration with the game designer.

Physical Touchpoint

Together with the municipality of Arnhem and the game designer, battle locations will need to be assigned and created. Arnhem and Vitesse will need to decide on the physical touchpoint of the battle locations. It is recommended to have a physical touchpoint since it creates awareness and visibility of 'Buiten Spel,' and is mainly recommended at the special locations within the game. If both parties decide to create the physical touchpoint, it is recommended to involve an outside company that can create these touchpoints and can position them in and around Arnhem.

Launch

When the game is designed, all the content is created, the touchpoints are placed, and the app is created; it is time for the launch of 'Buiten Spel.' This means launching the app in the app store. Before the launch, the younger supporter should be reached through social media to create awareness of 'Buiten Spel' and show them what 'Buiten Spel' is. Therefore, the marketing team of Vitesse will need to design a social media campaign (figure 6.20).

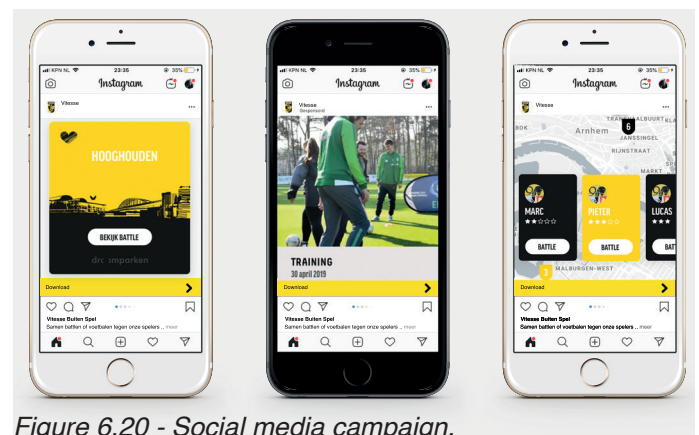


Figure 6.20 - Social media campaign.

Iterate

Engaging the user group is done in this graduation project. It is recommended to continue doing this in the further development of 'Buiten Spel.' The game elements of 'Buiten Spel' should be tested and iterated on together with the game designer and the intended user based on the four concept elements (chapter 6.2, 6.3, 6.4 and 6.5). Furthermore, within this project, the long-term impact is not able to be tested. Over a period of time, Vitesse should measure whether 'Buiten Spel' achieves the design goal of this project and whether 'Buiten Spel' helps them in fulfilling their business goals.

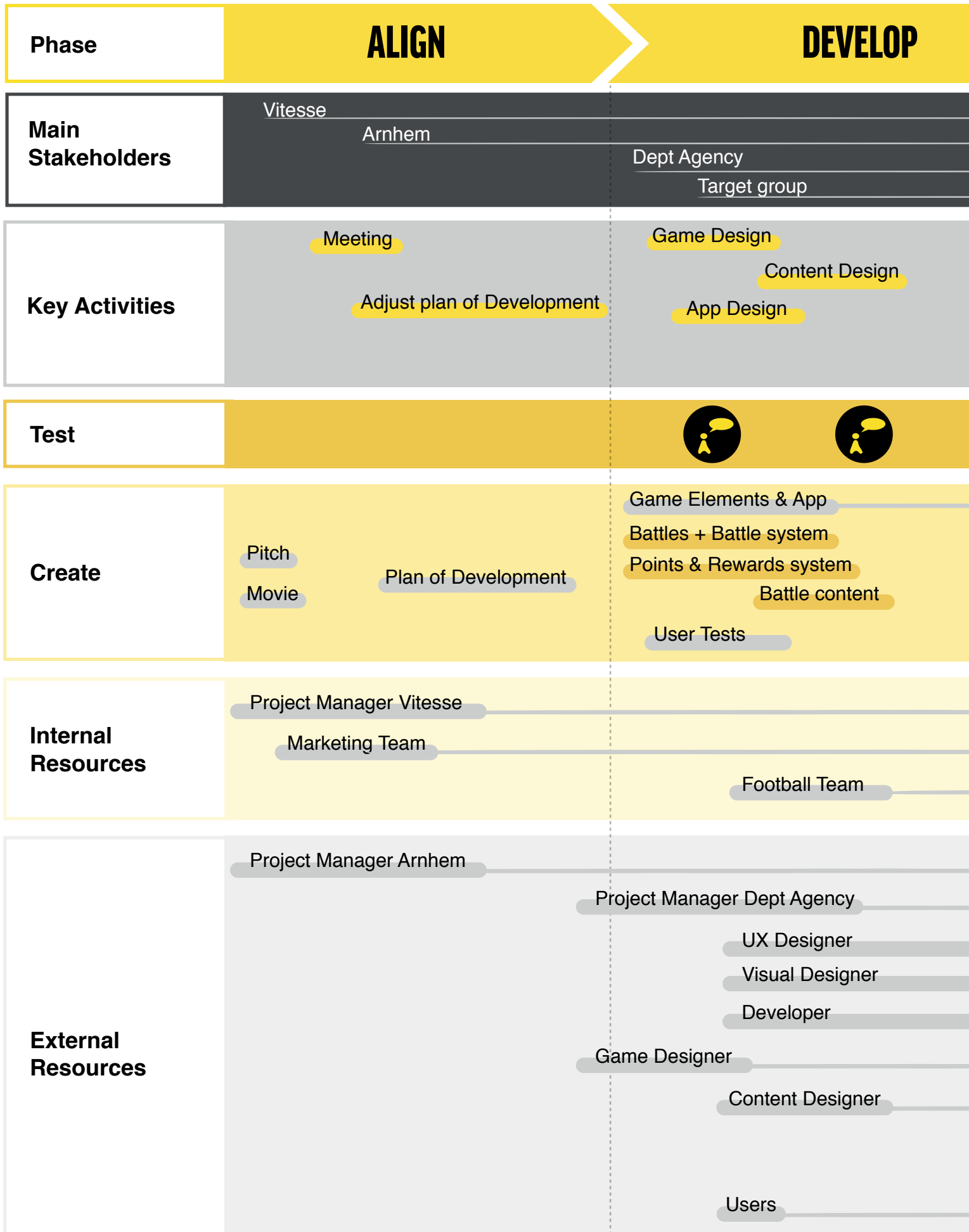
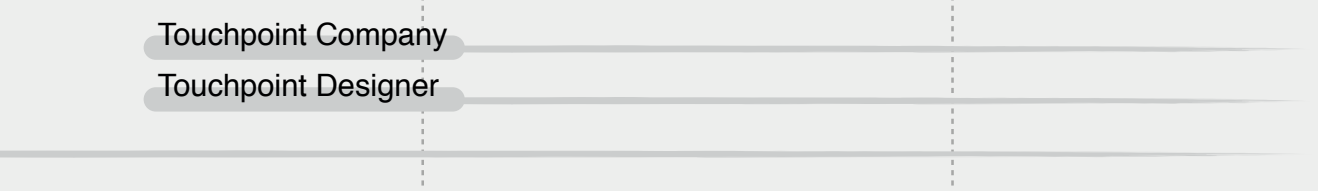
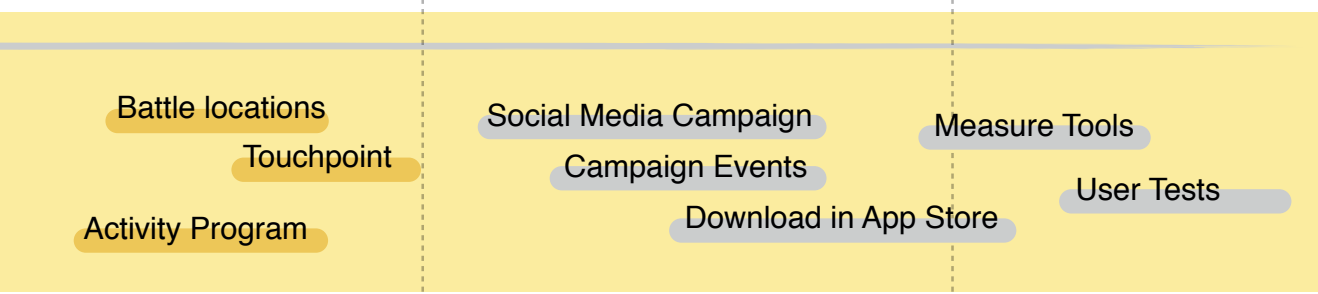
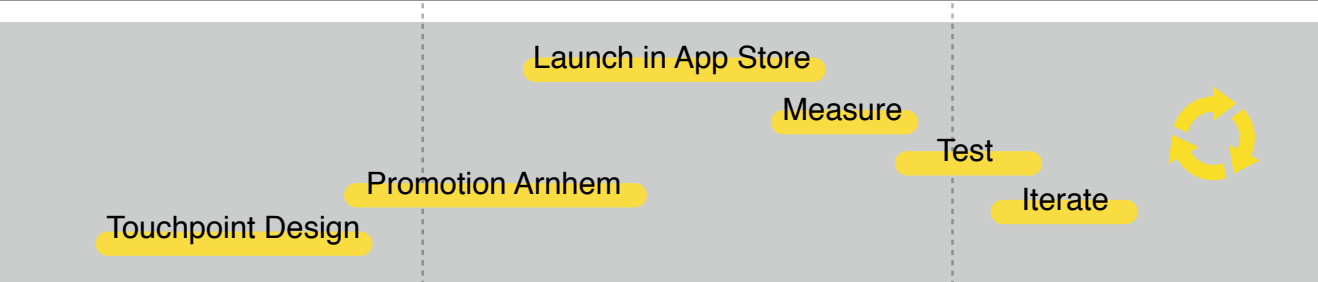
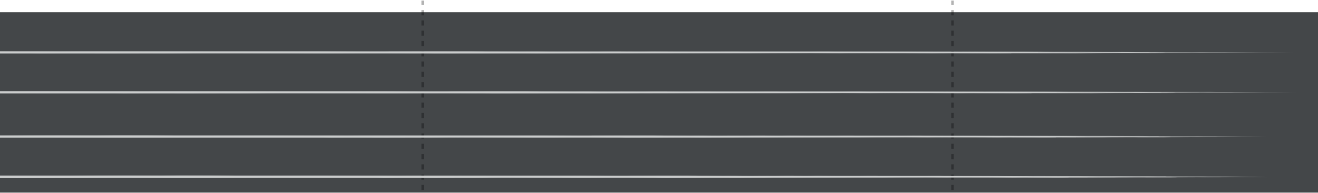


Figure 6.21 - Roadmap to implementation.



6.9 Key Take-Aways

1. The design process happened iterative through user testing and developing, iterating on the game platform, which has led to the four main elements of the final concept: 'Vitesse Buiten Spel.' These elements form a connection between the users, Arnhem and Vitesse aiming to create a sense of belonging and relatedness.
2. 'Buiten Spel' is a game platform based on football battles that allow the younger supporters to play football against and with each other at different places throughout Arnhem. The game platform distinguishes three dimensions. First, the main elements of the platform (see point 1), second the sub-elements within the four main elements and lastly the app that connects all the elements in the concept, creating a connection between the game and the battles in real life.
3. The concept lifts playing football outside to a higher level by providing objectives to play the game, battles that are guided and demonstrated by the team of Vitesse and linked to specific places in Arnhem, aiming to achieve a positive social impact in Arnhem.



Figure 6.22 - 'Vitesse Buiten Spel'.





(Eredivisie, 2018)

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7 EVALUATION

Finally, the concept is evaluated with the help of six children between the age of twelve to sixteen years old who live in Arnhem. The set-up of the evaluation and the results and the conclusion derived from the results are discussed. The results from form the basis of the project conclusion followed by recommendations regarding the concept, further development and further reserach. The chapter ends with a personal reflection from the designer.

7.1 Concept Evaluation

To write accurate recommendations for this project, a final evaluation was done to test the desirability of 'Buiten Spel'. Next to that, this evaluation was used to validate the previously formulated design goal in chapter 4.3:

"Design an activity that is guided by Vitesse and its football players that takes place outside the traditional 90 minutes in Arnhem, that connects the younger supporter of Vitesse (aged 12 - 16 years) to fellow peers and supporters through physical and digital features, in which Vitesse provides resources that allow them to participate in the activity actively, challenges them and enables them to experiment."

Method & Participants

'Buiten Spel' aims to connect the younger supporter of Vitesse with fellow supporters or peers to create a sense of belonging and relatedness towards each other and Vitesse. Due to the timeframe of this project, it is not feasible to measure this desired effect on the long-term. What is possible to validate is to what extent the target group imagines that implementing 'Buiten Spel' would facilitate them to connect with peers and fellow supporters, to what extent they can image using 'Buiten Spel' and to what extent it encourages them to play football and explore Arnhem and Vitesse.

This evaluation is a small qualitative study, which was a session of 20 - 30 minutes per participant. Six children, four (4) female two (2) male within the age group of this project who live in Arnhem participated in the study. *Note: not all of the participants were Vitesse supporters or involved in football.*

During the session, the participant is guided through the concept by the designer with the help of illustrations of 'Buiten Spel' (See appendix J.1 for the material used in the evaluation session) where after a semi-structured interview would follow to explore the different elements of the concept and to see to which elements the participants' resonate the most. The main questions of the interview part were:

1. What is your general opinion about 'Buiten Spel'?
 2. What is your general opinion about the battles?
 3. Can you imagine using 'Buiten Spel'?
 4. Which part of 'Buiten Spel' appeals to you the most?
 5. Which part of 'Buiten Spel' appeals to you the least?
- Survey
6. What would you change if you had the chance?

After question 5, the participants had to fill in a short survey to measure the possible impact of 'Buiten Spel' regarding the design goal of this project. With the use of statements the participant has to evaluate on a scale from one to five, this study tries to measure to what extent

'Buiten Spel' facilitates them to connect with peers and fellow supporters, to what extent it encourages them to play football and explore Arnhem and Vitesse. The survey consists of the following statements:

1. 'Buiten Spel' encourages me to go outside with friends and meet new people.
2. 'Buiten Spel' encourages me to explore Arnhem and Vitesse.
3. 'Buiten Spel' encourages me to play football.
4. Because of 'Buiten Spel' I feel appreciated as a supporter.
5. The battles of 'Buiten Spel' challenge me.
6. The battles inspire me to experiment with 'Buiten Spel'.
7. 'Buiten Spel' stimulates me to be more involved with Vitesse.
8. Through 'Buiten Spel' I feel connected to other supporters or peers.

The session concluded with question number 6; *What would you change if you had the chance?*

All the sessions are auto-recorded. These recordings are transcribed in a table per participants where quotes are clustered according to the leading questions of the session. These transcriptions are analyzed with the help of the survey outcome. The summary of this analysis is explained in this chapter; within this summary, the quotes of the participant are translated from Dutch to English. For all the data gathered of this study, see Appendix J.2.

Part 1: key findings per interview question

1. *What is your general opinion about 'Buiten Spel'?*
+ Overall Buiten Spel is evaluated positively and seen as valuable to the participants. Participants mention how they like the fact that Buiten Spel facilitates them to play football outside and meet new people. Winning tickets to the game of Vitesse or battling against the players function as a great objective to play the game. Furthermore, they address the fact that the concept makes a connection between physical and digital features and that because of this it fits their lifestyle.

"Smart that with this app you can battle outside instead of online. The battles are combined with a social-media-like app in this way; that is what we use a lot."

- A negative point of Buiten Spel could be that it is not able to address everyone since not everyone plays football.

"I do not know if I would use it because I do not play football a lot."

2. What is your general opinion about the battles?

+ Through the battles, Buiten Spel facilitates the supporters in playing football outside. According to the participants, Buiten Spel takes playing football outside to a higher level. They like that they can try different battles and see what fits them best. The participants resonate the most to the battles that involve beating the record of the football players since this battle choice allows more interaction with the Vitesse team.

“You have to work for it, it makes you sporty, and it challenges you. It is a step higher than just meeting children on a football field.”

- A negative point of the battles is that they might be too basic. According to the participants it would be valuable if these battles expand throughout the game and grow with you.

3. Can you imagine using ‘Buiten Spel’?

+ Five out of six participants can imagine using ‘Buiten Spel’ for several reasons. One participant mentions the relevance ‘Buiten Spel’ would have:

“Yes, because I like to play football. Nowadays we are very engaged with our phones; in this way, such an app encourages us to play football.”

In contrast to this participant, three participants mention that although they do not play football they do imagine using ‘Buiten Spel’ because it guides them to play. One of these participants mentioned she would like to play the game because of the stories around the battles and locations in Arnhem. The participant suggests implementing clear instructions of the use of the app and the battle, so it is clear what the user has to do.

- As mentioned in the first question, one of the participants does not play football; therefore it was hard to imagine using ‘Buiten Spel.’

4. Which part of ‘Buiten Spel’ appeals to you the most?

Almost every participant liked a different aspect of ‘Buiten Spel’ the most. Interesting to see is that the participants who are Vitesse supporters mention the story elements of Vitesse, while the other participants mainly mention the connectivity with other people.

“That the battles are spread through Arnhem and that stories about Vitesse or players are told based on these locations. That gives an extra dimension to the battles.”

5. Which part ‘Buiten Spel’ appeals to you the least?

Participants were wondering for which age group this app is intended. They mention that they would not like it if older people were able to use the app as well. They would prefer if the app has an age limit of participation since this allows them to get in contact and battle with people from their age only.

Another point was the locations; participants were wondering how far the locations are since these could be too far away for people and therefore be a limitation in using the app. Another participant suggests using the area’s around the center of Arnhem since there are more playgrounds and nature available, which makes the discovery of these places more attractive.

6. What would you change if you had the chance?

Not all the participants were able to answer this question, but a participant that does not play football nor supports Vitesse suggests to have more battles that allow collaboration or cooperation with peers since she resonates to the fact that ‘Buiten Spel’ connects people.

A participant that does not play football but supports Vitesse resonates to the stories around Vitesse and the Players. Therefore she suggests having movies or other content available in the app apart from the battles.

A chat function is mentioned as a practical function, but also as a social function. By implementing a chat function, the users can keep in contact outside of the battles. Furthermore, it helps them in arranging battles with each other. One participant also mentions the chat function to exchange knowledge and to talk to peers who know more about Vitesse.

Part 2: survey evaluation

1. ‘Buiten Spel’ encourages me to go outside with friends and meet new people.

The participants rated going outside with peers with an average of 4,17. This shows that in general Buiten Spel supporters them in doing so.



2. ‘Buiten Spel’ encourages me to explore Arnhem and Vitesse.

The participants rated this question with an average of 3,83 which is pretty high as well. It encourages them because the concept allows them to explore via the distributed locations and the storytelling around the battles.



3. *'Buiten Spel' encourages me to play football.*

On average this question is rated with a 3,66 which is one of the lowest scores of all the statements. Since not all the participants are playing football at the moment, and therefore it is not self-evident that the concept encourages to play football. Although they acknowledge that the concept makes playing football more fun.

4. *Because of 'Buiten Spel' I feel appreciated as a supporter.*

This statement is rated with an average score of 3,17 which is the lowest score of all the statements. Since not all of the participants were Vitesse supporter and it was hard to understand what is meant with 'appreciated.' Nevertheless, participants mention that they can imagine feeling appreciated as a supporter because it is made for them.

Not a Vitesse supporter:

"I am not really a Vitesse supporter, but if I were, I would feel appreciated because such an app is specially made for supporters."

A Vitesse supporter:

"I feel appreciated because this is something extra for us, it makes you feel more involved."

5. *The battles of 'Buiten Spel' challenge me.*

The statement is rated with an average of 4,17. According to the participants, the concept makes outside football much more enjoyable. Plus it challenges them to become better at football, but also better than other people.

6. *The battles inspire me to experiment with 'Buiten Spel'.*

The statement is rated with an average of 4. The statement is evaluated lower by the people who do not play football. In general, it inspires them to experiment because they can learn about Vitesse and Arnhem, or because of the

points they can earn and the battles or locations they can unlock.

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

This statement is rated with an average of 4 as well, which seems pretty high because not every participant is a supporter. They mention that the concept stimulates them to be more involved since through the concept they get to know their environment and peers plus they learn about the team of Vitesse, and it allows them to play football with Vitesse indirectly.

8. *Through 'Buiten Spel' I feel connected to other supporters or peers.*

This statement covers the main aim of the design goal and is rated with an average of 4,33 which is the highest score of all the statements. For some participants, it was not clear that the concept also facilitates them to meet new people. They mention that they would feel more connected if they can meet new peers and supporters through the concept. Furthermore, participants say they feel connected to peers because they expect to meet people at the battle locations and because the Buiten Spel facilitates them in doing an activity together.

"Yes, I certainly feel connected to others. You really do an activity together and you are in contact with each other."

"If you go to such a location, you will get in touch with other supporters, after which you maybe can arrange to go to the game of Vitesse together."

Limitations of the study

In this study, the concept “Vitesse Buiten Spel” is evaluated. The study aimed to assess the design goal of this project. By validating too what extent the younger supporters of Vitesse imagine that implementing ‘Buiten Spel’ would facilitate them to connect with peers and fellow supporters, to what extent they can image using ‘Buiten Spel’ and to what extent it encourages them to play football and explore Arnhem and Vitesse.

Several factors limited this evaluation. Most importantly, the complete concept could not be tested on the desired effect. Due to the conceptual state of ‘Buiten Spel,’ the evaluation considers what people think about it and can imagine but not what is experienced.

Furthermore, the way ‘Buiten Spel’ is communicated and introduced will influence the evaluation of ‘Buiten Spel’ a lot. Within the session, the designer tried to communicate the concept as neutral and transparent as possible, from the results it was visible that the material and explanation was not always explicit enough as some participants suggest recommendations that are supposed to be in the concept. Furthermore, it has to be considered that the explanation can still influence the way participants evaluated ‘Buiten Spel.’ Lastly, as the evaluation took around 20 - 30 minutes per participant, not every aspect of ‘Buiten Spel’ could be explained. This can influence the way participants evaluated the concept.

7.2 Project Conclusion

Apart from the fact that the long-term goal of this project is difficult to assess, the reactions on ‘Buiten Spel’ are promising. The evaluation showed that the concept is likely to meet the stated design goal of this project.

Connecting with fellow supporters or peers

Participants feel more connected to other peers and supporters because they expect to meet people at the battle locations and get in contact with them through meeting them at those locations and via the app. Which also supports them in finding peers to go to the game with. Furthermore, they address that the concept creates and facilitates an enjoyable activity they can do together.

Involvement with Vitesse

Buiten Spel stimulates the users to be more involved with Vitesse because through the concept they get to know their environment and peers plus they learn about the team of Vitesse. In a way, it allows them to play football with Vitesse indirectly.

Playing football together.

The concept makes playing football outside more fun and it facilitates the users in playing football outside together and takes it to a higher level.

Physical and digital features

The connection between physical and digital features fits their lifestyle and therefore makes the concept more applicable to the target group of this project.

Challenging and experimenting

The battles of the concept challenge them to become better in football but also better than other people because of the different battle options the game provides, the extra dimension the concept gives to the battles by the use of storytelling and the possibility to grow in the game by earning points and unlocking battles and locations.

Explore Arnhem and Vitesse

‘Buiten Spel’ encourages the users to explore Arnhem and Vitesse because locations are distributed in Arnhem and the storytelling around the battles triggers curiosity.

Objective of the game

Winning tickets to the game or other prizes creates a great objective to play the game.

Resonation

Participants resonate to different elements of the game. Almost all participants resonate to the playful aspect of ‘Buiten Spel’ and the way it connects you to fellow peers. The supporters of Vitesse resonate to the stories of the players around the battles and the locations more in comparison to children who do not support Vitesse. Therefore it is concluded that the different elements of ‘Buiten Spel’ appeal to different types of users.

Imagination of use

‘Buiten Spel’ is not likely to involve every child between the age of 12 to 16 in Arnhem. The designer realizes that this is not possible (as stated in chapter 4.2) since users will need to have an interest or motivation in football to be attracted to the concept.

The designer aimed to introduce a concept that initiates an activity between fellow supporters and peers that allows them to grow social relationships, where the activity is guided and organized by Vitesse, and Vitesse provides the resources needed for the activity. Based on the evaluation it is concluded that ‘Buiten Spel’ achieves this aim.

7.3 Recommendations

As the results of the evaluation show, the design meets the goal of the project. As people reacted positively to the concept, I decided to not change the final concept for now but to propose recommendations regarding the concept, the further development of 'Buiten Spel' and further research.

Concept

People who do not play football

Clear Instructions

Not everyone plays or is into football; therefore some supporters of Vitesse may be excluded. Explicit instructions on use and battles need to be provided through the app to guide the user.

Within these instructions, there should be a balance between addressing people that do not know how to play football and addressing people that do know how to play football. Therefore it would be valuable to have personalized functions or elements within the app that allow the users to address their football skills as well with helpful, personalized guidance.

Emphasizing on team play

Based on the comments of the participants, Buiten Spel can be made more interesting for people that do not play football by emphasizing on the team play. Participants mention those forms of the game are more appealing to them because it entails collaborating and creating a team connection instead of developing your skills.

Storytelling

Users resonate to the stories the football players tell around the battles. Therefore it is also recommended to show content related to these stories in the app separately from battle. A balance should be found between stories that can be told independently from the battles and stories that are explicitly linked to the battles.

Developing the battles

Expand

The battles proposed within 'Buiten Spel' are perceived as quite basic. Exploration of different battles and skills need to be performed to design the battles more in detail. Furthermore, it would be valuable if the battles expand throughout the game with the user.

Interaction between players and users

Participants resonate the most to the battles that involve beating the score of the football players of Vitesse together. Buiten Spel should emphasize this battle format more. I would recommend designing more battle choices based on this principle, taking the interaction between the football players and users through the app into account.

Battle locations

Area knowledge

More knowledge has to be gained about the different areas of Arnhem that might not be so familiar to the users. Participants mentioned that the center is probably known to most people; therefore it would be interesting if the area's and nature spots around the center can be involved in the game.

Distance

Furthermore, participants are wondering where all the locations are. A strategy of unlocking locations needs to be created, and it would be valuable to see whether the unlocking of places can start based on the home location of the user through personalization. This should be in balance with other attractive areas around the center of Arnhem.

Chat function

A chat function needs to be designed within the app, so users can arrange the battles with each other and stay in contact outside of the battles. Decisions will have to be made if the user can chat with all the users or for example only with peers they have added in the app.

Age of use

Clear agreements should be made about the age of the users that can use the app. This project focuses on the age of twelve (12) to sixteen (16). Participants mention they would be less likely to use the app if older people can use the app as well because this creates a less relatable environment of the game.

Further development

Design developments

The game needs to be further designed in detail according to the MDA model (appendix H.6) with the help of a game designer and content designer (chapter 6.8). This involves designing the game system (e.g., points, rewards, unlocking, levels, etc.), designing the different battles in general, designing the stories and other content around the battles including the type of locations, designing the activities around 'Buiten Spel' and the physical touchpoint.

What kind of prizes and rewards can be involved in the game have to be designed. A strategy to keep the objective and the game in general exciting has to be made. This could be done by creating 'status' of the user within the game and eventually allowing them to influence or create the battles (chapter 6.5). Designing the 'status' of the user (e.g. 'master of keep uppy') and the influence they can have on the battle has to be done and tested in terms of added value to the game and impact.

Due to the time frame of this concept, the designer was not able to think through how cheating in the game can be prevented. Thinking through how cheating can be prevented has to be done since this breaks down the aim of 'Buiten Spel'.

Testing

As stated in the limitations of the concept evaluation (chapter 7.1), different elements of the concept could not be tested. Therefore I propose to test different functions and elements in the further development of the concept.

The concept should be tested on the long term regarding the fundamental needs the project is focused on; to see whether it creates a sense of belonging and relatedness among the users, and regarding Vitesse.

The concept should be tested on an experiential level, meaning the whole user journey from developing the desire to battle until the end of the battle and the development of the user throughout the game.

The app should be tested on the user experience, user interaction and whether the app is evident in general.

If the physical touchpoint is an added value to the concept and Vitesse has to be tested, which means, whether it generates recognition and awareness of 'Buiten Spel' and Vitesse throughout Arnhem. If not, a digital check-in may be considered to prevent unnecessary costs.

Further research

Vitesse

As knowing who the supporters of Vitesse are and how they create their fandom is of such importance for success, this is an essential topic for future research. During this project, only a short amount of time could be dedicated to the exploration of the psychology and fandom of the younger, but also, older supporters of Vitesse. Further research within this topic could be focused on who the younger supporter is precisely and what their lives really look like. This research should not be limited to only inhabitants of Arnhem.

Field of design

Further research within the field of psychology and design can be dedicated to how the psychology of being a fan has changed over time and how design can play a role and help with the construction of people their fandom concerning sports, but also concerning other fields such as music for example.

7.4 Self-Reflection

This reflection provides the designer's personal experiences and thoughts of the project; therefore, it is written in the first person.

Looking back at the whole process, I feel that I have been able to create my own project. Although graduating has its ups and downs, I can honestly say I enjoyed every moment, and this project has been the project I enjoyed the most during my study. I find the topic of this graduation project very interesting, and I like how eventually the project combines psychology, cultural change, and social design.

Biggest project challenge

The project started very vaguely, and it has been a challenge for me to create more focus, which was visible throughout the process. Although my 'unconscious' so to say knew what I was doing, I was not always able to put into words what I was doing exactly. This confused me from time to time. At those moments of confusion, I needed help and encouragement from either the graduation team or people in my environment to find my focus again.

This was especially noticeable in the communication of my design; it was all over the place and not communicated in a simple way for people to understand. I find my iterative design process quite rich; this made it hard for me to distinguish the macrolevels and microlevels of my concept. I found it challenging to make my concept 'simple,' and to the point, which meant leaving out the other details and background information I thought of to communicate it clearly. During this challenge, the graduation team has forced me to find focus and structure within the concept. It took me some time to realize this and let everything fall into place, but eventually, I think I have made a significant progression in being able to find the structure in my chaotic thoughts.

Project eye opener

I am glad that within this project I was able to explore the psychological side of design and parts of the emotion-focused approach. An approach that was unfamiliar to me before and that has shown me how by using this approach you really put humans at the center of your design process, that allows you to create products that genuinely add value. I hope to discover more of this approach within my further career.

Personal development

One of my personal challenges before the start of this project was to be confident about the quality of output and have fun. Throughout the project, I learned not to overthink too much, which made me more relaxed than ever during a design project. Something that I am very proud of. Realizing that sometimes being uncertain or confused

is part of the process and therefore you need to take a step back helped a lot during this graduation project. My graduation team gave me the confidence, space, and ease to realize this.

To end this reflection, I hope that my graduation project can have a social impact on Vitesse, its supporters, and Arnhem. If so, it will fulfill my fundamental need for 'impact' tremendously.

Impact; "Seeing that your actions or ideas have an impact on the world and contribute something. Rather than seeing that you do not influence or contribute anything" (Desmet and Fokkinga, 2018).



(Erdivisie, 2018)

SUCCES VITESSE!...DROOMPARKEN!

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