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

Appendices
Appendix A: Explorative Research - Context

Main Insight 1
Football is much more than just a sport, it is a social process. By the means of a football, children were able to discover the world, to learn norms, rituals, standards and more. Supporters are fundamental to the identity of a football club, they are the lifeblood of the game.

Main Insight 2
The way we watch a football game has changed a lot. From thirteen-year-old Harry Roosendaal who picks up his friend Gerry de Goede to watch the match between the Dutch and Belgium team, “a day they will never forget.” To children who watch a match between two “eSporters” who play the virtual game of football called Fifa.
Main Insight 3
Football clubs are trying to use eSports/the eDivision league to attach youngster to the Eredivisie again. Since the amount of people who watch the eDivisie league is rising.

“Want to be the best club in efootball and idolized by young fans all over the world with the Ajax philosophy,” said Bart van Essen, Head of Ajax eSports.

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

Main Insight 4
Brands are reacting by creating campaigns with Fifa characters and developing smart clothing that supports you to be physically and mentally more connected with the game or the players. Furthermore, new competitions regarding the participation of football fans are developing such as the World Cup of Fifa.

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

Adidas has also started campaigns based on Fifa characters.

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

Fifa has developed a Fifa World Cup Competition to expand the influence of Fifa and eSports even more.
Appendix B: Explorative Research - Vitesse

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

Visible interactions on the stands

1. Are the supporters seated on the Theo Bos stand. They bring banners and drums with them to make noise and to make visible that they support Vitesse. They mainly interact with each other on the stands and sometimes they drum extra loudly as a response to number 7, which are the opposition supporters.
   - "The quality of football is bad, I doubt if I will go a next time".
   - "This stadium is so ugly, it is impossible to create a nice atmosphere".
   - "In another stadium, they have a big fireworks show before the game starts and they dim the lights during an evening match".

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

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

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

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

6. Is a group of friends that mainly yells at the game with each other while drinking a lot of beer. They are perceived as annoying, based on the irritated look of surrounding supporters, but they do give energy to the stand.

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

Before the match

Before the match started, multiple things were happening to set the atmosphere.
- A person of Vitesse is talking through a microphone about the alignment of both teams and he tries to interview people who are helping on the field, sort of like a commentator.
- Before the game starts, children enter the field, they position themselves and start waving the Vitesse flags around the field. Music is played which dramatizes the activity.
- The eagle, the Hertog of Vitesse flies around the field before the game starts. People are reacting surprised to this animal as it flies.
- A different song is played when the teams enter the field. But none of these atmosphere enhancements are present during or after the match.

During the match

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

Insights

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

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

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

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

Wat betekent voetbal voor jou?

Wat betekent voetbal voor jou?

Uitleg

Beste supporter!

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

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

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

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

Heel erg bedankt voor je hulp!

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

Lara de Graaf
06-12746485
lara.degraaf@deptagency.com
Wie ben jij?

Mijn naam is

Leeftijd

M/V

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

Ik ben voor de volgende voetbalclub(s):

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

---

Dag 1

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

Plaats de sticker hier

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

---

Dag 2

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

---

Foto Nummer

---

Dag 3

Maak het woordweb af! Schrijf, teken, plak alles wat in je op komt!

Let op: Voetbal kan heel veel dingen betekenen, het gaat om wat jij verstaat onder voetbal.

Het leukste aan voetbal vind ik...

---

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

Dag 4
Mijn leukste voetbal moment is ...
Beschrijf de situatie zo gedetailleerd mogelijk. Wat doet dit met je? Waarom voel je je zo?

Dag 4
Mijn minst leuke voetbal moment is ...
Beschrijf de situatie zo gedetailleerd mogelijk. Wat doet dit met je? Waarom voel je je zo?

Dag 5
Extra Scenes
Dag 5
Maak het verhaaltje af! Je kan een naam geven aan het verhaal, de volgorde van de scenes veranderen met nummers, of meer scenes toevoegen.

Naam: _____________________________

Mijn club

Het is een droom die uitkomt!!

Foto Nummer

Dankjewel!

Beste supporter!

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

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

Tot snel!!
Appendix D: Data Analysis: Personas

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

Noa (13)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Personality of the players
I like Guram because of his personality. A while ago, I sent him a message via Instagram. He replied back in a very sweet way. I asked him how I can become better in football. He told me to give my all, work hard and enjoy to the fullest. I thought that was sweet and inspiring.
The best supporters
I support Vitesse because it is the football club of the city I grew up in, Arnhem. Vitesse is one of the football clubs with the best supporters.

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

Jealousy when he is not able to go to the game
I need to work at the McDonalds next to the GelreDome when there is a game sometimes. Then I see a lot of supporters going to the stadium, and during the game I hear them cheering. It makes me feel jealous.

Joost (14)
"At the 12s year game I took a picture with the cup. It looks dumb and small. But the photo allows me to think back to that day."

Playing FIFA with different clubs
I have a lot, sometimes I play FIFA. I used to play it more than I do now. Now I have less time to play it. Sometimes I play FIFA on my own. I always play with Vitesse, Barcelona or Real Madrid.

FIFA

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

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

The atmosphere

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

At the stadium

Perijn is not able to share this with his friends
My friends do not support Vitesse, they are half Vitesse, half ADO; the other one is half Vitesse and half Feyenoord. They used to be for ADO and Feyenoord but when I took them to the games of Vitesse they liked it, therefore they are half/half.

ALONE

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

DREAMING

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

Noortje (16)
"Being together with friends and family is what I like the most."

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

FAMILY

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

ATMOSPHERE

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

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

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

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

VITSESS

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

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

Social contact through Vitesse
The worst thing would be losing my social contacts. My children sometimes say, "you have to sell your house, you can live a little smaller." But then I lose all my social contacts and my club. I can rely on them. They give me a feeling of security and comfort.

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

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

Interpersonal contact
The connectedness with Vitesse; that interpersonal contact here is great. From the trainer to the equipment man. You are part of a family.

How football is able to surprise and unite
When Vitesse won the cup final. I was excited and emotional because I had never expected this. The atmosphere was also great; that makes football so fun. The achievement is what makes it so beautiful. We finally have won the cup. WE, the people of Arnhem. It is almost impossible to formulate in language. It is a feeling that rises and that feeling is "we". We are Vitesse; it is pride, an honor, an emotion and it comes from within.

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

The effort John has put into Vitesse
In 88 I started the youth project "Pijn-side" to help Vitesse with their hooligans policy. I was very flattered that I was allowed to guide this project. After three years the KNVB was satisfied. Vitesse received their license and I guided this project for about eleven years. The contact you have with people and the pat on the back, are important for me. It is the confirmation that I am doing well, I'm doing a good job.

The downside of this effort
After those eleven years I was unceremoniously put aside by Vitesse. They never explained me why they suddenly stopped the project. This is not how you treat people. These years have been very important, but also very disappointing. I had a great time, I have been incredibly appreciated by a lot of people.

How that feeling decreases
The "we" feeling and the respect towards people has become less between supporters but also between footballers. By tolerating more and more, unacceptable behavior happens more frequently. The times that there are riots in the stadium, such that children and adults are terribly upset. I then become angry and feel powerless. I can not stand violence and I abhor violence.
Margriet (72)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Anna (69)

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

Anna (69)

"Playing football and watching football is a moment of relaxation and a moment of being together. Both when watching and when playing it yourself."
Appendix E: Data Analysis: Clusters and Results

This appendix shows the cluster results from the older supporter. Together with the clusters of the younger supporter, contrasts were able to be found.

Data clustering
### Table of results: older supporter

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

<table>
<thead>
<tr>
<th><strong>HOE ZORG JE ER VOOR DAT VRIENDEN WEER SAMEN IN CONTACT KOMEN MET VITESSE?</strong></th>
<th><strong>HOE KUNNEN SUPPORTERS EN SPELERS LEREN VAN ELKAAR?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOE ZORG JE ER VOOR DAT VRIENDEN WEER SAMEN IN CONTACT KOMEN MET VITESSE?</strong></td>
<td><strong>HOE KAN DE SUPPORTER ACTIEF BETROKKEN WORDEN BIJ VITESSE?</strong> (VOOR - TIJDENS - NA DE WEDSTRIJD)</td>
</tr>
<tr>
<td><strong>HOE KUNNEN SUPPORTERS EN SPELERS LATEN ZIEN DAT ZE ELKAAR WAARDEREN?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>HOE KUNNEN WE DE LOKALE EN PERSOONLIJKE KWALITEITEN VAN VITESSE BENUTTEN ZONDER DAT HET DE SUPPORTER MOEITE KOST?</strong></td>
<td></td>
</tr>
</tbody>
</table>
HOE KUN JE DE INTERACTIE TUSSEN VITESSE & SUPPORTER EXCITING MAKEN?

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

HOE KUN JE DE INTERACTIE TUSSEN VITESSE & SUPPORTER CHALLENGING MAKEN?
Appendix G: Ideation Process: Metaphors and Ideas

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

Pokémon Go

Pokémon Vitesse

CERREDOE

During the game

every game, new spots
to discover

The arena
or other

catch the player
of the match

playing in the city

PLAYING IN
THE CITY

Pokémon - Go ding
& trainingen
Samen voetballen
op veldjes

PLAYING IN
THE CITY

Arken

places related to vitesse with a story
where players are

try to catch the players
("unpacking"
"the box"

battle against each other
("tricks")

energy level

goes down

when they have
played bad
in real life
Appendix H: Concept Development

H.1 Game Inspiration

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

SPEEL UITDAGINGEN IN HET ECHTE LEVEN

CROSSBAR CHALLENGE
Who can hit the crossbar the most times?
5 minutes

02:36

PLAYERS

VIND VELDEN EN SPELERS

VEROVER HET LEADERBOARD

TOP 100

CLAIM REWARD
Further inspiration to develop football battles is found on YouTube. Many people post videos of how they perform different football skills on YouTube. Based on everything that is found, the first set up of the battles programme is made.
The design goal of the project is to create a sense of belonging towards other supporters and Vitesse. In “Designing Moments of Meaning and Pleasure” (Hassenzahl et al., 2013) describes the use of Experience Patterns. The approach of Experience Patterns is defining the characteristics that distinguish a specific experience.

In this paper, Hassenzahl describes what elements are needed to design an experience for Relatedness through shared consumption. He states that to feel related through a shared consumption an anticipation phase is needed, followed by the event self, that ends with a cooling-off phase. This journey is used as inspiration for the user scenario.

In this paper, Hassenzahl describes what elements are needed to design an experience for Relatedness through shared consumption. He states that to feel related through a shared consumption an anticipation phase is needed, followed by the event self, that ends with a cooling-off phase. This journey is used as inspiration for the user scenario.

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

Pattern: Battle/User scenario
User Scenario Iterations
Eventually two other user scenario iterations have been made whereafter the final scenario’s are created that are presented in the report.
H.4 Game Design Method

With the help of ‘A cookbook method for Persuasive Game Design’ (Siriaraya et al., 2018) a first set up of the game design is made. In this paper, the research developed the persuasive game design method with a cookbook used as a metaphor. This method is used as a starting point of the game design.
H.5 First Screens

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

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

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

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

Therefore she likes to battle against him, in the hope that she can beat Pieter and maintain her second position.
Lara and Pieter arrive at the battle place they have chosen and they check in at the Vitesse point. "Through this point, a player is also able to send a battle notification to players who are close by."

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

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

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

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

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

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

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

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

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

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

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

The two desired effects are based on the design goal, the design guidelines, and the prototype tests. According to the MDA model, these effects are called Transfer Effects. These Transfer Effects are defined with the help of a “Cookbook approach to designing Persuasive Games (Siriaraya, 2018) (See appendix H.4).

**Transfer effect 1: Connecting the supporters by playing football together**
As stated in the design goal, the design aims to connect supporters through digital and physical interaction in Arnhem. Therefore the football battles should aid the supporter to relate with each other and allow users to have shared experiences.

**Transfer effect 2: Exploring Arnhem (from the screen to the outside world)**
Next, to connecting the supporters via football battles, the game aims to let the younger supporter explore Arnhem. This effect is two-sided since it facilitates Vitesse to create a connection with Arnhem and educate the younger supporter. On the other side, the game facilitates the younger supporter to play outside, explore their environment and move away from the Fifa screens to have real-life experiences with peers.

These two transfer effects form the basis of the game design. Through a brainstorming session, the designer constructed an overview of the game with the help of the MDA model and design the desired aesthetics (experience) the designer would like the users to feel, dynamics (interactions) and mechanics (game elements) that are needed to create the desired aesthetics. The aesthetics the designer wishes the user to feel when interacting with the game are based on the main insights of the user study and the prototype test.
### Aesthetics

- Sense of belonging
- Empathy towards other players
- Appreciation for your effort in the game
- Feeling confident

### Dynamics

- Interaction between peers
- Guidance by Vitesse
- Creating desire to play with peers
- Meeting new people/growing social relationships
- Players recognizing each other
- Growing in the game based on your own level
- Excitement for the (actual) game of Vitesse

### Mechanics

- Accessible to everyone; different ways to participate, physical skills
  - Challenges that can be completed together
  - Challenges against each other
  - Challenges with the help of Vitesse players
  - Team Competition
  - Free Play

- Leagues
  - Social groups
  - Team creation → Team leagues
  - Creating your own character

- Battle guidance
  - By Vitesse, app provides information and help from the Vitesse football players

- Recognition
  - Physical touchpoint of the battles

- Finding and memorizing battles and peers
  - Remote communication
  - Picture taking
  - Location tracking

- Vitesse and Arnhem storytelling
  - Video data
  - Football player illustration

- Leaderboards, rewards & progression
  - Online
  - Collect them all
  - Badges
  - Unlock battles
  - Offline
  - Game day activities
  - Physical activities with the players (game days, personal environment)

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

- Curiosity to learn about and explore Arnhem
- Pride (of improving football skills and completing challenges)
- Learn about and explore Vitesse

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

- Becoming curious about new places and battles
- Connecting with the football players of Vitesse
- Recognizing Vitesse play “spots”
- Making an effort to battle with others
- Improving football skills
H.7 Workflow
Appendix I: The Concept

I.1 Battle Scenario’s

One vs. One
The main battle choices of the One vs. One battle are ‘against each other’ and ‘with each other’ (beat the record). The users receive points for:
- Performing the battle together
- The discovered story of the battle
- Improving their skills (this is measured through the app)
- Discovery of the place.

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

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

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

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

**Points and Rewards**

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

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

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

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

**Example**

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

**Leagues**

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

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

**Points and rewards**

The points and rewards are based on a regular football competition and whoever wins goes on the ranking on the leaderboard. Furthermore, extra points can be assigned to both teams regarding the form of play so whether they have played a standard match or applied specific goals and challenges within their game. For example, group 1 has set the goal to score five goals; when they succeed, they receive extra points.
I.2 Battle Proposal

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

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

- **GAME**
  - **REAL WORLD**
  - **TEAM VS TEAM**
  - **ONE VS ONE**
  - **BATTLE SORT**
  - **LOCATION**
  - **BATTLE EXAMPLES**
  - **COMBAT**
  - **STORY TELLING**
  - **PERFORM BATTLE**
  - **BATTLE SCORE**
  - **COMPLETE AND CONCLUDE TOGETHER**

- **AGENDA**
- **PEERS**
- **POINTS & BADGES**
- **VITÉSSE REWARDS**
- **UNLOCK**
- **LOCATION**
- **GELREDOME**
- **SPECIAL LOCATIONS IN ARNHEM**
- **NEIGHBORHOOD**
- **HOME**

- **VITÉSSE TEAM**
- **GAME DAYS**
- **ACTIVITIES**
I.4 Screens of ‘Buiten Spel’
1.5 Battle Demonstration

ING has a YouTube channel called Only Football Soufiane Touzani, and various football co-hosts go on an adventure in the Dutch soccer world. On Only Football, you can find the tricks and tips. Within these videos, Soufiane illustrates these football tricks and tips. The videos of ING can be used as an inspiration for Vitesse to create the video data regarding the battle illustrations.
1.6 Physical Touchpoint

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

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

Proposal

The design student sees this physical touchpoint In the form of a street rod, so it suits the different location throughout Arnhem. The choice of design of the touchpoint should be made in consultation with the municipality of Arnhem. The design student proposes a more modern street rod (left image) that comes close to the OV check-in poles, or a more traditional rod that is likely to fit in most street images in the Netherlands.
I.7 Activities and Rewards

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

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

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

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

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

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

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

J.1 Materials Used

Bekijk de battles die je kunt doen en daag mensen uit
BATTLES
Maxime daagt je uit om te gaan battlen!

15:30
Dinsdag, 30 april

SCORE
Voer de scores van de battles in om punten te winnen.
Je wint punten gebaseerd op de tijd die je speelt en de locatie of battle die je hebt ontdekt.

UNLOCK
Door punten te verzamelen kun je nieuwe battles en locaties unlocken

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

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

**WEDSTRIJDdag**

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

**PRIJZEN**

NIEUWE PRIJZEN

Ticket

12/05/2019

14:30

TWE

BATTLE

Ontvang badges naarmate je beter wordt

**BADGES**

Ontvang badges naarmate je beter wordt

**ACTIVITEITEN**

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

**ACTIVITEITEN**

ONTvang badges naarmate je beter wordt

**DE GRAAF**

LARA DE GRAAF

**BADGES**

Ongeprivilegieerd 25

Nieuwe mensen ontmoet 5

Locaties verkend 8

**LEGEND**

Dagen gespeeld

Nieuwe mensen ontmoet

Locaties verkend

**ACTIVITEITEN**

ONTvang badges naarmate je beter wordt

**DE GRAAF**

LARA DE GRAAF

**BADGES**

Ongeprivilegieerd 25

Nieuwe mensen ontmoet 5

Locaties verkend 8

**LEGEND**

Dagen gespeeld

Nieuwe mensen ontmoet

Locaties verkend

**PRIJZEN**

NIEUWE PRIJZEN

Ticket

12/05/2019

14:30

TWE
### SANNE - 14 JAAR

**Interview**

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

**Survey**

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duidelijk, lekker naar buiten gaan</td>
<td>5/5</td>
<td>2/5</td>
<td>3/5</td>
<td>2/5</td>
<td>3/5</td>
<td>3/5</td>
<td>4/5</td>
</tr>
<tr>
<td>Ik denk dat de meeste Arnhemmers plekken in Arnhem wel kennen. Denk dat het daarom leuk is om het hele gebied mee te nemen. Ik ken namelijk minder mensen in de stad die &quot;echte&quot; supporters zijn</td>
<td>Ik denk dat ik dit meer zie als echte battles</td>
<td>Ik voetbal zelf niet echt</td>
<td>Mij niet echt, omdat ik niet echt een voetballer ben, maar ik vind het idee heel leuk</td>
<td>Zelfde verhaal</td>
<td>Je leert je omgeving, andere supporters en het Vitesse team veel beter kennen</td>
<td>Ja dat zeker, je doet echt een activiteit samen en bent in contact met elkaar</td>
<td></td>
</tr>
</tbody>
</table>
# TIM - 15 JAAR

## Interview

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

## Survey

<table>
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<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<th>8</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/5</td>
<td>4/5</td>
<td>4/5</td>
<td>3/5</td>
<td>4/5</td>
<td>4/5</td>
<td>4/5</td>
<td>4/5</td>
</tr>
</tbody>
</table>

Ja, lijkt me duidelijk, dit stimuleert het heel erg.

Rondom het centrum van Arnhem zou het ontdekken meer stimuleren denk ik.

Ja ik ziet niet op voetbal, maar deze app maakt het wel leuker om te gaan voetballen.

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

Ja, het maakt het buiten voetballen veel interessanter.

Zelfde

Je bent veel meer betrokken met voetbal

Ja, ik zou hierdoor wel meer samen voetballen en ook leuk als je uiteindelijk samen naar de wedstrijd kan. Dat maakt deze app wel extra interessant.
### LIV - 16 JAAR

**Interview**

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

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Ik voetbal zelf niet | Ja want ik vind de plekken erg leuk en die zou ik wel meer willen ontdekken | Ja ik denk dat het me wel kan stimuleren om te gaan voetballen, zeker als ook vriendinnen van mij mee gaan doen. | Ik voel me gewaardeerd omdat het echt iets extra’s is voor de supporters, je voelt je daardoor meer betrokken. | Omdat ik zelf niet voetbal | Ze inspireren me wel om meer te weten te komen van Vitesse & Arnhem zelf. | Ja, omdat je toch veel leert over Vitesse en een soort van samen voetbalt met Vitesse | Ja ik voel me verbonden omdat ik verwacht dat wanneer ik naar zo’n plek toe gaan, er misschien meer mensen zijn of dat ik mensen tegen kan komen. Op deze manier leg je toch wel contact met elkaar. |
**KENZO - 14 JAAR**

**Interview**

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

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<tr>
<td>Ja, vooral door de plekken door Arnhem heen en de battles</td>
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<tr>
<td>Je kan meer over de spelers te weten komen. Daarnaast kun je misschien praten met andere mensen die meer weten dan jij zelf. En omdat je plekken in Arnhem kan ontdekken waar je misschien nog niet bent geweest.</td>
<td>Ik voel me een beetje gewaardeerd hierdoor. Ik voel me los van deze app al wel gewaardeerd. Ik vind het gewoon leuk om naar Vitesse te gaan en als er goed resultaat is ben ik blij.</td>
<td>Het daagt me uit om beter te worden in voetbal, maar ook beter te worden dan andere mensen</td>
<td>Het inspireert me om vrienden mee te nemen en bijvoorbeeld tegen hen te zeggen dat ze dit ook kunnen doen, zodat we ook samen kunnen spelen.</td>
<td>Als je naar zo’n locatie toe gaat kom je met andere supporters in contact waarna je misschien kunt afspreken om samen naar de wedstrijd te gaan.</td>
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## JANNA - 13 JAAR

### Interview

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<tr>
<td>Ik vind het leuk, het motiveert heel erg om te gaan voetballen en het zou mij ook motiveren</td>
<td>Leuk, tegen elkaar en met elkaar battelen vind ik beide erg leuk</td>
<td>Ja, ik voetbal best wel vaak met mijn familie, met mijn zusje bijvoorbeeld. Deze app maakt het nog leuker om buiten te voetballen</td>
<td>Ja de motivatie vooral die je krijgt om buiten te spelen en dat je makkelijk met elkaar mee kunt spelen</td>
<td>Ik vraag me wel af hoe ver de plekken zijn? Voor sommige mensen zijn plekken misschien te ver en zij kunnen er dan niet zo snel komen.</td>
<td>Ik zou wel graag willen chatten via de app, zodat je samen kan afspreken waar je gaat battlen en wanneer etc.</td>
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### Survey

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

Leuk, vooral doordat ze verspreid zijn over verschillende plekken in Arnhem en leuk dat de battles zijn verbonden met de speler of een bepaalde locatie en dat ze daardoor allemaal anders zijn.

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

Doordat je kan groeien in het spel door de punten die je kan verdienen en de battles die je kunt unlocken

Zelfde als 5

Ja je bent wel verbonden door het spel, maar niet 100%. Als je door deze app ook andere mensen leert kennen dan raak je nog wel meer verbonden met andere supporters
## PUCK - 14 JAAR

### Interview

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<th>Wat zou je willen veranderen als je de kans had?</th>
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<tr>
<td>Leuk, vooral dat je kaartjes kunt winnen en ik vind het grappig dat je kunt battlen tegen elkaar</td>
<td>Leuk dat er verschillende opties zijn, zo kun je veel proberen en kijken ook wat er bij jou past of waar je voorkeur naar uit gaat</td>
<td>Ja, ik ben niet zo goed in voetballen maar ik vind het wel heel leuk. Dit begeleid me wel in het leren voetballen</td>
<td>Voor al de prijzen die je kunt winnen, zoals de tickets. Dat is iets wat je normaal niet zo makkelijk krijgt of niet op zo’n manier.</td>
<td>Niet echt</td>
<td>Niet echt iets specifiek, ik vind het gewoon leuk zo. Je wordt uitgedaagd en dat maakt het leuk</td>
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### Survey

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Ja het is leuk, lijkt me gewoon leuk om te doen. Juist ook door de verschillend de plekken en de verhalen rondom de battles.  
Ik voel me gewaardeerd door alles wat er verteld wordt. Het zijn niet zomaar voetbal battles, maar wel echt vanuit Vitesse. Er wordt dus extra moeite in gestoken en daarom voel ik me gewaardeerd.  
Omdat je punten kunt verdienen en daardoor beter wordt, waarna de battles ook weer veranderen.  
Zelfde als 5  
Het is geen 5 en waarom het geen 5 is vind ik moeilijk. Je wordt wel verbonden, maar niet tot in het extreme.
‘Buiten Spel’ encourages me to go out with friends and meet new people

Gemiddelde: 4,17

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

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

5 “Ja overduidelijk, lekker naar buiten gaan”
“Ja, doordat de battles verspreid zijn over de verschillende plekken in Arnhem en doordat ze verbonden zijn met een speler of een bepaalde locatie. Dat maakt elke battle ook weer anders.”

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

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

Gemiddelde: 3,83

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

2

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

4

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

5

“Omdat je meer te weten kunt komen over spelers. Daarnaast kun je misschien met andere mensen praten die meer weten dan jij zelf. Plus je kunt plekken in Arnhem ontdekken waar je misschien nog nooit geweest bent.”
"Ik zit zelf niet op voetbal, maar deze app maakt het wel leuker om te gaan voetballen."

"Ik voetbal zelf niet echt"

Gemiddelde: 3,66

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

3

"Ik voetbal zelf niet echt"

4

"Ik zit zelf niet op voetbal, maar deze app maakt het wel leuker om te gaan voetballen."
Ik ben zelf niet echt een supporter, maar als ik dat wel was zou ik me wel gewaardeerd voelen. Omdat zo'n app speciaal voor de supporters wordt gemaakt.

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

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

Gemiddelde: 3,17

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

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

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

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

“Ik voel me gewaardeerd omdat het echt iets extra’s is voor de supporter, je voelt je daardoor meer betrokken.”
The battles of ‘Buiten Spel’ challenge me

6 antwoorden

The battles make it much more interesting outside of football.

3

“Medium because I don’t really like football but I like the idea.”

4

“The battles make it much more interesting outside of football.”

5

“Challenges me to become better in football, but also better than other people.”
The battles inspire me to experiment with ‘Buiten Spel’

6 antwoorden

Gemiddelde: 4

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

3

“Ja omdat ik zelf dus niet echt voetbal”

4

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

5

“Ze inspireren me doordat je kunt groeien in het spel en met de punten die je verdient weer nieuwe battles of locaties kan unlocken.”
"Je leert je omgeving, andere supporters en het Vitesse team veel beter kennen."

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

"Je bent veel meer betrokken met voetbal."

Gemiddelde: 4
"Het stimuleert mij niet zo omdat ik zelf niet voetbal."

4
"Omdat je veel meer leert over Vitesse en een soort van samen voetbalt met Vitesse."

4
"Je leert je omgeving, andere supporters en het Vitesse team veel beter kennen."

7. ‘Buiten Spel’ stimulates me to be more involved with Vitesse: 4
"Je bent veel meer betrokken met voetbal."
Als je naar zo'n locatie toe gaat kom je met andere supporters in contact waarna je misschien kunt afspreken om samen naar de wedstrijd te gaan.

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

Het stimuleert mij niet zo omdat ik zelf niet voetbal.

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

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

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

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


Images


