TDE
DIGITAL CREATIVES IN SPORTS

Focusgroup discussion

Improving the Grand Prix experience for F1 viewers at home

S8 Graduation FHICT

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www.tde.nl

Introduction

Monday October 9th, a focusgroup discussion is planned to come up with ideas for the project. Me, together with a few colleagues and Ruud from RacingNews365 are joining this session. For this meeting an hour is reserved in everyone's calendar. In this document you'll read about my preparations and approach for this event and what the results are that came out of the meeting.

Meeting plan

To make everyone's time worthwhile, it's important that there's a plan for the meeting. First we need to make sure everyone expects the same from this meeting. So, setting objectives is important in the beginning. Also, not everyone might be familiar with the term "focusgroup", so a quick explanation might be required. Next, everyone needs to catch up with the research I conducted and the insights I found. These insights are the input for the brainstorm session where ideas are generated and in the end we'll have a vote for the best idea that I'll elaborate upon.

Problem statement recap

Some colleagues are new to this project and might need a recap of what the project is all about.

Meeting objectives

The goal of this meeting is quite straightforward: I need an idea to develop into a concept. This is the main objective of this meeting. Another thing that's interesting to discuss is feedback on my research to identify gaps or areas where more insights are required.

Conducted research

A summary of all conducted research is required to update everyone on the insights found during the discover phase. This summary includes:

- Interesting existing products
- An overview of the available data
- A demonstration of ThreeJS and YukaJS to explain what's technically possible
- Quick explanation of Fan Engagement Strategies
- Conclusions made from the survey and Google Analytics

Brainstorm session

There are multiple brainstorm methods in existence. However, not every method is suitable for every case. In the case of this focusgroup discussion, we have to take into account that we have limited time, and that there's a lot of data from research that needs to be included in this brainstorm session. Therefore, affinity diagramming works best because everyone shares ideas simultaneously by writing them on sticky notes and since you're writing on paper, a lot of data and insights can be processed.

Grouping and prioritizing ideas

Probably the entire table will be covered with sticky notes after the brainstorm session. So the sticky notes will be grouped into categories. Each category can be put in a mindmap for a bit more elaboration on each category and in the end we'll have a vote for the best idea.

Presentation slides

I structured the focusgroup steps in the presentation that I'm using during the focusgroup. A link to the slides can be found below.

Focusgoup 9 October

Focusgroup results

Overall, I can say that the focusgroup was a success. Everyone was satisfied with the research I did and in the end I got a pretty good idea that I can develop into a concept. The brainstorm part of the focusgroup was a bit of an experiment. Apparently, TDE never uses any brainstorming techniques, and I noticed that just having a conversation with each other was much more effective than using the sticky notes and mind mapping them into ideas.

Affinity diagram

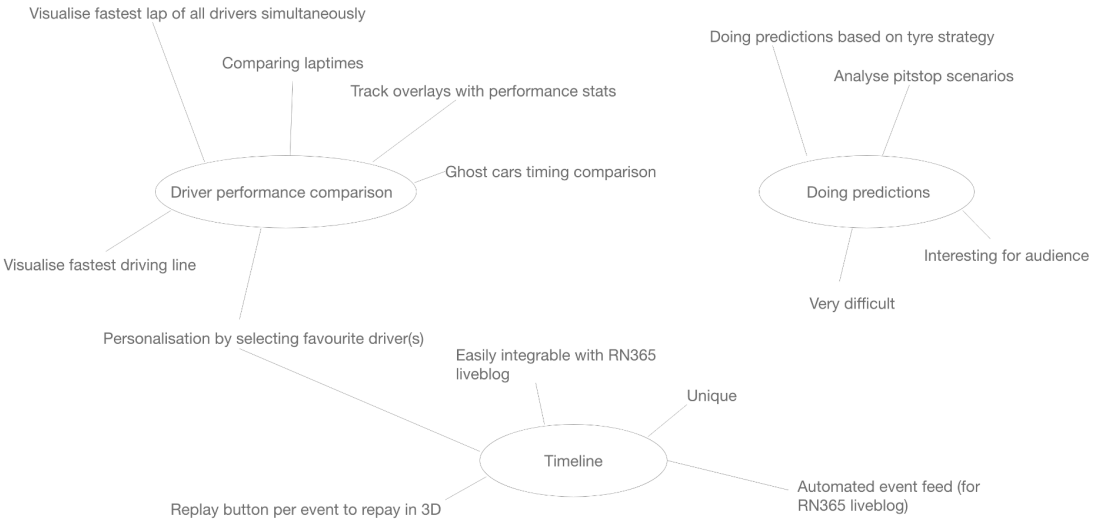
As explained above, just having a conversation and sharing ideas turned out to be more effective than using the affinity diagram brainstorm method. We gave it a try and discussed our ideas, but the general conversation gave more shape to the final idea than the brainstorming method. However, I still think it's interesting to include an overview of the sticky notes in this document. Below is a list of the ideas everyone wrote down:

- Comparing laptimes of multiple drivers of the same race.
- Option to select and deselect drivers in visualizations.
- Include highlights by RN365 editorial.
- Colored overlay on the track of which driver is fastest on what part.
- Analysis of pit stop strategies. What would have happened with another strategy?
- Replay a race in 3D.
- Analyzing laptimes of drivers by including velocities, tyre data etc.
- Overview of tyre strategy and the effect on the race.
- Analysis of a specific moment during the race which can be replayed after the race.
- Visualize the difference in time per corner between drivers.
- Extend the RN365 liveblog with a new tab that includes driver standings tyre data, pit stops and track limits etc.
- Visualize the most efficient driving line.
- Real-time rendering of particular elements of a race.
- Make predictions based on data.
- Ghost cars of each driver's fastest lap on the track visualized simultaneously.
- Visualize certain elements like DRS and braking behavior.
- Timeline of events like overtakes and safety cars. Possibly linked to RN365 liveblog.

I noticed that the ideas written down on the sticky notes are very diverse. However, the ideas from the sticky notes and from the conversation can be divided in a few categories:

- Comparing performance between drivers using ghost cars, track overlays, braking behavior etc.
- Timeline of events like overtakes and safety cars. Possibly linked to RN365 liveblog.
- Making predictions based on data.

I put these topics in mind maps to create an overview of each idea.



https://s8-graduation.jordifranssen.com/img/Mindmap.png

Conclusion

Thanks to the focusgroup, I now have a general idea of what the end product will look like. The general conversation shaped the idea the most compared to the brainstorm method. This doesn't mean that the brainstorm method was useless. This can be a great input for the expert interview with strategy expert Michiel, where I'll discuss the other topics as well.

As for now, the idea looks like this: users need a good overview of a race. If a user misses two laps of a race, and the entire driver standing changed, the user wants to know what happened. We want to solve this by making a timeline that automatically logs events like overtakes, safety cars etc. It's possible to filter by driver to personalize the timeline and keep it uncluttered. Each event has its own replay button that visualizes an overtake in 3D for example. This automated timeline can easily be integrated with the liveblog of RN365. This can be done in two ways; Liveblog items written by the RN365 editorial could be included in the timeline, but automated events can also play a role in the RN365 liveblog as a semi automated function that fills the liveblog.

Meeting Notes

There's a lot more data available then first anticipated. The FIA API doesn't only provide laptimes and sectortimes. Each sector is divided into multiple mini sectors that each has its own timing data. This makes the live timing data much more accurate.

RacingNews has a liveblog. Is it possible to semi automate this liveblog so RN doesn't have to write everything themselves, instead it makes a concept text about safetycars, overtakes etc. that only needs to be validated by someone before it's being published.

Users sometimes miss important parts of a race. Max Verstappen is 30s ahead of p2, but the user misses 2 laps and now he's only 4s ahead. Make a replay so the user can easily determine what happened.

A timeline view that's automatically being created based on timingdata. This timeline has a slider that allows the user to slide to a specific moment in a race.

Summary

The insights discovered in the orientation phase will come together in a Focus Group Discussion where me with a few colleagues and Ruud from RN365 will brainstorm for an idea to further develop into a concept. One hour is reserved in everyone's calendar, so it's up to me to make this time as valuable as possible.

Therefore, I prepared a slideshow to give structure to the discussion and made sure I got what I needed. The result is a general idea of what the end product will look like.

As for now, the idea looks like this: users need a good overview of a race. If a user misses two laps of a race, and the entire driver standing changed, the user wants to know what happened. We want to solve this by making a timeline that automatically logs events like overtakes, safety cars etc. It's possible to filter by driver to personalize the timeline and keep it uncluttered. Each event has its own replay button that visualizes an overtake in 3D for example. This automated timeline can easily be integrated with the liveblog of RN365. This can be done in two ways; Liveblog items written by the RN365 editorial could be included in the timeline, but automated events can also play a role in the RN365 liveblog as a semi-automated function that fills the liveblog.

Learning Outcome Clarification

- Learning Outcome 1: Professional Duties
- Learning Outcome 2: Situation-Orientation
- Learning Outcome 3: Future-Oriented Organisation
- Learning Outcome 4: Investigative Problem Solving
- Learning Outcome 5: Personal Leadership
- Learning Outcome 6: Targeted Interaction

This deliverable is a professional duty on a bachelor level in the activities of Analysis Advise and Realise as a focus group applies for the analysis phase of the project. The results of the focus group formed an advice for the concept and the brainstorm session in the focus group discussion realised an idea to develop into a concept. This is in line with IT-area User Interaction. Therefore, Learning Outcome 1: Professional Duties applies.

This deliverable is relevant and valuable as it plays a role in the concepting phase of the project. I also worked in a methodological and structured way and adapted to the processes and way of thinking of TDE, as I explained that TDE doesn't use brainstorming methods and prefers to just converse to find solutions. This also happened besides the brainstorm method during the discussion and this general conversation gave more shape to the idea than the brainstorm method. Therefore, Learning Outcome 2: Situation-Orientation applies.

During the formation of the idea, we took sustainable development into account. We agreed not to use the Ergast API, as it would result in a product that's not sustainable because Ergast will shut down next year. Also, we took business into consideration. As the tool will be part of RN365's premium subscription model. Therefore, Learning Outcome 3: Future-Oriented Organisation applies.

This deliverable is a research method on ictresearchmethods.nl. and it is an effective approach to come up with an idea to further develop into a concept. The idea that resulted from the focus group discussion was validated by strategy expert Michiel and the entire concept was later validated by stakeholder Ruud. Therefore, Learning Outcome 4: Investigative Problem Solving applies.

I acknowledged that the time for this focus group would be really valuable and to make sure that I got what I needed, I took the lead in this meeting and gave structure by making sure everyone knew the objective, and explained that in the end, I would need an idea to further develop into a concept. Therefore, Learning Outcome 5: Personal Leadership applies.

This meeting was attended by several partners that have a role in my project. I communicated appropriately to make sure the focus group had the right impact and execution. Therefore, Learning Outcome 6: Targeted Interaction applies.