

1 Retiree

they plan to play football so they can avoid anxiety and maintain body shape for at least 4 times a week

GOAL

2 Need to DO

if it was on them to change something is to change the organisers of these stadiums because they create a lot of problems and they don't give right to people to play .

THINK and FEEL?

PAINS

he feels unsafe because he has been stolen last year

GAINS

he want the price to be lowered and the place to be beautiful as youths shouldn't say bad words and respect alders

6 HEAR

they hear that the nearby stadiums have bad quality plus the bad treatment of people and disrespect

3 SEE

manager is not qualified for the mission.

they admit that these stadiums are not in good hands

4 SAY

-there's a lack of sport materials and bad floor quality

-they always play with strangers

-there is no first aid kit

5 DO

he always brings a first aid box with him to help others

he puts his clothes close to him during the match to avoid them being stolen

1 Employee

he goes to the stadium to decrease stress and anxiety and to have some activities to fulfill his desire and time with useful activities.

GOAL

2 want DO

if he was the responsible for these stadiums he would have built some places to warm up and a place to change players clothes .

THINK and FEEL?

PAINS

he thinks that people suffer from multiple problems but no one declares them

GAINS

from these interview he seems to have some advantages too like maintaining the body shape and having a joyful and happy life

6 HEAR

he hears that those stadiums are controlled by government and they control them without any responsibility or management .

3 SEE

the materials are not always available people are vandalizes with materials for space sometimes they don't make side lines work

4 SAY

- he doesn't find reservation after 7 PM
- prices aren't appropriate
- the floor is slippery
- Referee's absence

5 DO

he comes from home with his sport clothes on

always one of his friends plays the role of a referee

sometimes he reserve and he has to wait at least a week before you can play

1 Student

I'm 18 years old, I play football in my free time (once a week) to release the negative energies and spend time with my friends.

The services of the stadiums isn't 24H/7

The stadiums are far away

6 HEAR

The stadiums is too expensive

It's too hard to do a reservation without an inside connection.

You can get stolen at the stadiums

2 Need to DO

After a week of a lot of studying and stressing, I need to spend the weekend in something that's excite me and can make me feel more comfortable and relaxed at the end of the day.

To play football I must have a team of friends at least 9 members.

We should find the hour that matches with all of us and reserve it.

The pitch floor isn't playable.

I noticed the bad quality of sports materials.

What do they THINK and FEEL?

PAINS

the price is too expensive

the manager treat us badly

the manager manipulate prices according to whether he know you or not

I feel unsafe I have to be prepared for anything

GAINS

A good time with my friends

Break the routine

keeping my body healthy

3 SEE

there's no changing room

there's no place for spectators

there's no place to warm up

4 SAY

Infrastructure the stadium isn't suitable for all tempete (heavy rain, wind, or snow)

Lack of communication between us as a client and the manager

The hour that we reserve could change with no explanation

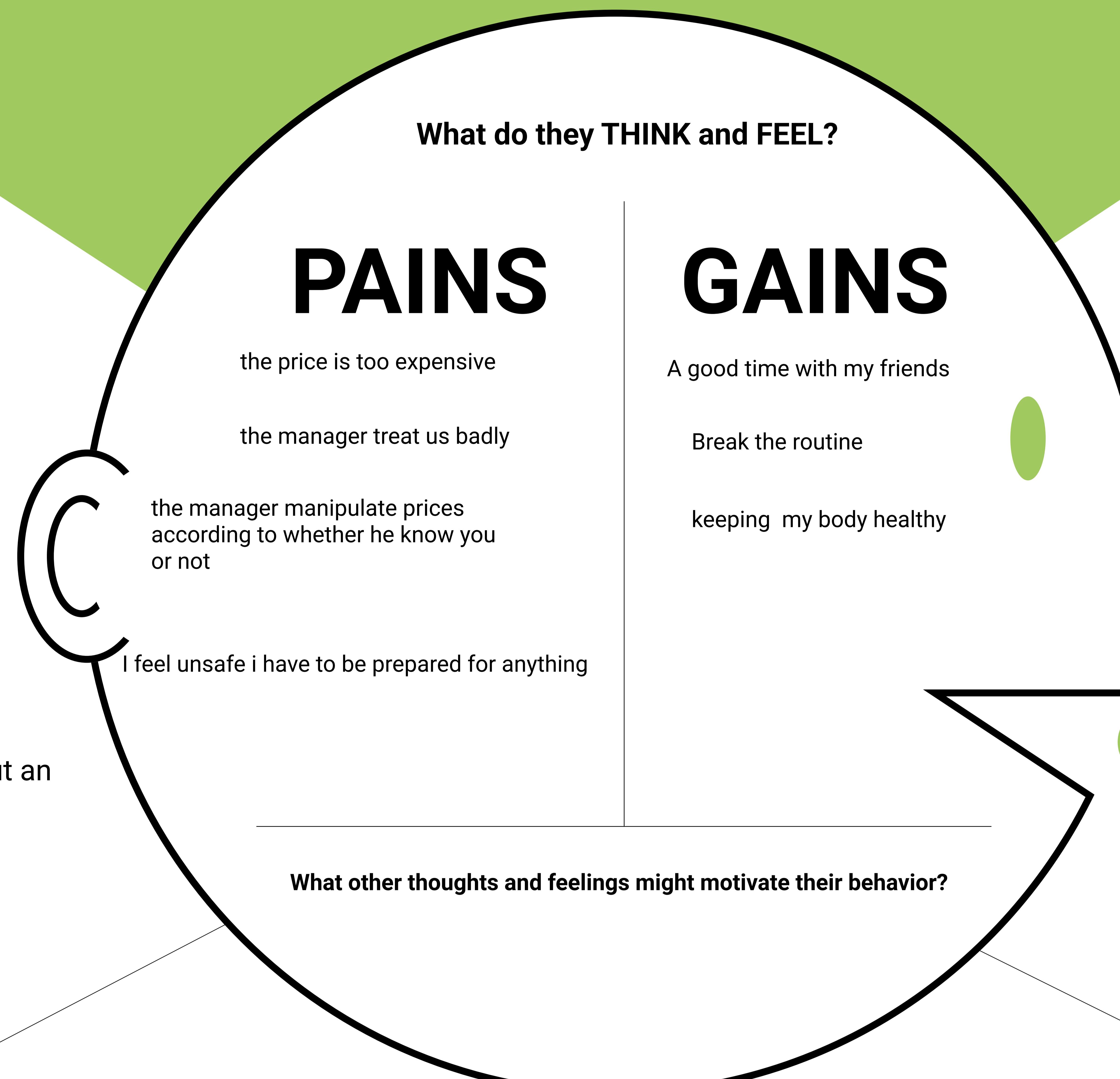
The manger whistle before the end of the hour

there's no medical help

5 DO

We just try to ignore the bad things and enjoy the moment

We try to find a temporary solution to the problem that we are facing



1 Owner-Manager

he is a manager of a stadium he is no experience in sports but a real hard-worker on the project he is given responsibility to

GOAL

2 Need to DO

he wants to develop himself in sport and also the experience of the players to play at his stadium

6 HEAR

- his boss always punishes him because of the uncompleted money

-he always hear bad words

-he hears many bargin's daily

PAINS

he feels that his life is useless because of the long work hours

GAINS

he feels home when he sees players enjoy the moments and like he was playing in the stadium

THINK and FEEL?

3 SEE

-the fight have become so usual

-materials are get destroyed

-he always hear bad words

4 SAY

-he brags about the salary that is too low

-absence of security and long work hours

-uncompleted money from players

5 DO

always one of his friends plays the role of a referee

he comes from home with his sport clothes on

sometimes he reserve a play hour before a week

1 neighbour

people living next to the football pitch

2 Need to DO

the pitch need to be covered the ball keeps hitting my house

cover the pitch

they need to stop fighting

stop throwing trash

3 SEE

we see strangers in our neighbourhood

there's trash evreywhere

people always fighting !

people throwing trash in
our neighbourhood

6 HEAR

people swearing every now
and then
screams

THINK and FEEL?

PAINS

they need to move this
stadium out of here

GAINS

nothing

4 SAY

the manager need to stop that

they need to provide some trashcans

they need to stop playing at night we try to sleep

5 DO

Talk to the manager

C

1 Females

girl who enjoys playing with her friends in weekend

2 Need to DO

cover the pitch

an access to water

they need to have sport materials

the pitch need to have a changing room

the pitch need to have a changing room

the door need to be locked

3 SEE

there's no place to warm up

the bad quality of sports materials.

The pitch floor isn't playable .

there's no changing room

the door is always open

it not safe for us girls

lack of respect

the stadium is not fully covered

discrimination

6 HEAR

females are not allowed to play in those football stadiums

boys have the priority to reserve over girls

What do they THINK and FEEL?

PAINS

I suffer from discrimination
not being respected
being sexually abused

GAINS

I need to play with friends and enjoy our time together

5 Do

forced to play with boys

keep our eyes on our stuff

4 SAY

stadium is not fully coverd

it not really fair !

no access to water

no sport materials

the ball is not compatible for us

no changing room

1 kids

im 11 years old i play football 3 time a week

2 Need to DO

play football in stadium

have the freedom to go play football wherever they want without making their parents worried about them

What do they THINK and FEEL?

PAINS

Descriptionition

i can get hurts if i kick the ball strongly

GAINS

spends time with friends in the outside

6 HEAR

soccer is a dangerous sport
the stadiums are not safe for children
they still young

there's no materials specific for kids the ball is solid

3 SEE

I see that the adults are present more than children in football stadium

4 SAY

he is afraid go to a stade without his parents or at least a company

5 DO

they play at home or somewhere near their parents
they don't go out to play unless there is someone to take care of them