FOCUS GROUP

General

We prepared a few questions for the focus group:

* How do you generally perceive the idea for the app?
* Do you see a need for the app?
* Will it make people more motivated to exercise?
* Are there any features missing?
* Would you fund it?
* Would you buy it?

After a short introduction of the idea for the app, we first let the participants give a general impression. We let them discuss amongst themselves, and answered questions if they had them. If the conversation diverged too much, we steered back to the questions.

We took notes, and in the end we let them give scores on a scale from 1 to 5 for the first three questions.

"Make working out more fun than other apps do"

Characteristics focus group

We only had three participants (three male), since the rest dropped out. They were all people who didn't participate in any sports themselves, and were not particularly motivated to play more sports.

The participants said they would probably buy the app, but just because people they know made it. One participant might want to fund it, but only because he is interested in having his own game company and he probably does want us to follow through some of his suggested changes.

Quotes

"It's nice to plan achievements with other people. If you live far away from each other, you can still motivate each other to both get a certain achievement" - f02

"I wouldn't use it myself, but I don't play sports" - f02

"There are a lot of apps who do the same sort of stuff, they are used a lot" - f03

"I used an app once for running, I don't get how this is different. If this app would come up in the same lists and get good reviews, fine, but it's a bit random which I would use" - f01

"If there is a game element, with a bit weird achievements such as 'find and run a route to your house of exactly 6.42 km', 'run a route in the shape of a flower', I would buy this app" - f01
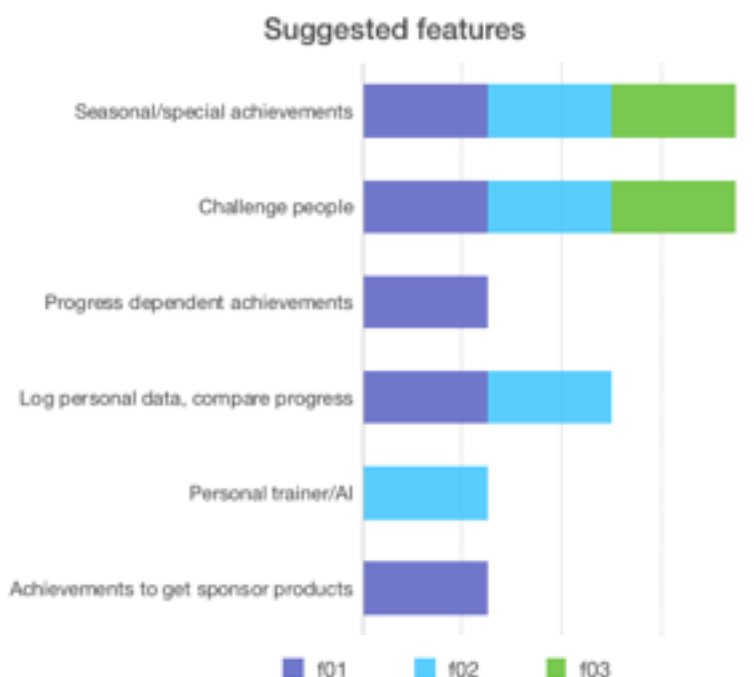
"Achievements motivate" - f03

"Nice way to motivate each other" - f02

"You need to want to work out" - f01

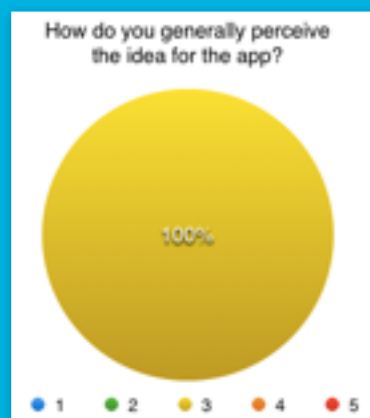"If you already want to work out, this makes it more fun" - f03
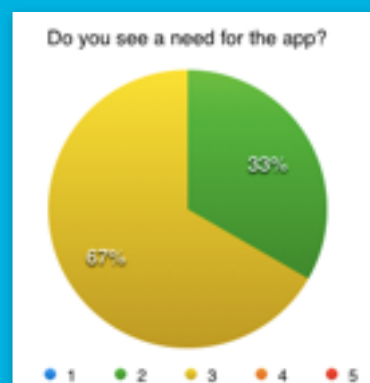
Features

Suggested features

Most features suggested by the participants were features to make the achievements more special (season related achievement such as running a marathon/walking in the 4-day-challenge of Nijmegen, or a bit funny achievements such as cycling routes in shapes on a map). Adding sponsors was also mentioned, related to special (temporary available) achievements, but naturally you would need sponsors for this. Also, interacting with other people instead of just observing their progress was mentioned by all of them. Creating groups could also be a part of this, that people could have their own contests with small prizes for the best athlete in their group.

Progress dependent achievements and logging personal data could be nice to observe your own goals, such as losing weight or improving your fitness. This could include logging your weight and see charts how your weight changed with how many achievements you got (how much you ran/cycled/etc.), or having achievements such as 'run 5 more km than last week', to improve yourself.
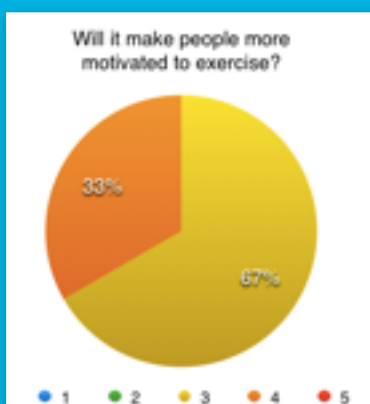
Statistics

How do you generally perceive the idea for the app?

1 = not interesting at all
5 = very interesting

Do you see a need for the app?

1 = no need at all
5 = urgent need

Will it make people more motivated to exercise?

1 = not at all
5 = very motivated