

Field Research

For our project we visited our area of interest. Which is Oud Woensel, why we decided to focus on Oud Woensel can be found in our Research document. We separated our group into two smaller groups. The outcome of which can be found below.

Group 1

Group 1 consists of Pjotr, Khoa and Tijmen. This group focused on the area “Woenselse markt”

Interview 1

During our field research we came across several adult's resident in Oud Woensel who may have children in our target audience. When we approached them, they were not willing to answer our questions. After a while, we found a truck driver who had 4 children between 15 to 20.

We asked if his children were participating in sports, to which he replied that none of them were due to medical reasons. The children were physically unable to play outside. Since this was the first person who was willing to answer our questions, we decided to proceed with this interview. During this interview came across that the children are not performing physical activities due to their medical condition. Only physical activities they perform are performed at work, such as carrying crates on the market. Besides work he notices his children a lot on their mobile phones and he thinks that a game outside that has the same ease of use as a mobile game could get the children to go outside (if physically able to).



He said that he thought the problem started during Covid and stayed after the pandemic. He told us that he saw the standard of living changed. Parents have went from being able to play with kids besides and after work to them having to work fulltime in order to pay the bills.

Interview 2

Janneke Lopata from wijEindhoven

Janneke mentioned that her children only go outside when they know that other friends or acquaintances are joining them. They use the phone to make the initial contact and then

feel “safe” to go outside. She found it concerning that the youth can no longer function without a phone. She said that her children found it difficult to engage in social contact without a phone. Therefore, the phone is something we might need to embrace. She mentioned that teenagers of that age always want to get something out of an activity. The activity itself is not enough, but she said that things like social contact can be sufficient. Events or activities indicated by signs are not interesting to them. She thought that if teenagers could move in exchange for a reward, they would be motivated to do so. We gave the example of charging their phone by cycling. She thought that could be something that might work.

Events or activities indicated by signs are not interesting to them. She thought that if we could come up with an activity where children are rewarded for their effort, the activity would be more appealing. To have the best chance of success, she thought this activity should be promoted through their safe channel.

Children now often go to get food during the break instead of playing in the schoolyard. This reduces the time they spend outside. Additionally, they often eat unhealthily and do not learn to manage money. They are now learning how to get as much food as possible for as little money as possible.



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Group 2

We found that while not many kids are part of a dedicated sports club, a lot of kids still play sport and play outside. We found most teenagers play football on one of the many football squares or even just on the streets. The neighborhood was filled with playgrounds and small parks, most of which looked recently refurbished as well.

Most of the people we found also corroborated this story, teenagers would after school hang out with their friends and play football or basketball or anything in the parks, not participate in a real sport.

Anecdotal evidence from Eline is that she yearly spots a field filled with bouncy castles that attracts people because they want to see what is happening. So, something as eye catching as a field of bouncy castles is bound to attract people to see what is going on.

Conclusion

During our field research we found out that teenagers have problems with physically reaching out to neighbors or friends. This first step is usually taken using social media, this is so that they are sure that they won't be alone. Phones and social media is something we could use in our favor. Furthermore we gathered information that times have changed, parents no longer have time to go out with their children and children have changed themselves as well. They would rather go to the grocery store and get a snack than playing outside. We need to make something that does not need parents and is more exiting and thus rewarding than a donut from the grocery store.