

Interview International Virtual Innovation Challenge

Date: 04-06-2021

Location: Munich

[Maimilian Speidel] After I have introduced you to our project, I would like to ask you a few personal questions. First of all, what is your name, how old are you and what do you do for a living?

"My name is Helen and I am 24 years old. I studied communication science in Bamberg and am currently doing an editorial traineeship at Dienstleistungsgesellschaft für Bayerische Lokal-Radioprogramme GmbH & Co. KG."

How do you get around on a day-to-day basis?

"Most of the time, I walk all the way. However, if the walk is longer than half an hour, I switch to public transportation."

Do you do sports regularly?

"No, I do not actively participate in any sport."

At this point, I would like to know more about your past relationship with club sports. Have you ever been actively involved in a club?

"Yes, I was active in a handball club for eight years."

Why did you leave the club?

"I just wasn't having fun anymore. As I got older and things like my high school graduation became more important, I felt stressed by the extra schedules. I felt it was a compulsion and that's why I decided to leave the club."

Could the club have done something to not lose you as a member? Like offer a more flexible schedule.

"No, I don't think so. The club or the members were not to blame quite the opposite I felt very comfortable in the team. I had the personal demand to be good, which I think led to the feeling of stress.

However, I don't know if there would have been the possibility, for example, to participate only in the trainings and not in the games. When I told my coach that I wasn't having fun anymore and wanted to leave the club, she didn't suggest that to me, otherwise I might have thought about it."

Have you ever been to a major sporting event?

"Yes, I like to go to the soccer stadium, and I've been to a few international games for the women's national team."

Did you notice if those events had any special sustainability concepts?

"Yes, especially at big sport events I noticed that no disposable cups are used. At my home club FC Nuremberg, the ticket price includes a free ride to and from the game."

Did you notice anything that could have been done better in terms of sustainability?

"Yes, socially to continue to work to expand the public transport to achieve that the car is no longer the most attractive way to travel."

Lastly, I would like to ask you a few questions about your special field. From your perspective, how can we successfully reach a lot of people?

"Gladly. Of course, the key word that immediately comes to mind is social media. I'm sure you've thought about that too but it's the easiest and if done well most successful way to reach a wide audience these days.

If I relate this to myself personally, I often do small fitness sessions and yoga classes via YouTube. There is no time pressure, and I can do it at the time I want."

So how is it done well?

"You meant you guys are going to prototype an app or website. In this case, design comes before communication. In my experience, many people today associate an appealing design with professionalism and valid information. That's not true, of course, but I'm sure we've all abandoned a website at some point because it didn't appeal to us."

"When it comes to the flow of information, it is important to use inclusive and direct communication to appeal to your users. You should not overwhelm your users with too much information. If a user wants to get more information about a topic, in your case a sport, he should have the possibility but rather in a new window. Short and concise is more appealing than complex contexts. The right balance has to be found between delivering professional content and useful information without having to read an entire book."

Can you think of anything else that might be important for our project?

"Actively approaching people is the golden key. Creating a "we" feeling, keyword: community. And last but not least create a clear added value. Of course, that's not easy with all the sports on offer in the media, and the clubs in Germany have certainly missed out on a lot. But the knowledge available in the clubs and the trust in the German club culture can already be an added value in comparison to the current oversupply. What also occurs to me is that clubs strengthen the common good and do not have the profit thought as an incentive, which you can definitely use as an advantage in your prototype."

Thank you very much for being willing to do the interview with us.

"With pleasure and good luck with your project."