



Project plan

Neighborhood Move Map

InnoBeweegLab

Eindhoven

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Status	:	Finished
Author	:	The Innovators

Version

Version	Date	Author(s)	Amendments	Status
1	14-03-23	The Innovators	Goal, Research questions, Framework, creation of plan	Finished
2	16-03-23	The Innovators	Updated Research questions & Overall goal based on Ferry's feedback	Finished
	21-03-23	The Innovators		

Communication

Version	Date	To

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1. Project Assignment

1.1 Context

InnoBeweegLab is a Dutch company that specializes in developing and implementing innovative solutions for physical activity and wellness. InnoBeweegLab's mission is to enable individuals, organizations, and communities to adopt healthier lifestyles by providing evidence-based interventions that promote physical activity, improve health, and increase overall well-being. to help you. The company has a proven track record of working with a wide range of clients, including schools, sports clubs, medical institutions and local governments.

The upcoming environmental law emphasizes the importance of a healthy and exercise-friendly environment. A key aspect of this vision is to offer suitable physical activities for all residents in the neighbourhood. To achieve this, citizen participation is crucial as we need to understand what kind of activities people are interested in. InnoBeweegLab has developed the WijkBeweegKaart to gather information from local residents and engage the community. Traditional methods like surveys or neighbourhood meetings have limitations in terms of interaction and effectiveness, and often suffer from delayed results or lack of feedback. However, InnoBeweegLab, in collaboration with the

municipality of Eindhoven and Fontys through the Germ project, is taking a different approach to tackle these challenges in the Stratum district.

1.2 Goal of the project

The goal of the project is to use data to determine policies for sports and exercise in the neighbourhoods of Eindhoven, with a focus on promoting physical activity among people and converting extrinsic motivation into intrinsic sports motivation. The Stratum region in Eindhoven has been chosen for this project as it is the most diverse region in the city by social and cultural background with certain parts of it with low vitality and a resident survey alone is not sufficient to understand the underlying reasons. Therefore, the project aims to gather both quantitative and qualitative data to gain insights on how to involve local residents in the design of public space in favor of exercise activities motivating them to become more vital. The desired outcome is to bring people together to exercise and understand the factors that motivate or discourage participation. Ultimately, the project aims to provide the municipality of Eindhoven with a concept that promotes physical activity and social interaction.

- Goal of the municipality of Eindhoven:
 - o To determine policy for sports and exercise in the neighborhoods of Eindhoven through data.
 - o To encourage people to exercise regularly and maintain their activity levels, we need to turn motivation deriving from the community into personal motivation for sports.
- Problem:
 - o Stratum is a diverse region in Eindhoven with some of its parts being with lower vitality than other neighborhoods
 - o Created survey, but no info on the demographic that filled it (age, sex, etc.)
 - o Need for qualitative data to gain insight into quantitative data
- Desired situation:
 - o To involve local residents in the design of public spaces.
 - o To understand why people, want to get to together/ why they don't want to
- Benefits:
 - o Bringing people together to do sports, activities, etc.
 - o Providing municipality of Eindhoven with a concept that brings people together around vitality

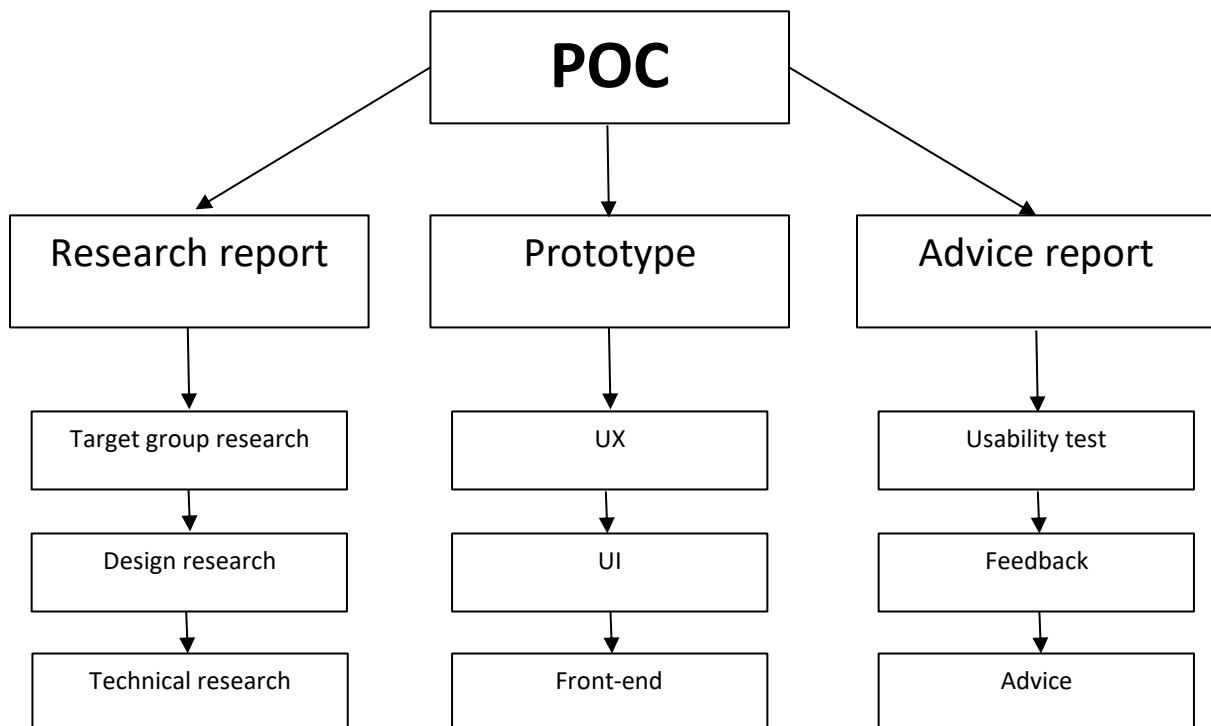
1.3 The assignment

Create a concept that would help get the neighbourhood to exercise and do activities together by researching why/how they want to participate. And if they do not want to, our goal is to find out why and further improve the concept.

1.4 Scope

The project includes:	The project does not include:
1 Research Report (including Design)	1 Database
2 Advice Report	2 Back End
3 Test Report	3 API connections
4 Prototypes	4
5 Proof of Concept	5

1.5 Finished products



1.6 Research questions

Main Research Question:

How can you question the residents and give them ownership, stimulate cooperation and strengthen citizen participation to improve the vitality in their neighborhood?

How can you enhance the vitality of the community by effectively questioning residents to empower them with ownership, promote cooperation, and improve citizen participation within the neighbourhood?

Sub-questions:

1. How can you approach and motivate (activate) the different target groups in the district for sports and exercise?
 - How are other neighborhoods approaching this problem?
2. How do you keep the conversation with the various local residents alive after the first acquaintance?
3. The platform has opportunities for the social community in neighborhoods. What limits should this platform have?
4. What is the recommended method for delivering the outcomes to the various target groups?
5. What type of motivation would trigger the user to exercise?
 - Social Environment
 - Competitive spirit
 - Fit & Health
 - Other personal motivations
6. What attributes do you need to participate (hardware, software, etc.)
7. What measures can be taken to ensure the safety and privacy of users on the platform?
 - Could we implement a setting to hide a user's privacy.
8. What role can local businesses and organizations play in the platform's community?
9. What types of physical activity are most appealing to different demographic groups?
10. How can we use a virtual personal assistant?
 - Can the VA provide a positive outcome to the goal of the project and provide helpful connection with the Municipality main objective?
11. Could gamification be a long-term solution?
 - If yes, how do we accommodate it to different target groups?
 - If not, can we incorporate it in any way to aid us?
12. How can we measure/benchmark vitality?
13. What is the best way to collect data from users?
14. Can this concept be implemented outside of Stratum?
15. Define co-operation, participation, ownership?
16. What are key factors that motivate people to exercise?

Viktor - 4, 10, 15

Maik - 3, 6, 9

Hazem - 14, 7, 8

Svetoslav – 2, 11, 12

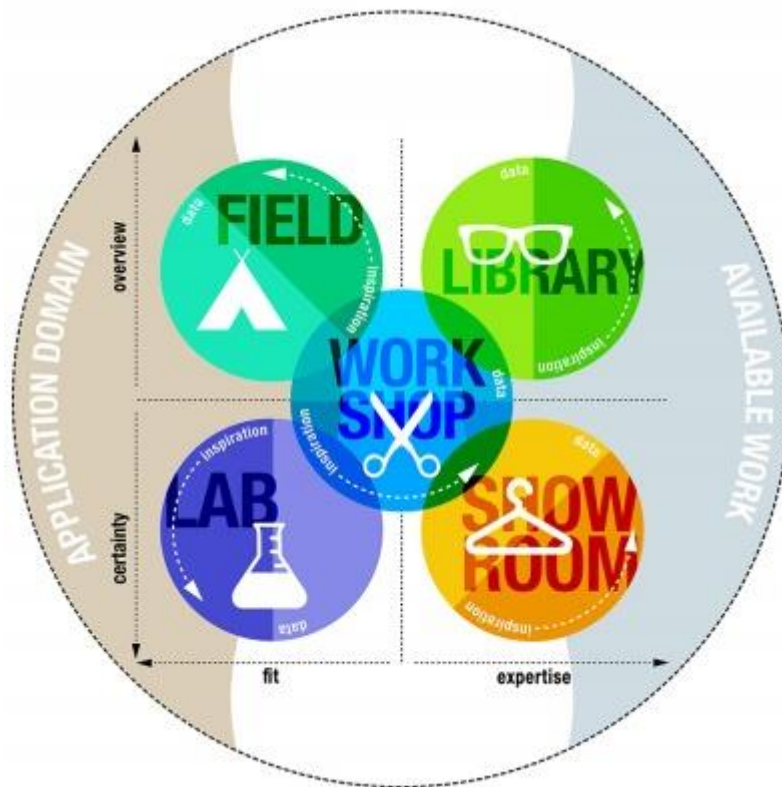
Plamen – 1, 5, 13

1.7 Research method

To accomplish the project properly, we will need a robust research framework. One such framework is the Development Oriented Triangulation (DOT) framework. This framework is excellent for the project since it focuses on applied research, which allows the research to be applied to practical items, such as the product for this assignment. Based on the actions undertaken for each topic, the DOT framework can organize research questions into five unique categories: Field, Library, Workshop, Laboratory, and Showroom.

The framework consists of three levels:

- The "What" of your research (the domains)
- The "Why" of your research (the trade-offs)
- The "How" of your research (the strategies and methods)



For the research methods, we will also be utilizing the CMD methods to help answer our main research question " **How can you question the residents and give them ownership, stimulate cooperation and strengthen citizen participation to improve the vitality in their neighborhood? "** .

2. Approach and Planning

2.1 Approach

For the approach we are going to be utilizing the waterfall method. We will divide the project into 5 consequential sprints.

In the problem definition phase, we will work with the stakeholders to understand the current challenges and define the project goals and objectives. We will then create a Product Backlog, which will include all the tasks that need to be completed to achieve the project goals, using Trello

During the sprint planning phase, we will review the Product Backlog and select the tasks that will be completed during the upcoming sprint. The length of each sprint will be two weeks, and we will hold a Sprint Planning Meeting at the beginning of each sprint to set priorities and establish sprint goals.

During the Sprints we will be utilizing the Design Thinking method each week.

During each sprint, we will hold weekly Stand-Up's to discuss progress and any issues that arise. At the end of each sprint, we will conduct a Sprint Review meeting to demonstrate the completed work to the stakeholders and gather feedback. We will also hold a Sprint Wrap-ups meeting to review the sprint and identify areas for improvement.

The completion phase will include finalizing the project deliverables, testing and validating the solution, and conducting a final review with the stakeholders to ensure that the project goals have been met. The Waterfall method will help us keep a disciplined structure while following clearly defined milestones.

2.2 Breakdown of the project

Waterfall framework:

Sprints	Phasing	Start	Finish
Sprint 1	Requirements & Planning	13.03	24.03
Sprint 2	Research & Concepting	27.03	07.04
Sprint 3	Design & Implementation	10.04	21.04
Sprint 4	Verification/Testing	15.05	26.05
Sprint 5	Maintenance	29.05	09.06
Sprint 6	Updating Portfolio	12.06	16.06

2.3 Time plan

Phasing	Effort	Start	Finish
Requirements & Planning	Hard	13.03	24.03
Research & Concepting	Medium	27.03	07.04
Design & Implementation	Medium	10.04	21.04
❖ International Project	Hard	24.04	12.05
Verification/Testing	Medium	15.05	26.05

Maintenance	Medium	29.05	09.06
Updating Portfolio	Hard	12.06	16.06

2.4 Milestones

Requirements & Planning:

- Project Plan
- Defined Methodology

Research & Concepting:

- Answered Sub-questions
- Ideation & Updated concept
- Survey/Interviews
- Persona's
- Customer Journey/Use Cases
- User requirements/MoSCoW table

Design & Building:

- Sketches
- Wireframes
- Prototype (Figma)
- Software Prototype

Testing:

- Usability Testing
 - Guerrilla testing
 - Card sorting (if we have a structure)
- A/B Testing
- First-click testing (5 second Test)
- Prototype Testing

Finalizing:

- Test Report
- Proof of Concept
- Advice Report

3. Project Organization

3.1 Team members

3.2 Communication

We are going to communicate with the stakeholders on Teams.

Team communication will happen mainly on WhatsApp and Teams.

Communication with the semester coaches will be on Teams and on-site.

Name + Phone + e-mail	Abbr.	Role/tasks	Availability
Lars van Raay	Product Owner	<i>Stakeholder</i>	
Gemeente Eindhoven: Ben	Wijkregisseur Stratum	<i>Stakeholder</i>	
Ferry Wonders	Project Leader Kiem GoCI	<i>Stakeholder</i>	
Teague Murray Marshall	Project Leader	<i>Stakeholder</i>	
Joris Ariëns	Semester Coach	<i>Teacher</i>	
Maike Simon de Vocht	Semester Coach	<i>Teacher</i>	
Stanoev, Svetoslav S.N.		<i>Student</i>	
Kalinkov, Viktor V.H.		<i>Student</i>	
Neshev, Plamen P.H.		<i>Student</i>	
Altoumeh, Hazem H.		<i>Student</i>	
Henckens, Maik M.J.E.F.		<i>Student</i>	

- Stand-up at the start of the week (on Tuesday)
- Feedback meeting with semester coaches (on Tuesday)
- Wrap-up meeting with the group (on Thursday)
- Sprint review with stakeholders at the end of each sprint

3.3 Strengths & Weaknesses

Name:	Strengths:	Weakness:
Stanoev, Svetoslav S.N.	Communication, leadership, Design, problem solving	Punctuality, complex programming, motivation
Kalinkov, Viktor V.H.	Design Thinking, Coding, Testing, Critical Thinking	Communicaiton, Time scheduling
Neshev, Plamen P.H.	Design, Research, Documentation	Coding & Time Management
Altoumeh, Hazem H.	Using design thinking method, Design, Time management, Organizing	Online meetings, My job schedule.

Henckens, Maik	UX/UI Design, User Testing & researching	Communication, coding & time management
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3.4 SWOT Matrix Team

INTERNAL FACTORS

STRENGTHS +	WEAKNESSES –
Design, Testing, Researching, Documentation, problem solving	Scheduling, time management, communication

EXTERNAL FACTORS

OPPORTUNITIES +	THREATS –
<ul style="list-style-type: none"> - Consulting stakeholders with solutions we have acquired after researching, designing, and testing a product. - Conduct market research after identifying the target community. - Involve as much as possible all the relevant parties, keep the target group involved after outreaching them. 	<ul style="list-style-type: none"> - No desire of communication with the people in the neighborhood. - Lack of clarity in answers from no English-speaking individuals.

3.5 Risks and fallback activities

A project involving mapping a neighborhood for the purpose of moving may present several issues. The following are some risks that should be taken into consideration:

Privacy risk: The project may include the collection and sharing of data on people's movements and habits, raising privacy issues. It is critical to ensure that the project complies with applicable data privacy laws and regulations.

Community buy-in: If the initiative does not have community support, its efficacy may be limited. To ensure that the project is well-received, it is critical to interact with the community and stakeholders early in the process.

Bias and prejudice: The data gathered may reflect biases or discrimination in the community, perpetuating disparities. It is critical to guarantee that data is collected and processed objectively.

Risk	Prevention activities included in plan	Fall-back Activities
1. Community buy-in	Involve participants and stakeholders in the project design and planning process. Provide opportunities for feedback and input throughout the project.	If engagement is low, re-evaluate the project's design and approach. Consider conducting additional outreach and engagement activities to build interest and involvement.
2. Bias and discrimination	Conduct a thorough review of the project design to ensure that it is inclusive and equitable. Use diverse and representative samples in data collection and analysis.	If bias or discrimination is identified, acknowledge and address the issue promptly. Re-evaluate the project design and implementation to identify and correct any sources of bias or discrimination
3. Privacy risk	Develop clear and transparent data collection and management policies. Obtain informed consent from all participants before collecting data. Use secure data storage and transmission methods.	If a privacy breach occurs, notify affected individuals promptly and transparently.

4. Other