SKATRIXX

Research document

URBANSPORTS
PERFORMANCE CENTRE

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Introduction

The below document contains information regarding the design process of the current project on Skatrixx. To come up with a succesful concept we need to do proper research, therefore we did field research where we talk to our target audience and ask them questions as a result we gathered interesting insights. Read this document for more information.

Existing research result

We looked at the existing research. The previous group had made a survey in which about 50 people contributed. What struck us most was that people wanted to use skatrixx to gain more insight into their tricks.

We wanted to investigate this ourselves, in the end we also validated this through field research

23: (Als score hoger dan 5 is) Voor welke doeleinden zou je Skatrixx willen gebruiken? (meest belangrijk naar minst belangrijk)

1:	NL	EN	TOT
Meer inzicht verkrijgen in mijn tricks om uiteindelijk mijn performance te …	17x	50x	67x
Om inzicht te krijgen hoeveel ik bewogen heb, dus om bij te houden hoeveel….	4x	13x	17x
Om vrienden te challengen	6x	7x	13x
Om onbekenden te challengen	2x	1x	3x
Om mezelf te challengen	2x	13x	15x

2:	NL	EN	TOT
Om inzicht te krijgen hoeveel ik bewogen heb, dus om bij te houden …	9x	17x	26x
Meer inzicht verkrijgen in mijn tricks om uiteindelijk mijn performance te ….	7x	30x	37x
Om mezelf te challengen	9x	27x	36x
Om vrienden te challengen	5x	7x	12x
Om onbekenden te challengen	1x	3x	4x

3:	NL	EN	TOT
Om mezelf te challengen	10x	29x	39x
Om vrienden te challengen	9x	22x	31x
Om onbekenden te challengen	5x	8x	13x
Om inzicht te krijgen hoeveel ik bewogen heb, dus om bij te houden ….	4x	17x	21x
Meer inzicht verkrijgen in mijn tricks om uiteindelijk mijn performance te …	3x	8x	11x

4:	NL	EN	TOT
Om vrienden te challengen	9x	41x	50x
Om onbekenden te challengen	7x	17x	24x
Om mezelf te challengen	6x	6x	12x
Om inzicht te krijgen hoeveel ik bewogen heb, dus om bij te houden hoeveel…	6x	14x	20x
Meer inzicht verkrijgen in mijn tricks om uiteindelijk mijn performance te ….	3x	6x	9x

5:	NL	EN	TOT
Om onbekenden te challengen	16x	55x	71x
Om inzicht te krijgen hoeveel ik bewogen heb, dus om bij te houden hoeveel…	8x	10x	18x
Om mezelf te challengen	4x	9x	13x
Om vrienden te challengen	2x	7x	9x
Meer inzicht verkrijgen in mijn tricks om uiteindelijk mijn performance te …	1x	3x	4x

Uiteindelijke ranglijst:
1e: Om inzicht te krijgen in mijn tricks om uiteindelijk mijn performance te verbeteren
2e: Om mezelf te challengen
3e: Om inzicht te krijgen hoeveel ik bewogen heb, dus om bij te houden hoeveel ik sport
4e: Om vrienden te challengen
5e: Om onbekenden te challengen

As far as target audience is concerned, previous research has shown that out of 149 people, 95 have been skateboarding for less than 5 years. in other words, those are the beginners. That's why we wanted to focus on this target audience.

8. Hoe lang skateboard je al?

0-5 jaar	95
6-10 jaar	22
11-15 jaar	9
16-20 jaar	11
21-25 jaar	4
26-30 jaar	3
30+ jaar	5
Totaal	*149*

Hoe lang skateboard je al?

		Frequency	Percent	Valid Percent
Valid	0 - 5 jaar	19	10,6	61,3
	6 - 10 jaar	8	4,4	25,8
	11 - 15 jaar	1	,6	3,2
	16 - 20 jaar	1	,6	3,2
	Meer dan 30 jaar	2	1,1	6,5
	Total	31	17,2	100,0
Missing	System	149	82,8	
Total		180	100,0	

How long have you been skateboarding?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 5 years	76	42,2	64,4	64,4
	6 - 10 years	14	7,8	11,9	76,3
	11 - 15 years	8	4,4	6,8	83,1
	16 - 20 years	10	5,6	8,5	91,5
	21 - 25 years	4	2,2	3,4	94,9
	26 - 30 years	3	1,7	2,5	97,5
	30+ years	3	1,7	2,5	100,0
	Total	118	65,6	100,0	
Missing	System	62	34,4		
Total		180	100,0		

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Field research

Yesterday Nazar and I went to area 51 to talk to our target group. Since we wanted to pitch our ideas, ask for feedback and ask what they would do with the data. Therefore we spoke with a couple of skaters. They all had some interesting opinions. After pitching, the first thing that came to their mind was using the dat for educational purpose.

Result person 1

This person thought this was such a cool project. We asked what he would do with the data and the first thing he thought about was a cool visualisation of the skateboard showing the trick. He also was thinking about the technical stuff like the placing of the arduino, his idea was to put the arduino on top center of the deck. Our next question was like is there any problems you have encountered while skating? Yes, maybe you can show with the data when the trucks need to be tightened. because often you see that if the trucks are not set correctly that you go very much from left to right. He also was very excited about the competition idea. He told us he would really use it if it was a thing.

Result person 2

This person just started with skateboarding, he was very interested in the idea of getting a visualisation of the tricks. He would like to have a fitbit type of app but for skating. He was less enthusiastic about the other ideas.

Result person 3

This person found all of the ideas really cool, but the most interesting part was getting to see the data, for instance how fast was he going or how high was that jump. He also told us he would like to see the data getting visualised for learning purposes.

After the interviews/conversation we went back to ideating. We were thinking about the visualisation of the data. Data can be visualised in many ways, so we came up with the next idea.

At a skate event we see a pro skater doing a trick but sometimes we don't even know what trick just has been done. With the arduino we can show the trick on a TV-screen so people can recognize the trick and also we can add a led-strips on the board so it's easier for people to find the skater.

If we can visualise it on the TV then we can also show it on the phone, so people can use this for educational purposes. Maybe we can add a function such as rewind or showmotion.