




# Sportapps: Lust, last of gewoon leuk?

*Evidenties uit het hardlopen*

Symposium Sport & Apps, Amsterdam - 7 oktober 2015

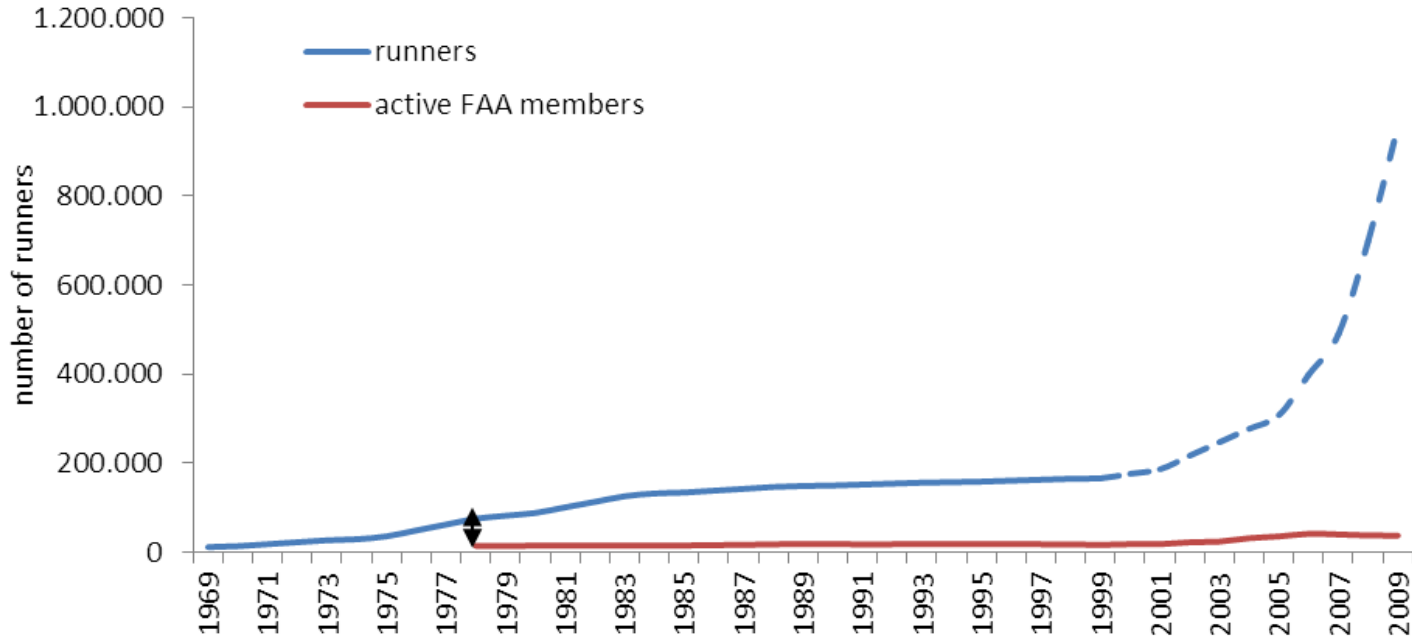
**Steven Vos (PhD)**

Fontys Sporthogeschool, Lector Move to Be,  
TU/e, Professor 'Design & Analysis of Intelligent Systems for Leisure Time Sports & Vitality'

- 
- **Trends**
  - Uitdagingen
  - *INSPIRUN*
  - Take Home

# Trends - hardlopen

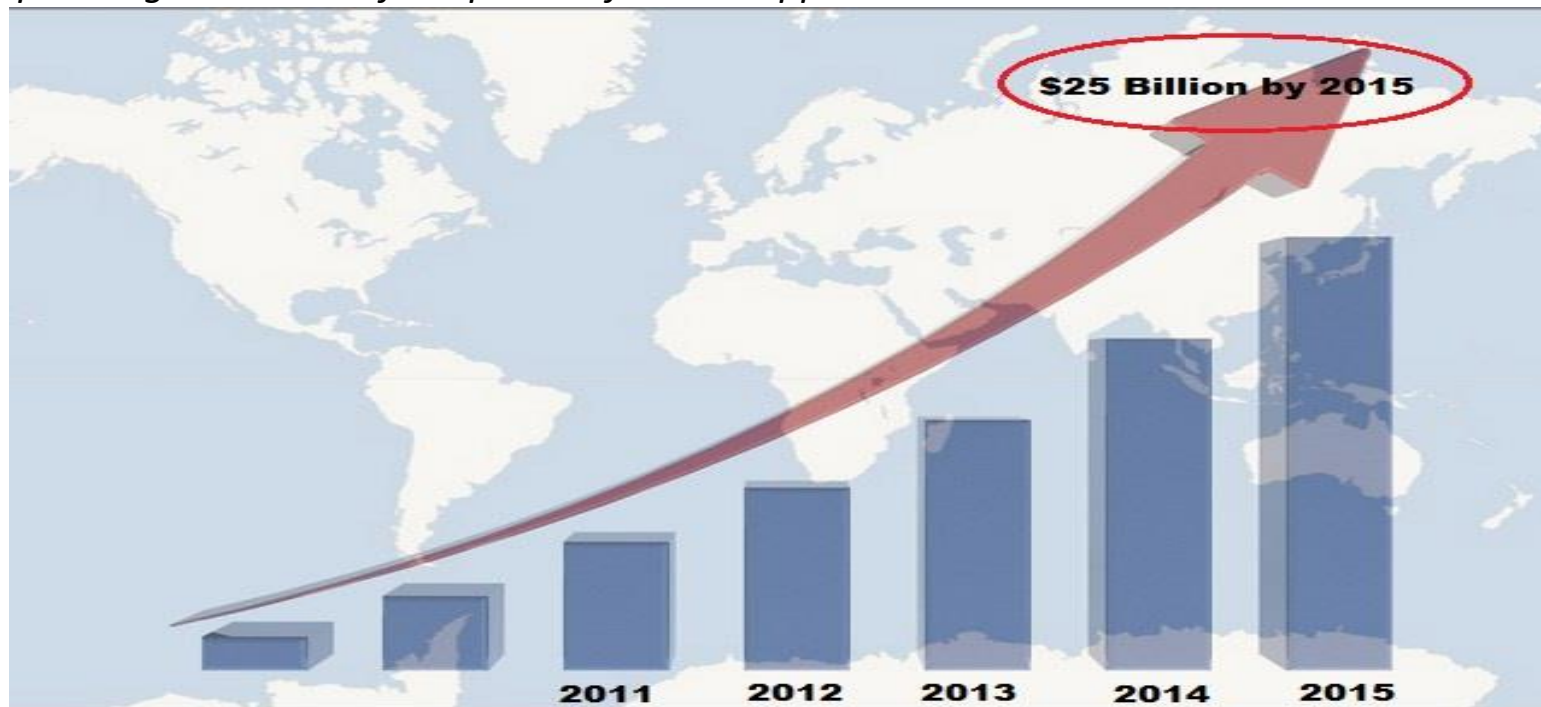
*Evolution of the number of runners in Flanders in 12- to 75-years old youngsters and adults (1969-2009), compared to the number of active members of the Flemish Athletics Association (FAA) (1978-2009)*



Source: Borgers, Scheerder & Vos (2015)

# Trends - apps

*The expected growth rate of adoptions of mobile apps*



Source: Aumcore (2013)

# Trends - smartphone



# A changing society

*It's all about '-tion'*



**Individualisation**

**Informalisation**

**Digitalisation**

**Medicalisation**

**(De)institutionalisation**

**(De)regulation**

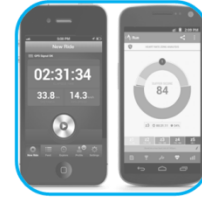
**Intensification**

**Commercialisation**

**Quantification**

**...tion**

Bron: Vos (2015)



# 5 km, 21,1 km & 42,2 km hardlopen

## Gebruik van app's onder de deelnemers aan de Marathon Eindhoven 2014

	5 km	21,1 km	42,2 km
Gebruikt een app	63%	55%	34%
Top 4 populaire app's:			
Runkeeper	53%	51%	44%
Runtastic	17%	16%	16%
Nike+	9%	11%	11%
Start-to-run Evy Gruyaert	28%	4%	2%



Mark Janssen, Steven Vos, Ruben Walravens & Jos Goudsmit  
 O.b.v. onderzoek door Fontys Sporthogeschool, TU/e, KU Leuven & Stichting Marathon Eindhoven tijdens Marathon Eindhoven 2014 (N<sub>5km</sub>=425, N<sub>21,1km</sub>=1988, N<sub>42,2km</sub>=576),  
 © 2014 Lectoraat Move to Be, Fontys Sporthogeschool



## Gebruik van sporthorloges en app's op smartphone



35%



68%

Runkeeper

52%

Runtastic

16%

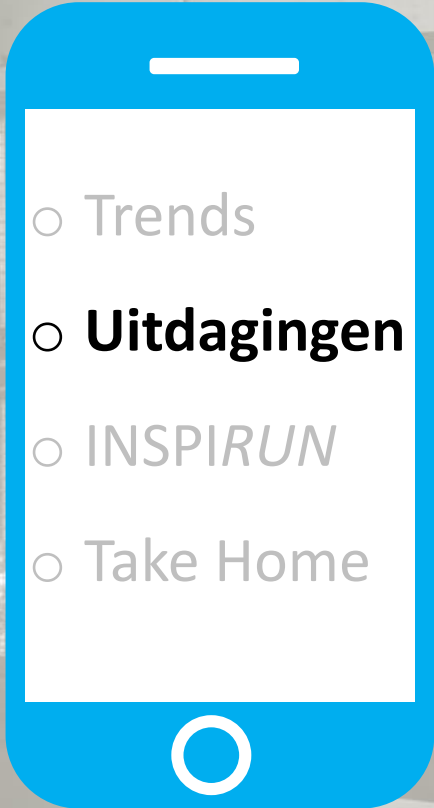
Endomondo

7%

Start-to-run

21%



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# Is meer beter?



**6 NIEUWS**

**Runkeeper:** hardlopen

**Strava:** hardlopen en wielrennen

**Moves:** bewegingsmeter

**Accupedo:** stappenteller

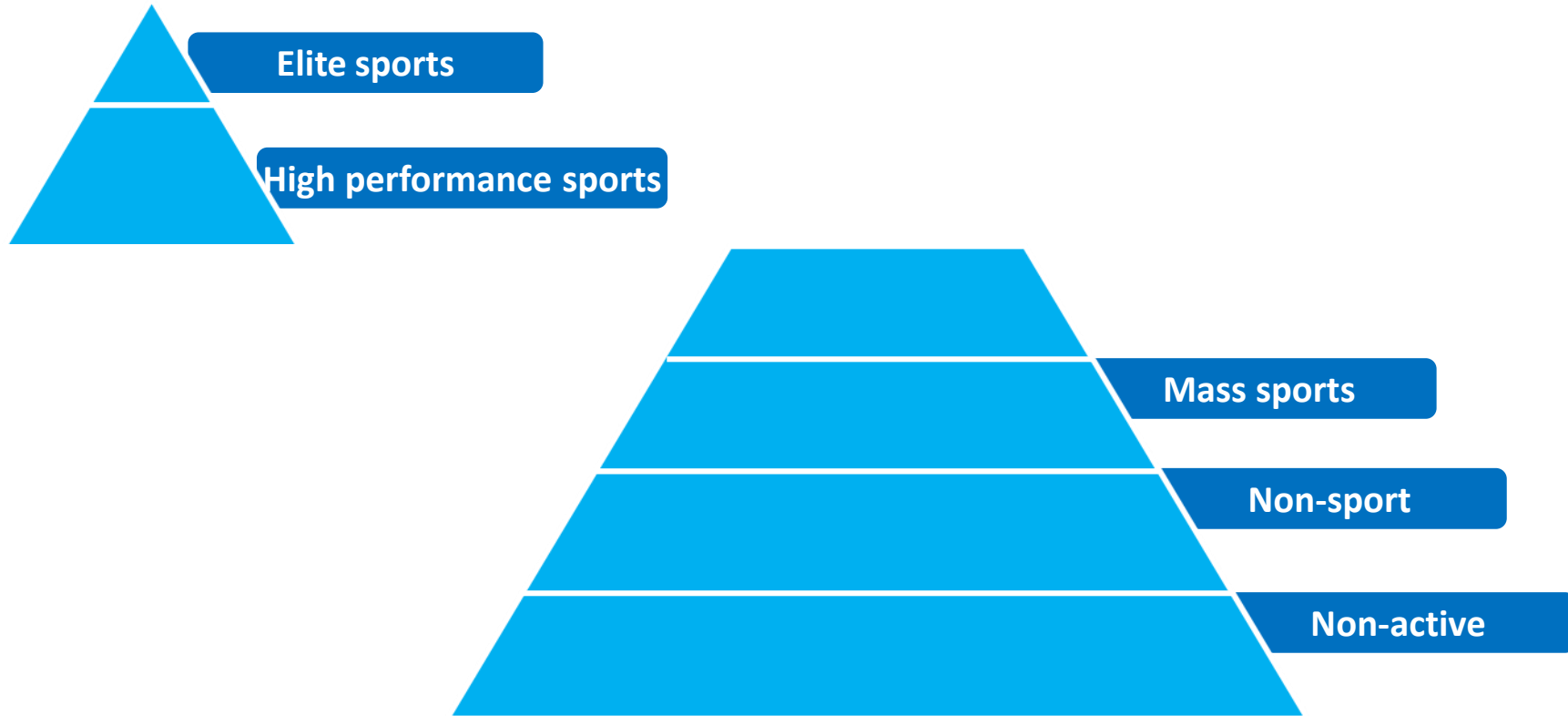
**Start 2 run:** hardlopen

**NIKE TRAINING CLUB**  
Nike training club: fitness

## We sporten ons een burn-out

**Experts waarschuwen: amateursporters laten zich te veel opjagen door sport-apps**

# Is meer beter?



# Running

## is it all about more?

- (Re)new(ed) sport participants
- Diversification
- Motives
- Individual or light participants
- Events
- Expenditures
- Monitoring
- ...

**MORE**

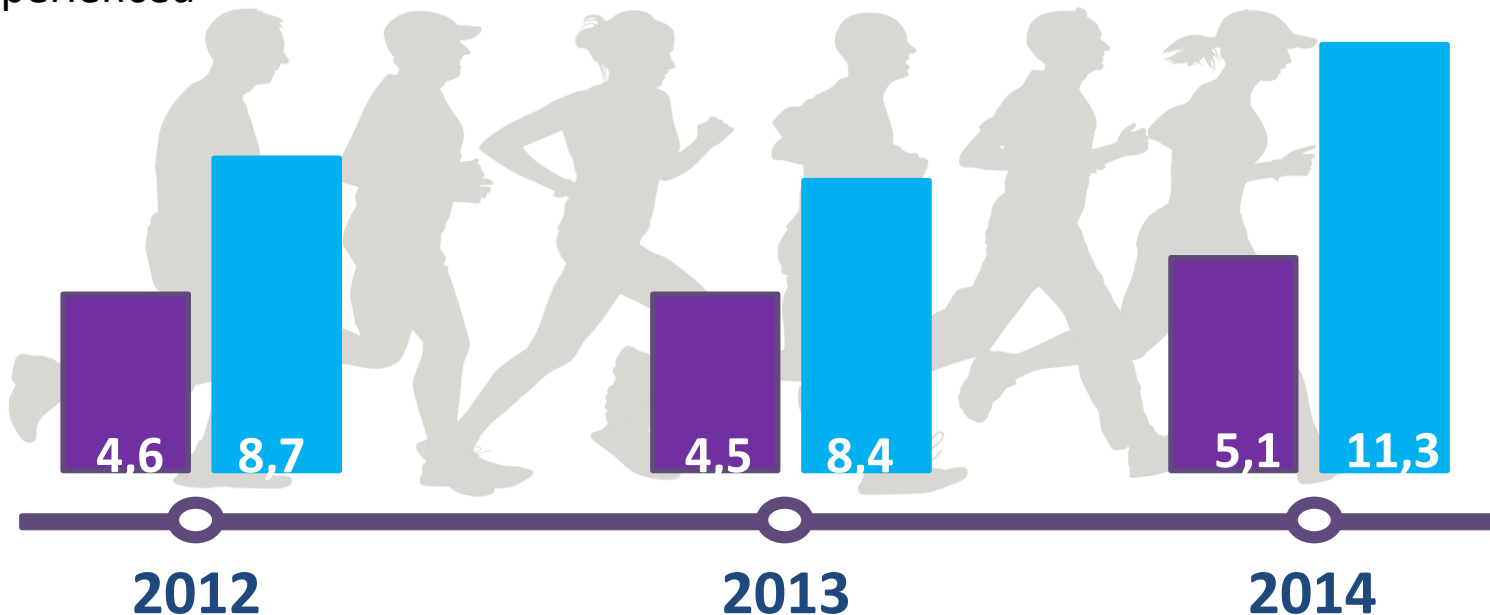
- Unexperienced participants
- DIY's
- Need for support
- Drop-out
  - injuries
  - motivation
- Information overload
- ...

Source: Hallmann & Wicker (2012), Hespen et al. (2012), Hover & Romijn (2010); Lane et al. (2012), Scheerder, Breedveld & Borgers (2014), Videbaek (2015), Vos et al. (2014, 2015)

# Is meer beter?

*Evolution in the number of running related injuries (per 100 hours of running)*

■ experienced  
■ less experienced



Source: Vos (2015) based on data retrieved from Veiligheid.nl

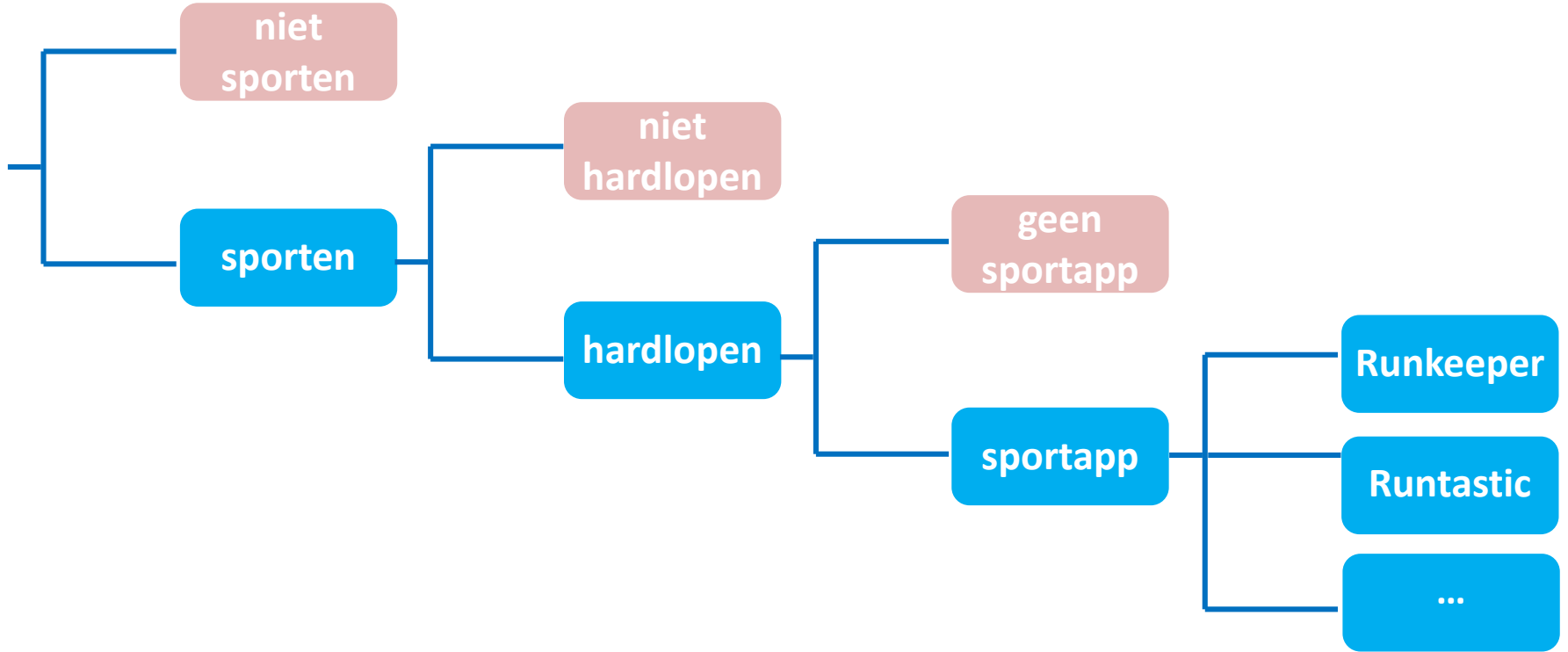


# Uitdaging

## Ken je eindgebruikers



# Wat is het beslisproces?



# Same same but different?

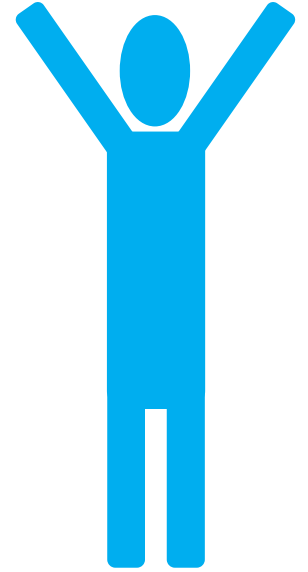




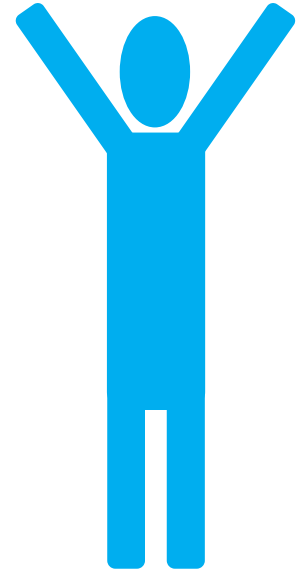
# Same same but different?



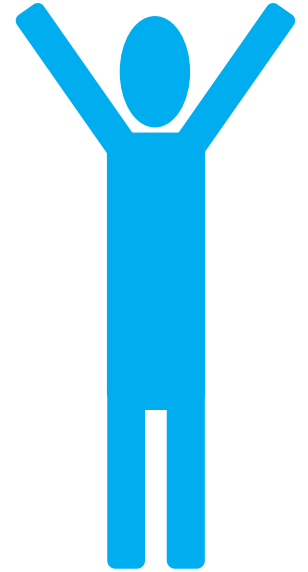
# Same same but different?



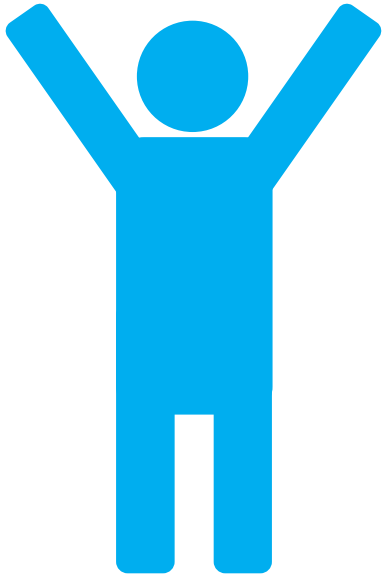
# Same same but different?



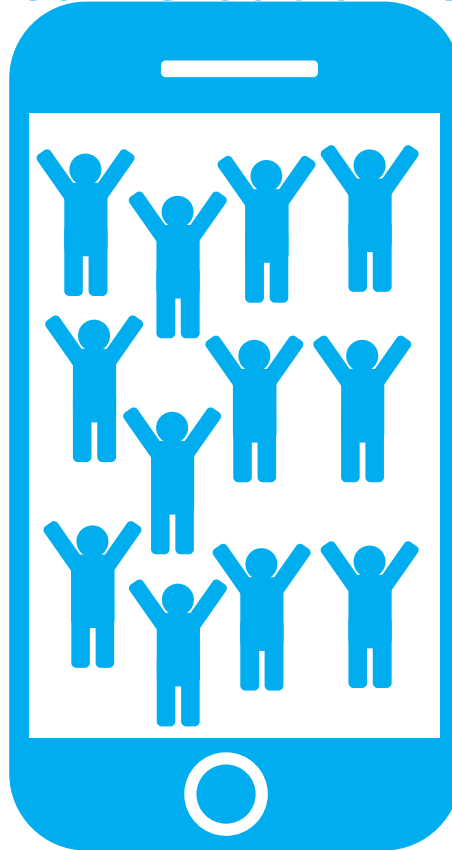
# Same same but different?



# Same same but different?



# Same same but different?



# Same same but different?



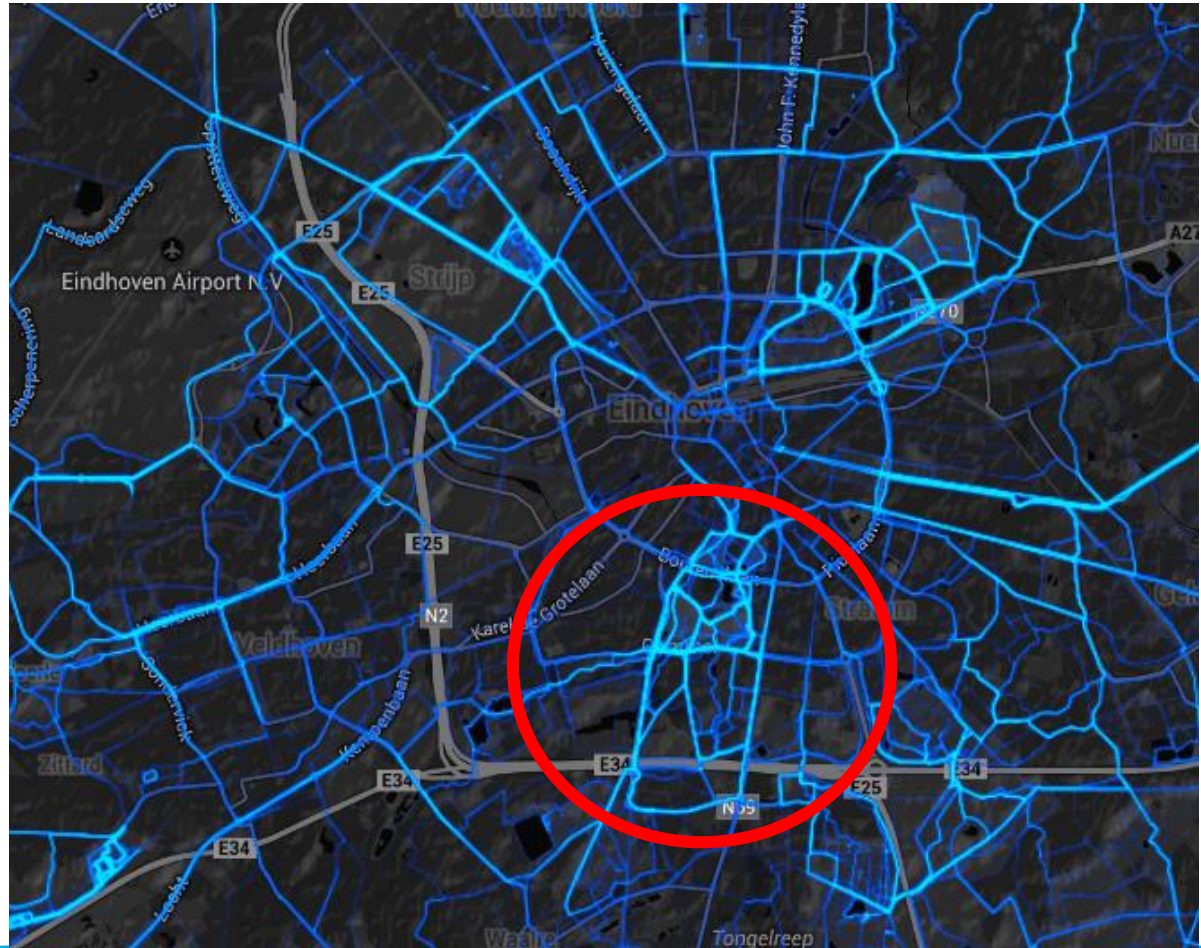
## Uitdaging

De balans tussen data en privacy

## Uitdaging

Vertalen van big data naar betekenisvolle en gebruiksvriendelijke data





# Motieven en associaties met gezondheid



- GPS-horloge vs hartslaghorloge
- Alles-in-één apparaat

• M... (graf)


• Dra...  
“Hartslag is toch voor topsporters!?”  
“Ik weet niet zo goed wat ik met die hartslag moet en zo’n band irriteert”

“Ik liep met een snelheid van 9 km/uur en een hartslag van 169, is dat goed? “

- Prij...
- Moeilijk programmeren van trainingsschema’s
- afleesbaar
- Draagcomfort

• Geen belfunctie (in nood)

Bron: Janssen, Vos & Brombacher (2014)

- 
- Trends
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  - **INSPIRUN**
  - Take Home

*“It’s all about creating personalised running experiences”*

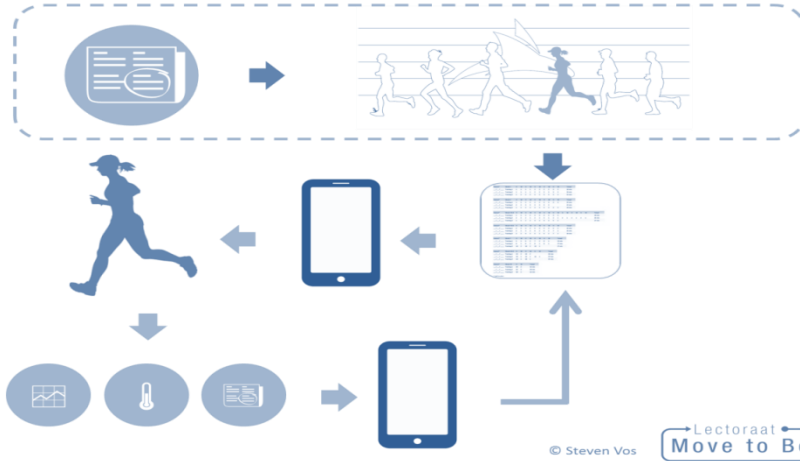


Co-created by

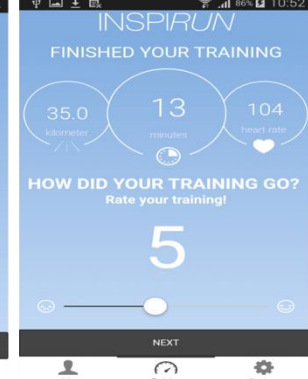
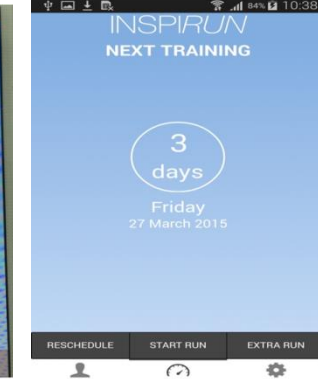
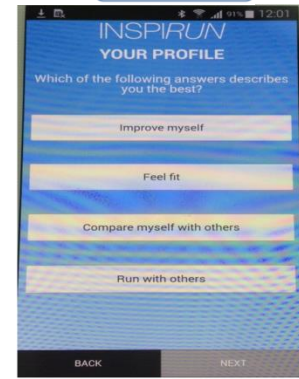
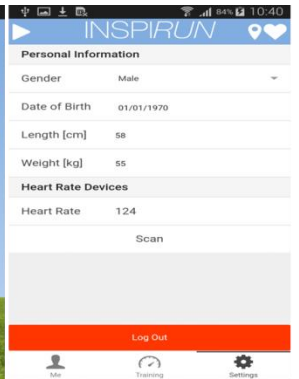
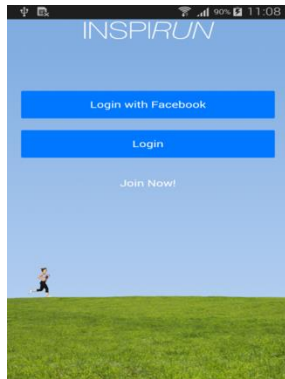




# INSPIRUN: opzet



- ✓ Profiling (personalised – experience)
- ✓ Scheduling
- ✓ Tailored running sessions
- ✓ Personalised feedback
- ✓ Monitoring



# INSPIRUN: principe

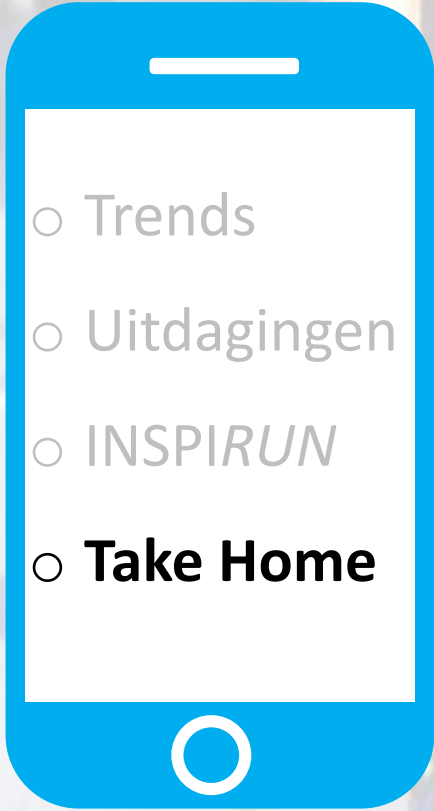


Co-created by

Fontys School of Sport Studies

2M Engineering

- start or improve running in a safe, **healthy** and **fun** way
- **personalized training schedules** that fits **runners profiles**
- Constant **feedback** speed, location and were combined with a HRM
- **Intuitive feedback** on progress while running (cf. runners profiles)
- Uses body feedback (heart rate) and environmental information (distance, location, route, time) to **adjust selected training scheme** for the next training session.
- Captures data which can be used for **monitoring**

- 
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A hand is shown in the upper right, reaching towards the center of the frame. Below the hand are four white apples arranged in a horizontal line. The central apple is being touched by the hand. The background is a light, neutral color.

**KIEZEN** is **VERLIEZEN** maar  
**NIET KIEZEN** is ook **VERLIEZEN**



Moving  
Running  
Sporting  
Experiencing

...

APART TOGETHER

## Meer info?

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[@vos\\_steven](https://twitter.com/vos_steven) 

