



FONTYS - SIXPAC - PlayFit

Case for the Future Media Week 2013

The PlayFitstore, exploring move applications

Background

There are more and more health applications, you can (1) measure your health, (2) letting yourself being motivated by a sports app or (3) you may be lured to more movement with a health game. All these applications are isolated initiatives and are made for one of the goals measuring, evaluating and motivating. Examples of this type of applications (without claiming to be complete) are:

Health measuring

Instant Heart Rate (Heart Rate Monitor Azumio); Moves (Activities registration by Protogeo); WeightBot (Weight registration, Tapbots)

Motivation in sport

Runkeeper (Fitness Keeper Inc.); FuelBand (Nike +) Strava (Strava Inc.); Endomondo (Endomondo.com)

Seduction, Games serving health

Zombies, Run (Six to Start);! Plant Nanny (Four Desire)

All these applications provide insight into their own (sports) behavior. This works very motivating for people focused on self-understanding (see "The quantified self") and for athletes who want to measure their progression. However, the applications give no guarantee to structurally move more and are not guaranteed to connect tot non-sporters.

In the two consortia that Fontys works on in health (Sixpac and PlayFit), concepts have been developed that have the potential to do so. In these projects, it is not about strengthening the internal motivation to move but to generate an external impulse that gives an incentive to more movement. Sixpac involves people in public space, PlayFit involves VMBO students in school. For examples, see the appendix "Portfolio Sixpac" and "Portfolio PlayFit".

The combination of incentives via a mobile phone, in public spaces and at school makes a very rich range of activities. With this offer, someone can be enticed to more movement basically the whole day and in different contexts.

There is a great need to move more throughout the day. More movement leads to a huge savings in health as obesity, diabetes and other diseases, develop to a lesser extent later in life or do not even occur. Sport coaching is expensive. Physiotherapy, dietetics and even gym teachers budgets are cut strongly. Health Insurers recognize this and come up with new products that give discounts if a healthy lifestyle is envisaged, for example in the Vega Polis than can be taken at Agis and Delta Loyd and through discounts at sports centers.



In short, a collection of different applications would be able to fill this gap by structurally enticing more people to move more. A clever form of tracking activities and seducing to more activity in a playful way and at the right time, is possible with a combination of the right applications (Smart Society).

Question

Suppose you have a PlayFitStore that offers these applications in combination. Third parties supply these applications (as described in the appendices). How would you position the PlayFitStore in the market to interest the notorious couch-potato and too busy businessman for your products? How would you design the business model of the PlayFit BV? What would your growth path for the company be?

Result

The result consists of at least 3 of 4 parts:

1. A marketing campaign to promote applications
2. A list of potential Product Market Combinations
3. An elaborated version of the Business Model of PlayFit BV
4. A growth path of PlayFit BV in 5 -10 years (optional)

Explanation

Ad 1. Make a list of possible market segments for applications for professions that are strongly passive (all sedentary work, such as clerical work), but also activities that require little physical exertion (gaming, following college). Consider how you can interest them in a PlayFitstore that improves their lives, without giving them the idea they have to exercise more.

Ad 2. Enter the list of possible buyers of applications with potential buyers of data showing the (aggregated and anonymised) activity of the participants. Consider also possible advertisers interested in the applications.

Ad 3. Update the Business Model of the PlayFitstore for the product-market combination that your team finds the most interesting for the short term. Use the method of Novay STOF methode you will work with on wednesday afternoon. This consists of four domains: Service, Technology, Organization and Financial. Every domain shall be covered but please elaborate on Service, Financial and Organization.

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