

Roadmap Tailor-made Advice - Focus group Running

Part A Determinants and expert recommendations (6 p.m. - 7 p.m.)

1. Short welcome, also on behalf of Athletics Union (5min)
 2. Just fill in (again) selection questions on form (5min)
 3. Proposal round (20 min)
 - a. Name, why do you run? Best running experience? Why do you participate in this focus group?
 - b. Answer questions (form)
 - c. Where would you place yourself in the quadrant? / explanation
 - d. Discuss audit questions.
 4. Group discussion (15min)
 - a. To whom is this recognizable? Meaningful layout?
 - b. Does this short self-analysis motivate you to get started (injury prevention)?
 - c. Why yes / no? How can we support your motivation (what could work / open questions?)
 - d. How to contribute to increasing the intention to change? (what could work / open questions?)
 5. Advice expert based on quadrant (display on screen) (15min)
 - a. What can you do with that? / appealing, why not?
 - b. How could you translate these recommendations into action behavior (what would cause you to get started?)
 - ♣ Spontaneously (what could work for you to really do something?)
 - ♣ Helped; brief explanation of existing mechanisms + example:
 - Tailor-made (tailoring)> such as dividing yourself into a quadrant and then receiving advice
 - Reduction (baby steps to new behavior)> extensive advice versus very simple / short / applicable.
- What would you do with it? What
- Suggestions on how to take steps (making advice very practical)
 - Reminders / compliment (follow 1st steps and receive a virtual compliment, or from others)

Short break (19.05-19.15)

Part B Form and examples (19.15 - 19.50)

6. Form
 - o text / video / app (preference? round)
 - o timing: when received / when admissible?
 - o Through which channels / other specs
 - o Show some examples of existing applications (benchmark / responses)
7. Conclusion
 - o Comments / questions
 - o Next steps
 - o Participation cocreatiegroep?

URLs example apps

[internal information]

Target session:

Gaining deeper insight into:

1. Determinants (self-assessment) & how to contribute to intention to change?
2. How to promote action behavior?
3. Which form / channels / specifications fit best?

Intended result

- Overview of user requirements for 3/4 steps:
 - o self-insight / determination
 - o advice
 - o action
 - o (feedback / follow)
- "What would you like for each phase?"