

Tailor-made Advice - Focus Group Wintersport

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

1. Short welcome, also on behalf of NSv (5min)
2. Just fill in (again) selection questions on form (5min)
3. Proposal round (20 min)
 - a. name, ski / snowboarder, favorite winter sports location
 - b. answer questions (form)
 - c. Where would you place yourself in the quadrant? / explanation
4. Group discussion (15min)
 - a. To whom is this recognizable? Meaningful layout? (Possibly testing other formats / typologies) / show archetypes
 - 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. Do Ski APK Achmea / Plenary.
 - a. Does this change your self-diagnosis?
 - b. Are you able to estimate yourself (also) without doing these exercises yourself? Is it motivating?
6. Advice expert based on quadrant (showing 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)

7. 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)
<http://50questions.zilverenkruis.nl/ski-apk/>
<https://www.wintersport.nl/sneeuwfit/sneeuwfit-online/>
[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