



**Gemeente
Amsterdam**

Gemeente Amsterdam Sports In SouthEast

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Preface

In this document you can find research, sitemap, screenflow and wireframes with arumentation of my solutions that i create for municipality of Amsterdam.

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Debriefing

The Problem

The municipality of Amsterdam wants the citizens in the city to do sports. This includes Amsterdam SouthEast. The area South/East has the lowest sportparticipation rate of the city. They put a sportcomplex in the area Bullewijk, but citizens in the area hardly use it. Even clubs and events are hardly used in this area. The municipality of Amsterdam wants to have an overall overview of the clubs and sportcomplex places of SouthEast to help the citizens to find their favorite sport in the area.

The municipality of Amsterdam wants to bring the overall view of sports at the center of attention through an app or mobile website. This because providers often have difficulty in spotlighting their offer and potential users have problems to find what they are looking for.

The goal of municipality of amsterdam

- Overall view of all clubs and sportplaces in SouthEast
- Help citizens to find they're favorite sport in the area.

Targetgroup

For the moment, four groups of interest are:

- Parents with children up to 12 who want them to start doing sports;
- Children from 12 to 18 who want to do sport;
- Adults who want to start doing sport;
- Elderly people who want to start doing sport.

Research

Amsterdam SouthEast

Amsterdam SouthEast is a multicultural area of Amsterdam. There are more than 130 different nationalities in SouthEast. Allot of locals in SoutEast have an Afrikan, mid/South American root. With al those different cultures is SouthEast a city of itself within Amsterdam. You can find al lot of things to do there like watch a movie, go to a theater, concerts, football and more. This part of Amsterdam didn't belong to Amsterdam at all before 1966.

Interviews

I spoke to a friend of my how lifes in South/East. He told me that SouthEast is like a villige within a city. People talk to each other and share alot. He told me that the way people get in to sport is like reviews form friends and family. Think about one lesson for free to see if you really like it. In class i've heard the same thing about the community of South/East. People want it to be personal and the trust that the sport is fun to do. It also helps people to motivate for a sport because his friend is on the same club or gym.

Insights

- Review from family and friends
- Community based
- Personal
- Website of all sport in Amsterdam

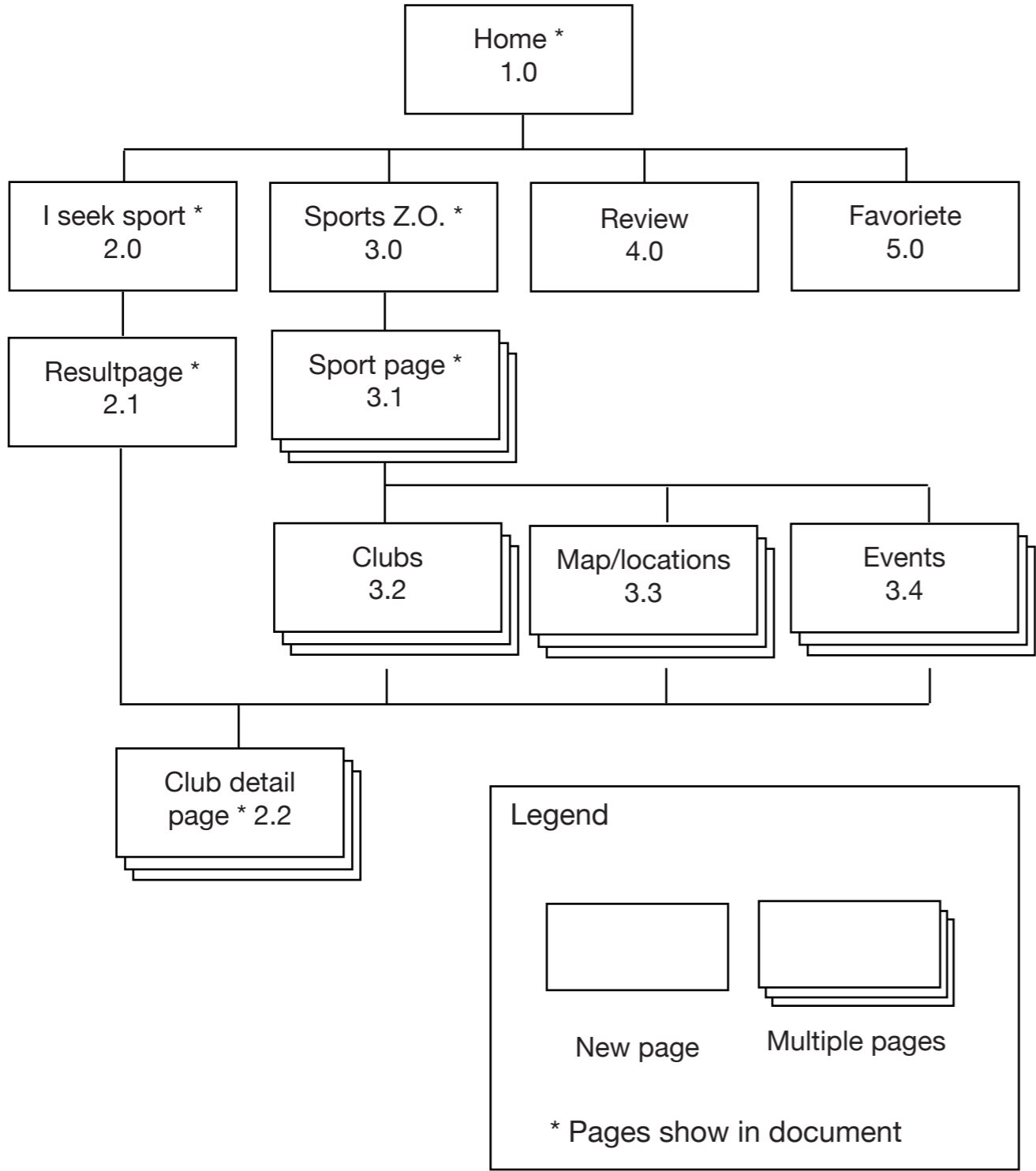
Solution

My idea is a website where the user can find a sport that they like. You choose between two option to find a sport: fill in a form to help you find a sport that you like or you can explore different sports/categories to find a sport. Besides these two options you can share the pages of the clubs with friends and family and write a review about the clubs that other users can read. The user can at clubs to your favorites to check them later.

Strategies of users

The targetgroup use face to face communication to find their sport. I assump that the users wil google a term to find more information about the club or location. I improve based on this sereach strategie my solution with a search option for direct search and a filter page for the casual browsing. Also pages with tags to find the pages on goal and help the faster to achieve their goal.

Sitemap



Structure

The website is small with a less options to keep focus on the goal of the user. From the homepage the user can choose what the users wants to do. The user can explore(1.0) or filter (2.0) the results. The user can write a review (4.0) about a club or event and bookmark their favorite pages(5.0). The user can also find an overview of the sport categories(3.0) and the locations(3.3), events(3.4) and clubs(3.2 in this category.

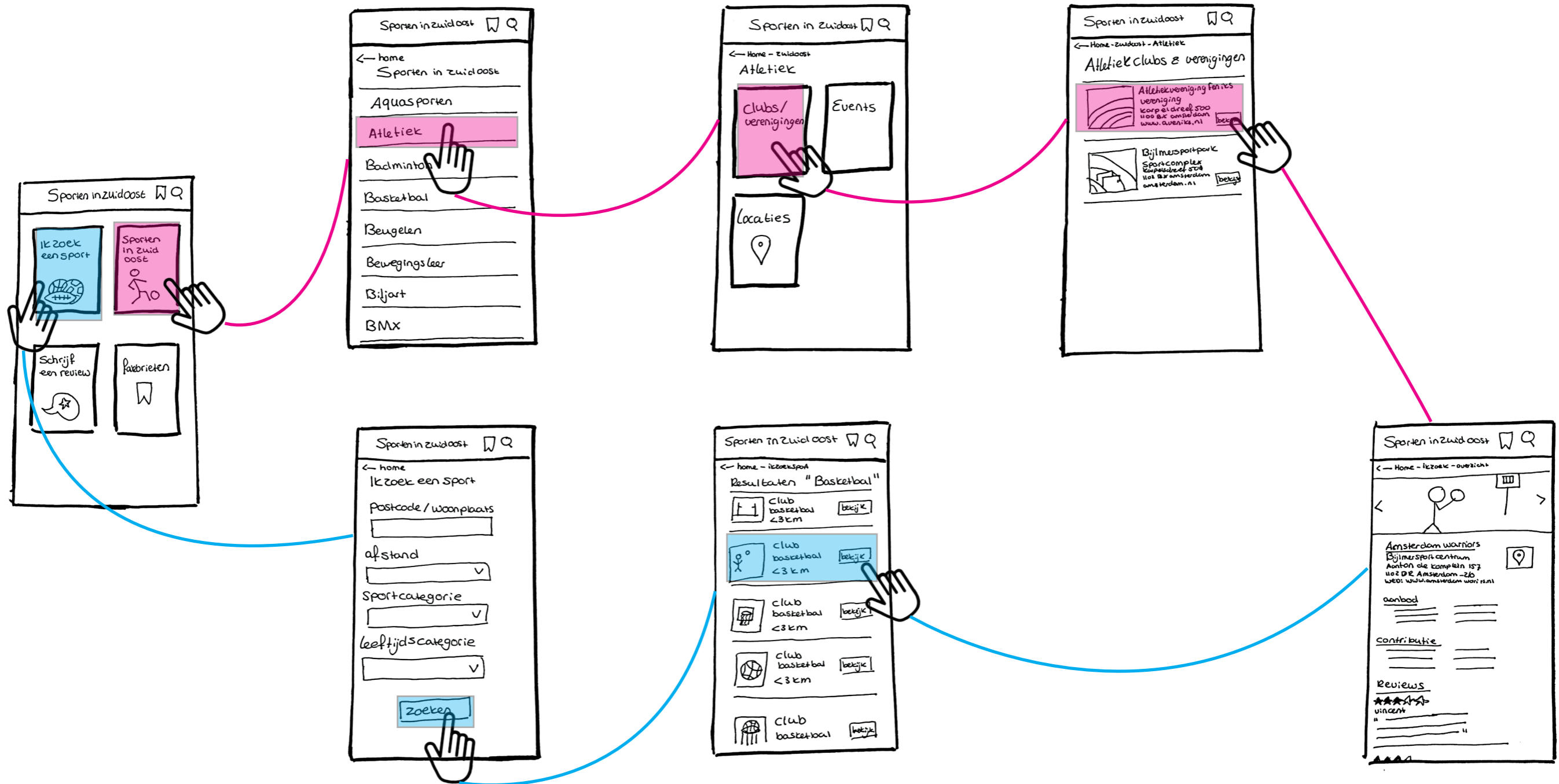
Goals of pages

- Home 1.0 - overall view of items that the user can find on the website.
- I seek sport 2.0 - A form to help the user to filter what the are looking for in a sport or what kind of sport.
- Resultlist 2.1 - IAn overview of the results form the filter form the page before
- Clubs detail page 2.2 - Information about the club
- Sports Z.O. 3.0 - Categories of all sports in Z.O.
- Sportpage 3.1 - Collection of all info about the category
- Clubs 3.2 - An overview of the clubs/places of the category
- Maps/locations 3.3 - visual map of the locations of the category
- Events 3.4 - A list of all events of the category
- Review 4.0 - A form to write a review about a club or event
- Favoriete 5.0 - Bookmark with al bookmarked pages of the user.

Chosen pages

I have tried to make the website simple as posible. Form my reseach i found it important to have a place were you can write an review, also to help users to find a sport dirctly or by explore more sports. I want them to give the information to help what they are looking for like the locations, overview of clubs and events in this category of sports.

Screenflow



1.0 Homepage Hi-fi



Anotations

1. This is the name of the website. The name will be always be there, the user will know on what kind of website he/she is.
2. A bookmark. Users can boobook their clubs. Users can use to have a look on a club later the day or week.
3. Sereach option. The sereach option give suggestions while your typing the work. Extra feedforward.
4. Four buttons : 'Ik zoek een sport', 'Sporten in zuidoost', 'Schrijf review' and 'Favorieten'.

Gestures

5. The user can tab to navigate through the website.

Organizationsystem

6. This sereach option give the user controle and they can use it to navigate through the website.

Homepage

On the homepage you have 4 options: 'Ik zoek een sport', 'Sporten in zuidoost', 'Schrijf een review' and 'Favorieten'. In the header on top you see the name of the website, the bookmark to mark the pages the user wants to save and a sereach option for direct sereaching.

I decided to make the homepage simple as possible to show the user what you can do on the website. With text and icons to help the user to understand the options.

Goals

- Simple to use
- Help the user find hes/shes way
- Overview of what the user can do on the website

Content model

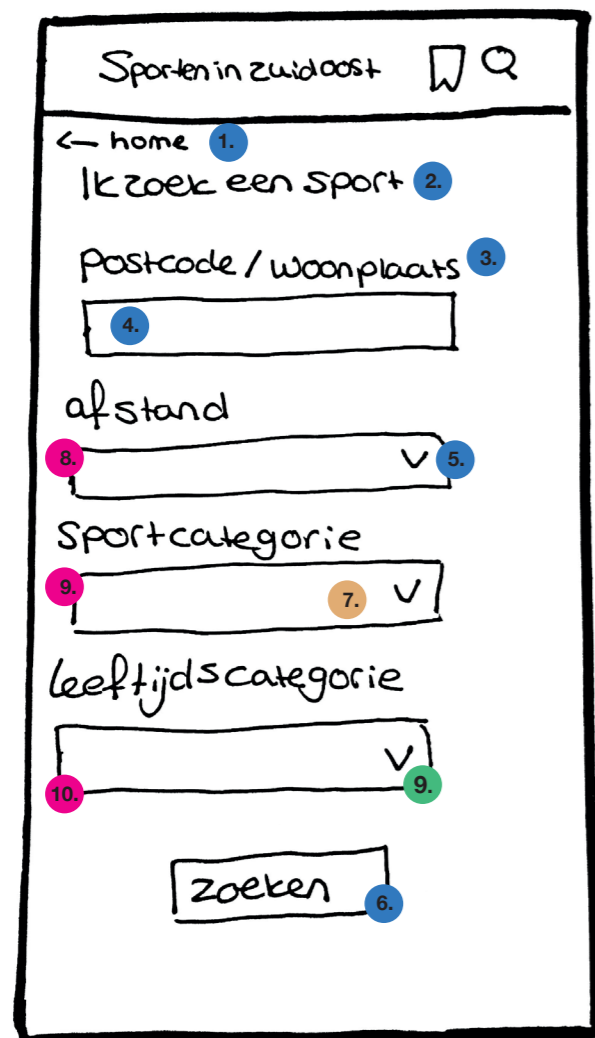
Header

- Tile of website
- Bookmark icon
- Sereach icon

Body

- Backbutton
- Breadcrums
- four buttons
 - title of action
 - icon

2.0 I seek sport Hi-fi



Anotations

1. Breadcrumbs. The user will know where he/she is on the website and a backbutton to go back.
2. Title of the page. User can understand on with pages they are.
3. Name label
4. Textfield
5. Dropdown menu
6. Call to action button

Gestures

7. The user can use the dropdownmenu or type in to the textfield. While typing the user see suggestions to help the user to find what he/she is looking for.

Organizationsystem

6. With a dropdownmenu you can organize information by hiding it. When the user tabs on the dropdownmenu, a pop-up pops in to show the menu.

I seek sport

The user can fill in these textfield to help them find the sport that they are looking for. The page has a title to understand on what page you are. On the page there are four options to fill in: 'Postcode/woonplaats', 'Afstand', 'Sportcategorie' and 'Leeftijdscategorie'. Three of them have a dropdown option, but the user can also type in the textfield. With suggestions while typing helps the user to find their sport easier.

Goals

- Filter the options
- help the user find what they are looking for

Content model

- Header
- Tile of website
 - Bookmark icon
 - Search icon

Body

- Backbutton
- Breadcrumbs
- Title of page
- Form
 - 'Postcode/huisnummer'
 - Textfield
 - 'Afstand'
 - Textfield/dropdownmenu
 - 'Leeftijdscategorie'
 - Textfield/dropdownmenu
- Call to action button: 'Zoeken'

Filter options

8. 'Afstand'

afstand	X
< 3 km	<input type="checkbox"/>
< 5 km	<input type="checkbox"/>
< 10 km	<input type="checkbox"/>
< 15 km	<input type="checkbox"/>

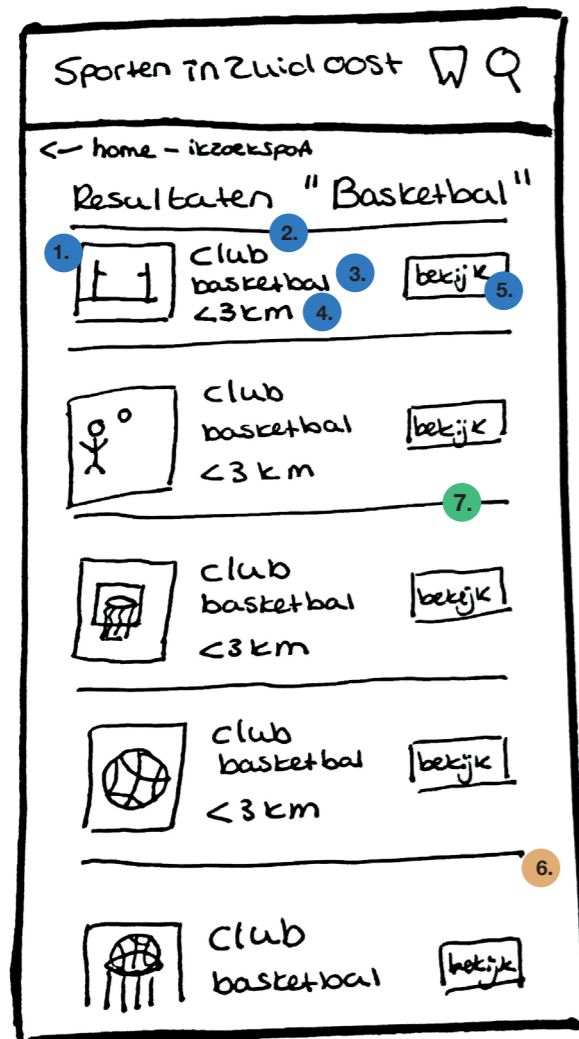
9. 'Sportcategorie'

Sportcategorie	X
alle sporten	<input type="checkbox"/>
Atletiek	<input type="checkbox"/>
autosport	<input type="checkbox"/>
Balsport	<input type="checkbox"/>

10. 'Leeftijdscategorie'

leeftijdscategorie	X
Kindersen	<input type="checkbox"/>
Jongeren	<input type="checkbox"/>
Volwassenen	<input type="checkbox"/>
Senioren	<input type="checkbox"/>

2.1 Resultpage Hi-fi



Anotations

1. This is an images of the of the club to give a small impresion of the club.
2. The name of the club
3. Categorie
4. Distance between the user and the club
5. Call to action button

Gestures

6. The user can scroll to see more clubs.

Organizationsystem

7. The clubs are sorted from A - Z.

Resultpage

The user can see on this page which clubs there are based on the filter option on the previous page. The user can see the name of the club, the category and the distance of the club between the user and the club. On every section there is an call to action button to read more informatie about the club.

Goals

- Impresion of theclub
- Help the user find their favorite sport
- Overview the sereach results.

Content model

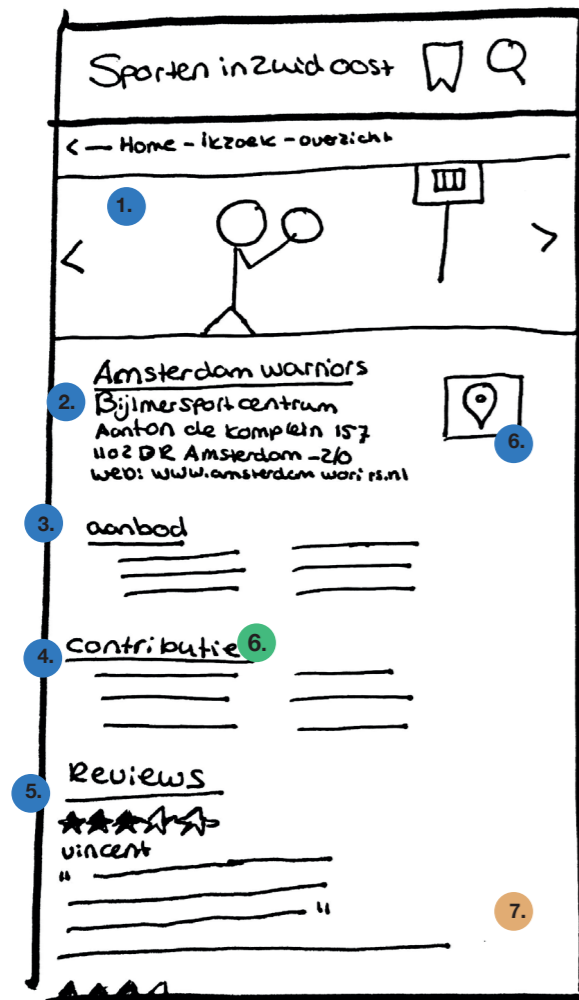
Header

- Tile of website
- Bookmark icon
- Sereach icon

Body

- Backbutton
- Breadcrumbs
- Tile of the page
- Images of the club
- Name of the club
- Category
- Distance
- Call to action button; 'Bekijk'

2.2 Club detailpage Hi-fi



Anotations

1. An slide to give the user a good impression of the club, complex or event
2. Information about the club: Adress and website
3. Information about lessons, dates,
4. Information about the kost of the sport
5. Reviews about the club, sportcomplex or event
6. Button to show where the club, sportcomplex or event is located on the map

Gestures

5. The user can tab to navigate through the website.

Organizationsystem

6. The information on this page is sorted by headings of the text. The headings tells you what the user can expect and makes it easy to scan the page to find the information they are looking for.

Club detailpage

On this page find the user alot of information about the club, event or sportcomplex. The user can find the location, the offer, the kosts and the reviews from people. The user gets also an impression of the club, event or complex from the slider. The user can see the location on the map.

Goals

- Information about the club, event or sportcomplex.

Content model

Header

- Tile of website
- Bookmark icon
- Sereach icon

Body

- Backbutton
- Breadcrumbs
- Title of page
- Slider
 - Imagens of club, event or sportcomplex
- club, event or sportcomplex
 - Name
 - Adress
 - Website
 - Location on map
- Offer
- Kosts
- Reviews
 - Review stars
 - Name of the reviewer
 - Message of the reviewer

3.0 Sports Z.O. Hi-fi



Anotations

1. This is the name of the page so that the user will understand where they are on the website.
2. A list of categories to help the user where they are looking for.

Gestures

3. you can tap and scroll to navigate through the website.

Organizationsystem

4. This list of categories is sorted from A - Z.

Sport Z.O.

I choose for an A-Z list, because it is easier to find the sport that the user is looking for. I found a website with a list of categorized sports and used that for the list. The user can scroll through the list, but he/she can also use the search icon on top of the page to directly search.

Goals

- Overview of all sports

Content model

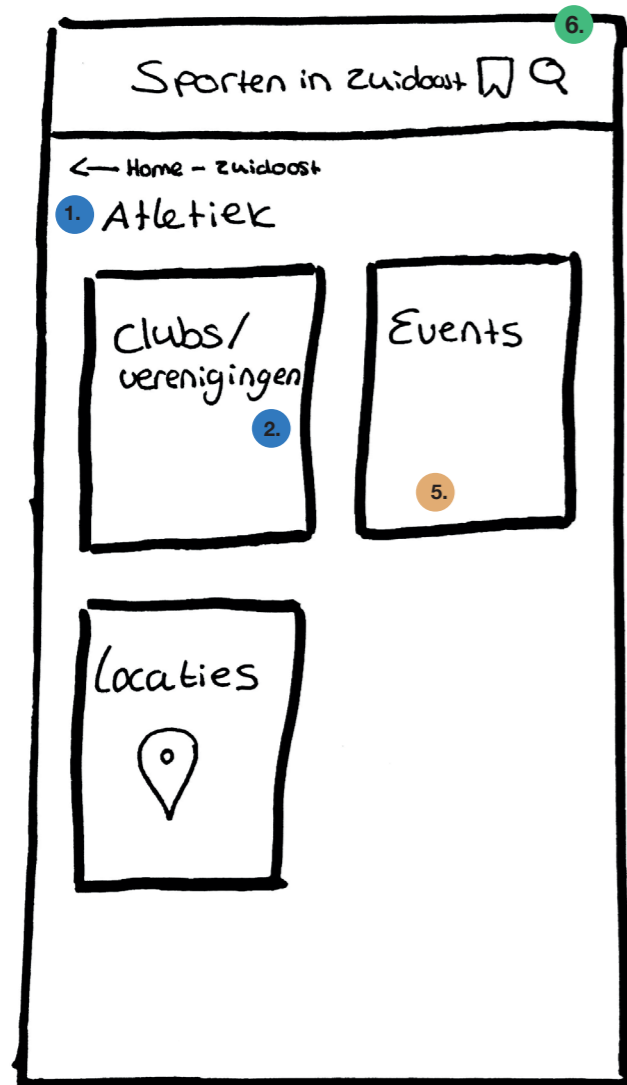
Header

- Tile of website
- Bookmark icon
- Search icon

Body

- Back button
- Breadcrumbs
- Tile of the page
- Sport categories (based on website: <http://allesporten.nl/lijsst-alle-sporten/>)
 - Algemeen
 - Atletiek
 - Autosport
 - Balsport
 - Behendigheidssport
 - Denksport
 - Gymnastiek
 - Luchtsport
 - Motorsport
 - Olympische wintersport
 - Olympische zomersport
 - Paardensport
 - Vechtsport
 - Vrijestijdssport
 - Wandelsport
 - Watersport
 - Wielersport
 - Wintersport

3.1 Sport page Hi-fi



Anotations

1. Title of the page so that users will understand where they are on the
2. Three buttons to find: a club, event or location in this category.

Gestures

5. you can tap to navigate through the website.

Organizationsystem

6. This search option gives the user control and they can use it to navigate

Sportpage

On this page the user has everything of a category on one page. The user can click on locations to see where all the location of clubs and events are of this category. The user can also click on clubs and events to see what kind of clubs and events are in their neighborhood.

Goals

- User lands on this page when they google the category.
- Overview of related content of the category

Content model

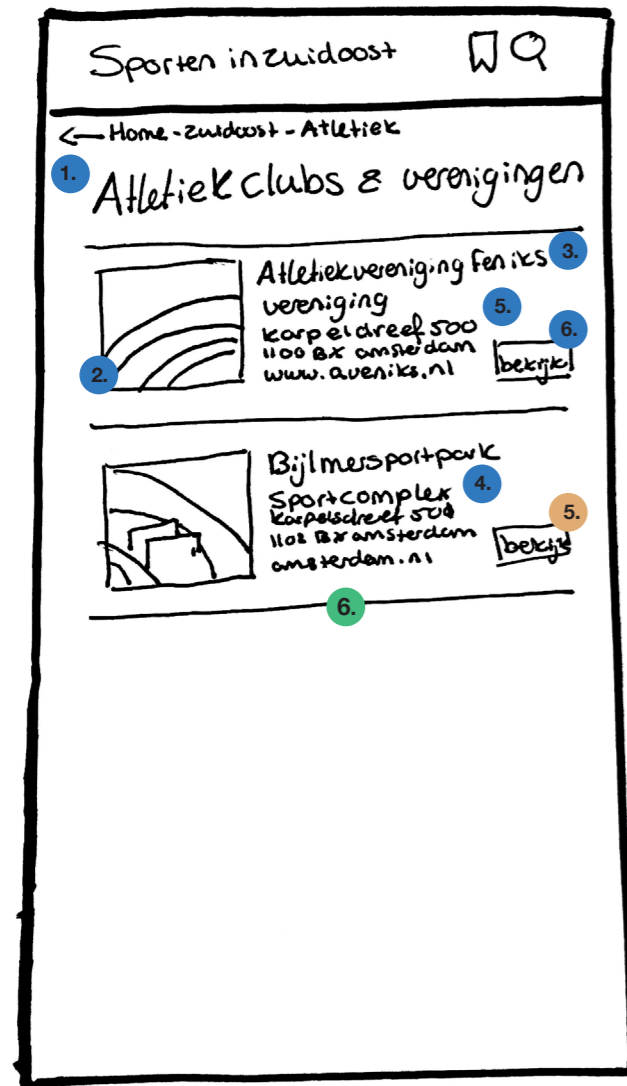
Header

- Title of website
- Bookmark icon
- Search icon

Body

- Backbutton
- Breadcrumbs
- Title of the page
- Three buttons
 - title of action
 - icon

3.2 Sport clubs Hi-fi



Anotations

1. This is the name of the page.
2. An images of the club or sportcomplex to give the user an impression of the club
3. Name of the club or sportcomplex
4. Information of what kind of category it is like club or sportcomplex
5. Adress and website of the club or sportcomplex.
6. Call to action button: 'Bekijk'

Gestures

5. you can tab to navigate through the website.

Organizationsystem

6. This list is sorted from A - Z.

Sport clubs

On this page the user will see a list of the clubs in the chosen category. The user gets an impression of the club or sportcomplex and adress information. In this list will be clubs, but also sportcomplexes and other place where the user can do the sport.

Goals

- Overview of all sports in a category
- Give the user an impression and basic information about the club or sportcomplex.

Content model

Header

- Tile of website
- Bookmark icon
- Sereach icon

Body

- Backbutton
- Breadcrums
- Tile of the page
- Images of the club
- Name of the club
- Category
- Adress and website
- Call to action button; 'Bekijk'

Conclusion and advice

Conclusion

I really want to do more research about the targetgroep. I'm not sure if my solution will be the best solution for the four targetgroups. This is because of the time period we had for this concept. My next step would be testing. I want to know what the targetgroup think about the idea and what I can do better to make the solution better for them.

I had some useful feedback from students in class and also from my teachers. I tried to improve the feedback from both of them. I'm not sure about the review part, because some people don't use reviews or don't have the time to fill it in. This is also a step to ask the target-group about.

For now my solution is a bit based on assumptions, because I miss a lot of information. If I had more time I would find out a way to collect all sports in southeast and what they think is important to have on a website. But for now I think that this solution could be a good base to start with and do some user testing.

I just used the information of <https://maps.amsterdam.nl/sport/> to have a small base of the clubs, locations and events to help me to find a way to create a concept.

Advice

The next step in this process will be a prototype to test the concept. We want to find out what the targetgroup think of the concept and how they help to achieve their goals. Besides that I think it is good to find out what all the clubs, locations and events there are in southeast to create a big and steady overview of all the sports.