



**Hanzehogeschool  
Groningen**  
University of Applied Sciences


Instituut voor Sportstudies

**Case assignment Matching Day Sport Studies 2020-2021**

## Introduction

In general, people don't get enough exercise nowadays. It is easier to play games all evening than to do physic. To get people to exercise more, you have to motivate them, because without motivation and incentive it is easier for many people to do anything. The pitfall of many people is that they have been confronted with their unhealthy lifestyle so often that instead of being motivated, they are demotivated to move and change their lifestyle. To get people to live a more active and healthier daily life, we will have to do it differently. We must not only focus on the health aspect, but also pay attention to the social level of society. In this case, you should put some of the responsibility on the people themselves so they can check themselves any time of the day if they want to. The choice is theirs. In my opinion, and to achieve the university's goal, the best way to achieve this is with an activity tracker / smartwatch.

With an activity tracker you can measure your activities, steps and heart rate during the day. This makes it easy for people to keep track of whether they get enough exercise on a daily basis or not. The data can be sent to your smartphone via Bluetooth and when you open the corresponding app you can view more details and set new goals. Activity trackers seem to have a beneficial effect on physical activity. They are often cheap and easily accessible to a wide audience of smartphone users, and they are extremely popular. In the times of social media, it is easy to reach people through the points they spend a lot of the day with, their smartphones. Activity trackers with an accompanying app allow users to view their goals at any time of the day, how many steps they have taken and what their heart rate is, for example. Many activity trackers have the 10.000 step program, which increases the chances of participants taking more than 10.000 steps per day by almost 21 times.<sup>1</sup> Quite a high number. In addition, activity trackers such as Fitbit have an inactivity reminder. That means that people get a message on their activity tracker or on their smartphone if they have been sitting too long. This stimulates people to stand and work for a while while working or studying. In addition, activity trackers such as Fitbit have an inactivity reminder. That means that people get a message on their activity tracker or on their smartphone if they have been sitting for too long. This stimulates people to stand and walk for a while.



**Day & Night**

The Fitbit app has a purpose for every part of your day.

- All-Day Activity**  
View progress towards your daily goals for steps, distance, calories burned and active minutes, and see your trends over time.
- Sleep Goals & Tools**  
Use a [Fitbit tracker](#) to record your sleep at night. Then, use the sleep tools in the app to set a weekly sleep goal, create bedtime reminders and wake targets, and review your sleep trends over time.
- MobileTrack**  
If you want to track your activity but don't have a Fitbit tracker, you can use your [smartphone](#) to record basic stats like steps, distance and calories burned.
- Multi-Tracker Support**  
Connect multiple trackers to one account and the Fitbit app will automatically detect when you switch between them. So you can wear Fitbit Surge during workouts and use Fitbit One to discreetly track your day.

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<sup>1</sup> Dallinga J.M., Zwolsman S.E., Dekkers V.T., Baart de la Faille-Deutekom M. Actiever en gezonder door leefstijl-apps? Een systematische review Review. Ned Tijdschr Geneeskd. 2016;160:D936.

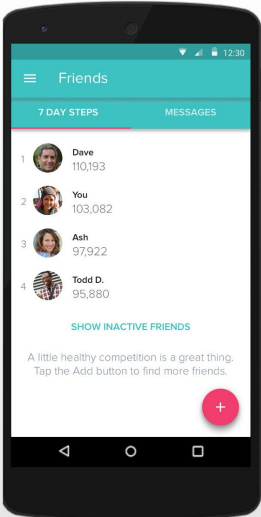
<sup>2</sup> Fitbit.com

Just an example: for physical activity, the WHO maintains the aim of 10.000 steps per day or 30 minutes of moderate intensity daily exercise<sup>3</sup>. To this standard, the activity meters contribute 16-26% in number of steps and 29-89% in number of minutes of movement. In addition, this could lead to weight loss to people who have overweight.<sup>4</sup> A previous study by the Dutch Journal of Medicine has shown that a weight loss of 5-10% already reduces the risk of conditions that are related to obesity. All this seems to indicate that activity meters contribute to a healthy lifestyle.

## The plan

Students of this time don't exercise enough. It is easy to take the bus for 500 meters instead of walking. Club sports are also losing popularity and individual sports are making headway. In addition, it is known that students generally sleep far too little, while sleeping ensures that you can be more active the next day. That is why I come up with the following plan to do something about these problems. As you can read earlier in this report, activity trackers help to get people to exercise more often.

The plan: The current group of 10.000 students will receive a € 50 euro discount on a Fitbit Versa 2. This will leave € 149.50 for the students themselves. Students are required to purchase this before the start of the academic year, but students can reclaim part of their tuition fees at the end of the school year. Why a Fitbit and not another activity tracker? A Fitbit is modern in appearance, fits the target group of students and goes into the era of smartwatches, which is important to make it attractive for students. In addition, the Fitbit has many functions, including determining the heart rate, pedometer, beating and recording activity. The accompanying app ensures that you can keep track of your own data, you can set your goals and you can challenge each other through the app. Being able to compare your own results with those of others stimulates long-term use, which is necessary so that extensive research can be done.



**Motivation & Friends**

Stay inspired on your fitness journey by sharing stats and challenging friends and family.

- Get Notifications**  
Notifications will pop up on your smartphone to give you a gentle push in the right direction and keep you moving towards your goal.
- Earn Badges**  
Whenever you hit a milestone or crush a goal, you'll receive badges to share and keep you motivated to earn more.
- Challenge Friends & Family**  
Stay encouraged to move more by using your steps to climb the leaderboard, or compete with friends and family in Fitbit Challenges.
- Stay Connected**  
Use Facebook and email to find and connect with Fitbit friends so you can send motivational messages, share stats and cheer each other on.

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<sup>3</sup> <https://www.gezondheidsraad.nl/documenten/adviezen/2017/08/22/beweegrichtlijnen-2017>

<sup>4</sup> Dallinga J.M., Zwolsman S.E., Dekkers V.T., Baart de la Faille-Deutekom M. Actiever en gezonder door leefstijl-apps? Een systematische review Review. Ned Tijdschr Geneeskd. 2016;160:D936.

<sup>5</sup> Fitbit.com

How does the plan work: the current group of 10.000 students receive a € 50 euro discount on a Fitbit Versa 2, which they can order via their student number so that each Fitbit can be registered to a person. The students agree that the data their Fitbit collects about their daily patterns is forwarded to the research team so that research can be done on the data of all students participating in the program. What's in it for the students besides a cheap smartwatch? By automatically sending the data, the researchers can see how many steps the students take per day, and because the smartwatches are registered, it is also possible to immediately see who takes which number of steps. The idea is to give students, who complete more than 10.000 steps more than 95% of the time per month during a college year, a discount of 50% on their tuition fees. In this way, the students are motivated to actually achieve the 10.000 steps and eventually they will exercise more.

For the university, this could mean attracting more students. The 50% discount on tuition fees is very attractive and will ensure that students are more likely to choose to go to this university. If the university eventually attracts more students, they can offset the 50% discount on tuition fees. In addition, the university acquires a general reputation in the field of a healthy university that deals with the health of its students. Overall a positive response.

If we look at the plan to expand this further, it is fairly easy to realize, provided that the costs incurred are covered. If we provide all people from, for example, the Netherlands from 16 years of age cheaply with an activity tracker from the government, this will lead to a large part of the population getting a healthier lifestyle. As mentioned earlier in the report, an activity meter ensures that people take 16-26% more steps in a day and 29-89% more minutes of exercise. In addition, an activity meter in overweight people leads to a weight loss. A previous study by the Dutch Journal of Medicine has shown that a weight loss of 5-10% already reduces the risk of conditions that are somewhat related to obesity. All this ensures that people start living healthier, have less serious conditions and ultimately need less health care. The costs of health care for cardiovascular diseases, diabetics, etc. will therefore fall, which is a positive effect for the community. People who can prove that they live a healthy life, take 10.000 steps daily and have a healthy heart rate can eventually get a discount on their healthcare costs in order to keep these people motivated to live a healthy life. All in all a win-win for everyone.

The cost overview can be made very simple. We are fully committed to this plan, whereby the costs are immediately equated with the available amount. Optionally, the university can make a cost arrangement with Fitbit so that the Fitbit Versa 2 can be delivered cheaper to the university and the university has money to invest in healthier food in canteens and support staff for this project. As far as this has not yet been done, we assume the costs that Fitbit normally charges for the Fitbit Versa 2.

Costs	For what
€50,- x 10.000 = €500.000	The cost of the discount that the university gives on the Fitbit

## All the features of the Fitbit Versa 2 are described below:

### Features



#### Always-On Display Mode

Check the time and see real-time exercise stats with just a glance—even when your hands are full. Turn off to be more discreet. ♦♦♦



#### Sleep Score

Based on your heart rate, time asleep and restlessness, this personalised score helps you better understand your sleep quality each night.



#### Fitbit Pay

Pay without your wallet and keep earning reward points by uploading your credit card and making secure purchases from your wrist. [See payment availability.](#)



#### All-Day Activity

Track steps, heart rate, distance, calories burned, floors climbed, active minutes, hourly activity and stationary time.



#### Bluetooth®

Connect your watch to wireless Bluetooth headphones to listen to your favourite tunes—without the wires.



#### Female Health

Use your smartwatch with the Fitbit app to log your period, record symptoms & compare your cycle against other health stats like sleep, activity and weight.



#### Cardio Fitness Level

Get a better understanding of your fitness level and see how you can improve over time with a personalised cardio fitness score.



#### Syncs Wirelessly

Sync stats wirelessly & automatically to computers and 200+ leading iOS and Android devices.



#### Dashboard

Set goals, track progress and get a more complete picture of your health and fitness – all on the Fitbit app.

### Gallery



#### 24/7 Heart Rate Tracking

Get continuous heart rate tracking, follow trends over time & see real-time heart rate zones.



#### Apps

Access your favourite apps for fitness, sports, news, travel, transport and more with a simple tap.



#### 6+ Day Battery Life

With a long battery life of 6+ days, Versa 2 tracks your morning, night & everything in between.\*



#### Water Resistant & Tracks Swims

Track your pool workouts with a swimproof case that's water resistant to 50 metres.



#### 15+ Exercise Modes

Track specific workouts in modes like run, bike or weights to see real-time stats on screen & get post-workout summaries.



#### Personalised Reminders

Stay on track towards your goals with personalised reminders that remind you to stay active, get hydrated, stick to a sleep schedule and more.



#### Guided Breathing Sessions

Find moments of calm throughout your day with personalised breathing sessions based on your heart rate.



#### Accessory Bands

Change your look with classic, leather, metal and woven accessory bands.



#### Hi-Res Touchscreen

Amplified brightness up to 1,000 nits & durable screen made from Corning® Gorilla® Glass 3.

### Sizing



#### Music Experience

Control your Spotify app and add Deezer playlists—plus store and play 300+ songs on your wrist.\*



#### Smartphone Notifications

See call, text or calendar notifications on screen and get push notifications from your favourite apps. Available when your phone is nearby.



#### On-Screen Workouts

Get on-screen workouts that play on your wrist and coach you through each move.



#### Real-Time Pace and Distance

Learn more about your runs and hikes by connecting to your phone's GPS to see pace and distance on display, plus get a map of your route in the Fitbit app.



#### SmartTrack®

Automatically record select exercises like swimming, running, aerobic workouts and more & see your stats in the Fitbit app.



#### Sleep Tracking & Stages

See your time spent in light, deep and REM sleep stages & get tips to help you improve. [Learn more.](#)



#### Customisable Clock Faces

personalise the hi-res colour touchscreen on your smartwatch by choosing from a variety of clock faces designed for any occasion.



#### Lightweight Design

Designed with a super-light aluminum case, Versa 2 is comfortable enough to wear all day and night.