

# ALL FOR ONE, ONE FOR ALL

SAVORING SATISFACTION WITHIN A SPORTS TEAM



The goal of this project was to extend the duration of **satisfaction** and **joy** derived from achieving an **athletic goal** after a **match** for members of **team sport clubs** in Holland at an amateur level."

I wanted to do this with an interaction that creates the same feeling of **seeing your child walk for the first time**. The interaction should be **surprising yet expected**, **joyful**, **pride stimulating**, **uniting** and simple yet effective



## huddle

Huddle is a smart phone app that allows a sports team to **look back at positive experiences** from a **match** or training by letting the team **answer one question** about that session. Questions vary in the way they are answered (e.g. text, picture)

admin selects new question about the match or training to start a new Huddle

players receive and answer the posed question to join the Huddle

players can wait for team mates to join the Huddle and view their answers

players can comment on answers to allow social contact about the match or training off the pitch

