

The research and conceptual design of a new moving/exercising concept for indoor sport accommodations

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Sport installation and equipment market has been growing in the last couple of years with the introduction of innovative products. Bosan, an indoor sport equipment producer located in Haaksbergen recognized the competition in the market and the need for introduction of 'new' activities. This change and innovation in the market resulted in the following research question: 'What are the needs of the indoor sport equipment market and what is the potential of a new moving/exercising concept?' Bosan wants to know the target groups, their needs and how to transform these needs into concepts and products, using the current product range of Bosan where possible.

In the light of these, this bachelor's assignment focused first on the analysis of the market together with the company profile of Bosan and its competitors. It was found that the available products have similar product qualities, while the innovations and trends in the market are mostly on the ease of use and multifunctionality of products as well as a growing use of interactive products.

The indoor sport products Bosan produces are used by different user groups such as sport associations, schools and kindergartens. The primary and secondary schools use the widest variety of Bosan's product range for the Physical Education (PE) lessons which are given in indoor accommodations such as sports halls, 'sportzalen' and 'gymzalen'. These indoor facilities are rented or managed by the schools. Aiming at the already existing indoor accommodations, rather than new build facilities, increases the potential market for a moving concept involving products of Bosan. A lot of indoor accommodations already have products of Bosan which could be used and could make it profitable for the company.

The need for accommodation and the interest in trend sports and other variations on the subjects of PE, led to four concept directions in this bachelors assignment: multifunctional and modular, efficiency, trend sports and use of available accommodations/environment. For each of the concept directions, several design suggestions are made. These suggestions have the potential to solve the needs of the target group while taking the product range of Bosan into account.

The suggestions that have been made are options to connect to the needs of the market. The increased multifunctionality and efficiency of the products and the combinations of products, adds to the coherency of the product range of Bosan. Making more variety in the current accommodations possible, increases the value of the product and service offering of Bosan.

In the process of making the suggestions, the aim has been on the (multi)functionality of products rather than movements and individual activities they facilitate.

The next steps for Bosan, to continue with the content of this bachelor thesis, are related to internal discussions on the potential solutions, and the costs of implementing the suggestions in the product range.