

## **CASE : Social sports enhanced**

**Social dimension is very important in many sports. Good team spirit helps in achieving success among professional athletes. Anyone can receive support from the peers in their exercising. The idea here is to develop a product and/or a service that enhances the social dimension in sports. This may include monitoring the team performance in sports like icehockey or soccer, or the individual performance in sports like golf where the social aspect is important. You can develop means for measuring and/or recording the social situation as well as its relation to the psychological state. Consider how the product/service can be taken to the market.**

## **CASE : Motivation understood**

**Motivational theories make a distinction between extrinsic and intrinsic motivation. Extrinsic motivation refers to the situations in which people are rewarded or punished for their actions. In intrinsic motivation the force that keeps a person moving is internal. Your task is to explore the possibility of helping people in understanding their motivational structure and in developing their life into happier direction through this understanding. What kind of service could help in achieving these goals and what would be the business case?**

## **CASE : Eating and drinking well and happily**

**The positive and negative health effects of various foods and drinks are studied intensively and there is potentially a lot of information available to guide nutritional choices. However, sometimes different pieces of information are contradictory, or some elements of the proposed diets appear difficult to implement personally or culturally. Moreover, many people point out that eating and drinking should not create a stress but should be enjoyable. How could you help people to find their own diet and way to organise meals in everyday life so that they promote both their physical, mental and social wellbeing.**

# CASE : Compassion

**Background:** According to several recent scientific studies, a compassionate attitude towards others is an important factor in happiness. It creates the ability to connect more easily with other people. In the short term, experiencing feelings of compassion leads to measurable increase in the performance of the immune system. Studies have shown that reaching out to help others can induce a feeling of happiness, a calmer mind, and less depression. According to one study, 90% of participants in a study involving regular volunteer activity reported a kind of “high” associated with the volunteer activity, resulting in feelings of euphoria, more energy and an enhanced self-worth.

**Topic:** What would be like a service concept that increases the practice of a compassionate state of mind, while also involving the application of ICT (e.g. a mobile device, data analysis, etc)? Outline the concept, its potential users, how, where and when they would apply it, why/how it would increase their wellbeing, considering also how people would be introduced to it, why its use would spread, etc.

## **CASE : Daily physical activities**

**Develop a game for smart phones that involves measurement of physical activity in daily activities. A business model for a company that brings this game to the market must be created including viral marketing. The game uses data from the activity monitor and combines this with the accelerometer of the smart phone. A simple, low-cost version of the game may incorporate data from smart phone sensors only, but the full potential of the game is unlocked when participants carry for example a Philips DirectLife activity monitor 24/7. Elements of competition, collaboration and similarity would be included into the game, and where possible exploited in the business model. Target users are between 18-25 years old.**

# CASE : Eastern wisdom for stressed Western people

**Health and well-being is important in any society, but most certainly in a one as stressy as our Western society. In preventing the negative impacts of stress on the individuals in the society, we might want to borrow insights from the more balanced Eastern traditions and religions, including yoga, meditation, mindfulness, etc. With state-of-the-art technology these techniques might also be made available in a quick and effective way to Westerners that are not brought up in any Eastern tradition. We are looking for a business case for a product in this area, including concept, target group, technology and especially a business plan detailing how to make a financial profit.**

## **CASE : Sleep well**

**Create (an outline of a) service and a business case for an iPhone application/service coupled for example to a Philips Wake-up Light with iPhone-dock. The Wake-up Light is on people's night table and can track when you are asleep or when you are awake. The iPhone sensors can also be used to collect nighttime as well as daytime information. The acquired data is uploaded to a web-service that is set up for insomniacs to share their sleep information and help each other to sleep better.**