



Ruckus Research

BEHAVIORAL PROFILES
DESIGN PRINCIPLES



We asked ourselves:

How can we have the greatest impact on tween activity?

To answer this question, **we immersed ourselves** in the lives of 27 tweens, conducting interviews over 2 months in 4 U.S. states.

We asked tweens:

What drives you to be more or less active?

What do you **care** about?

What **barriers** do you face that keep you from being active?

What's the **most fun** thing you've ever done?



From these interviews,

8 distinct behavioral profiles

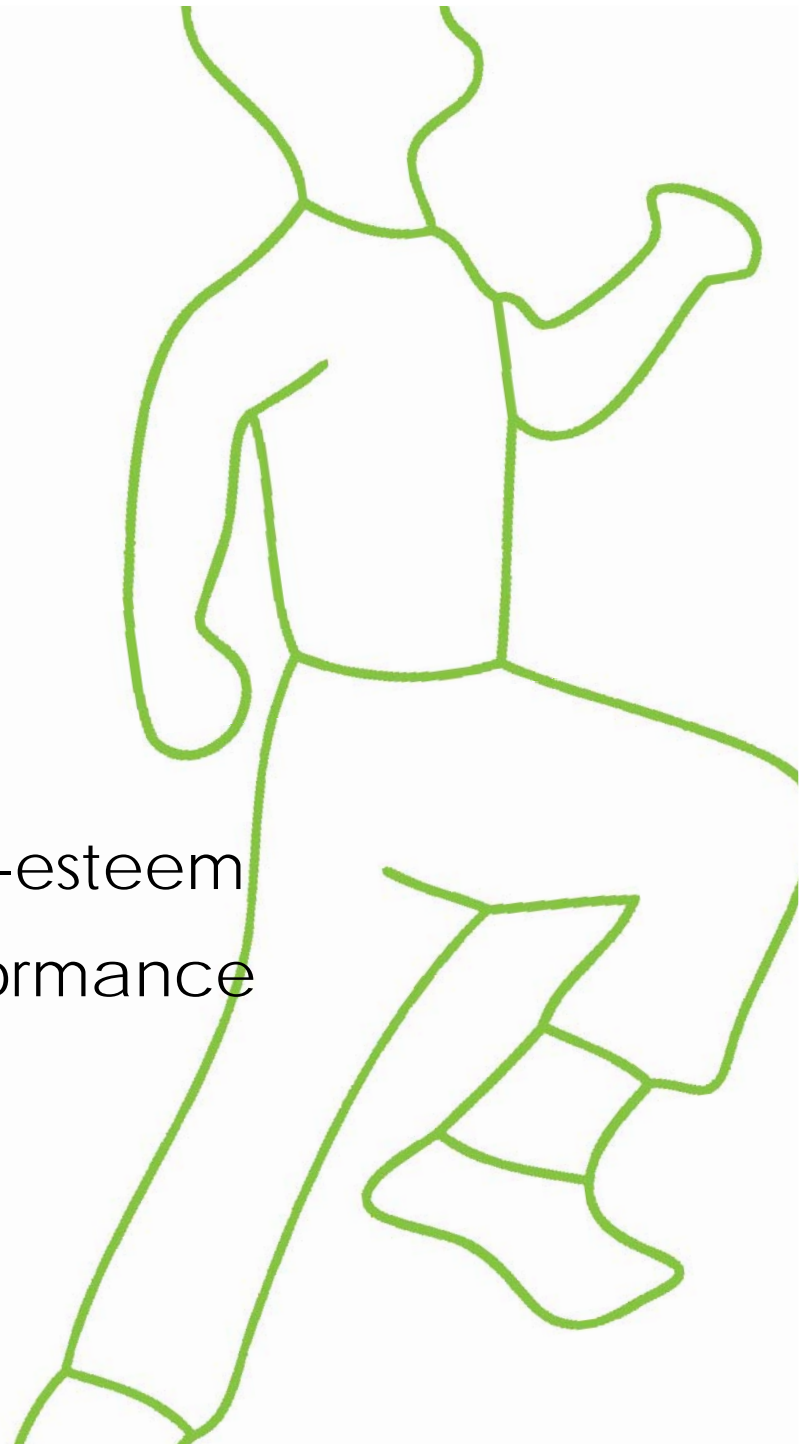
emerged...

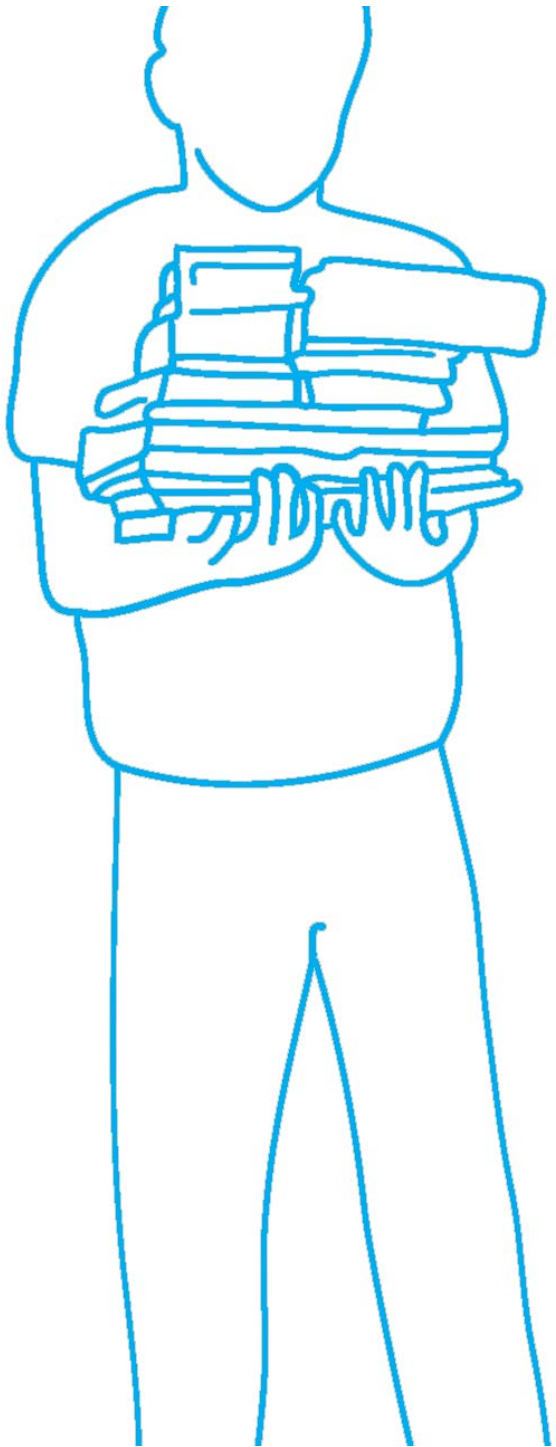
born to run

Naturally gifted athletes

Sports provide meaning and self-esteem

Gain public recognition for performance





busy bees

Diverse interests and activities

Highly scheduled

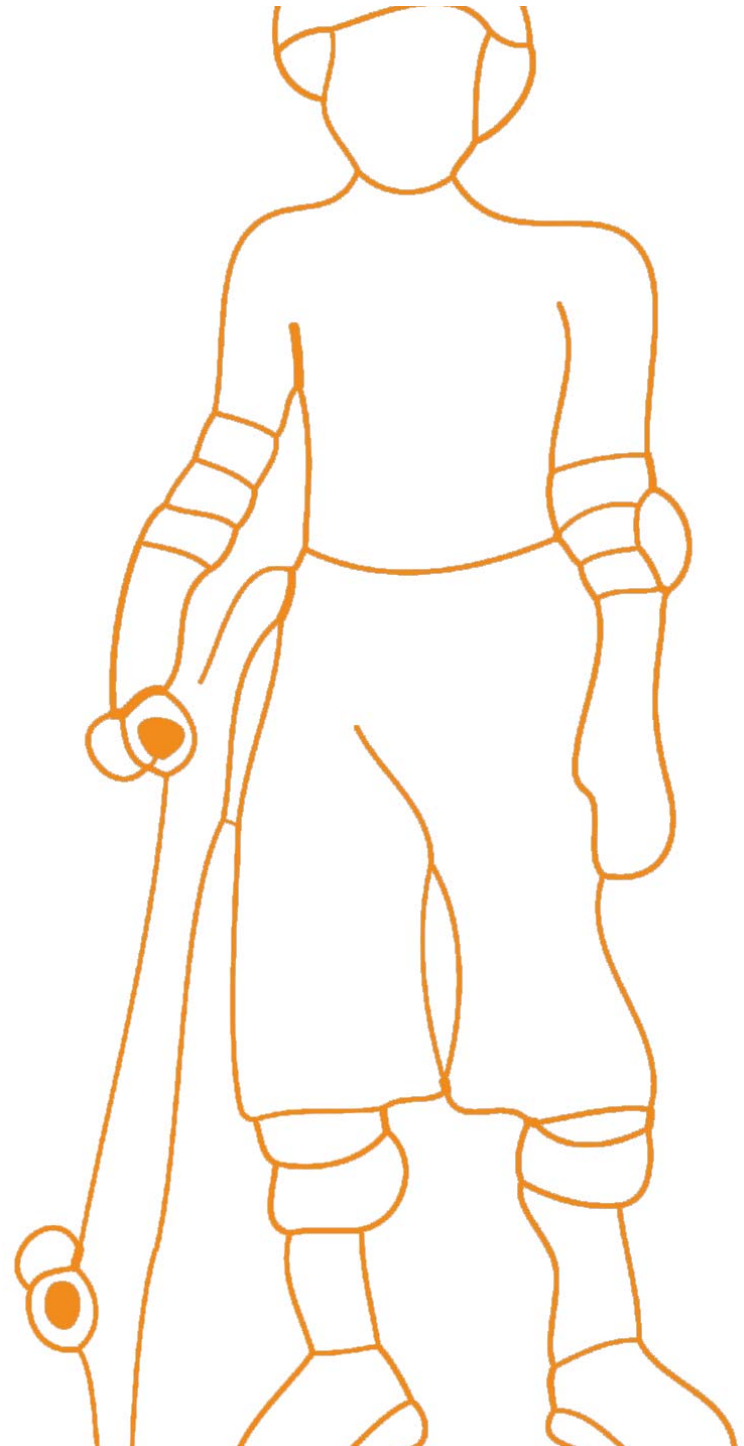
Strong support network

out and about

Often outside away from home

Bicycling/skateboarding is both hobby and transportation

More interested in individual activity than team sports

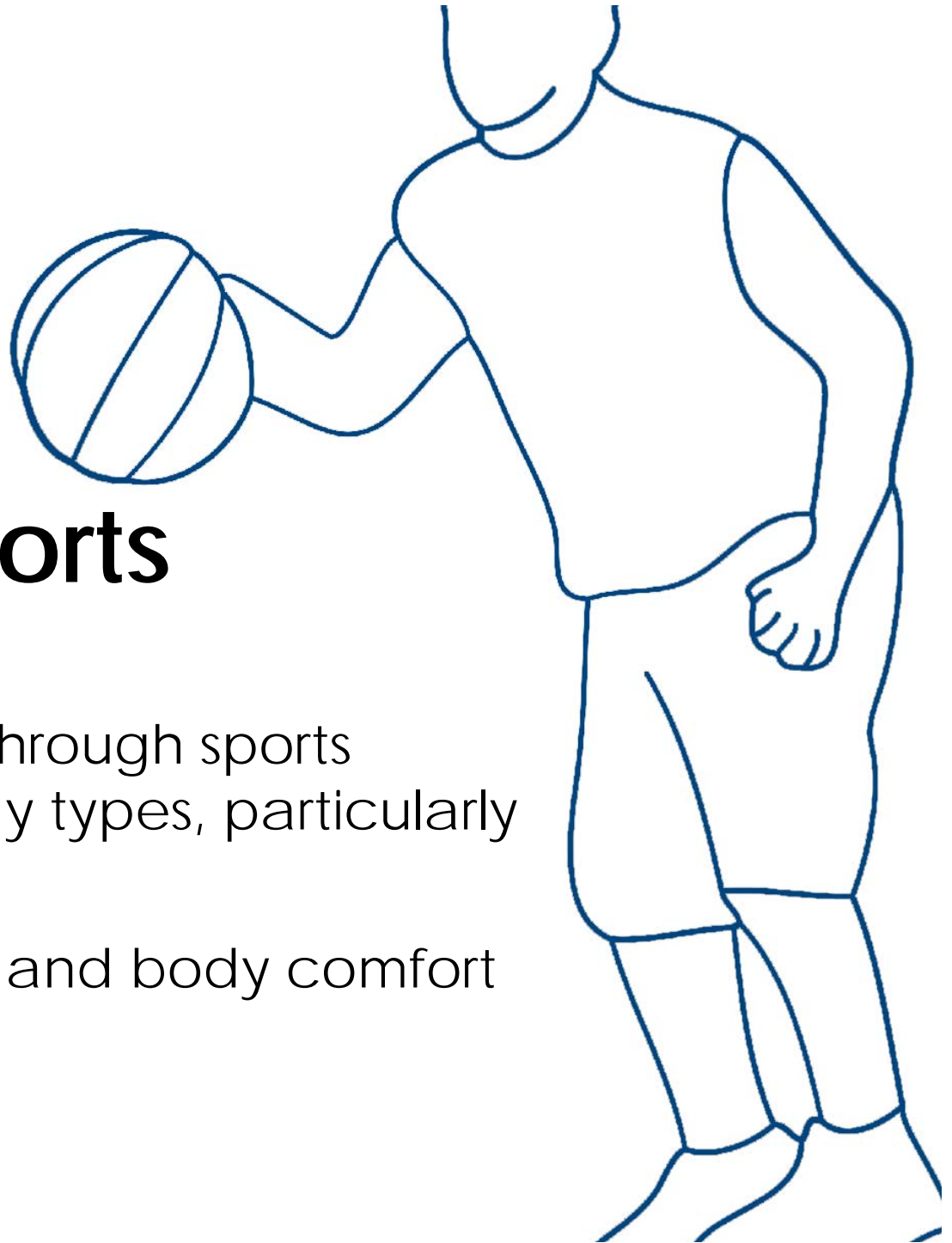


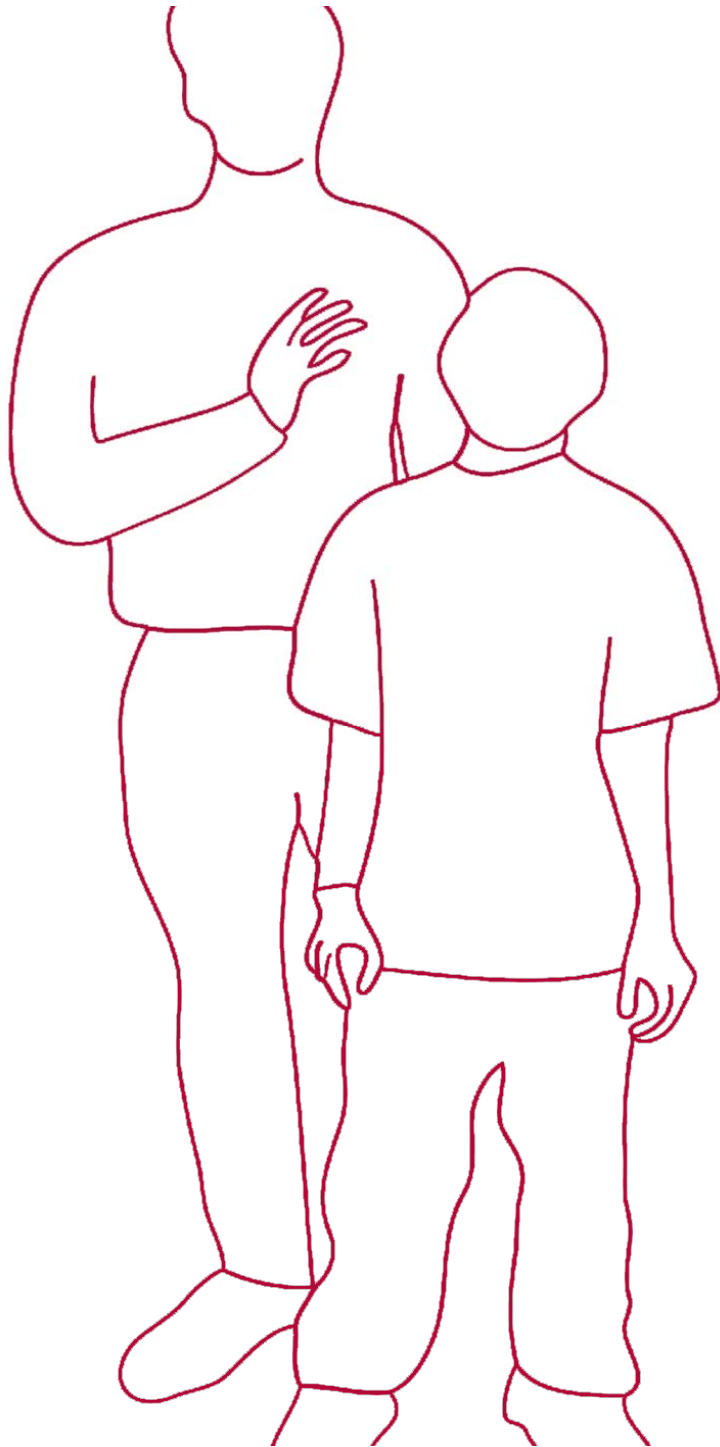
saved by sports

Heavier boys

Have found meaning through sports that value heavier body types, particularly football

Higher self confidence and body comfort due to sports





saved by support

Heavier boys and girls

Strong family support

Committed to being active and healthy as a family

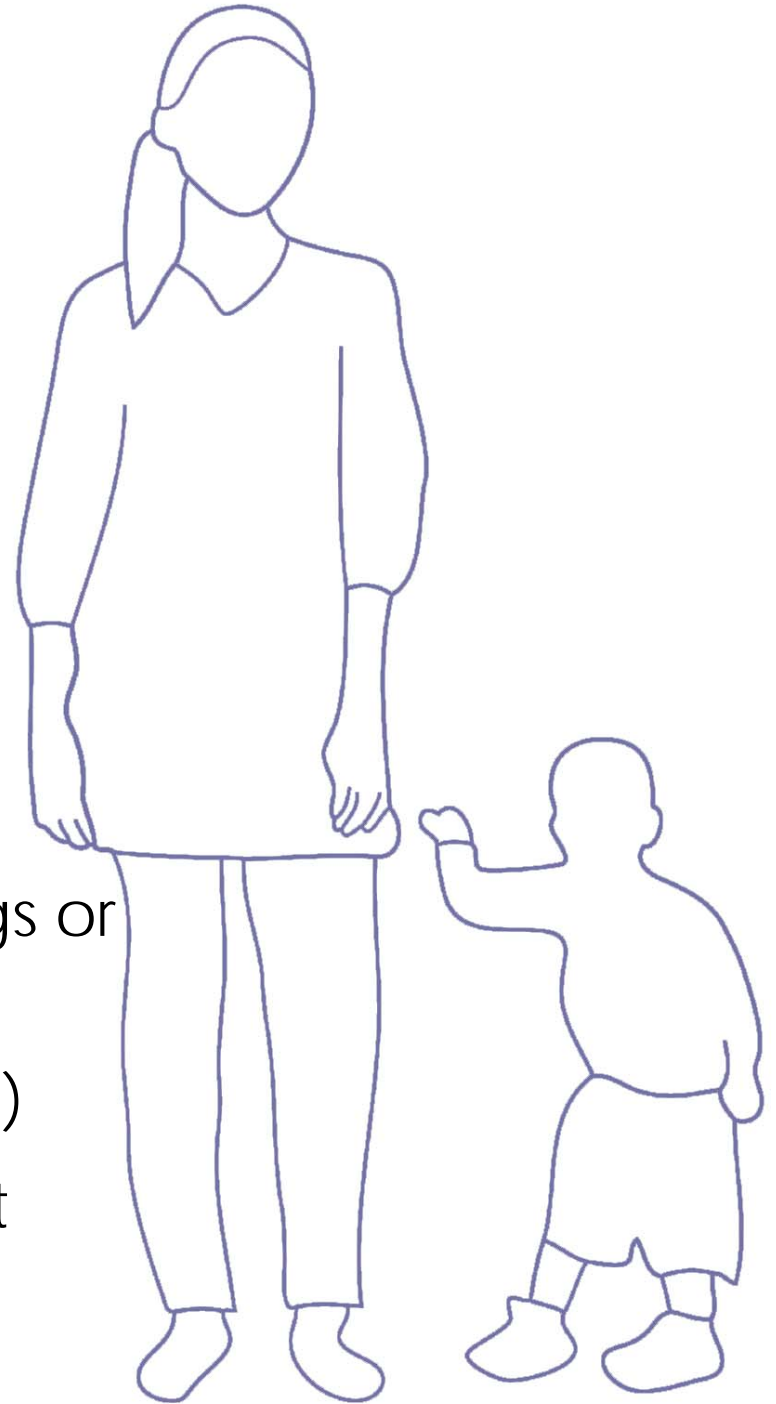
missing out

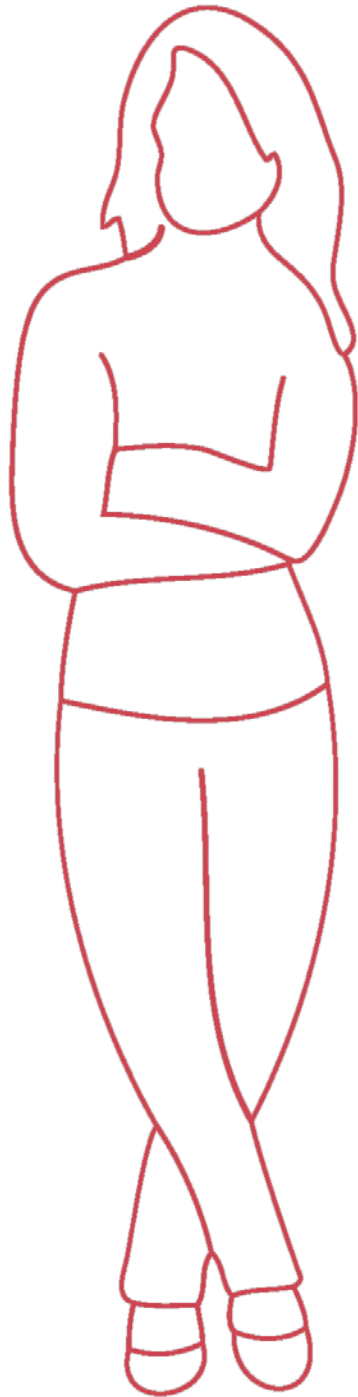
Home alone after school

May take care of younger siblings or
be babysat by older sibling

Overextended, working parent(s)

Would like to be more active but
aren't able to





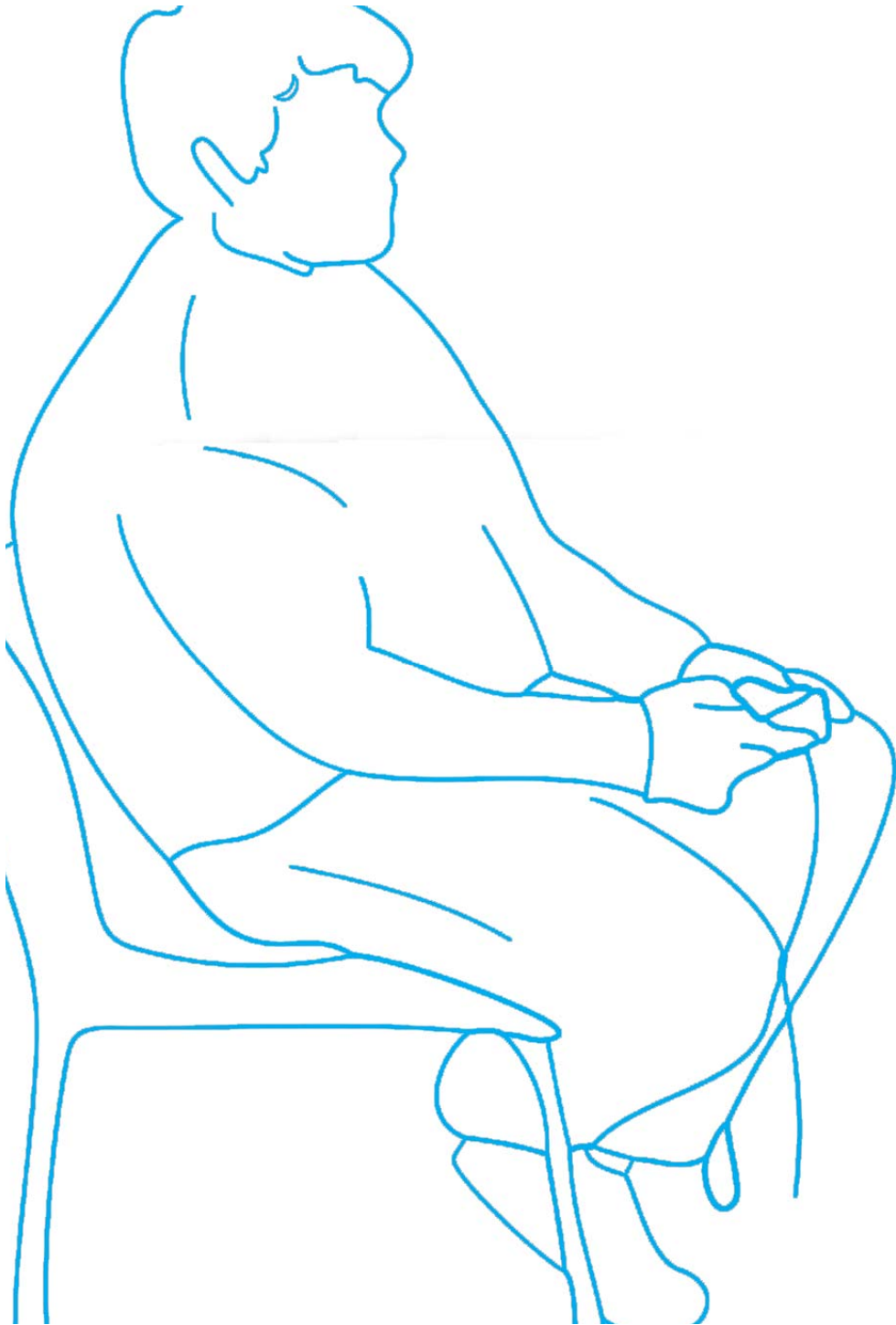
opting out

Not highly motivated to do traditional exercise, PE

Generally lower support network

May be image conscious

May identify more with music-based activity



gone gaming

Not highly motivated to do traditional exercise or sports

Spend significant time doing online or console gaming

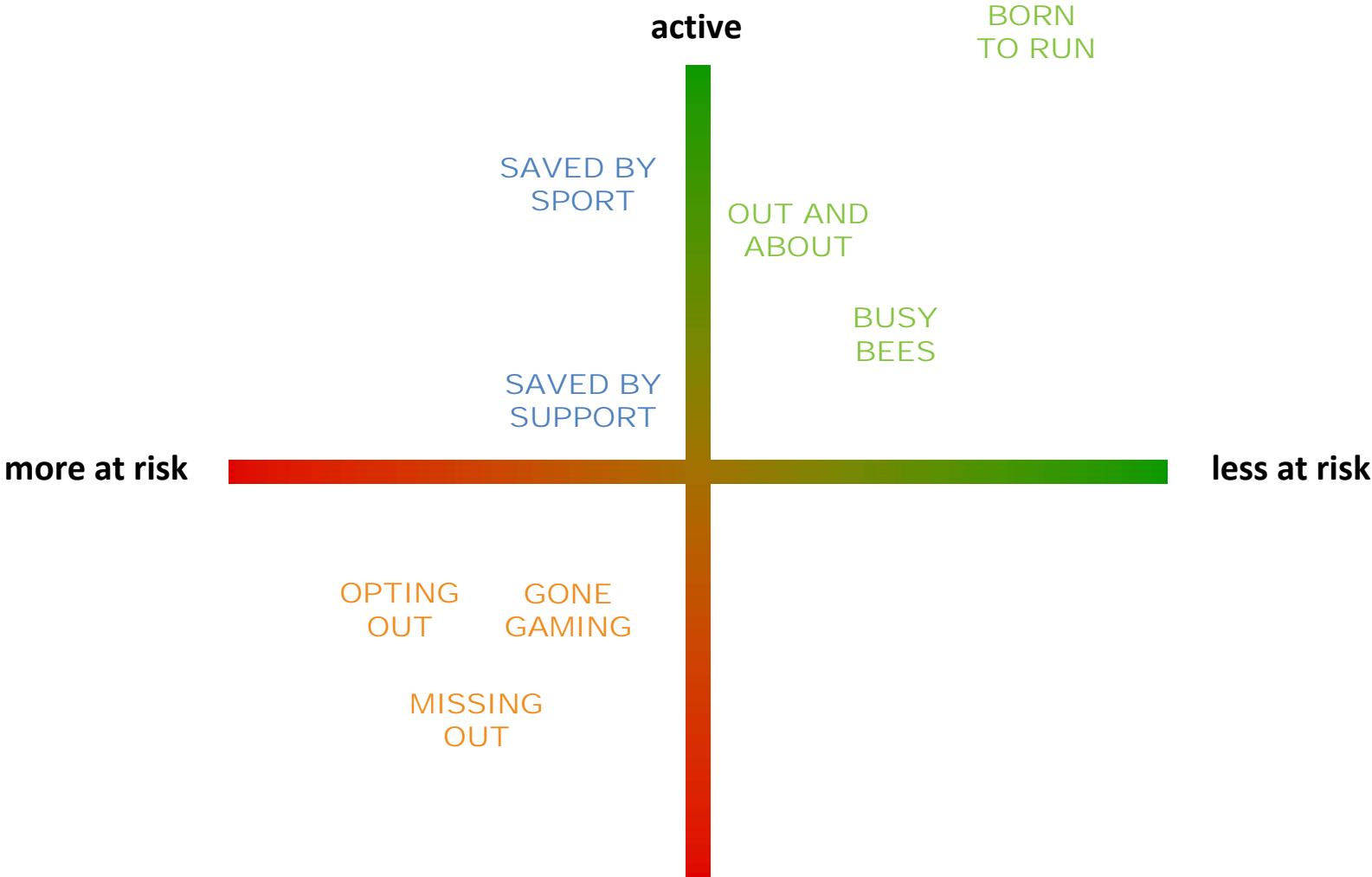
May struggle socially

These profiles represent a

spectrum of risk

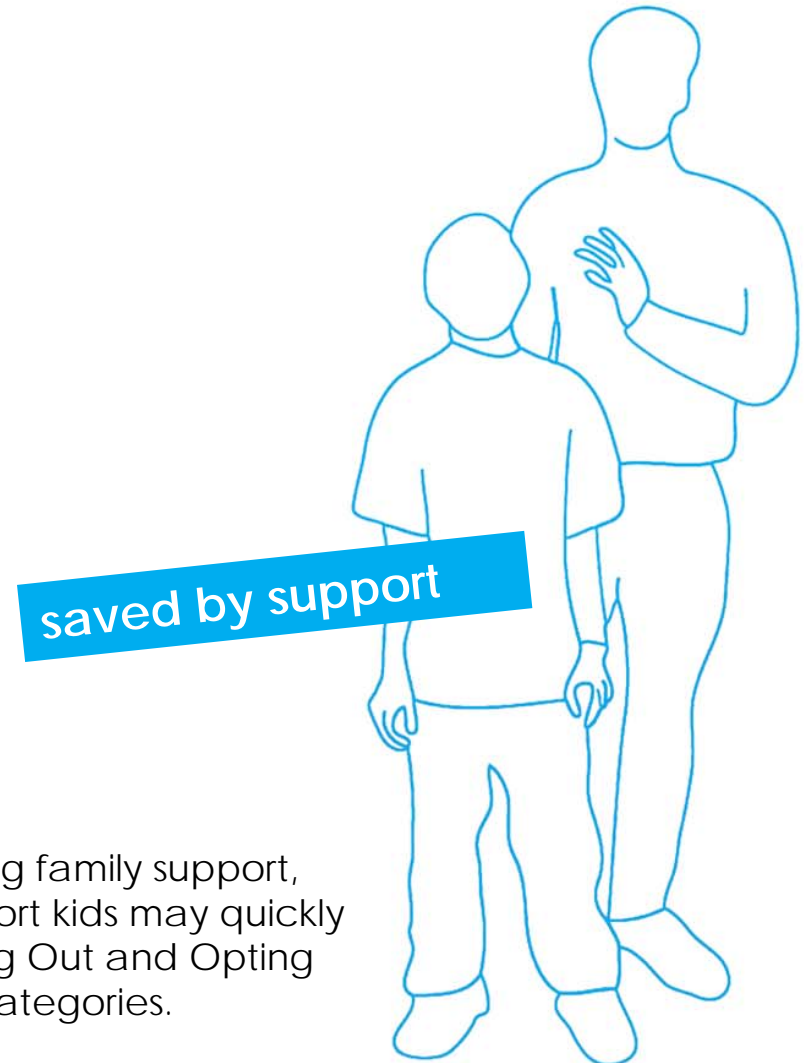
for sedentary behavior...

Ruckus Research Behavioral Profiles



Tween girls most at risk;
African-Americans, Latinas in particular
(*Pediatrics* 1999, *NEJM* 2002, *JAMA* 2008)

Our primary focus will be to reach
tweens at highest risk
for sedentary behavior:



Without strong family support,
Saved by Support kids may quickly
fall into Missing Out and Opting
Out categories.

Our tween interviews also led us to
key design principles
now guiding our product development work...

design principles:

- Give tweens a **safe place** to try without risk of humiliation
- **Celebrate** personal accomplishment
- Seek **rewards** that don't create undue parental burdens
- Let tweens personalize, **customize**, and choose
- Motivate **family activity**, not just tween activity
- Make it **shared** technology, **not solo** technology

The design principles

in their own words...

"Some of my friends aren't good at sports. I don't want to push them because I don't want to embarrass them."

-Ikeisha, 14, IA

"We're too rural to let them bike on that highway."

-Trey's Mom, GA

"The most fun thing I've ever done was winning a prize and getting in the newspaper for fishing!"

-Ervin, 13, CA

"We get our game cards at Walmart. That way my mom doesn't need to use her credit card."

-Haley, 14, IA

"I don't like doing things when people tell me to. I like when I choose."

-Asia, 12, IA

"What would motivate my friends to do stuff? 50 cents."

-Alexis, 12, GA





What's next?

HopeLab is now working to develop and test new products that will effectively get kids moving.

With support from:



Robert Wood Johnson Foundation



The Ruckus Research project
is part of HopeLab's effort
to **fight childhood obesity**
by creating fun, effective products
that increase physical activity
in tweens.

For more information about HopeLab and our work, please visit www.hopelab.org



Ruckus Research interviews and visualizations done in collaboration with Daylight Design Inc.
www.daylightdesign.com