

F*CK YOUR DEADLINE THURSDAY



Gaia Putrino - 202683
Iris van Dam - 212889
Lara Delhaute - 214311
Lux Jongen - 210597
Stijn de Ridder - 223515
Tom Barbier - 211693
Zsófia Kovács - 212435

20th of October, 2022

Table of contents

Introduction	2
Team agreements	3
A phase	4
B phase	7
C phase	12
D phase	14
References	19
Appendices	20

Introduction

This is the concept book of the Holy Cows and the concept: 'F*ck your Deadline Thursday'.

The Holy Cows:

Gaia Putrino	202683@buas.nl
Iris van Dam	212889@buas.nl
Lara Delhaute	2124311@buas.nl
Lux Jongen	210597@buas.nl
Stijn de Ridder	223515@buas.nl
Tom Barbier	211693@buas.nl
Zsófia Kovács	212435@buas.nl

The assignment had the goal of creating a new concept for Holy Moly for their Thursday night. Holy Moly is not very experienced with Thursday nights yet, because they normally only open on Fridays and Saturdays for clubbing. In addition, they are not experienced with the new target group they want to attract, which is students from the age of 18 to 21.

Therefore a new concept was created for Holy Moly, so they can attract their new target group in a fun and inclusive way.

The concept book is built up in phases that provide order to be followed to create a good and well-working concept.

In the first phase - the A Phase - an insight is given into the theories, the supply in the industry, and the demand of the target group. Additionally, it also features the competitors of Holy Moly and what competitors already do that Holy Moly does not. Several design research tools were used, in order to get a deeper understanding of the motives of people going to a certain club/bar. From those answers, two infographics were created to give a clear overview of the supply and demand.

In the second phase - the B Phase - a creative session was hosted in collaboration with people from outside of the LMDE community. This gave new insights into the concept and also gave a clear view of what people actually wanted on their night out, instead of the standard answers. There are also photos included from this session.

In the third phase - the C Phase - the concept is described. It explains what the intention of the concept is and what it should look like.

The fourth and last phase - the D Phase - is where the concept is explained in depth. In this phase, the customer journey, theories, flowchart, and mood board are shown. This phase will give a good picture of what the concept would look like to the customer. It also explains how and when the concept would take place and what should be included in that.

Team agreements

- Everyone is equally responsible for the outcome of the project.
- Everyone is expected to keep an international environment by communicating in English in real life and online.
- Everyone is expected to use Whatsapp and Google Drive as the primary communication channels.
- Everyone is expected to actively participate in process meetings and project sessions. If one cannot make it, one should let the rest of the group know as soon as possible.
- Everyone is expected to communicate openly, listen to one another's opinions and give honest feedback in case of conflict.
- Nobody is obliged to respond to a WhatsApp text after 21:00.
- Everyone sticks to the agreements made. If one is not able to, a conversation will be organised with the course coordinator.

A phase

Introduction

The A in the A phase stands for analysis, which consists of a few different aspects. In this phase, research was conducted to provide a solid foundation for the vision and concept. As such, trends and developments within the micro, meso, and macro levels were analysed. This allowed for a clear view of the identity of Holy Moly, trends and competitors in the industry, and trends on a global scale.

Theoretical framework

The design tools used in this phase were to trigger “a deeper and profound understanding of the emotion/behaviors/origins of all the stakeholders included” (D. de Koster, personal communication, September 26, 2022). They are focused on learning to understand the stakeholders on a deeper level, as opposed to standard interviewing resulting in standard answers. To gather information on the target group and problem, a graffiti wall and mobile interviewing were used in the research. The latter was conducted on a Thursday night in Holy Moly Club, while the target group was going out. The answers to the interviews can be found in Appendix 1.

For the graffiti wall, a Mentimeter was used, which was shared on social media platforms and MS Teams. With the use of social media, the Mentimeter could get many answers, additionally gathering answers from people outside of the leisure academy as well. The final graffiti wall can be found in Appendix 2.

Ultimately, the design tools helped to create a concept and understand all the stakeholders on a higher level.

Demand analysis

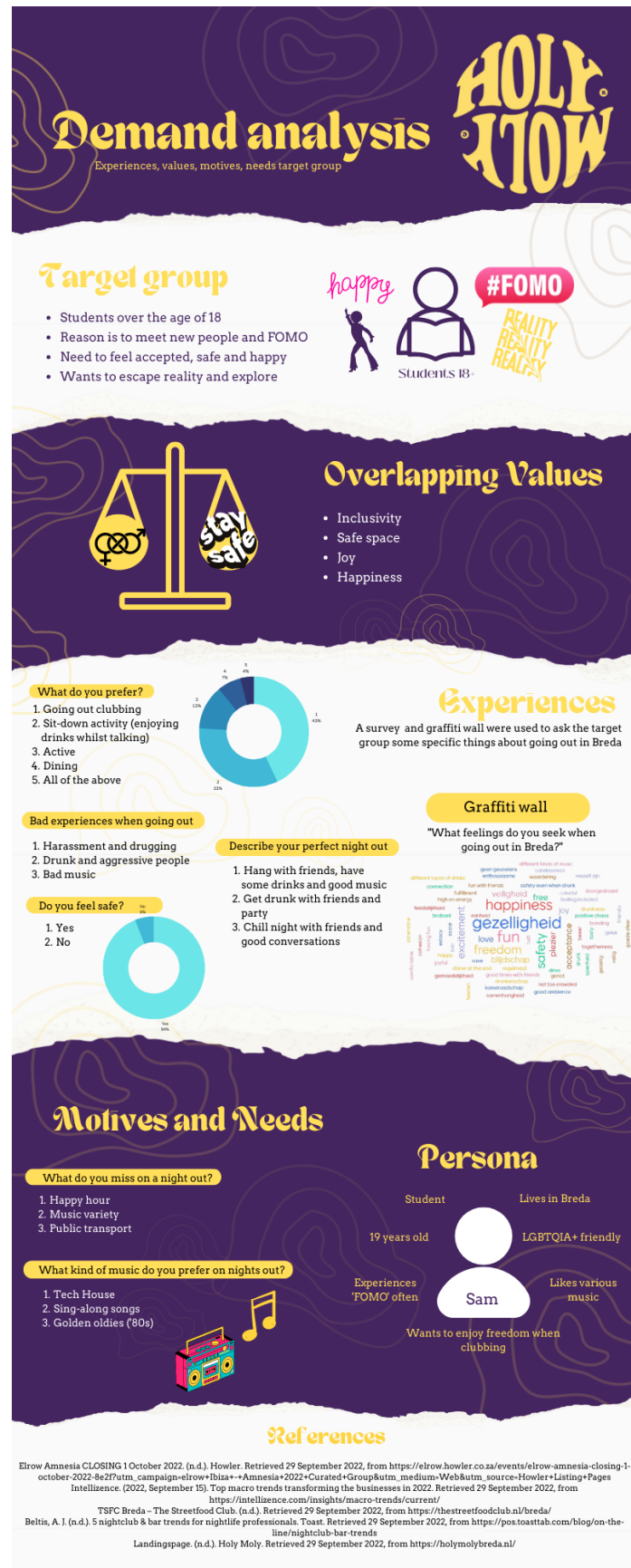
In this chapter, the research that was done to develop the supply infographic will be discussed in further detail. The Imagineering ABCDEF-model (van Dam, 2018) was applied during the research. Numerous tools have been used, including a survey, graffiti wall, and mobile interviewing.

First, Holy Moly's principles have been investigated. In the project group, some members have already enjoyed a night out at Holy Moly, while others have not. This makes it simpler to identify the particular values that Holy Moly adheres to. Being inclusive is one of the key principles that Holy Moly stands for, which they demonstrate by hosting drag events that are very welcoming to individuals of the LGBTQIA+ community. In addition, Holy Moly wants people to feel comfortable, and they want the visitors to be in a safe place where they can experience joy and happiness.

What individuals look for when going out has a lot to do with the people they are with, according to the survey's mobile interviewing and graffiti wall methods. One of the primary factors influencing why and who the target group goes out with is "friends". Students and adults over 18 make up the majority of the target audience. The need to escape reality and experience acceptance, safety, and happiness is a common demand among this group.

Similar to the graffiti wall, the demand infographic includes several experiences that were shared in order to determine the most meaningful result.

Click here to further explore and examine the infographic.





Supply analysis

Click here to further explore and examine the infographic.

With the use of the X sheets, a supply analysis was performed. As such, an internal analysis was conducted, and trends on an industry, and global level were examined. Additionally, a competitor and best practice organisation were analysed, to utilise and take into consideration when creating the concept.

Firstly, with the use of their website and brand book, an internal analysis was conducted of Holy Moly. As such, the values, mission, and dreams of the company were defined. Ultimately, this allowed for a deeper understanding of the identity and image Holy Moly strives to portray as an organisation.

Secondly, trends and developments within the industry were examined. One interesting meso trend was that of experiential nightlife, which is essentially more experience-based venues and events during a night out. For relevant macro trends, labour shortage, inflation, and sustainability were chosen. These were chosen as Holy Moly relies heavily on human labour, and inflation has caused the costs of running a club and restaurant to rise tremendously. Lastly, sustainability is undoubtedly a trend relevant to any organisation, which should be taken into consideration during day-to-day practices.

Lastly, a competitor and best practice were examined. As a competitor, the newly opened Streetfood Club in Breda

was chosen. This was done so because they have a similar concept and style. However, Holy Moly can learn from them as they have a second location, offer merchandise, and have a wider variety in their menu. Additionally, their website is available in English, as opposed to the website of Holy Moly only being available in Dutch. For a best practice organisation, Elrow Amnesia was chosen. Holy Moly can take inspiration from them through their highly decorated events, succeeding in attracting many visitors to their shows.

B phase

Introduction

The B phase, known as the second phase of the ABCDEF-model of Imagineering (van Dam, 2018), stands for Brooding. Following up the research-based A phase, this phase allows to broaden the perspective and come up with possible innovative solutions. As such, the information is explored and tools are gained during the analysis process.

Theoretical framework

During the B Phase, a couple of tools, theories, topics, and literature were applied. At the start of the creative session, an energiser was used to loosen up the participants as well as to stimulate their creativity. For this, the 'Draw and connect' energiser was used. This method asks the part-takers to draw certain things by only using circles or lines. This forces them to think outside of the box, whilst also creating a cheerful environment. An additional energiser was also taken note of in case the group needed a small distraction from the task. For this, the 'Increment by one' technique was saved. With this method, participants need to count up to a certain number one by one, however, when two of the part-takers say the same number at the same time, the group has to start over.

To create the main part of the script, numerous creative techniques were used such as 'reversals' and 'Yes, and...'. Reversals allow participants to start thinking about the problem from a different perspective. Rather than thinking about the solutions to the situation, this method allows them to first think about what not to do. This technique, followed up by the 'Yes, and...' -method, allows them to look at ideas that are on the other side of the spectrum and it also closes out the possibility of saying "Yes, but..." (Indeed Editorial Team, 2022).

To create more complete ideas, the association technique was utilised. In this project, the technique was transformed to fit the concept. For this method, participants were asked to describe "the perfect night out" for different types of drinks, which were chosen as different personas by the team members. This helps identify the different needs of the target group that should be focused on.

At the end of the creative session, the COCD box (Visual Paradigm, n.d.) was used to divide the ideas into four groups, with the goal of dividing the ideas to show which of them are feasible and original. At the end of the creative session, it was visualised which ideas are achievable and creative.

Creative session

Facilitator: Zsófia Kovács

Assistant: Lara Delhaute

Participants

- Tom Barbier
- Stijn de Ridder
- Iris van Dam
- Gaia Putrino
- Pien Leenen
- Tommaso Dal Maso
- Noor Osse
- Mayra Hermens

Location

Coffee corner - Ocean first floor

6-10-2022

9:00-10:30

Script

Time	Task	Materials
9:00	Set-up	Thumbtacks (Lara) Big paper (1) Markers
9:15-9:25	Walk-in	
9:25	Start (Welcome, planning)	
9:30	Energiser <ul style="list-style-type: none">- Draw a cow only using vertical lines- Draw a cat without lifting the pen from the paper- Draw a dog only using triangles- Connect all the drawings into one picture	Markers/pens (10) Paper
9:40	Introduction question <ul style="list-style-type: none">• How can Breda stand out in creating the best nightlife for students? Let everyone write down their ideas around the question on a big piece of paper.	Markers/Pens Post-its
9:45	Creative technique 1a <ul style="list-style-type: none">• Reversals	Markers/Pens Paper Post-its Small groups (2)
9:50	Break	

9:55	Creative technique 1b <ul style="list-style-type: none"> • Yes, and... 	Recording device (phone) + write it down Mix the groups (2)
10:05	Association technique	Paper/markers Mix the groups (2)
10:15	COCD exercise	Markers Post-its Big paper (2)
10:25	Fun ending (thank participants)	

Energisers

- Draw and connect
- Increment by one

Introduction question

- How can Breda stand out in creating the best nightlife for students?

Creative technique 1

- Reversals
- Yes, and...

Creative technique 2

- Associating exercise
 - Jupiler
 - White wine
 - Fanta
 - Sambuca
 - Mojito
 - Leffe Blond 0.0%
- COCD exercise

Photos



Main outcome

At the start of the creative session, an energiser was used to start the creative thinking process and break the ice. The participants had to draw a cow using only vertical lines, a cat without removing their pen from the paper, and a dog with only triangles. As soon as this energiser started, everybody started laughing and it showed that everyone had a different twist to this assignment.

After a small introduction, the creative session started off with a question: "How can Breda stand out in creating the best nightlife for students?". The participants had to write down some general ideas that came to their minds in a couple of minutes without any boundaries set. This was to get them in the right headspace so that they start diving into the topic. Some values of the A-phase were overlapping with answers from this task, such as safety.

The first technique that was used was the reversals, with the goal to make the participants think outside of the box. To start this off, a question was shared with the participants: "How can Breda stand out in creating the best nightlife for students?" However, the participants were asked to answer the polar opposite of this question, meaning: "How can Breda stand out in creating the worst nightlife for students?" These answers also showed what needs to be focused on, such as what students dislike on a night out, and possible dangers that can arise. Some of these values matched with the values of the A-phase, such as safety and inclusivity.

After the reversals, a technique was used, known as 'Yes, and...'. In this task, the participants had to keep adding more important aspects for a great night out in Breda. The goal of this assignment was to create values for the perfect night out in Breda and the 'Yes, and...' method makes sure that people did not question values that were written down, but instead would add to them. The results were interesting because there were some overlapping values with the values of Holy Moly, making the results valuable to create a value fit. The values that overlapped the values in the A-phase were safety, inclusivity, and affordability.

To come up with more straightforward ideas and concepts, participants were divided into two groups, and each of them was given three types of drinks that can be found during a night out. Their task was to describe these drinks as a persona and write down in detail what their night out would look like. After the short descriptions were created, the two groups were asked to write one or two keywords for each drink which would be the name of a concept. Some of the answers given during this task overlapped with research done prior (e.g. speed dating), whilst others were a great inspiration during the C-phase.

When the two teams had multiple concepts on post-its, they swapped tables and they got to place the other team's post-its on a COCD box that was drawn on a big piece of paper. The goal of this task was to look at the concepts and place them in one of the four boxes varying from common to original, and feasible to non-feasible ideas. Using this method gave a clear distinction between ideas that are possible to execute and ones that are not. The results were inspiring for the C-phase because some ideas were already on paper and some ideas could be combined into the final concept.

Overall, all the techniques mentioned above were useful to use during the creative session. They allowed for more insight into the target group, whilst also proving that the research done, matched some of the ideas of the creative session. Some of the ideas and values brought inspiration for the C-phase, and to develop a suitable concept for the target group.

C phase

The process

The C phase was all about gathering ideas to create a concept that fits the value fit coming from the A and B phases. At the beginning of this phase the one-liner 'F*ck your deadline Thursday' was created to gather ideas around this sentence. The idea behind this one-liner is that students have a lot of stress and with the concept that was being developed they could forget about this stress and enjoy freedom. This one-liner was created with the molecule principle (see A4), a tool where important ingredients are put together to create a strong one-liner or name of a concept.

After creating the one-liner there a brainstorming session was held, where some of the ideas from the creative session were being used and new ones were being produced. This brainstorming session was discussed with some employees from the concepting company Goedzooi. Afterward, a couple of ideas were put together to create the concept that there is now. The conversation with Goedzooi really pushed the concept in the right direction because it was focussing more on the emotions that came with the one-liner, instead of the practical things that came along with the brainstorming session.

After this process of creating, changing, and scrapping ideas, 'F*ck your deadline Thursday' was worked out into a real concept and not just loose ideas.

F*ck your deadline Thursday

As a result of the research, a concept was created to try and satisfy all the needs of the target group.

As most places where people can study close at 17.00-18.00, students will now be able to work on assignments and projects till the deadline in this informal and creative environment. 'F*ck your deadline Thursday' will take place every other Thursday from 17.00 till 23.00. During this evening, a student meal deal can be purchased till the start of the party. When entering Holy Moly, students have to show a student ID together with their personal ID to receive a stamp. This stamp allows the students to buy discounted drinks when it is happy hour. Additionally, it allows students to purchase the student meal deal. Both will attract students to choose Holy Moly instead of another club in Breda.

When the clock hits 23.00, an alarm rings, and a music and light show starts to play. The students will be able to leave the Ballroom to put all their important belongings in the guarded wardrobe. Afterward, the students are invited to the dance floor of Holy Moly.

To make it more diverse, a different genre of music will be played every other Thursday such as techno, pop, latin, and urban. For the first hour and a half, an upcoming local DJ will be able to show their skills.

Since most deadlines are on Thursday, everyone will have something to celebrate.

Submitting a project or forgetting to submit a project are both equally good reasons to drink some beers and enjoy the night with other friends.

Ultimately, this night will allow all visitors to be productive on the night of the deadline as well as release all the stress and worries after turning in all the projects. In addition, an awareness crew will be present during the event. This will create a safe space and a comfortable environment. In this way, students will visit Holy Moly not only to work on a deadline or party, but also to feel safe.

Vision and value fit

The building Holy Moly is situated in was formerly known as discotheek Kerkplein. This was one of the most well-liked dancing venues in the Southern Netherlands in 2009 (Bar-Dancing Kerkplein in Breda, n.d.). Many people danced and consumed beverages at this disco. Holy Moly currently has a wide variety of distinct concepts available, which includes a variety of restaurants, a comedy club, a theatre outing, and a nightclub. To create a concept that suits Holy Moly best, research was conducted and a mix of working space and club was created. Holy Moly's upcoming Theatre Trip makes it the ideal place for students to work since it has a creative, new, and limitless atmosphere.

Vision

Being a comfortable environment for students. Look at education and parties where everything is possible. When visiting, it feels like a temporary escape from reality.

Mission

Create an inclusive and affordable night out with a high variety of music in Breda.

Value fit

Holy Moly is all about **inclusivity**, they want everybody to feel accepted. This is a value that also fits 'F*ck your deadline Thursday'. The goal of this event is to make every visitor feel **safe** and let their primary motivation for visiting be a comfortable environment. Because the target group requires a more **affordable** standard of life, it starts at Holy Moly. A student dinner discount and a happy hour will be available to students on 'F*ck your deadline Thursday'. An **immersive** learning environment can be provided for students by providing a setting where they feel away from everyday life. The target group has the opportunity to put their deadlines and problems aside thanks to the clubbing component.

Insights

During the B and C phase important insights were gained. At Goedzooi a creative session was held, where the concept was refined. With the help of Mitch, Sander, and Elias the concept was finalised, which could be worked out in more detail after the brainstorming session. One of the most important insights gained was to look at the bigger picture instead of focusing on the details of an idea. By applying this, smaller ideas were connected into one bigger concept and no ideas were scrapped by looking at practicalities. Additionally, another outcome of this session was to keep it simple, rather than focusing on the originality of the concept. With this insight, the focus shifted to combining ideas instead of creating new ones. Moreover, this concept goes against the rules and the status quo which makes it an innovative concept in the market.

D phase

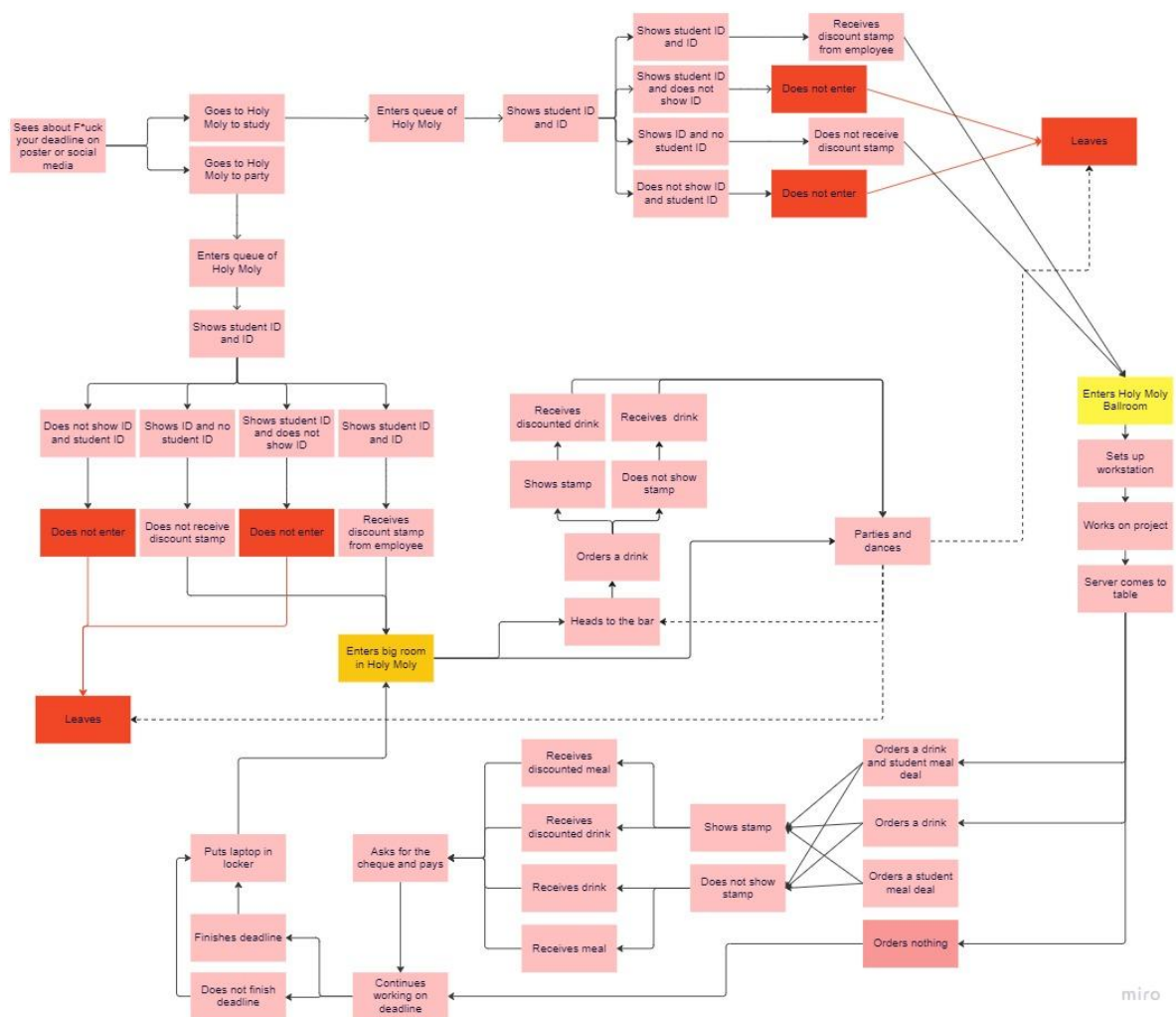
Introduction

The fourth phase of the ABCDEF-model of Imagineering, known as the D phase, consists of the design and engineering of the concept. During this phase, the experience of the event is worked out, and tangible assets are developed. Ultimately, this brings the concept to life.

Theoretical framework

Customer journey

A flowchart was used to visualise the exact customer journey of the experience. This allows for a concrete idea of the customer journey, which assists in figuring out problems or issues that might impact the smoothness of the created experience. Additionally, it helps the organisation to figure out the best way to connect the buyer to the company and the product.



[Click here to further explore and examine the flowchart.](#)

Falk & Dierking,

The theory of Falk & Dierking (Mulder, 2014) is important because it clearly describes the intended experience for the visitors. It explains the concept in more detail, therefore portraying a broader overview of the concept as well as the complete experience.

Personal context

The visitors will be motivated to join this night because they have a clear goal of working on or finishing projects. It is their personal goal as they aim to finish the course they are taking currently, therefore everyone has their own motivation. Whilst partying, the goal shifts to fully enjoying the night out and being immersed in the experience.

Social context

Students usually study in groups which allows them to socialise. Even if they decide to study alone they may meet up with people that are from the same class or school and decide to sit and work together. That means they are meeting and talking with new people. Later on, during the party phase, people will socialise with each other whilst dancing and drinking through the night.

Physical context

Sitting down at tables with food and drinks during study hours can create a good environment for studying. It refreshes the mind and can also keep you focused. As the night goes on and the dance floor opens, the mood shifts from focus to freedom. The design, decoration, lights, and music allows them to dance and sing along freely during the party phase.

Storytelling

The theory of storytelling was used to make the concept clear. This was done because when reading this chapter the reader will have a clearer view of what a student or visitor will experience. Also within storytelling, a lot of details could be explained. Moreover, it will enhance the experience feeling for the reader and really explain what we are trying to evoke in the concept.

It's Thursday at 16:30. You have been working at school all day, but you are still not done working on your assignment which is due at 23:00. You look around and see that a lot of people and friends are heading home. You do not want to go home, because your roommates are boring, your room is dirty, you do not have a desk or table, or it is just not an inspiring environment. You look at your phone and see that you could go to a work café, but they already close at 17:00 or 18:00.

*But then, you see it, Holy Moly just opened and it is 'F*ck your deadline Thursday'. You think 'This is where I want to work, where I can get inspiration, be creative, and get into a flow.' You grab your bike and head to Holy Moly, which luckily opens at 17:00. As you arrive at 17:09. You go inside and get goosebumps from the mystery, the decorations, the feeling, the lights, and the sound in Holy Moly. You are greeted by a host, which gives you an invisible stamp after showing your ID and student ID. After you get inside you grab a table, open your laptop and start working on your assignment. After a while, you think 'It's almost 18:30, and I am starting to get hungry'. You then notice that Holy Moly has a solution for that, as they provide a student meal deal: a meal and a drink for €15,-. 'Wow, what a deal!' you think. You order dinner and a drink, meanwhile continuing to work on meeting your deadline.*

You're almost done, it's 22:58. You hear a zoomer and see the clock on the wall as it is almost at the end of its countdown. You get excited, hand in your assignment just in time for the deadline, and hope you will get a good grade as you really need it. The clock is still counting down....3....2....1.....Lights everywhere, music starts blasting through the speakers, you hurry to put your laptop in a locker, and rush to the bar to get a drink, where you make use of the student discount by showing the stamp on your hand, made visible by a UV light. This is where the party starts, your deadline was met - or not -, you have a drink in your hand, your laptop locked away, and no more stress anymore. You know you are going to work on assignments next week, but you don't care, not tonight.

Goossens & Mazursky

The theory of Gossens and Mazursky (Mulder, 2014) was used because it provides a great overview of the whole experience of a visitor. Firstly, it describes the motives of why people would visit the concept and then what they experience as well as their intended feelings after the event ended. By describing the above-mentioned topics, it creates a great overview of the whole concept and it somewhat gives insight into the customer journey as well.

Pre-exposure

When seeing an advertisement about the night, the students will feel excited because a new environment was created where they can sit together after school hours. They will be looking forward to the experience because as Thursdays are student nights in the city, it would not take a lot of effort to go from studying to partying and having a good night. As the only thing they need to care about is being there and working on their projects it would be a worry-free evening. They will tell their friends about it as well, since studying together or in project groups is more fun and effective.

Direct-exposure

When the visitors arrive they show their ID cards with their student ID cards so that they can get a stamp that is only visible under a UV lamp. Upon entering they can hang up their coats in the hallway, enter the smaller room, and settle at tables where they can start working on their projects. During the study session hours, simple snacks and drinks can be bought to stimulate the brain. The students can also purchase a student meal deal to enjoy during study hours. After the studying is done they can put their belongings into lockers so that they will not be stolen. As the party begins the happy hours begin from 23:00 till 1:00. From 23:00 other people can also come in and join the party and the student discount also applies to them if they can show their ID cards with their student IDs. They will start drinking their alcoholic or nonalcoholic drinks and enjoy the music that changes styles every two weeks to cater to everyone's style. The visitors can enjoy the diverse environment till 4:00, after that they will have to leave Holy Moly due to closing hours.

Post-exposure

The aim of this concept is that when participants go home they feel like they achieved something during the night. With the study phase of the concept, they would feel content since they worked on their assignment and made progress whilst working alone or in groups. Moreover, they would think back to the party section as an immersive night out that they enjoyed whilst drinking their favourite drinks and listening to music. The experience would urge the visitors to join the upcoming editions of 'F*ck Your Deadline Thursday' as well.

Insights

One of the most important insights discovered during the D- Phase was to create a clear concept. For the D-Phase an explanation of the concept was made using storytelling, customer journey, and Goossens & Mazursky. When writing these parts and later on checking them, everyone wrote down the same kind of story but not at all the same. Different details like time, how to get in, and what a customer would experience. When discussed, the facts of the concept were discussed so that the concept was clear. This way the stories could be written down the same, with the same details. After the concept was clear the whole process was easier to do because there were no differences between the stories anymore.

Moodboard

To give an impression of the concept, a mood board was created, which can be viewed below.



Final presentation

In the last week of this assignment a short presentation was made to briefly show the most important parts of the concept to Holy Moly. Firstly, the A phase was highlighted and important values and needs were explained. Secondly, the facts of the concept were explained to give the audience an overview of the concept. Lastly, storytelling was used to focus on the immersive experience and give the audience the same feeling that visitors will have when joining 'F*ck your deadline Thursday'.

By clicking the link below, the presentation can be examined.

[Presentation](#)

Concept facts

- The event happens once every two weeks on a Thursday;
- Students can work on projects in the ballroom with the possibility to buy a student meal deal (simple meal and 1 drink included for 15 euros);
- It is possible to work on your deadline from 17:00 till 23:00 in the ballroom and after the alarm goes off at 23:00, there is a party in the big room;
- From 23:00 till 00:30 a local DJ will be playing and from 00:30 a more professional DJ will provide the music;
- The normal restaurant is still usable in the big room;
- The visitors can store their belongings in the wardrobe during the party;
- For a student discount (20%) on drinks from 23:00 till 01:00 students need to show their student card at the entrance for a UV stamp, which can become visible at the bar by using a blacklight;
- A safety/awareness crew walks around the club in noticeable clothing (neon yellow) to create a safer environment and solve safety issues;
- There will be a timer and an alarm at the end of the evening when the club closes;
- Optional: make the experience phoneless to make it more exclusive, this could be done by handing out stickers which people could stick on their cameras.

References

- Bar-Dancing Kerkplein in Breda*. (n.d.). LatinWorld. Retrieved October 19, 2022, from <https://www.latinworld.nl/organisaties/bar-dancing-kerkplein-in-breda-4188.php>
- Beltis, A. J. (n.d.). *5 nightclub & bar trends for nightlife professionals*. Toast. Retrieved 29 September 2022, from <https://pos.toasttab.com/blog/on-the-line/nightclub-bar-trends>
- Club*. (2022, June 10). Holy Moly Club. Retrieved 29 September 2022, from <https://holymolybreda.nl/club/>
- Funretrospectives. (n.d.). *Activities and ideas for making agile retrospectives more engaging*. Retrieved 3 October 2022, from <https://www.funretrospectives.com/increment-by-one/>
- Holy Moly Club. (2021, May 28). *Holy Moly opent op 9 juni haar deuren*. Retrieved 29 September 2022, from <https://holymolybreda.nl/2021/05/28/holy-moly-opent-op-9-juni-haar-deuren/>
- Indeed Editorial Team. (2022, February 24). *16 techniques for creativity*. Retrieved 3 October 2022, from <https://www.indeed.com/career-advice/career-development/creativity-techniques>
- Intellizence. (2022, September 15). *Top Macro Trends Transforming the Businesses in 2022*. Retrieved 29 September 2022, from <https://intellizence.com/insights/macro-trends/current/>
- Mulder, M. (2014). *Leisure!* (J. van Deursen & H. van Deursen, Trans.; 2nd rev. ed.). Coutinho. (Original work published 2011)
- TSFC Breda – The Streetfood Club*. (n.d.). Retrieved 29 September 2022, from <https://thestreetfoodclub.nl/breda/>
- van Dam, A. (2018, June). *Imagineering X-Sheets*.
- Visual Paradigm (n.d.) *What is COCD Box?* Retrieved 4 October 2022, from <https://online.visual-paradigm.com/knowledge/brainstorming/what-is-cocd-box/>

Appendices

A1: Mobile interviewing

Do you like the music that Holy Moly offers right now?

Answer 1: yes.

Answer 2: I do but not for a long time, I don't really like the music from the 80s. I do like the music they normally play, techno and house.

Why do you go to Holy Moly?

Answer 1: because I like the people here.

Answer 2: for the good atmosphere.

What kind of feeling do you get when going out here?

Answer 1: as if I'm in another world, I lose track of time.

Answer 2: it is very crowded, but not too crowded. I like being with my friends and being happy.

What is your ideal night out?

Answer 1: dancing all night long while having drinks with my friends.

Answer 2: getting drunk and enjoying some great music with a lot of people.

What do you miss on a Thursday night out in Breda?

Answer 1: I miss a different kind of music, there is too much of the same everywhere.

Answer 2: gay clubs, because the ones that Breda has been visited by too many old men.

Do you feel safe while going out in Breda?

Answer 1: yes I do.

Answer 2: yes, but sometimes there are too many drunk guys and fights on the streets.

A2: Graffiti wall (Mentimeter)

Question that was used for the graffiti wall:

What feelings do you seek when going out in Breda/ Welke gevoelens wil je ervaren tijdens het uitgaan in Breda?



A3: Survey

By clicking the link below, the survey that was done to gain more insight into the needs of the target group can be accessed.

Survey questions and answers

A4: The molecule principle



In this molecule principle three essential ingredients are shown in the circles. Not all the circles have the same size because some ingredients are more important than others. So Freedom is the most important ingredient, then comes inclusivity and then the ingredient affordability. When looking at the one-liner these three ingredients are all part of it. So when one goes to 'F*ck your deadline Thursday' they will experience these three ingredients.

Each ingredient explained:

- Freedom: This is the feeling that 'F*ck your deadline Tuesday is going to give the visitors when they go to this event in Holy Moly. When someone has a lot of stress from school due to deadlines and other important things, it can be nice to just forget and feel free.
- Diversity: A lot of students talked about more music diversity in the nightlife of Breda. Currently, there is almost only dutch party music and there is a need for different styles of music.
- Affordable: The results of the creative session and the survey made clear that students want cheaper prices. By making sure that there is a discount for students at the event, the prices will be more affordable than other club nights.
- Development: The concept is about developing oneself. The students have the opportunity to work on their deadlines. In addition, during the club night, local DJs can develop themselves because Holy Moly gives them a stage. So in multiple ways 'F*ck your deadline Thursday' is all about development.