



Case: Vasaloppet “Compare your performance”

As part of Vasaloppet’s strategy to deliver modern digital experiences to the Vasaloppet participants, Vasaloppet and IBM Studios Stockholm developed a web service designed to help skiers understand complex historical ski race data and make fair race result comparisons between different years, in a simple and intuitive way.

Vasaloppet and IBM jointly launched the web service “Compare your performance” in March 2019. All participants from Vasaloppet that year received an invitation to the service in the official thank-you-email from Vasaloppet, and more than 3800 skiers used it within the first two weeks!

Some years are said to be harder than others

Your finish time – the exact time it took you to ski the 90 kilometers - is affected by several factors such as track quality, start order, temperature, wind, rain or heavy snowfall. With **Compare your performance** you can simulate your race and get a fair comparison to another year with different conditions.

Our way of working

The initiative first started with a Design Thinking workshop in Mora with participants from Vasaloppet and IBM. The project process was shaped by the customer-oriented design thinking method. An agile development project with a cross-functional team, first delivered a visual prototype. Based on this mature prototype, a unique and intuitive web application was created.

The result is a fully responsive website working seamlessly on mobiles, tablets and desktops. **Compare your performance** is built on and powered by IBM Cloud Platform. The mathematical model underlying the web service has been developed by the IBM Analytics team. The analytics team compiled large amounts of data from Vasaloppet ski races from 2011 and onwards. In addition, weather data such as temperature, wind and precipitation have been produced by IBM’s weather experts, The Weather Company.

In the service **Compare your performance**, the weather data is visually presented next to the simulated results. The weather data was taken from five measuring stations that provided data for nine requested geographical points covering the Vasaloppet race from start to finish.

IBM iX®, work at the intersection of strategy, creativity and technology to help clients digitally reinvent their business. Partner with us, contact:

IBM Design Studio, Stockholm
www.ibm.com/services/ibmix/studios/stockholm



HUVUDSPONSOR

