

## Wilson At-Home Golf Clubs and Virtual Fittings

## **Our Opportunity:**

How can our team conduct a virtual approach to the custom golf club fitting process?

## **Our Solution:**

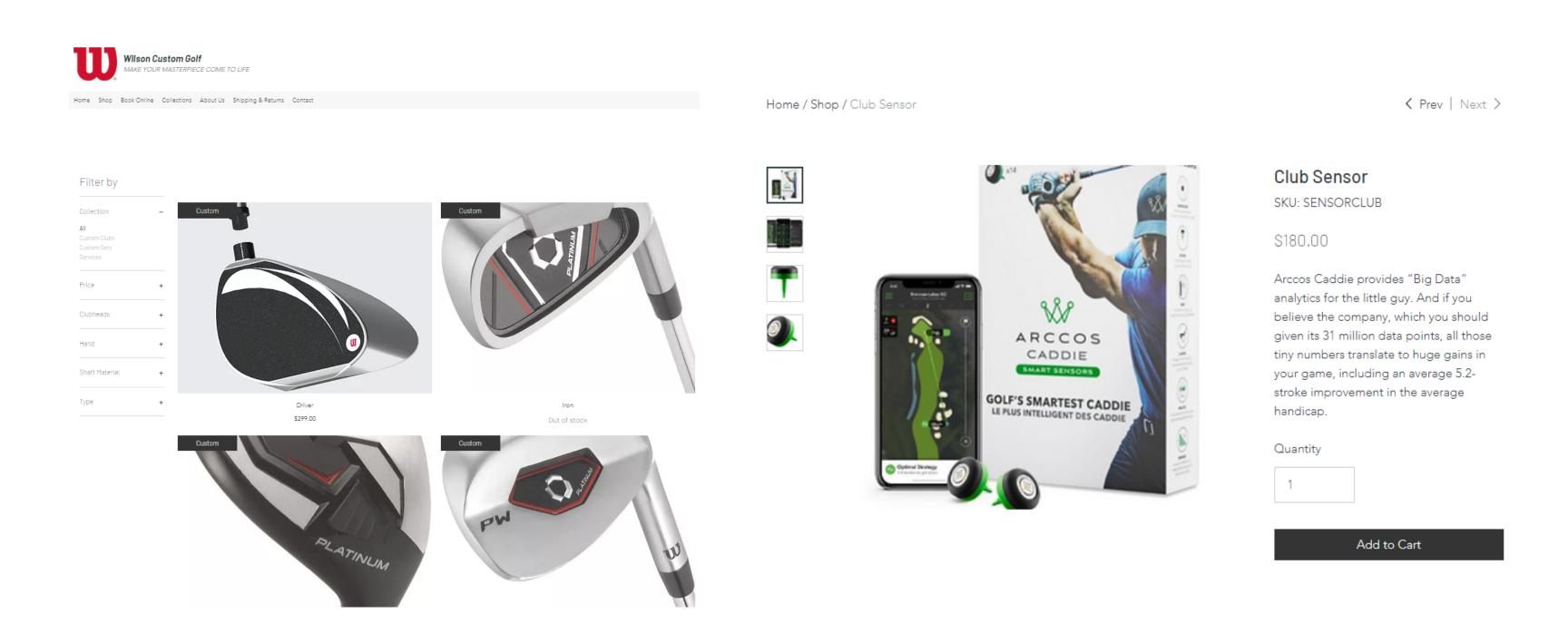
Step 1: Initial Survey (static characteristics)

Step 2: Website Customization (ordering your own clubs)

Step 3: Prototype/Sample Kits (for new players)

Step 4: Return Policy (for customers and Wilson)

## Prototyping:



Check out our website!

Check out our 3-D animation!