Slide 1:

Introduction of the whole team.

“ Hello good evening, my name is Diego, my major is...etc,etc”

\*Everyone introduces themselves\*

Slide 2:

\*Diego Presents\*

“Today our goal is to discuss how we can provide a better experience for beginner/ intermediate golf players regarding fitting techniques. Reasons? Fitting process is in person, customization is limited ( static or dynamic characteristics, different uses of materials ), competitive market.

For example, for the driver, it can be made out of steel or titanium.”

Say our problem statement

Slide 3:

\*Diego Presents\*

What is common and what we need to find

“ We need a way to measure static and dynamic characteristics.

Slide 4:

\*Diego Presents\*

Our Areas of focus

Slide 5:

\*Diego Presents\*

A quick gist of our prototype

Slide 6-9:

\*Jake Presents\*

Collecting Static Characteristics

Initial survey and their findings:

* Height + Wrist to Floor Height to determine length of shaft per club
* Left or Right Handed (Left Handed golf clubs are typically more expensive)
* Handicap to get an idea of their experience level
* Average Driving Distance to determine the type of flex
* Price Range to get an idea on what they can afford/get customized.
* If the customer Hooks or Pulls their shots. This helps decide the face angle (open, square, or closed)

All new members will be required to create a profile. From their the survey can continuously change as their game progresses.

Slide 10-15:

\*Jake Presents\*

Collecting Dynamic Characteristics :

Website Walk Through

Product Options

1. In home kits
2. Sensors
3. Launch Monitor
4. Expertise Consultation

In Home Kits:

1. Golf Bag
2. “X” Number of clubs (X = number of clubs based on bundle from website)
3. 3 different types of club heads per club (all are one material)
4. Each club head has a different lie angle
5. Different Shafts per club. All one material.
6. Each Shaft has a sensor attached to the club.

Sensors:

Each club will have a sensor attached. The purpose of the sensors is to help us gather the following dynamic characteristics of the customer:

* Swing Speed & Ball Spin
  + These variables are used to determine the right loft angle and the center of gravity of the club.
* Launch Angle, Swing Speed, Swing Path and Face Angle
  + These variables will be used to decide the correct weight, balance point and preferred choice of material used