

Ellie Richard  
IDM 214-002  
1/13/22  
Product Critique

## Boxing Fight Ball

In 2019, the manufacturing company Spanla came out with the product Boxing Fight Ball. Advertised to improve speed reactions and hand-eye coordination, this product did not live up to its expectations and failed due to poor user experiences.

The Boxing Fight Ball was meant to help with boxing skills by learning reflexes and hand-eye coordination. One immediate improvement for this product would be having a clear target audience. When reading the description section of the product, it says it is meant for kids to use. But as you continue reading the description goes on to say it can be used for a man, woman, child, or teenager. This creates confusion, for example, an adult user buys the product and reads that it is meant for children, now the user is either going to think they bought the wrong product or that it won't work as well on their adult body. I would change this and make the product have a clear target audience, narrowing down the users to people of all ages with beginners boxing skills.

The Boxing Fight Ball supposedly stimulates professional boxing training. There are three balls, each containing a different difficulty to them. The black ball is for the “novices” or amateurs of the sport, then you have the red ball which is for the “veterans”, and finally you have the black ball which is for the “boxers”. My improvement critique here is that none of these come with instructions. There are no techniques to learn from the Boxing Fight Ball, you just get the equipment and then must learn how to use it properly on your own. I think this is important because just like every sport, there are certain forms, techniques, and skills to be learned. How are the buyers going to learn anything without instructions or guidelines?

My final improvement would be the headband that the balls attach to. This headband uses velcro to connect it around the user's head, and then the opposite side is where the ball is attached. This is a user comfort improvement, everytime the ball gets punched, it is tugging on the velcro on the back of your head. Velcro is not very soft or comfortable to have rubbing up against your head, also not the sturdiest, I would be very worried of the velcro pulling apart especially with the heavier balls. Finally, I would add some type of face shield to the headband so in case the user's reflexes aren't perfect and they miss the ball, it wouldn't smash them directly in the face.