

Soccer Shoes : Complete Buying Guide

Executive Summary

Since our product is at a very early stage, our team is interested in exploring opportunities in soccer shoes guide. We interviewed 5 players on their needs, pain points, and how they buy soccer shoes.

Key Findings

Soccer players generally don't keep in mind the important parameters while buying a pair. Mostly they either buy the newest shoe or they'll pick one from their favourite brand.

Most of the websites in the market focuses on individual parameters. We identified opportunities to build a product with a focus on every parameter altogether in order to guide users to buy the correct shoe.

What did we want to learn?

Our team wants to learn how people buy soccer cleats, what measures they check and what all things they keep in mind while buying it. We want to determine what features and measures might exist for them so that we can incorporate it in while developing our product.

Key Research Questions

- [Needs] What is essential while selecting a shoe?
- [Behaviours] How do users currently buy cleats?

5 Participants

We recruited our participants from Academy students

	Brand preference	How they currently buy shoes	Satisfied with soccer shoes
Participant 1	Nike	Online guide help	Yes
Participant 2	Adidas	Online guide help	Yes
Participant 3	Nike	By own choice	No
Participant 4	Nike	By own choice	Sometimes
Participant 5	Adidas	By own choice	Sometimes

Key finding 1

Players who took help from guide were satisfied with their shoes

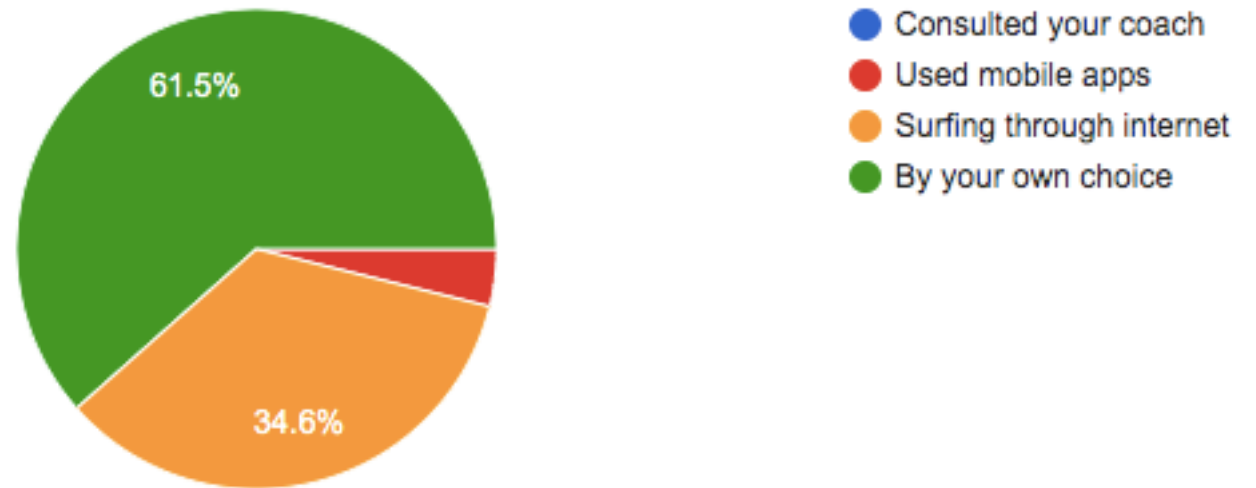
Recommendation 1

Our new product should provide a guide to users and then let users buy the shoes

Finding

Most of the users choose shoes by their own choice

Participants don't want to spend time by searching through different websites about the perfect shoes and then go to other website to buy it

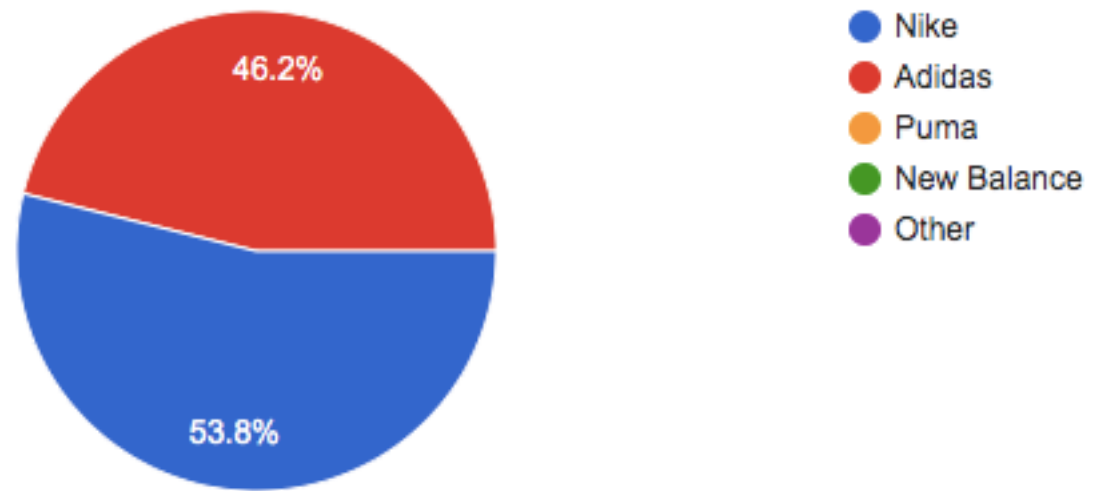


"I don't like spending time on other websites for guide. I buy shoes which I think looks good. "

~ Participant 3

Finding

Users preferred either Nike or Adidas



Participants might not want to try other brands than Adidas or Nike, maybe because of more popularity of these brands in market

“I go to the Adidas website and whichever is the newest shoes, I’ll buy that. “

~ Participant 5

Next Steps

- Validate findings with surveys
- Conduct foundational studies on how users buy shoes
- Run a design sprint for brainstorming

Appendix

Data Collection and Analysis

