soccer players and which cleats they should buy

Study 1: Semi-Structured Interview

Background

Soccer is the most popular sport worldwide. According to the statistics soccer has more than 3.5 billion fans. Because of the popularity of this sport many people are attracted to it and plays it. Our team is interested in creating a digital product (Desktop or mobile app) for all the people who loves to play soccer at any level and wants to know which cleats they should buy according to their playing style .

Research Goal

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.

Research Questions

- What is essential while selecting a shoe?
- How do user's currently buy cleats?
- Do users really need this product ?

Method & Recruiting

- 15 minute in-person or video semi-structured interview to gather qualitative data
- A short survey for quantitative data
- 7-8 participants
- Players who:
    - are playing at beginner or amateur level
    - researches before buying shoes
- To recruit participants, we will send emails to players playing in Academy or to colleges for players playing in college team

Screening Questions

1. What is the primary purpose for you to buy cleats?
   - a. Playing professionally (screened out)
   - b. Playing at amateur level
   - c. Casual playing

2. What is your primary way to buy cleats?
   - a. In-store purchase (screened out)
   - b. Online Shopping sites
   - c. Official brand website

Script

Introduction

My name is Pulleh Bhatia. Thank you very much for participating in this study. I'm currently on a project related to guide users while buying soccer shoes. I would love to learn more about your experience when you buy cleats. This interview will take about 15 minutes. If you want to leave the session at any point, please let me know. Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions
1. Could you tell us more about yourself.
2. Where are you currently playing ?
3. Which apps or websites you use to buy cleats ? Have you tried other apps before?

4. How did you get started using app or website to buy cleats?
   Follow-up questions :
   - When did this happen ?
   - How was the experience?

5. How long you have been playing ?
   - When did you started playing ?

6. How do you decide which cleats to buy ?

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at pullehbhatia@gmail.com. Hope you have a wonderful day.

Study 2: Survey

Background

In our previous study, we learned that soccer players like to look through guide and wants detailed information while buying a cleats for them. This is a promising opportunity we may able to target with our product , but more data is needed to better understand the needs and whether they generalise to the larger population of soccer players.

Research Goal

This study focuses on better understanding users needs related to measures they should keep in mind while buying cleats.

Research Questions

- How can digital products best support users in guiding to get the best cleats for them.
    - Which features/functions are useful?

Method & Recruiting

- Use surveys to collect data from at least 30 soccer players
- Test survey questions with 5 volunteers recruited from our engineering team
- Send surveys to academy and college teams whose answers in our screener meet our recruiting criteria :
    - are playing at beginner or amateur level
    - researches before buying shoes

Survey Questions

1. Which soccer shoes are you currently using ? [Current shoes]
   a. Nike
   b. Adidas
   c. Puma
   d. New Balance
   e. Other

2. Previously, how did you selected/choose your cleats? [Buying method]
   a. Consulted your coach
   b. Use mobile apps
   c. Surfing through internet
   d. By our own choice

3. How frequently do you change your cleats ? [Frequency]
   a. Once a month
   b. Quaterly
   c. Once a year
   d. More than a year

4. Were you satisfied every time you buy new cleats? [Product Satisfaction]
   a. Yes
   b. Sometimes
   c. No

5. Where do you play ?
   a. Local park
   b. School/college
   c. Academy
   d. Club

Demographic Questions

6. Which brand do you prefer ? [Favourite]
        a. Nike
        b. Adidas
        c. Puma
        d. New Balance
        e. Other

7. What is your age ?
        a. Under 10
        b. 10-16
        c. 17-23
        d. 24-30
        e. 30-40
        f. Above 40

8. Which Position do you play? [Different positions have different game play]
        a. Goalkeeper
        b. Defence
        c. Midfield
        d. Forward