

A Reinvention: Golf

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Source: iStock

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Our Goal

We strive to bring a new interface of golf customization into e-commerce with the use of technology. As **over 80% of Wilson clubs are made custom**, there must be a technology-implemented process that assists players. Currently, competing brands' models either require an in depth questionnaire, use of a launch monitor simulation or video fitting submissions to a sales representative.



Source: istockphoto



Source: Wallpaper Cave

Area of Interest

Our research explored examples of product customization that has been successfully demonstrated in other industries, with a specific focus on in-person to online retail.

Methods involved include:

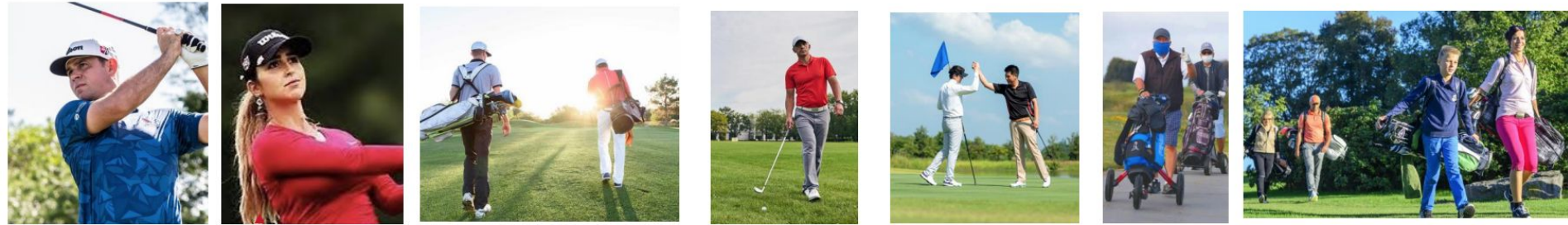
- Case studies
- Scholarly articles
- Ethnographies

Insights

- In just the second quarter of 2021 alone, The United States spent \$222.5 billion on **online** retail sites, which accounts for 13.3% of total retail sales (Census)
- Over the past year, golf has peaked tremendously with over a **20% increase** in participation that is predicted to continue to rise. The NGF count showed 24.8 million golfers in the U.S. in 2020.
- The top leader in sports customizable e-commerce is NikeiD - an exclusively online service made in 1999 that has now been integrated into many Nike stores (Mass Customization)
- Customization allows for the consume to feel more involved in the product creation process, which is crucial when making such a large investment.
- Existing Models for adjusting weight on clubs and other sports equipment require specialized tools (wrenches, screwdrivers)
- Wilson and other competitors already have minimal adjustable features on a select few of their clubs.
- Swing sensors exist, but none are currently integrated within the club or track face angle.

With rising popularity, how can we utilize technology to streamline golf fittings for new players?

GOLF CONSUMERS COVER A WIDE RANGE



Professionals

Aspirationalists

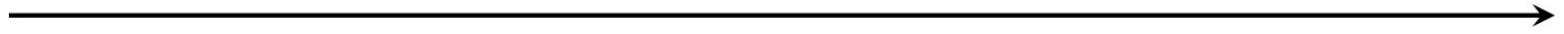
Core

Social

Maintainers

Recreational

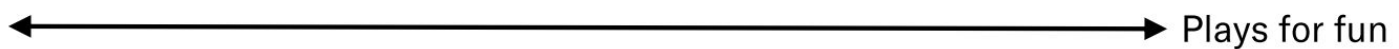
Influence



Needs Technology



Plays to compete



Plays for fun

Spending



Our solution will be...

- Useful for experienced veterans and beginners alike
- Easy and intuitive to use (End-to-End)
- Effective in improving the game of experienced players, and great for beginners to learn the game of golf.
- Adaptable to a diverse population of users. (weight, height, age, body composition, strength).
- Profitable for the company, while eliminating unnecessary waste (returned or damaged clubs)
- Simple to acquire and customize, both in store and through an online portal

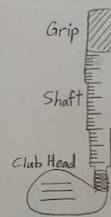


Our Concept of an Adjustable Club

- Collapsible/adjustable shaft height
- Ruler along shaft for easy measurement
- Moldable grip
- Adjustable weights on head and shaft
- Hinge for clubhead attachment/lie angle adjustment
- Different head types and head angles
- Adjustable shaft flex
- Face angle sensor on the face
- Ideal for fittings

Adjustable Club Prototype

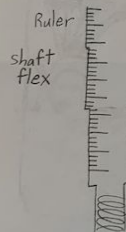
Overview



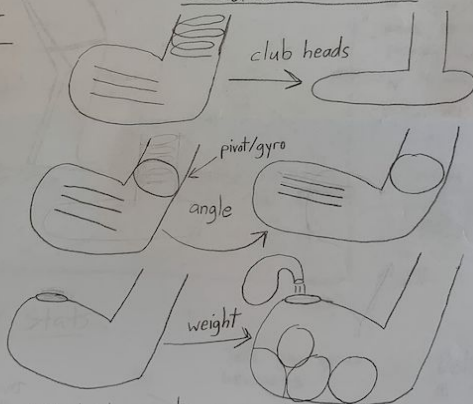
Moldable Grip



Shaft



Club Head



Variables

grip
shaft
head
price
size
weight
material
angle

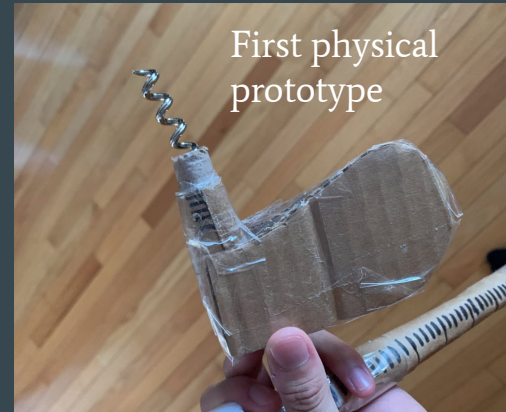
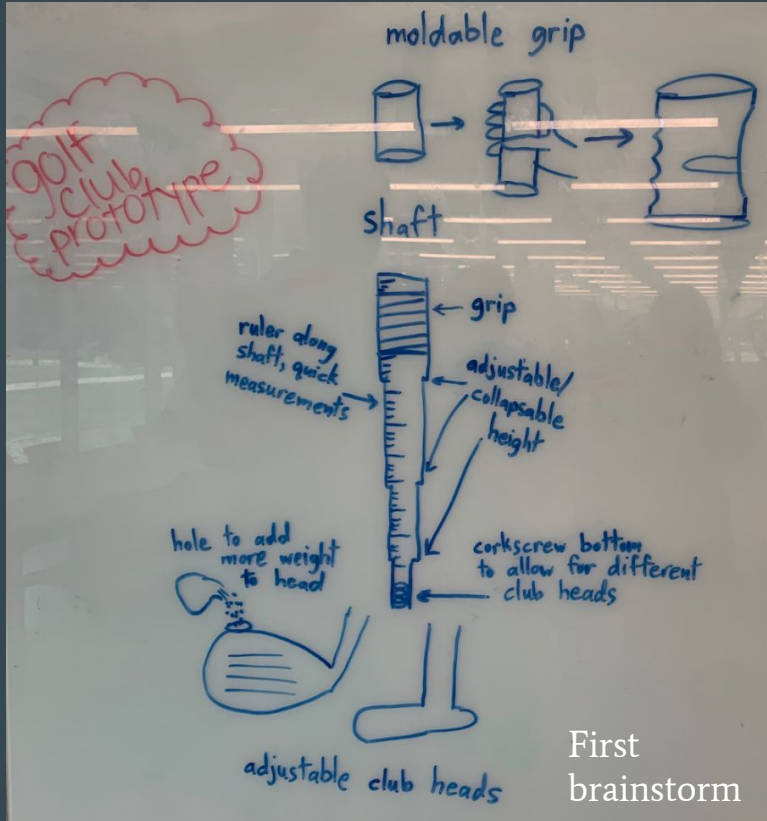
Adjustable parts

moldable grip
height-adjustable shaft
weight-adjustable head
different head types
different head angles
shaft flex

Reasons

- cost saving
 - one time buy
 - multiple users
- improved features on existing products
- streamlined through Wilson
- reputation
- match adjustments to Wilson products
- easier to use

Our Journey



Our Journey Continued

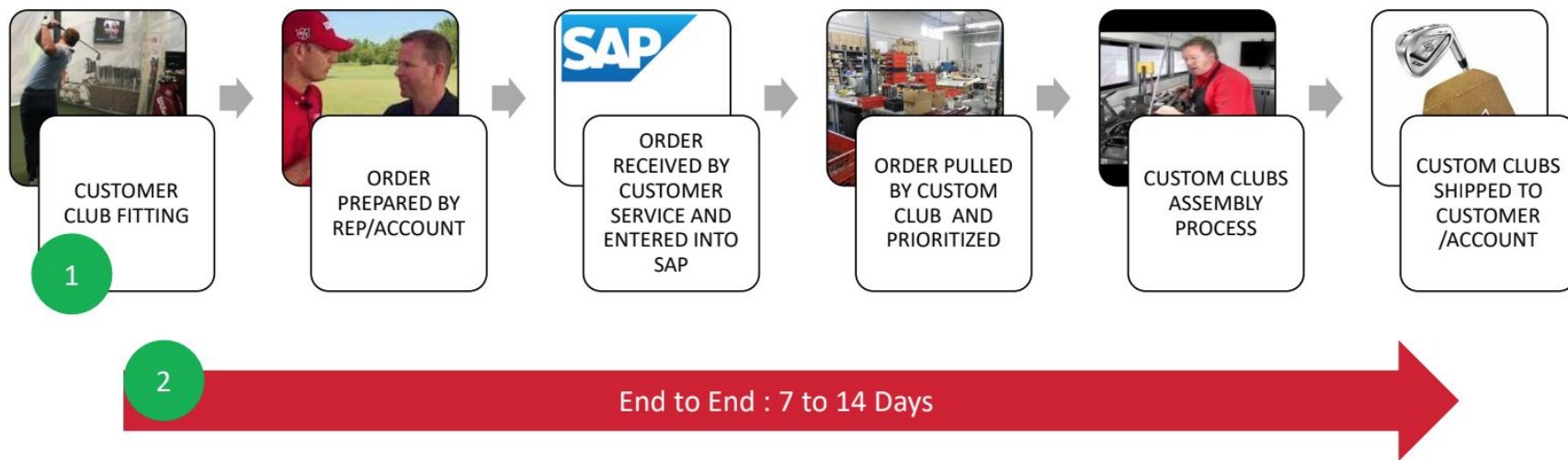


The current prototype

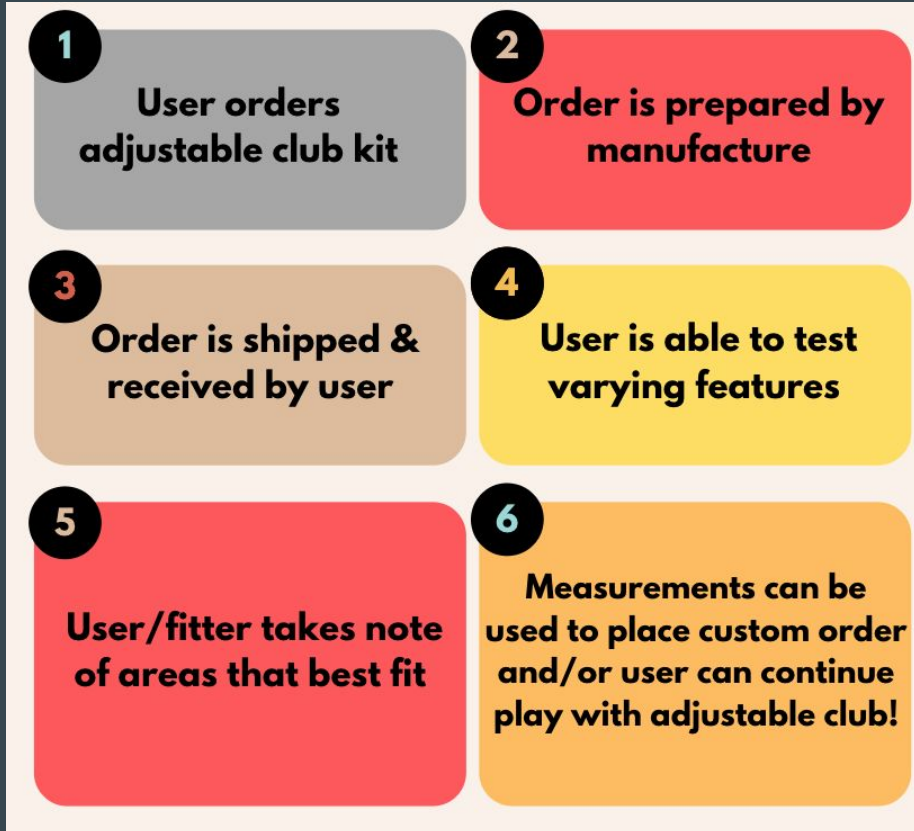
Benefits of an Adjustable Club

- Saves the customer money
 - One time buy instead of buying multiple clubs and not being satisfied
 - Adjustable to many different users
- Responsive technological features
 - Collapsible shaft, face angle sensor, molded grip, etc.
- Face angle sensor on the club head, which *no club* on the market currently has
- Utilizes Wilson's reputation vs small third party competitor
- Adjustments made to this club will have counterparts on other Wilson clubs
 - This club is not made for competitive play unlike competitor clubs; serves as a gateway to new golfers who perhaps are not ready to splurge
 - This club is meant to make adjustments at home and use those adjustments to make an informed purchase of a Wilson club for competitive play
- Packaged in a kit for easy travel/storage

Wilson's Fulfillment Process



Fulfillment Process with Adjustable Club



Critical Issues

Critical Issue - Summary	Critical Issue - Description	How to address it
Target Population/group since it can seem to be a bit niche	Despite the increase of golfers these past several years, it can be difficult to find the target group where they would need to be custom fitted. Because the goal for custom fitting isn't solely golfers, the target population will decrease as we filter in people that want to be custom fitted, then other variables will also need to be looked at and that makes this even more difficult.	Obtain a small sample size to represent a bigger population and look at the factors/variables that come into play for those that need to be custom fitted.
Communicating to the user what adjustments do and how it should ideally feel.	There are many adjustments that can be made to a golf club, however, it's not apparent to a new user what each change does and what adjustments they should make. Usually needs the aid of an experienced fitter/golfer.	A comprehensive easy-to-follow guide that details all the potential adjustments, as well as the effect each adjustment has on your swing/game.
Online vs in person custom fitting since it really depends on the person	Post pandemic, it can vary from person to person to their liking in which they see the benefits and drawbacks to getting custom fitted online or in person. It's really critical to determine this difference that after can be used to continue with the custom fitting and design process.	Distinguish the two and see what golfers interested in custom fitting like and then decide how to go about it afterwards. This may take some time, but will be feasible in the long run after more data is gathered.

Meet The Team



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Research & Product
Design



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Design



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