

Next-Generation Ball Dispenser Troubleshooting

Topgolf sought out IN2 Innovation for their design and engineering expertise. The challenge: To elevate their already top-tier golfing experience with a complete overhaul of the dispenser system. During the course of this project I was responsible for late-stage accessory ideation, product experience storyboards, CMF and final visualization up through production.

Problem

At the time, the existing ball dispenser was essentially a sheet metal box that spit out golf balls. Topgolf wanted to integrate a display into the machine so users wouldn't have to turn around and look back at a TV behind them whenever they were playing AR golf games like Angry Birds



Iteration

