

INHANCE

"DESIGN PROCESS"

JAMES LEE & SEYOUNG LEE



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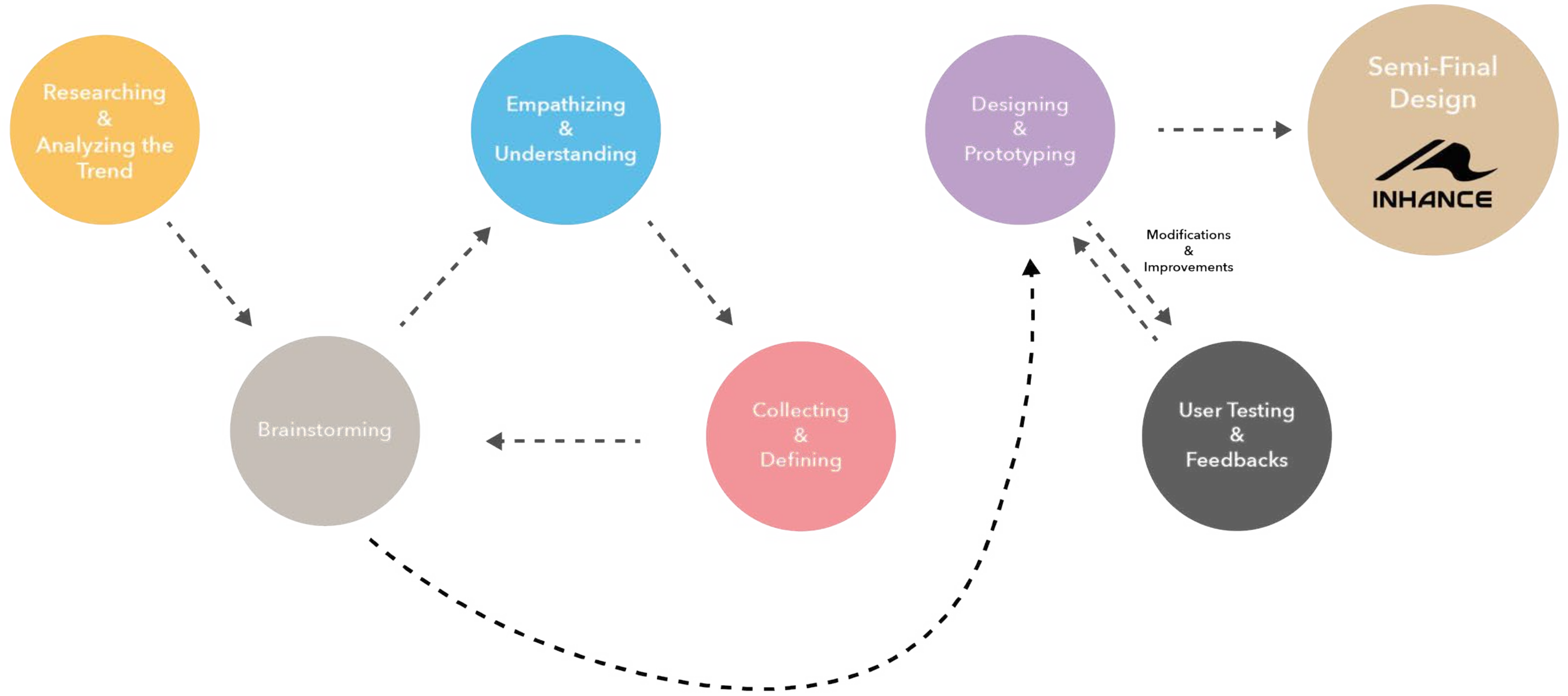
OUR TEAM



JAMES LEE & SEYOUNG LEE



OUR OVERALL DESIGN PROCESS



BACKGROUND RESEARCH

READING AND ANALYZING THE DATA AND TRENDS IN GOLF

Golfers

Golf participation is a core measure of golf's vitality. NGF closely tracks how many people play the game, as well as the demographic composition of golfing America.

Golf's overall reach is an estimated

101 Million

- ONE OUT OF EVERY THREE AMERICANS AGE 6+ -

played golf (on-course or off-course), watched the sport or read about it in 2020.



There were approximately

6 Million Female On-Course Golfers

(AGE 6+) IN 2020.

The number of female golfers (adult and junior) rose by approximately 450,000 in 2020.

24% of on-course golfers are women. Females represent a disproportionately higher percentage of juniors (34%), beginners (36%) and off-course participants (45%) than they do in the overall golf population.

The number of people who played on a golf course for the first time in 2020 hit a record:

3 Million

The industry has had seven straight years with more than 2 million beginners. By comparison, there were 1.5 million beginners in 2011. The key for future growth, however, is retention.



LATENT DEMAND

17 Million

people who didn't play golf in 2020 said they are "very interested" in playing golf on a golf course.

The significant in this pool of potential golfers over the past three years is attributable in part to the growth and popularity of off-course golf. Almost half of this untapped demand is comprised of "lapsed golfers" who played on a course previously, but not within the past year, while the rest are those who never played golf on a course before.



3.1 Million Juniors

played golf on a course in 2020, remaining relatively stable in relation to recent years, with the participation base typically fluctuating between 2.5 million and 3 million. This segment of the golf population is more diverse than ever before -

MORE THAN ONE-THIRD

34%

of today's juniors are girls compared to 15% in 2000. More than one-quarter of juniors are non-Caucasian while just 6% were minority participants 20 years ago.



Golf Course Supply

Since our start in 1996, we've kept tabs on every golf course in the U.S. As the go-to source of golf supply information, our team verifies golf courses every day, identifying which are open, which closed and any new projects in development. Not only do stakeholders benefit from knowing how many golf courses there are, they also get insights into the balance of public and private golf in the U.S., playing fees and more.

THERE WERE MORE THAN

16,100 Golf Courses at 14,100 Golf Facilities

in the U.S. at the end of 2020

(A facility is defined as a business location where golf can be played or one or more golf courses)

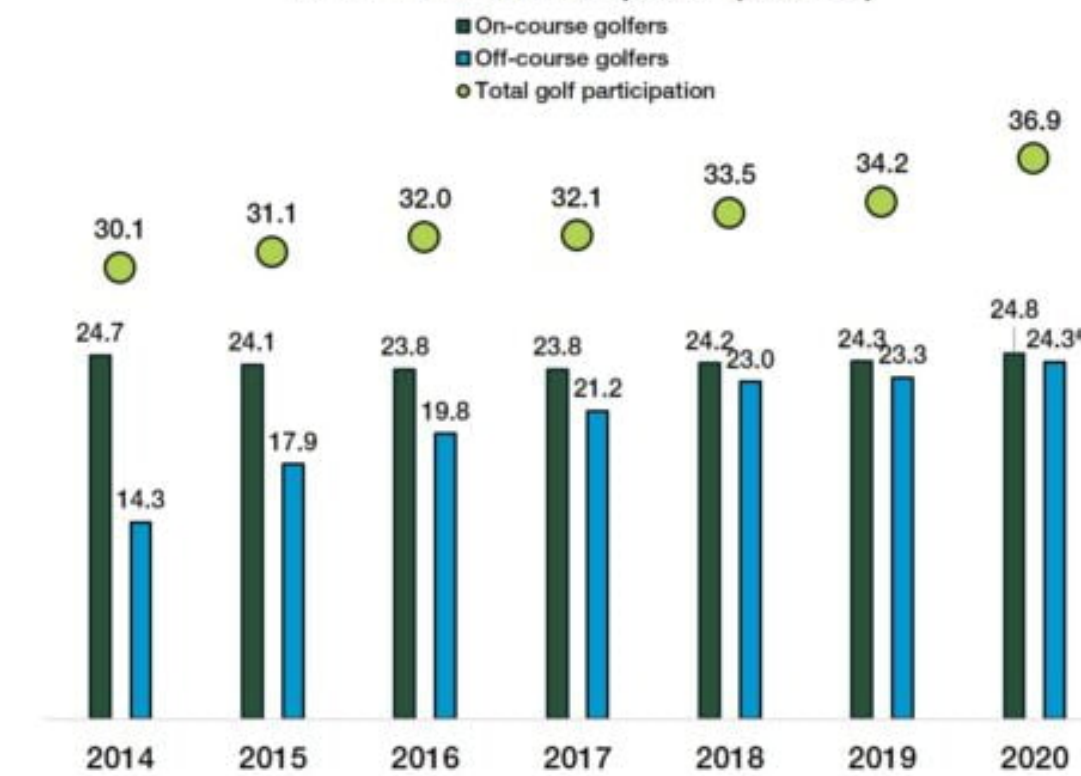
Golf remains highly accessible, with

75%

of facilities open to the public
(2,500+ MUNICIPAL, 7,900+ DAILY FEES)



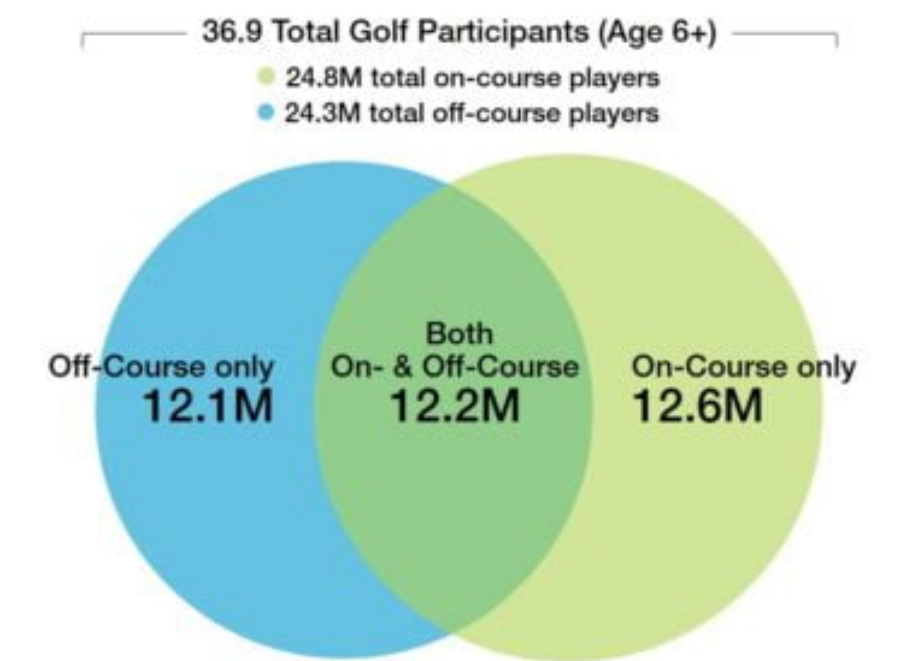
Total U.S. Golf Participation (Millions)



Source: National Golf Foundation

* 24.3 million off-course golfers in 2020 includes meaningful overlap between on- and off-course engagement - 12.2M Americans age 6+ did both in 2020. This means 12.1M engaged exclusively away from the course, at golf entertainment venues, the hundreds of businesses that now have simulators and screen golf setups, and/or at standalone driving ranges.

2020 U.S. Golf Participation Accounting for On- and Off-Course Play



Source: National Golf Foundation

Off-course golf includes golf entertainment venues (Topgolf, Drive Shack, etc.), standalone driving ranges, and/or the hundreds of businesses that now have simulators and screen golf setups. This graphic can only be republished in its original form. Date herein cannot be visually repurposed without permission from NGF.

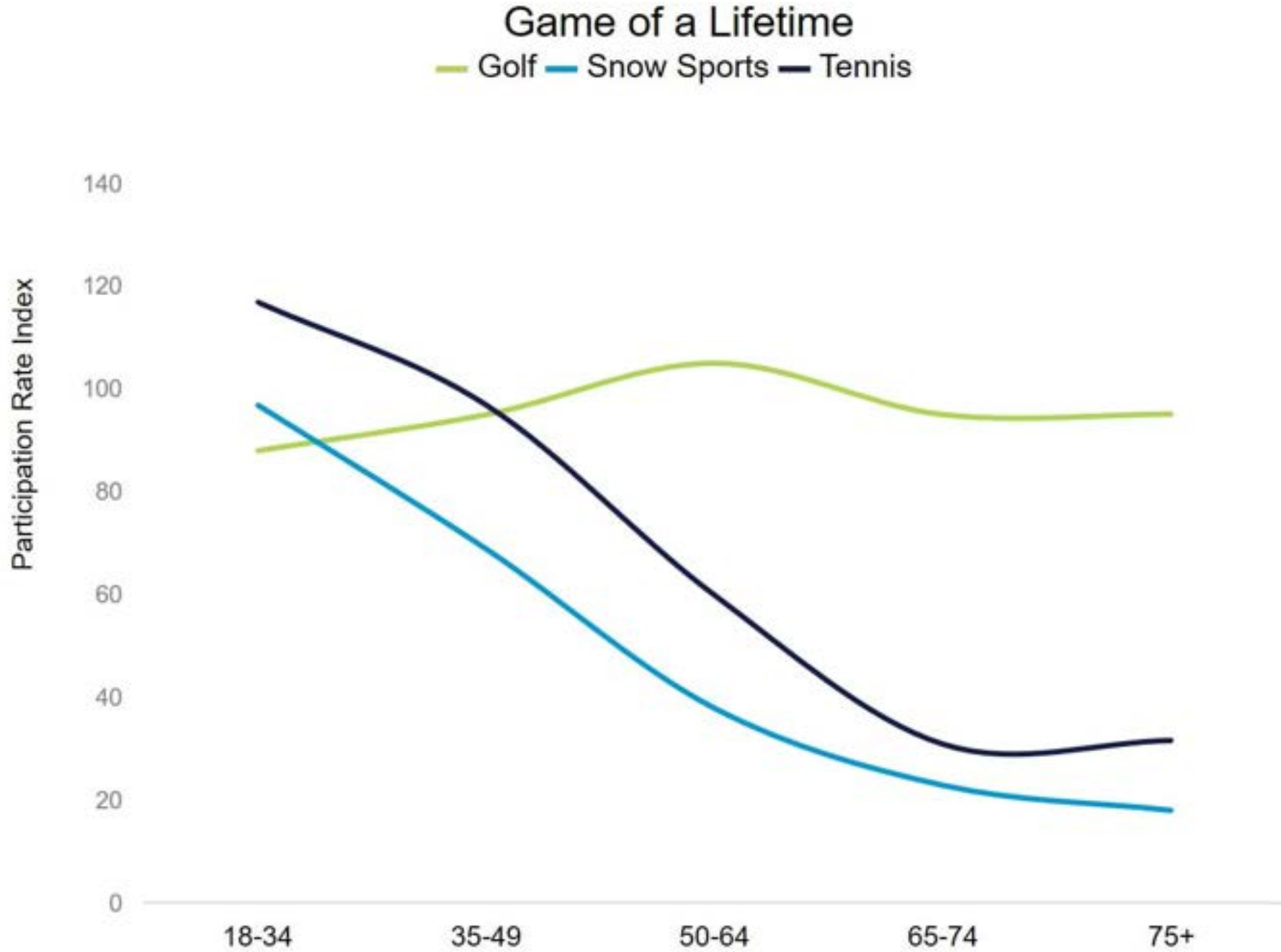
Key Points:

- Golf is experiencing an increase in popularity, which is leading to the influx of beginners.
- The COVID Global Pandemic situation have contributed greatly to the ongoing "Golf Boom". (Fresh Air and Availability of Social Distancing.)
- Increase of available golf courses for the public. (Higher accessibility.)
- Increase in younger generation and female golfers. (Leading to change in the atmosphere and perception of golf.)

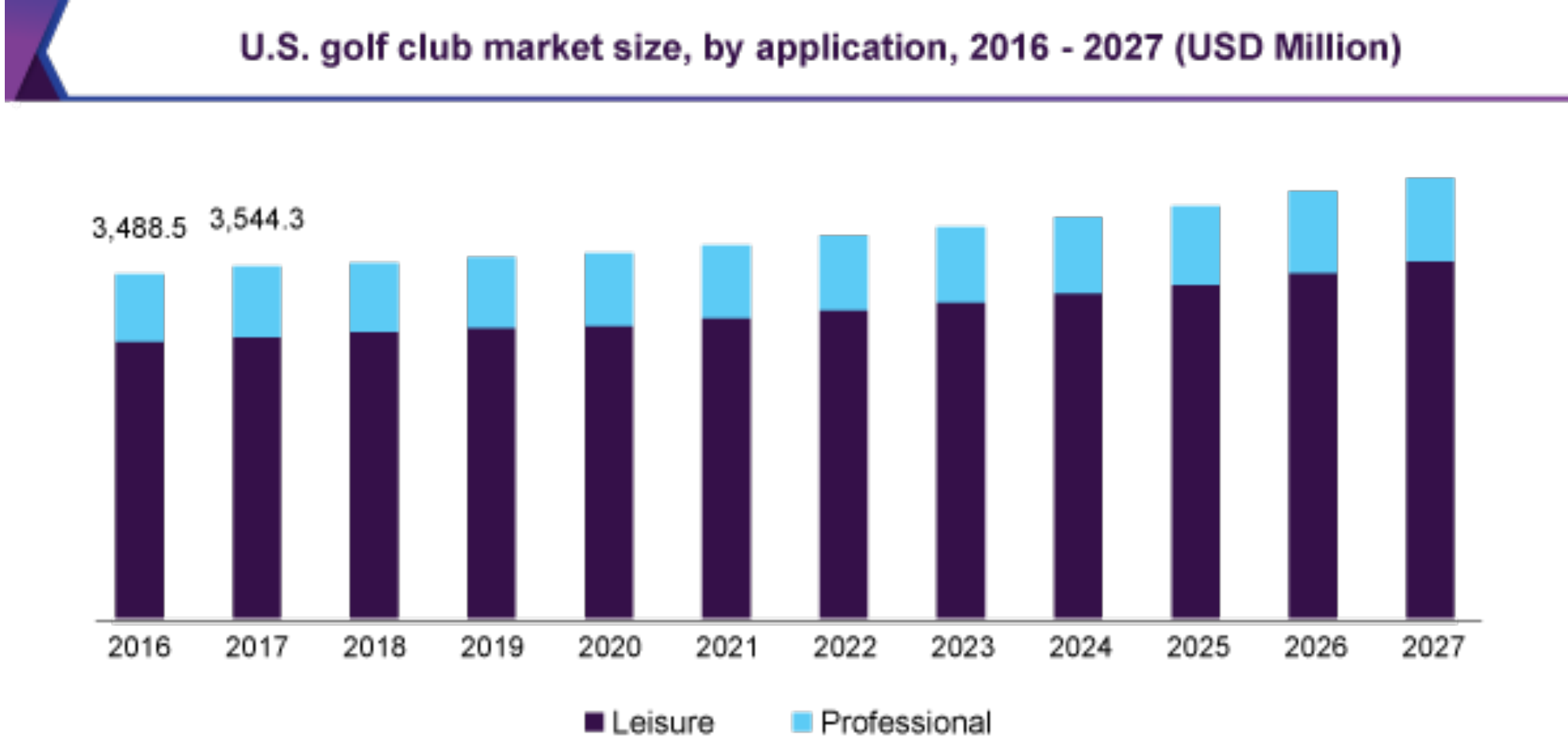
(Verified Information from the National Golf Foundation)

BACKGROUND RESEARCH

LOOKING FORWARD: THE BRIGHT FUTURE OF GOLF



Source: National Golf Foundation Participation and Engagement Study
 Index is based on the average participation rate among 18- to 34-year-olds for the three sports reflected above (average=100).
 This graphic can only be republished in its original form. Data herein cannot be visually repurposed without permission from NGF.

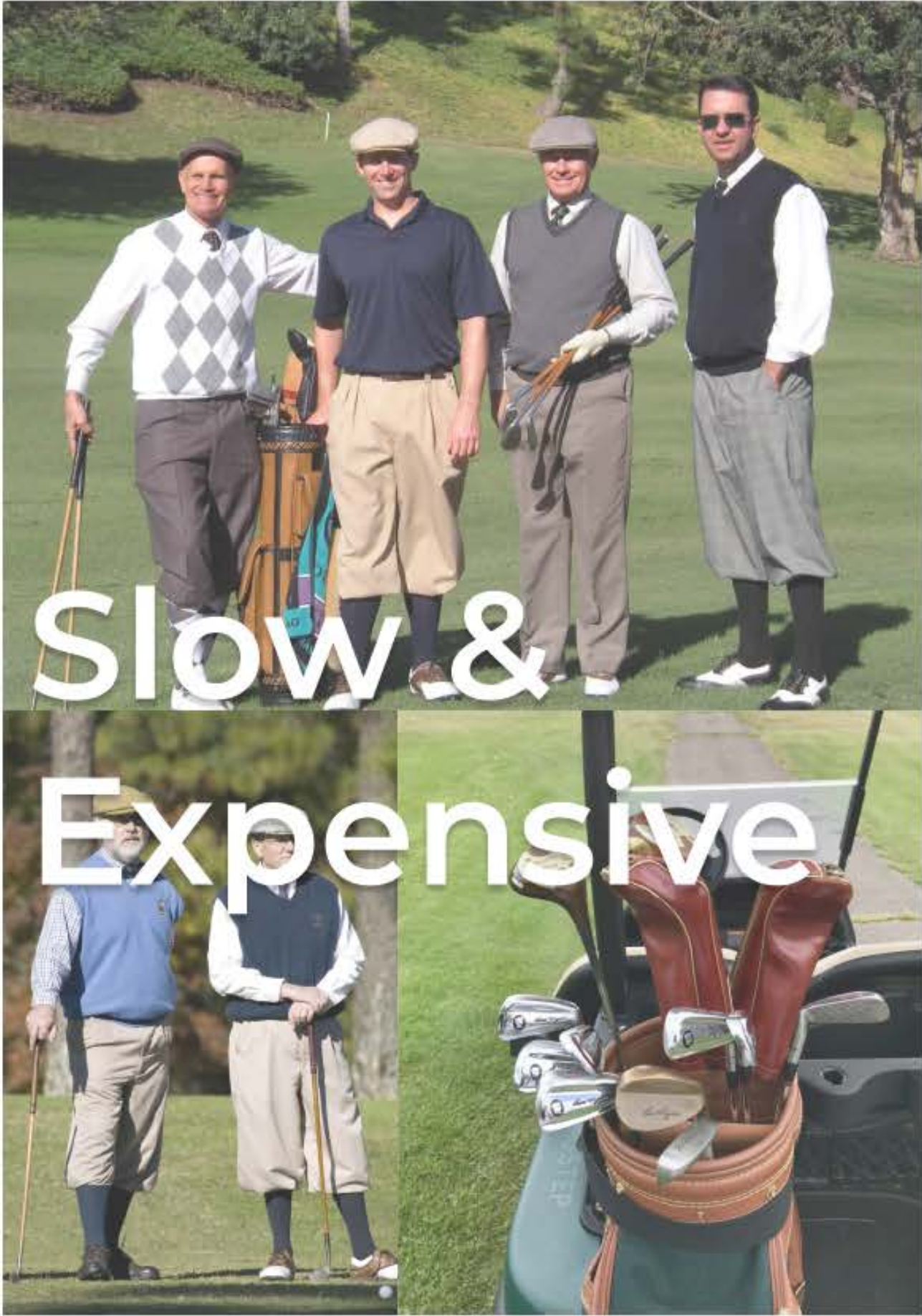


Source: www.grandviewresearch.com

- Golf is a game of lifetime. (Can be played consistently even when aged.)
- Golf gear (clubs) market size is expected to grow constantly.

BACKGROUND RESEARCH

SHIFT OF THE OVERALL TREND IN GOLF



Change of Trend (Past vs Present)

BACKGROUND RESEARCH

HOW DOES THE GOLF ATMOSPHERE LOOK LIKE TODAY IN DETAIL?



Atmosphere at Golf Courses in the Past

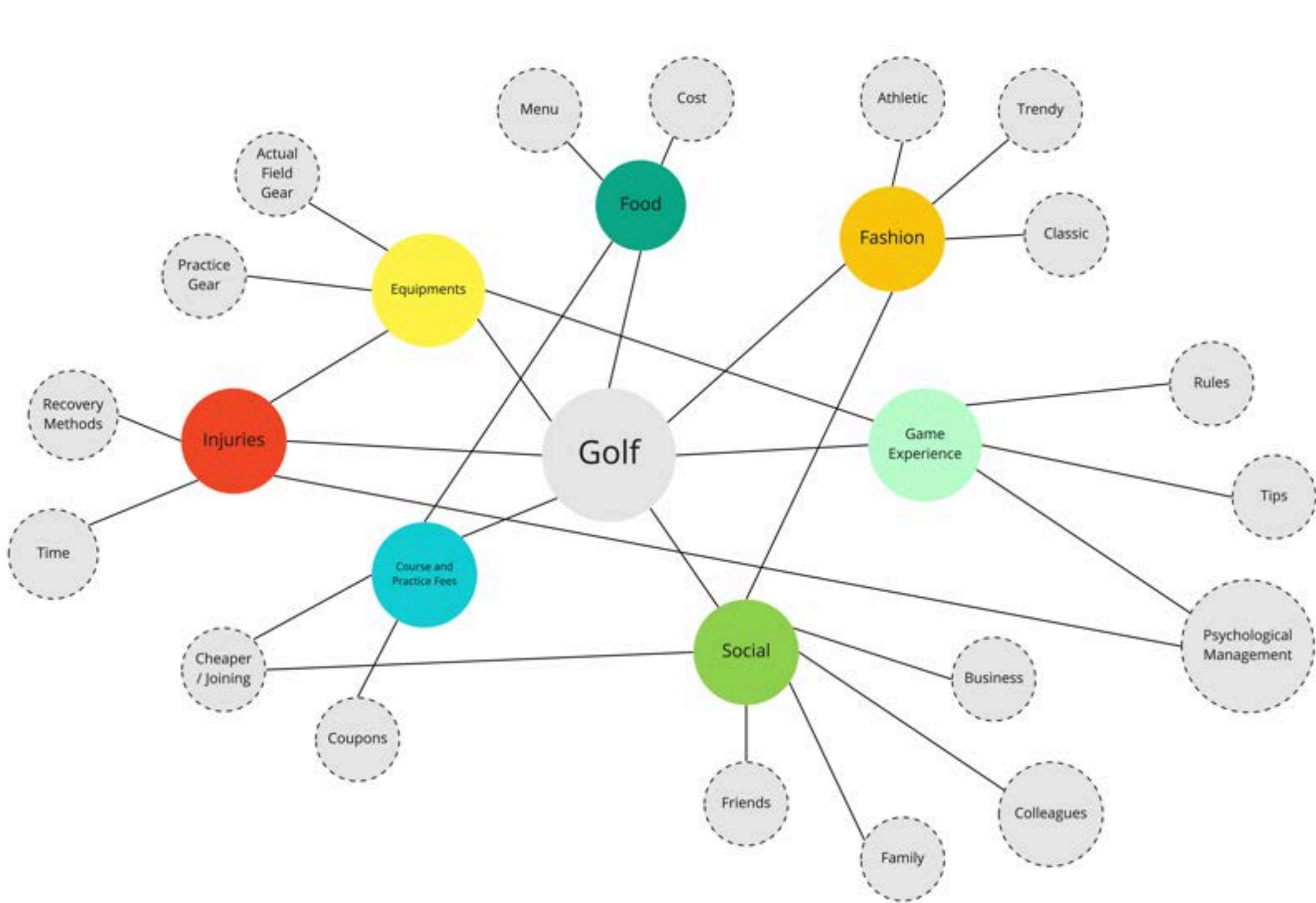
- Classic socializing
- Rigid / Serious
- Plain / Basic

Atmosphere at Golf Courses Today

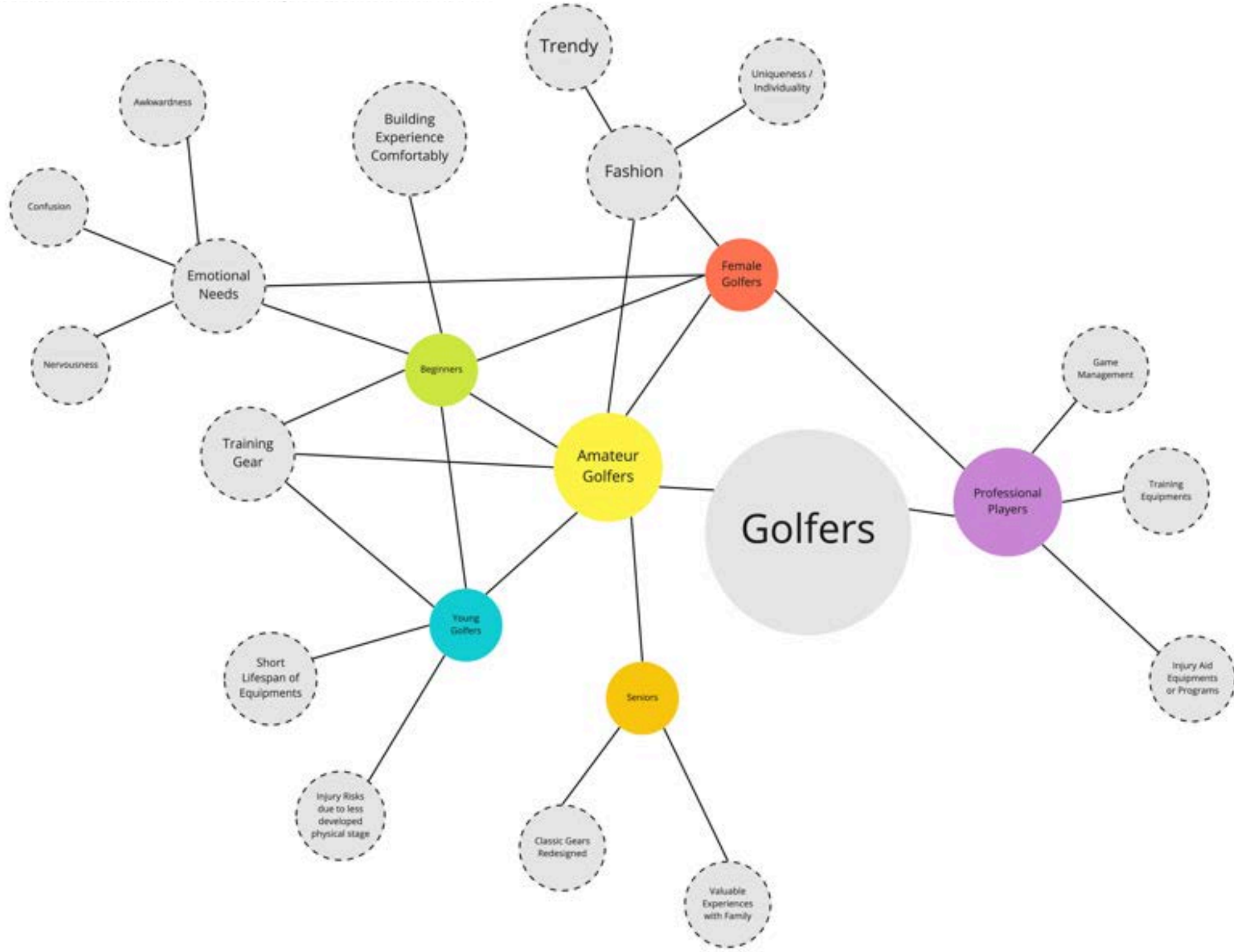
- Fun / Playful Gathering
- Dynamic / Colorful
- Personal Expressions

BRAINSTORMING

MIND-MAPPING POSSIBLE DESIGN OPPORTUNITIES



Focus-Mapping on "Golf"



Focus-Mapping on "Golfers"

BRAINSTORMING

COLLECTED KEY WORDS

Influx

Beginners

Fun

Easy

Unique

Practice

Social

Comfort

Confidence

Personality

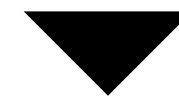
Style

Fashion

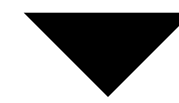
BRAINSTORMING

CLARIFYING OUR AREA OF DESIGN OPPORTUNITY FOR FURTHER INVESTIGATIONS

Boom in Golf



Influx of Beginner Golfers



Helping beginners to adapt to the game of golf



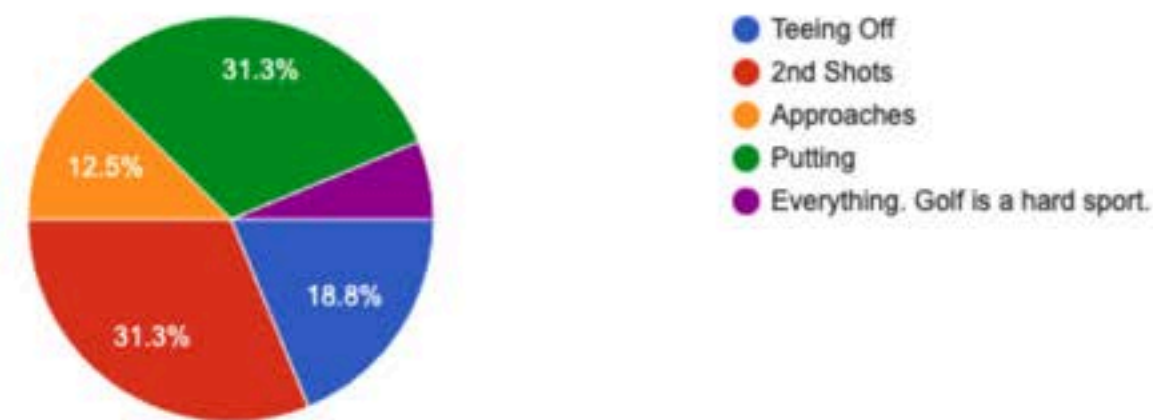
What are the experiences, especially pain points for current beginners in golf?

USER RESEARCH

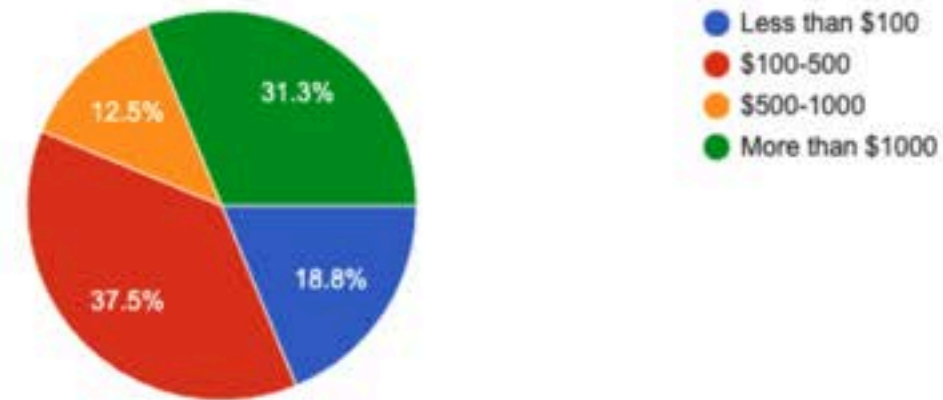
BASIC SURVEY ON BEGINNER GOLFERS

EXAMPLES OF RESPONSES (TOTAL OF 20 RESPONSES)

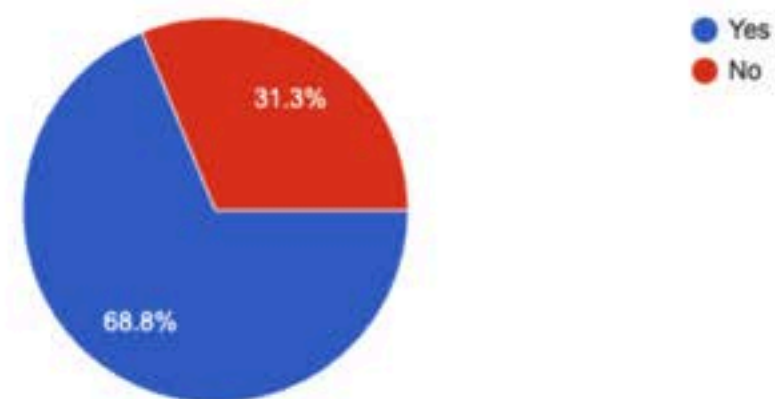
Where do you struggle in the game the most? (Ex. Teeing off, approaches, putting)



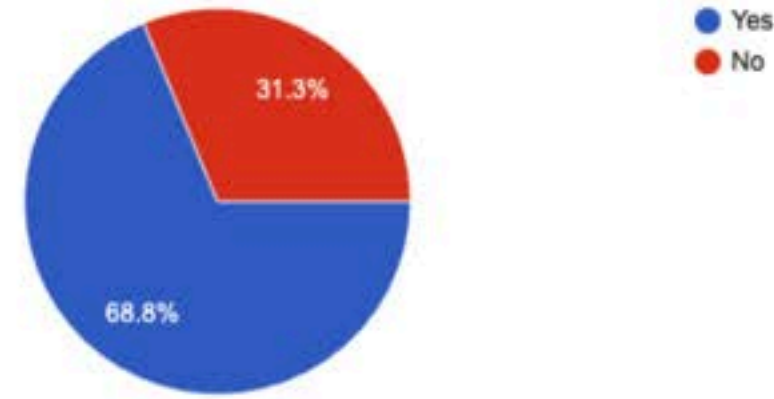
How much money have you spent on golf gears (excluding golf clubs)?



Are you planning or hoping to buy additional equipment to improve your field experience?



Is your outfit style for the field important?



KEY POINTS

- People **struggled** with 2nd shots and putting the most.
- Most **pressure** was felt on tee-shots, especially at the first hole. (People watching, anxiety, time pressure. etc)
- People are **willing to spend money on golf accessories** to improve their game.
- Items that are lost often are golf tees and ball markers.
- "**Style**" is fairly important.
- A large number of beginners spent money on golf clubs and clothes, but were **hesitant to buy golf shoes**. (Not being sure if golf shoes were necessary for them.)

USER RESEARCH

INTERVIEWS WITH BEGINNER GOLFERS



Brian Moon (Male, 5 months of Golfing)

Age: 24

Practice Method: Watching YouTube Lessons.

Top Frustrations in Golf: Anxiety on Tee-shots.

"The pressured atmosphere on tee-shots is just overwhelming for me. Simply practicing doesn't really help my anxiety."



Won Kim (Female, 10 months of Golfing)

Age: 25

Practice Method: Golf Lessons from Pros + YouTube.

Top Frustrations in Golf: Pressure when taking shots.

"People watching me when I take shots makes me forget my swing. My mind just becomes like a blank sheet of paper."



Woosung Im (Male, 9 months of Golfing)

Age: 24

Practice Method: YouTube Lessons & Advices from experienced friends.

Top Frustration in Golf: Inconsistent shots. (OB shots)

"I think that I have a hard time having bad shots after good shots. I practice, but I forget it whenever I go on the course."



Chris Park (Male, 12 months of Golfing)

Age: 25

Practice Method: YouTube and Instagram Lessons

Top Frustration in Golf: Self-Control after poor shots.

"I practice at the range well, then have trouble at the course because I lose my pace and rhythm after poor shots."

USER RESEARCH

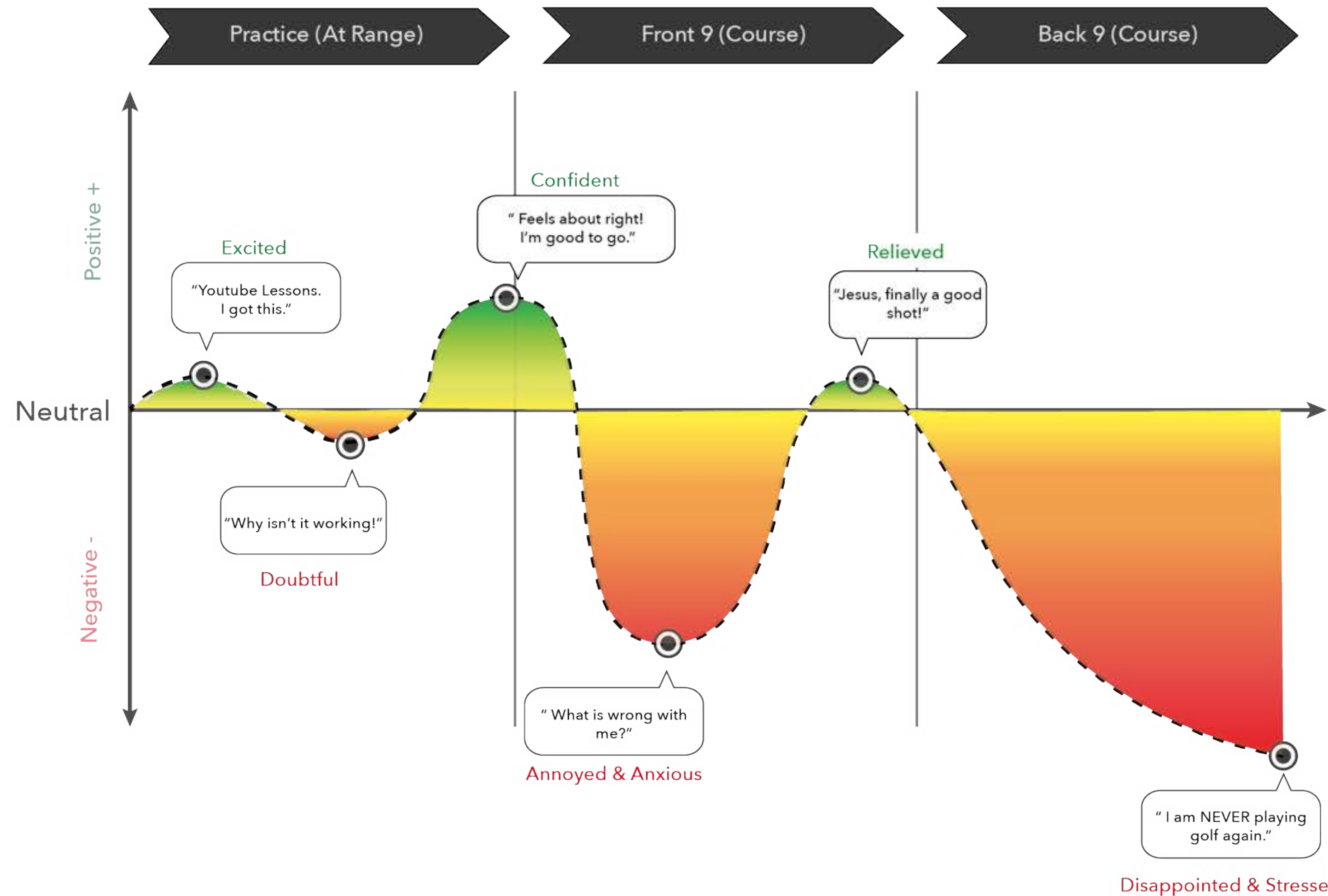
USER JOURNEY MAP OF A BEGINNER GOLFER



Chris Park
(Male, 24)

12 Months of Golfing

* The experience was observed in-person over 2 days.



USER RESEARCH

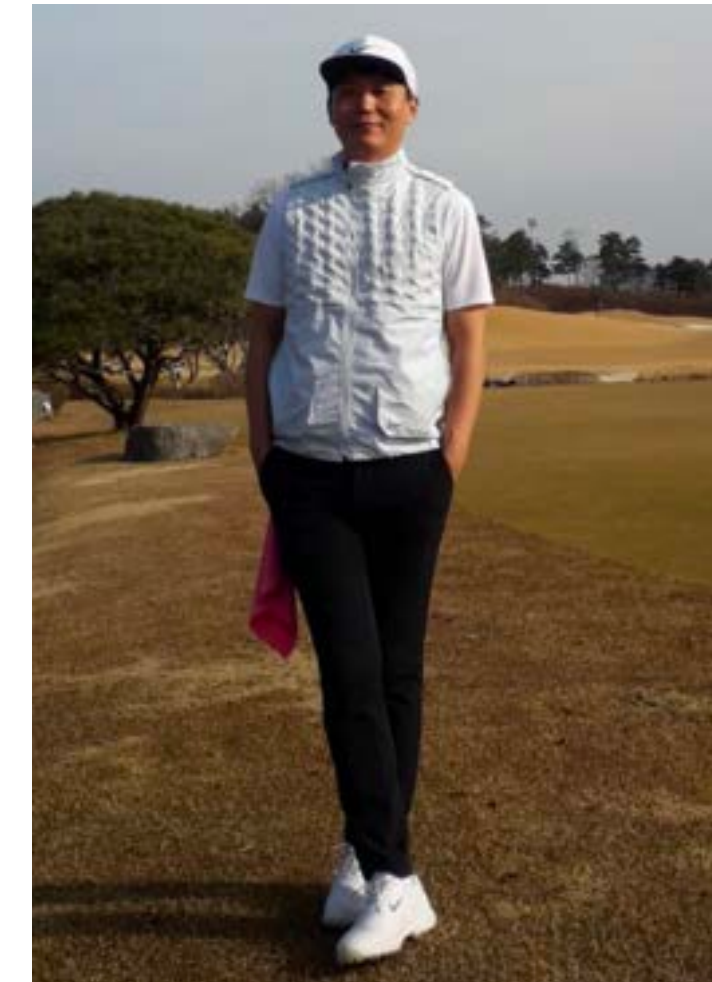
ADVICES AND FEEDBACKS FROM THE PROFESSIONALS

The Big Question: "What is most needed for beginner golfers?"



Eunice Kim (LPGA Symetra Tour Player)

"For beginners, alignment is key. You need to line your feet and shoulders to the target correctly"



Bok Ji-Un (KPGA & USGTF Member)

"Slow swing and constant tempo, do not think that you will make good shots every time."

USER RESEARCH

DETAILED POINTS FROM PROFESSIONALS

PHYSICAL

- Rushed (fast) swings cause topping the ball or chunking the ball.
- Not having a constant (personal) rhythm in the swing
- Not having the body aligned correctly to the aimed points.
(Either shoulders or foot are in the wrong direction)
- Not being able to read the correct slopes in putting.
- Not controlling the strength of the putt.
- Not twisting the hips and shoulders enough. (Arm swings)
- Not having a constant top position. (Over swinging)
- Not being able to keep the lower body (legs) stable and calm.
- Unable to hold a finished position.
- Not knowing which clubs to use because they have no experience with calculating distances.

MENTAL

- Being confused.
- Feeling rushed. There is no need for rush, but beginners tend to have a quick pace.
- Feeling disappointed after bad shots. (It is okay to have poor shots. Even pros do too)
- Having an extremely competitive mindset as an amateur (Golf should be fun!)
- Unable to be organized, having items all over the place because of the rushed feeling.

DEFINING OUR GOAL

POSSIBLE AREA OF OPPORTUNITY

How to Improve a Beginner Golfer's Pain Points?



Boosting Confidence at both On & Off-Course

How can confidence increase in golf?

Practicing

(Physical)

- Skill Improvements
- Consistent Gameplay
- Personal Rhythm



Practice Gears / Training Aids

Being Stylish

(Psychological)

- Self-Confidence
- Expressing Personality
- Lowering Anxiety



Fashion Items / Accessories



Could both possibly be combined?

DEFINING OUR GOAL

WHAT DO EXISTING PRODUCTS LOOK LIKE?

Practice Gears / Training Aids



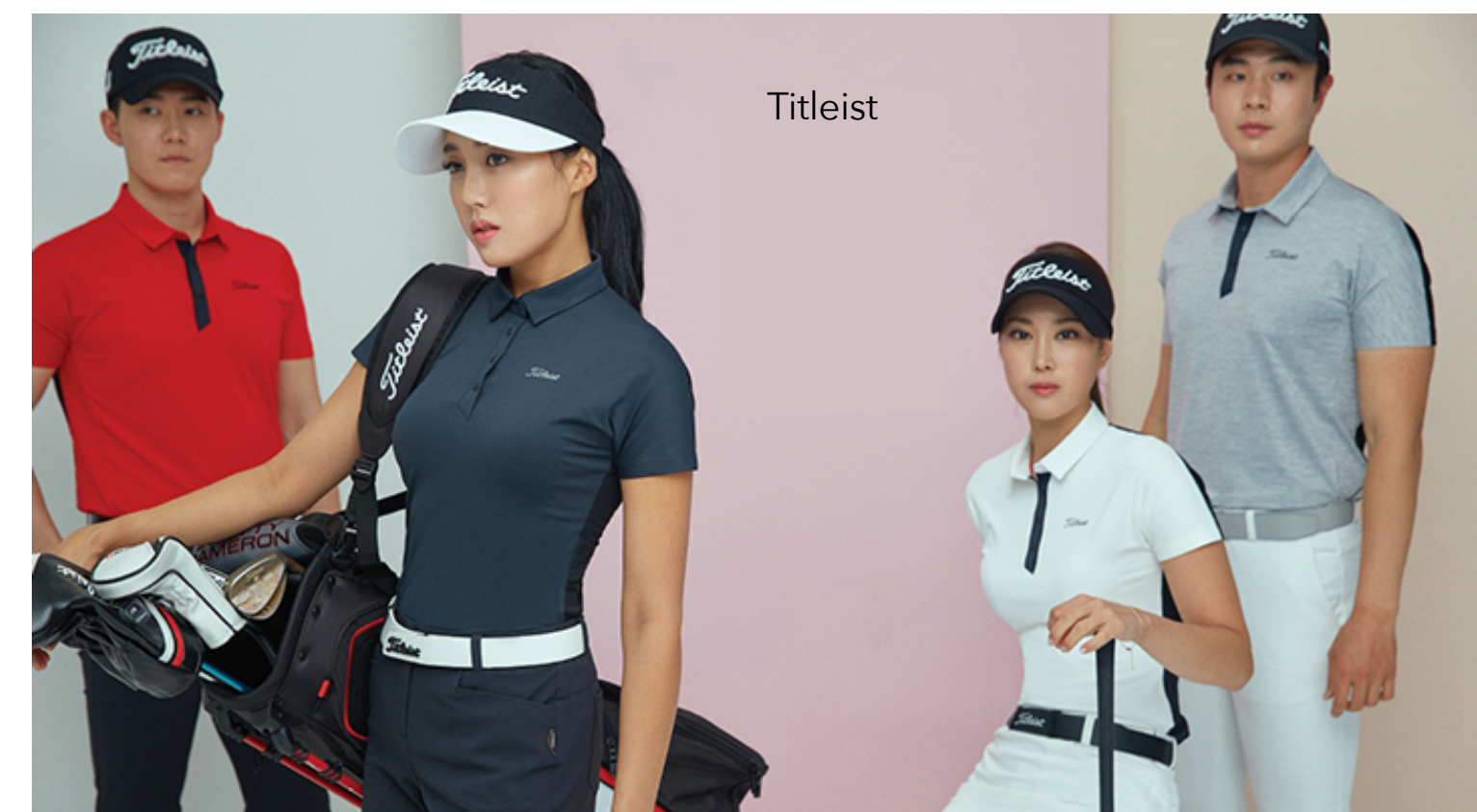
- Unnatural
- Lack of Style
- Inconvenient / Unable to use On-Course

“ Strong image of a training-aid ”

DEFINING OUR GOAL

WHAT DO EXISTING PRODUCTS LOOK LIKE?

Current Golf Fashion / Accessories



- Simple, but sleek.
- Expression of Personality.

“More than just a game of golf.”

OUR MISSION

A Stylish Supporter Kit for Beginner Golfers

Key Words: Confidence, Self-Reflect, Stylish

Since the global pandemic took place in 2020, a significant number of individuals found golf as a new hobby because of the availability of social distancing and fresh air outdoors. As a result, golf has gained an influx of beginners. Due to the complexity of the sport, preparing and playing a round of golf for beginners is sometimes extremely challenging. Our product line will diminish the level of stress for beginner golfers by providing them with **confidence** through enabling them to **self-reflect** on their swings. Users will be able to create and maintain their own swing sequence during practices, ultimately allowing them to perform better at the actual golf course.

The sport of golf had an image of an elderly and elite sport for a significant period of time. However, with the new incoming beginner golfers, the trend and style of golf is beginning to shift in a new direction. Compared to the old image of golf being exclusive for certain groups, it is now becoming more inclusive and accessible. For example, learning golf has become more independent compared to the traditional way of in-person lessons. Various training methods and tips from experts are available digitally (youtube). Also, fashion and style is constantly becoming one of the biggest areas of interest in golf. These shifts are mainly because the beginner golfers are mostly the younger generations, who love to try new things and have strong desires to express their personalities. To meet their needs, our product line will also put weight on **stylish** visual identities, allowing the users to adapt to the product well, along with boosting their self-confidence.

PRODUCT IDEATIONS

REFERENCING USER RESEARCH AND PROFESSIONAL FEEDBACKS

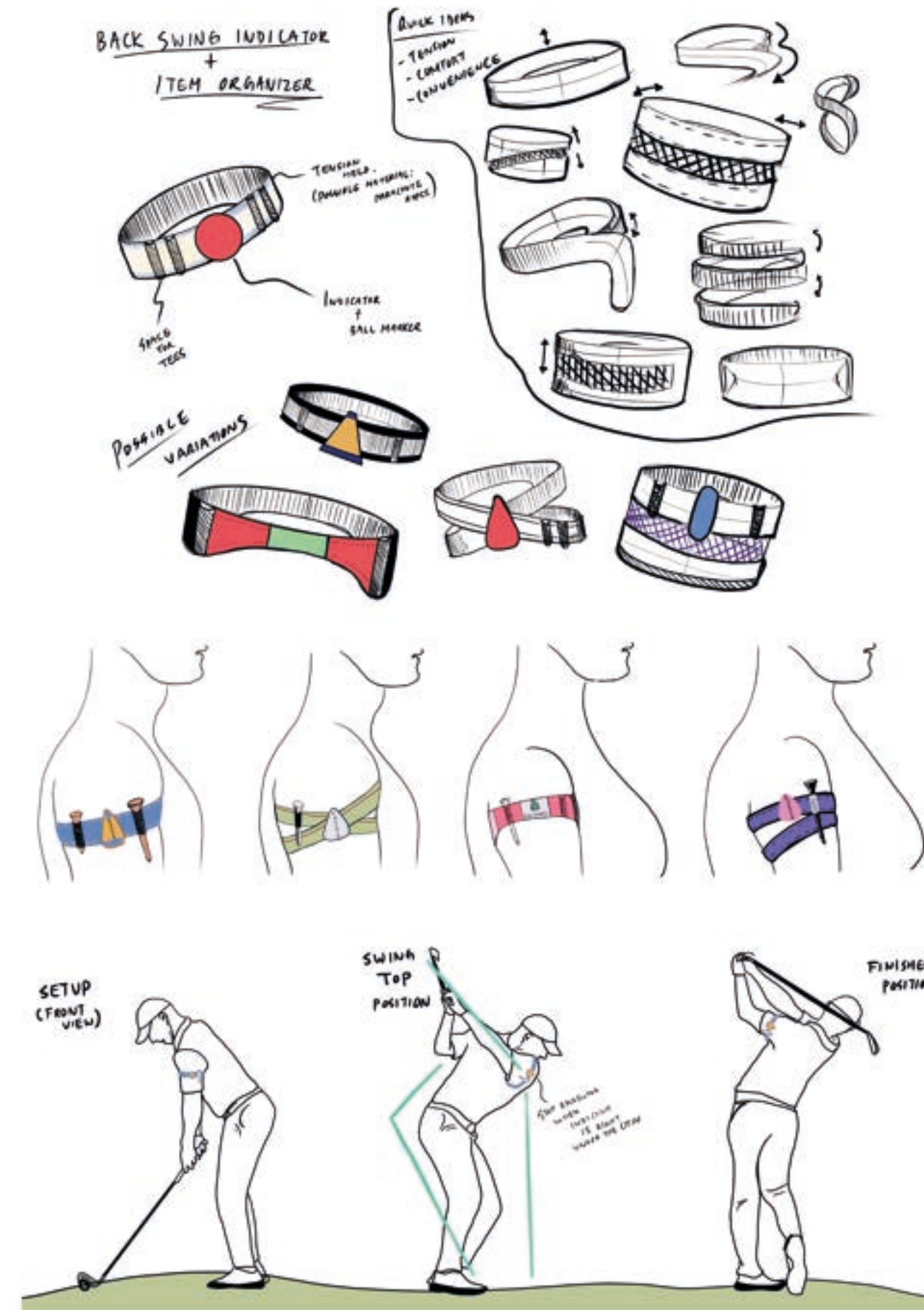
Main Focus:

- Self Reflective Training Aid + Multifunctional Fashion Item

Possible Products:

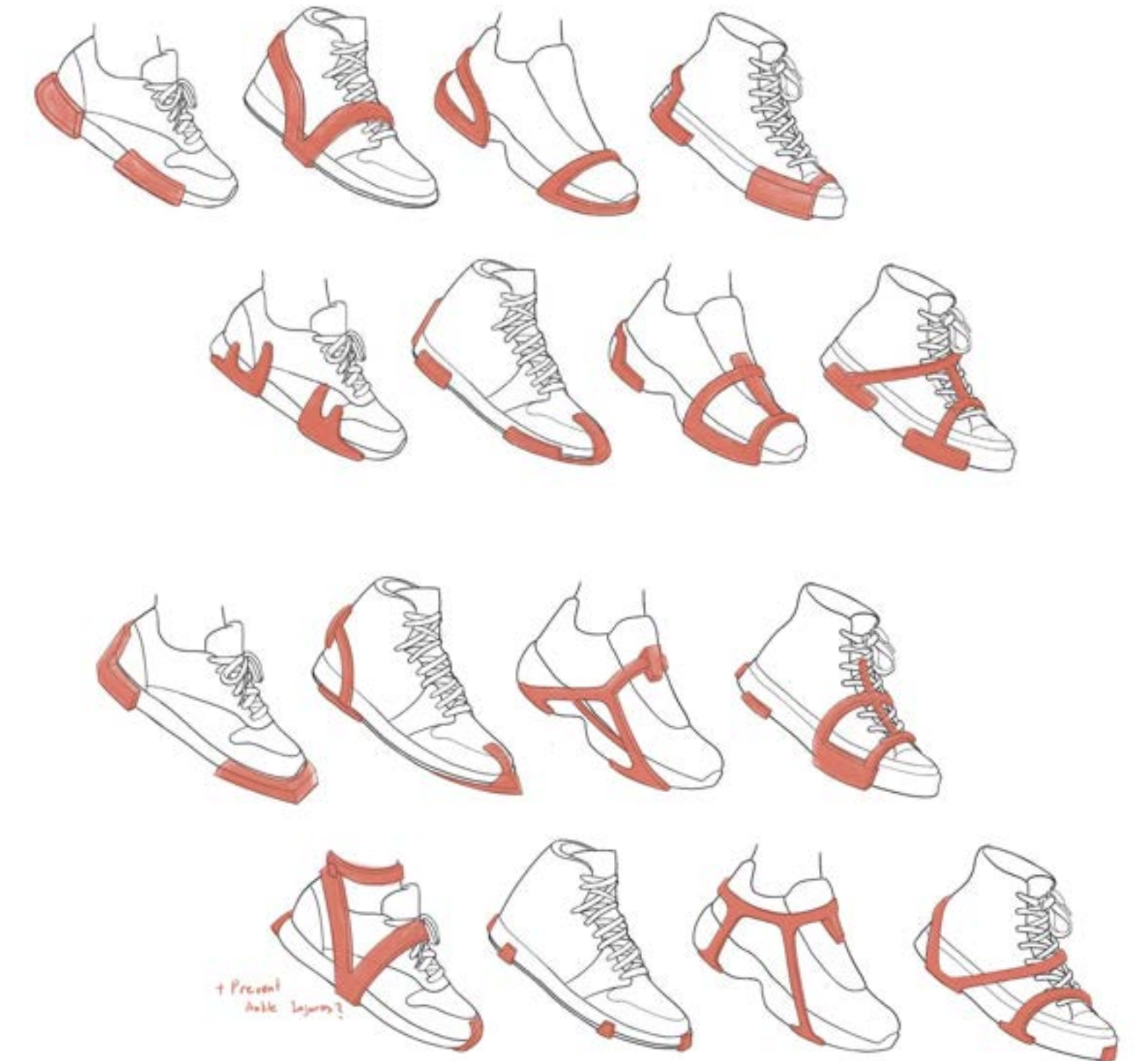
- Tee/ball/glove/marker pocket
- Portable Golf Cleats
- Angle Calculator
- Alignment Aid

Could it be combined?



Backswing Indicator + Item Organizer

“The Rotator”



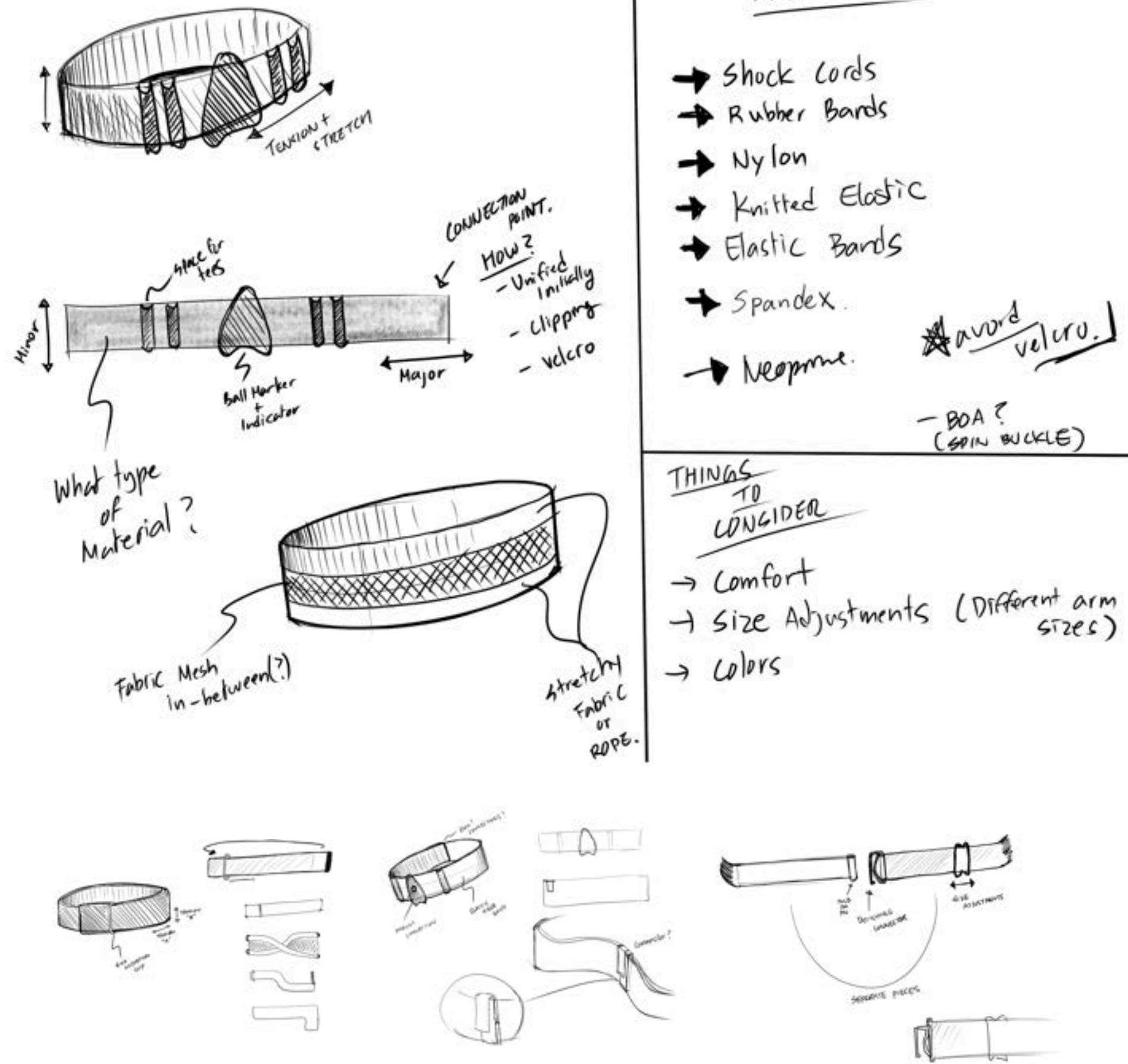
Detachable Cleats + Alignment Aid

“The Navigator”

DESIGNING

THE ROTATOR: DEVELOPING & RAPID PROTOTYPING

ARM WRAP + INDICATOR

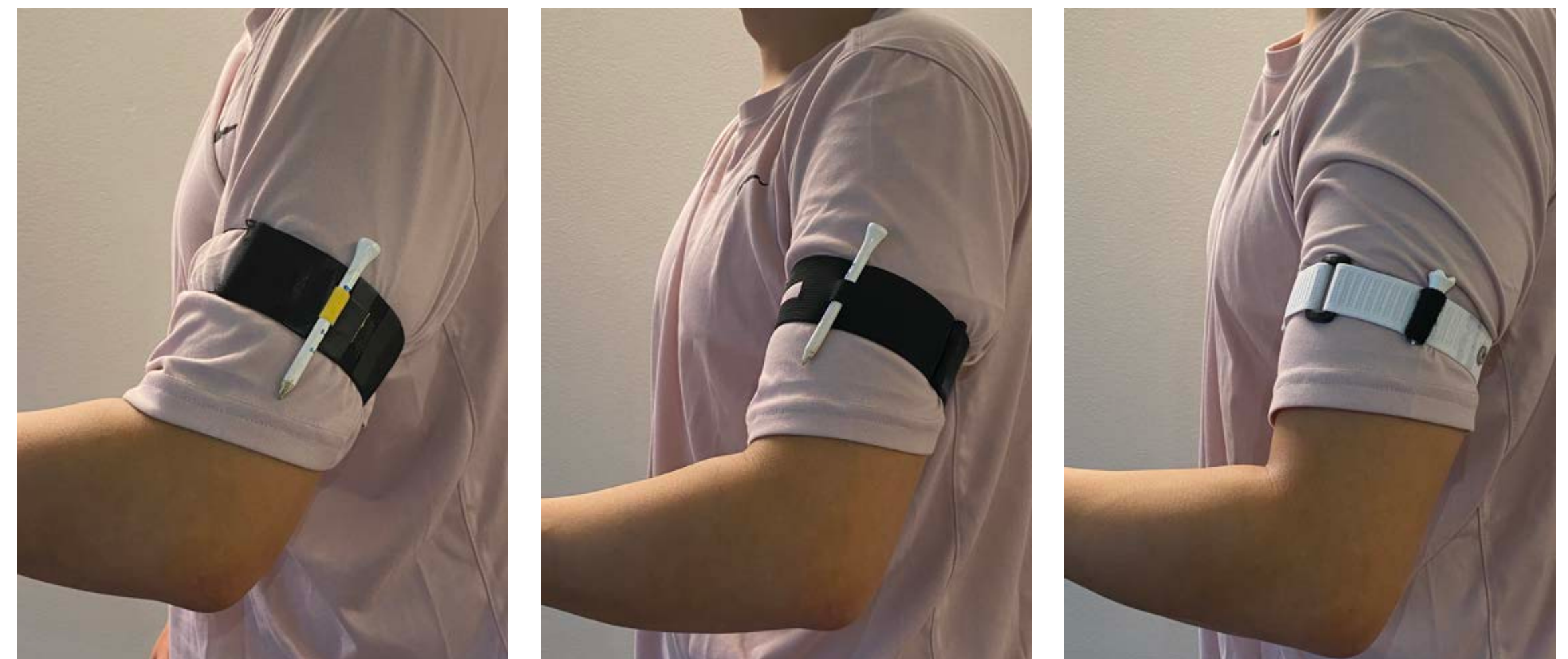


Developmental Sketches



- Knitted Elastic and Shock Cords seemed realistic and promising for the possible main material.
- For size fitting (customization) methods: clips, velcro, rings and spin buckles were considered and tested.
- Shock Cords were not comfortable on the arms because of its narrow area of pressure.
- Knitted Elastic was comfortable, and it stretched out in different directions, which would be helpful for swing motions.

Best Options



A

Spin Buckle (For Shoelaces)
+
Knitted Elastic

B

One Size Elastic Band

C

Velcro
+
Elastic Knitting

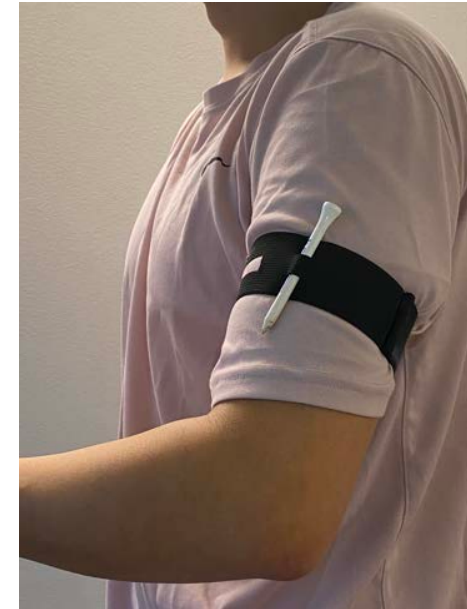
DESIGNING

THE ROTATOR: PROTOTYPE TESTING @ DRIVING RANGE



A

Most Favored Prototype



B



C



Andrew (30), Male, 2 years of golfing

- Favorite Prototype: A
- Spin Buckle systems is easier to use and it allows freedom of sizes.
- The idea of the item is actually promising. The tension in the arm giving him the sense of shoulder rotation is really positive.
- Since other practice gears cannot be really taken to the field, this product has a great potential.

Points to Improve:

- The ropes of the spin buckle could be covered up.
- Not sure if ball marker holder is really needed. It might fall off.

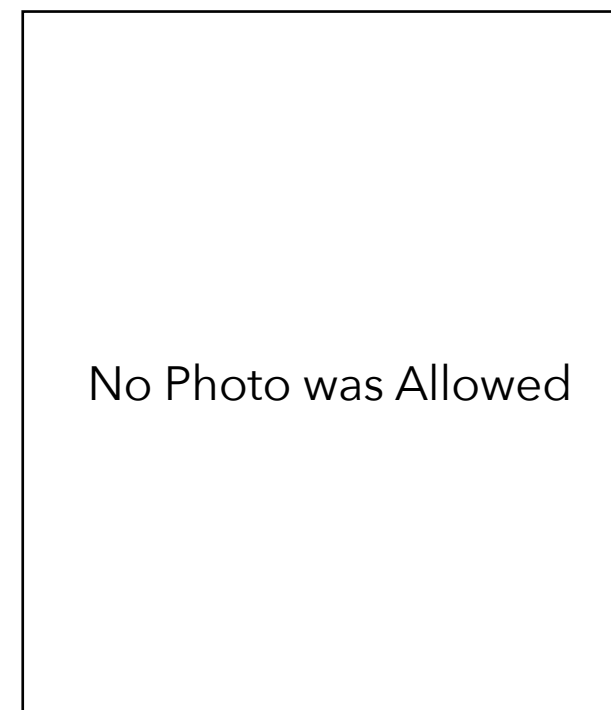


Matt (27), Male, 2.5 years, but played as a kid also.

- Favorite Prototype: A
- Compact and simple, but effective.
- Could be nice for kids to form a swing of their own in the early stage.
- It effectively relaxed his swing rhythm, which led to better contact.

Points to Improve:

- Probably needs friction on the inside of the wrap from preventing it to slide during the swing.
- Emphasize that this band needs time for beginners to practice with.
- Make sure to tell how this product works and how it should be used.



Tess (25), Female, 1 year of Golfing.

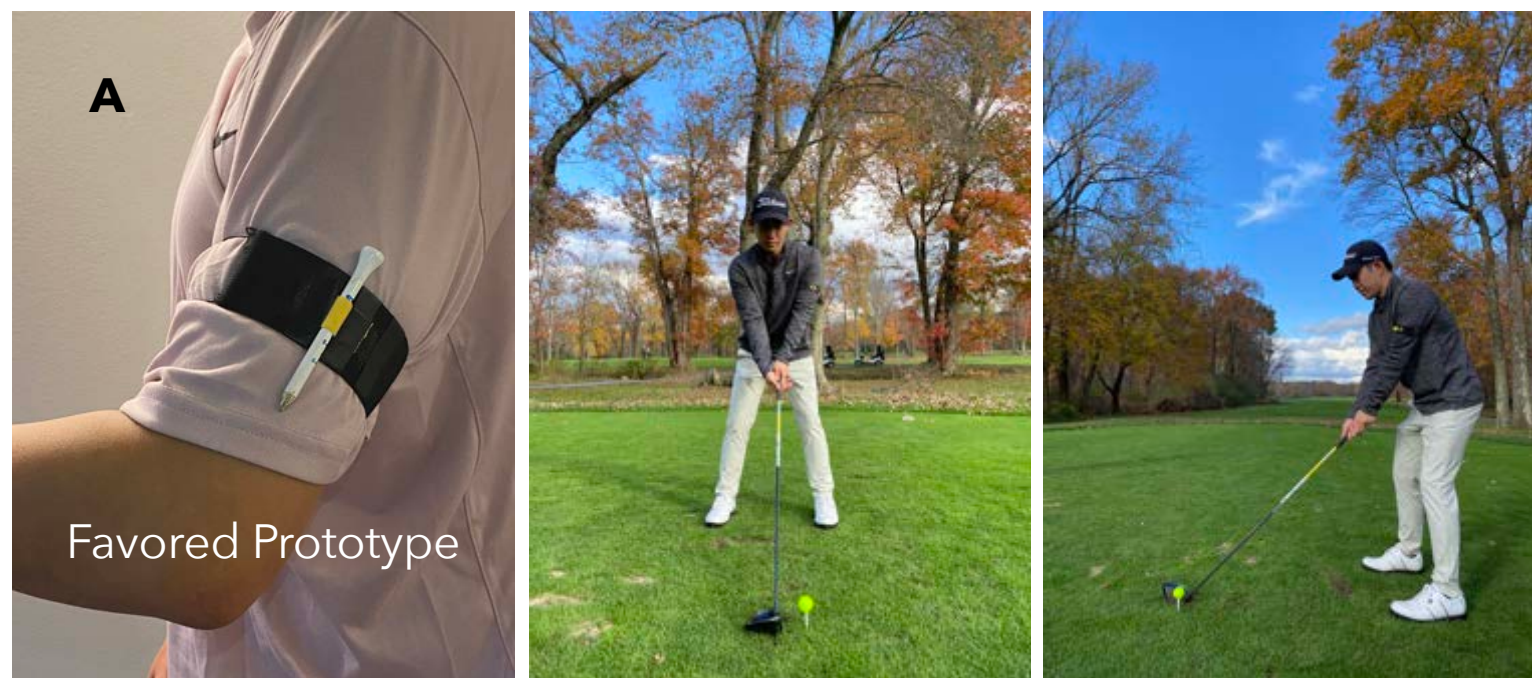
- Favorite Prototype: A
- It is great because it might create a feeling of secureness when bringing it to the actual course.
- As a person who have not yet gone out to the actual course, would love to take it with her.
- Would love to have this during practice because she feels self-conscious and do not know how to improve her swing most of the time.

Points to Improve:

- Don't really know if it is effective for the swing because of having too little bit of time to use it.
- Make sure to explain the product well so that beginners could understand it well.

DESIGNING

THE ROTATOR: PROTOTYPE TESTING @ COURSE



Favored Prototype

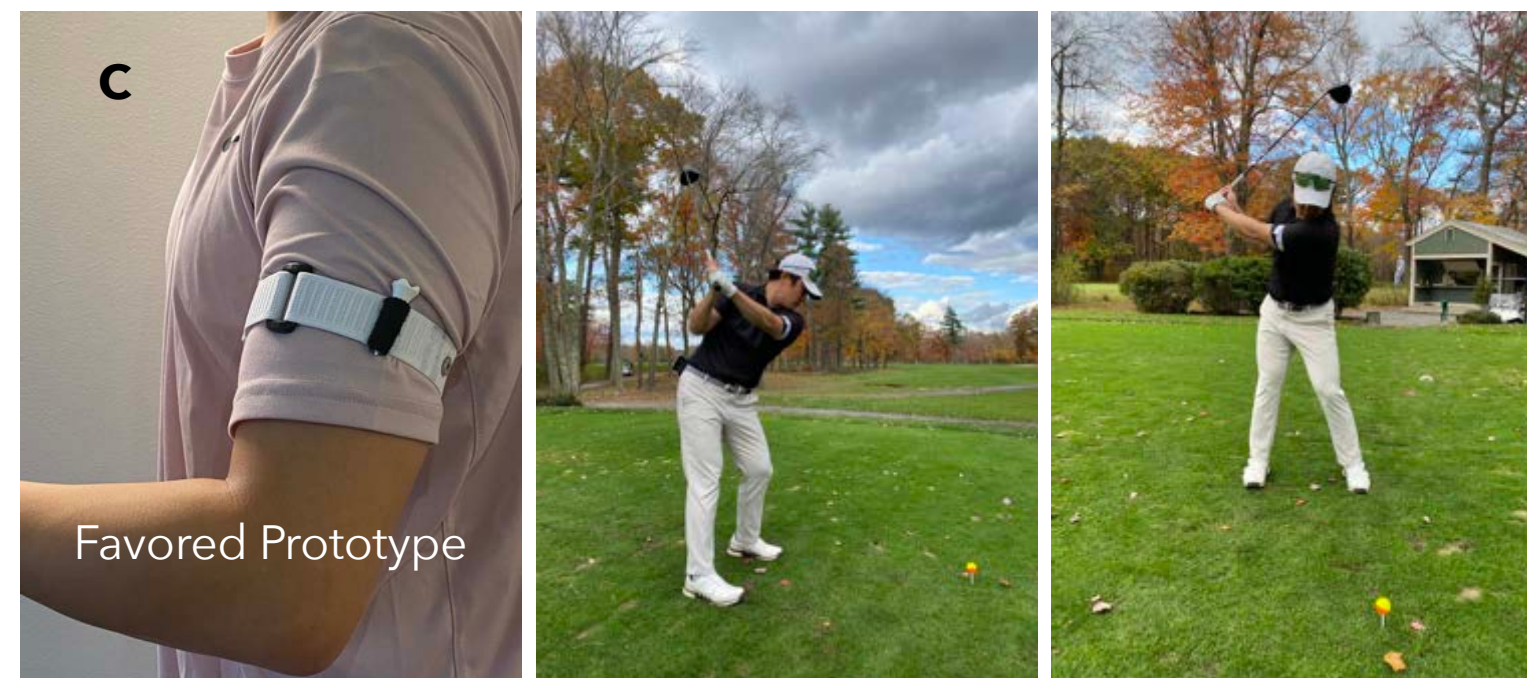
Chris (25), Male, 12 months of golfing (Our Long-Term Testing User)

Chris had 1 week to practice with Prototype A.

- With practice Chris' gap between with and without the prototype was significant.
- Felt insecure without it because he got used to his backswing with the prototype.

Points to Improve:

- Tee got dirty and when he put back the tee on the holder, it put little bits of dirt on his outerwear.
- During the front 9 holes without the arm wrap, he felt insecure because he got used to feeling the tension in the backswing and the black visual indication.



Favored Prototype

Sam (25), Male, 1.5 years of golfing

Sam was given the prototypes for the first time at the course.

- He could not feel quite the difference, which led to an incredibly minor gap.
- However, he usually slices the ball to the right often, but the number of slices were largely diminished.
- Felt that the left arm was more united, which led to the less use of his left wrist, which is usually the main causes for opened faces of the club leading to slices. (ob balls in tee-shots)

Points to Improve:

- Wish that he had some time to practice with the wrap.
- Loved the feeling of tension in his arms, less slices were made.
- Wishes that there was a sliding prevention system inside the arm band.
- Feels that Prototype C is the most effective.

EST 1966										Pace of play monitored by cart tracking system. Play ready golf!													
HOLE	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOT	HCP	NET
BLUE	385	415	316	191	369	183	401	486	534	3280	363	191	483	369	366	174	538	367	435	3286	6566		
WHITE	376	387	308	163	346	151	385	434	522	3072	348	179	454	351	358	150	330	351	407	3128	6200		
RED	349	295	284	100	275	100	313	364	450	2530	286	134	396	285	306	103	448	287	344	2589	5119		
HANDICAP	7	1	13	15	9	17	5	11	3		6	16	8	12	10	18	2	14	4				
PAR	4	4	4	3	4	3	4	5	5	36	4	3	5	4	4	3	5	4	4	36	72		
Chris.P	+3	+4	+4	+2	+3	+3	+4	+4	+3	+30	+1	+2	+2	+3	+3	+1	+2	+2	+1	+17	119	(+4)	
Sam.K	+1	+3	+1	+2	+2	+2	+3	+1	0	+15	+1	+2	+2	+1	+3	0	+2	+3	+3	+17	104	(+32)	

Scorecard from the Course

Potential Variables

- Different Course Conditions for front and back 9.
- Lucky Shots

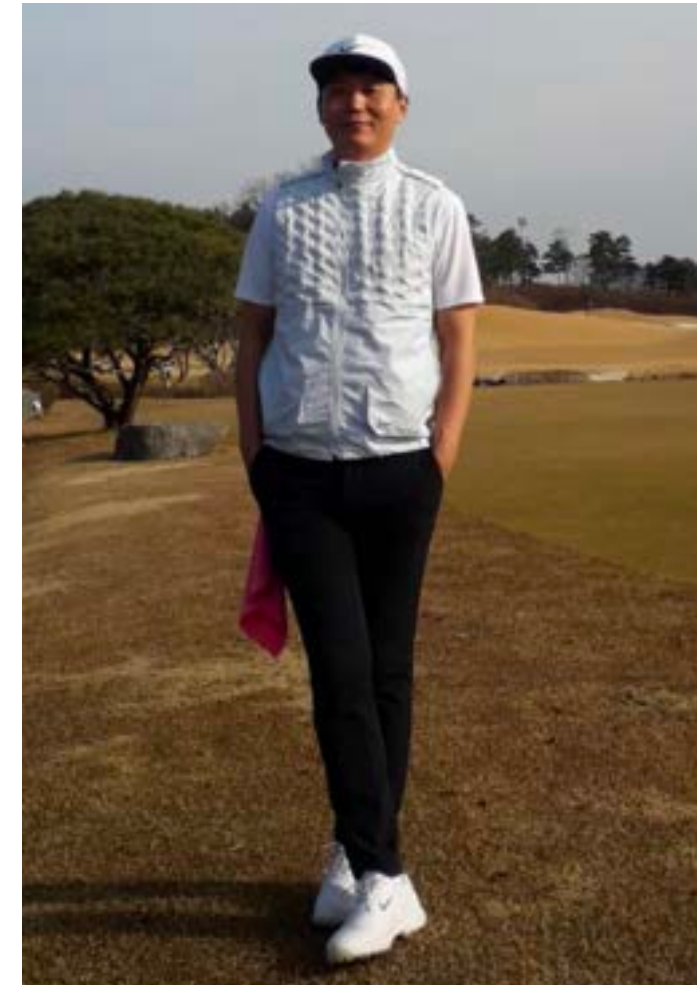
DESIGNING

THE ROTATOR: PROFESSIONAL FEEDBACKS



Eunice Kim (LPGA Symetra Tour Player)

- Looks Effective.
- Pointing out that lower body movement is important is crucial. Focusing too much on shoulders and upper body could make users forget about lower body stabilizations.
- The spin buckle system would be probably the best considering size variations and ease of use.



Bok Ji-Un (KPGA & USGTF Member)

- The arm wrap product could be validated with Tiger Wood's Swing. He always tells people that focusing on the full shoulder rotation is key.
- Making people adjust with the band and giving time to practice would help them to gain confidence and stability in their swing.

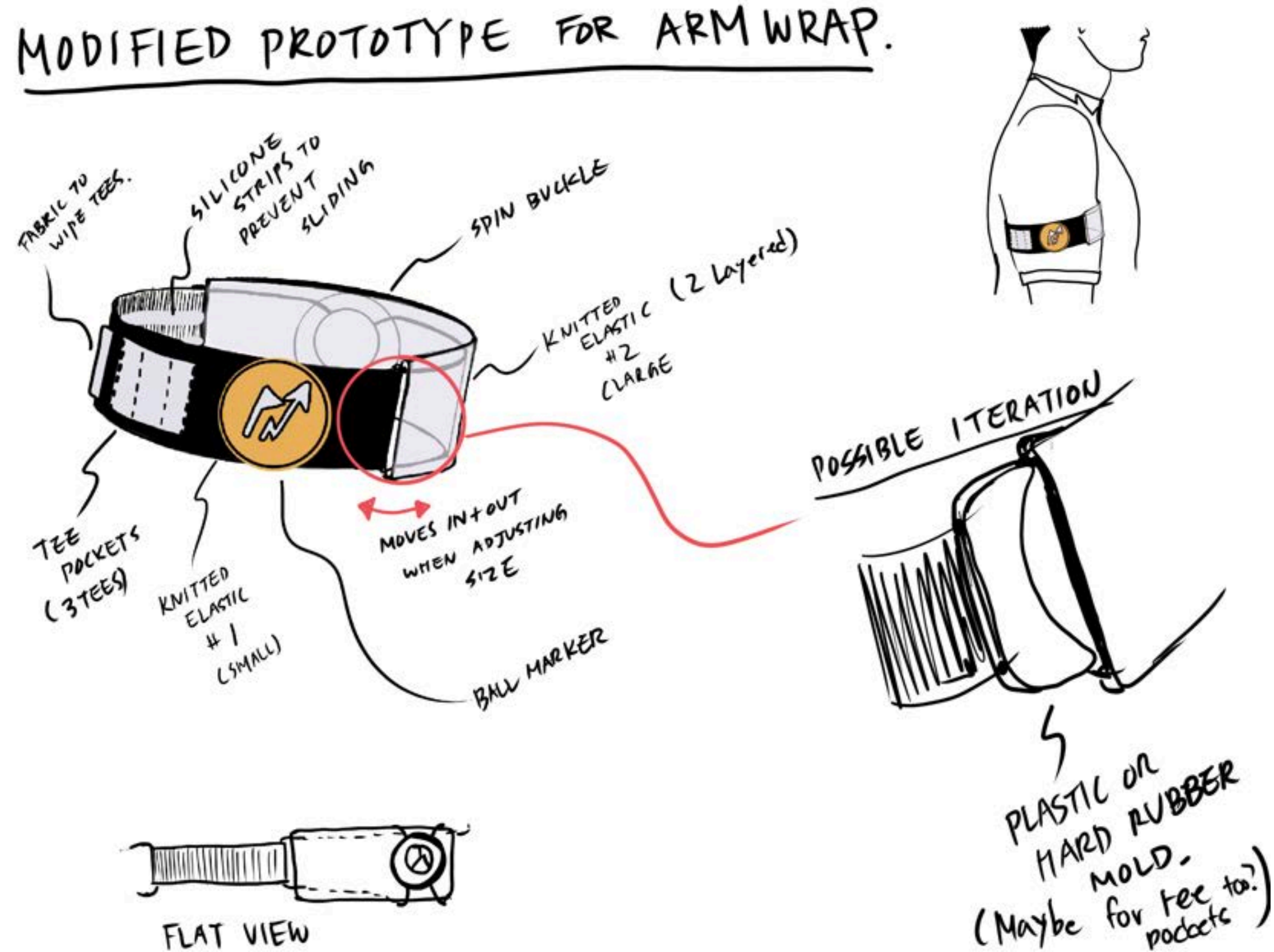


Tiger Woods' Backswing Top

DESIGNING

THE ROTATOR: IMPROVEMENTS & MODIFICATIONS

MODIFIED PROTOTYPE FOR ARM WRAP.

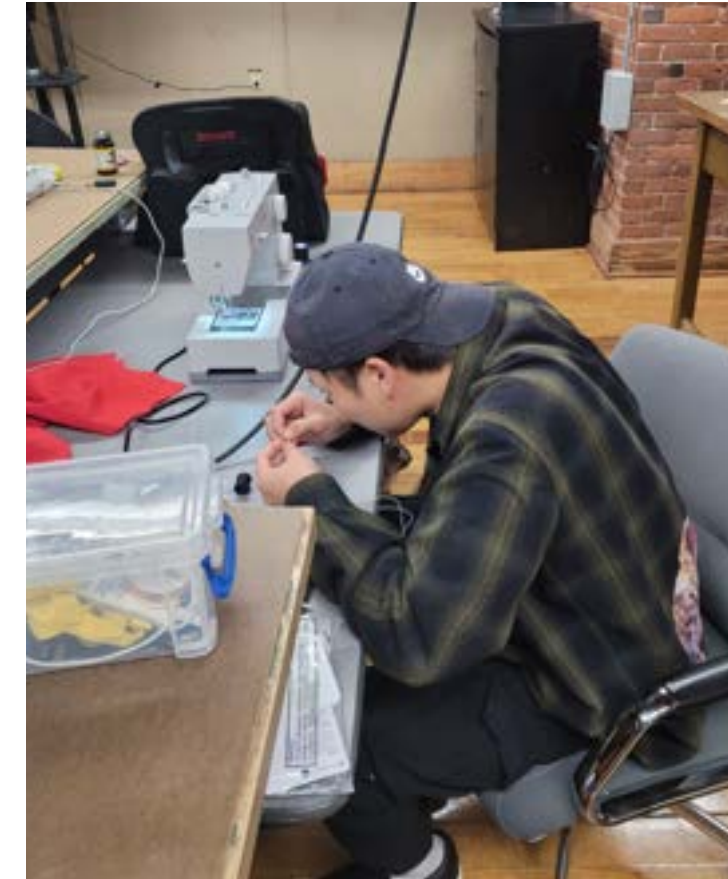
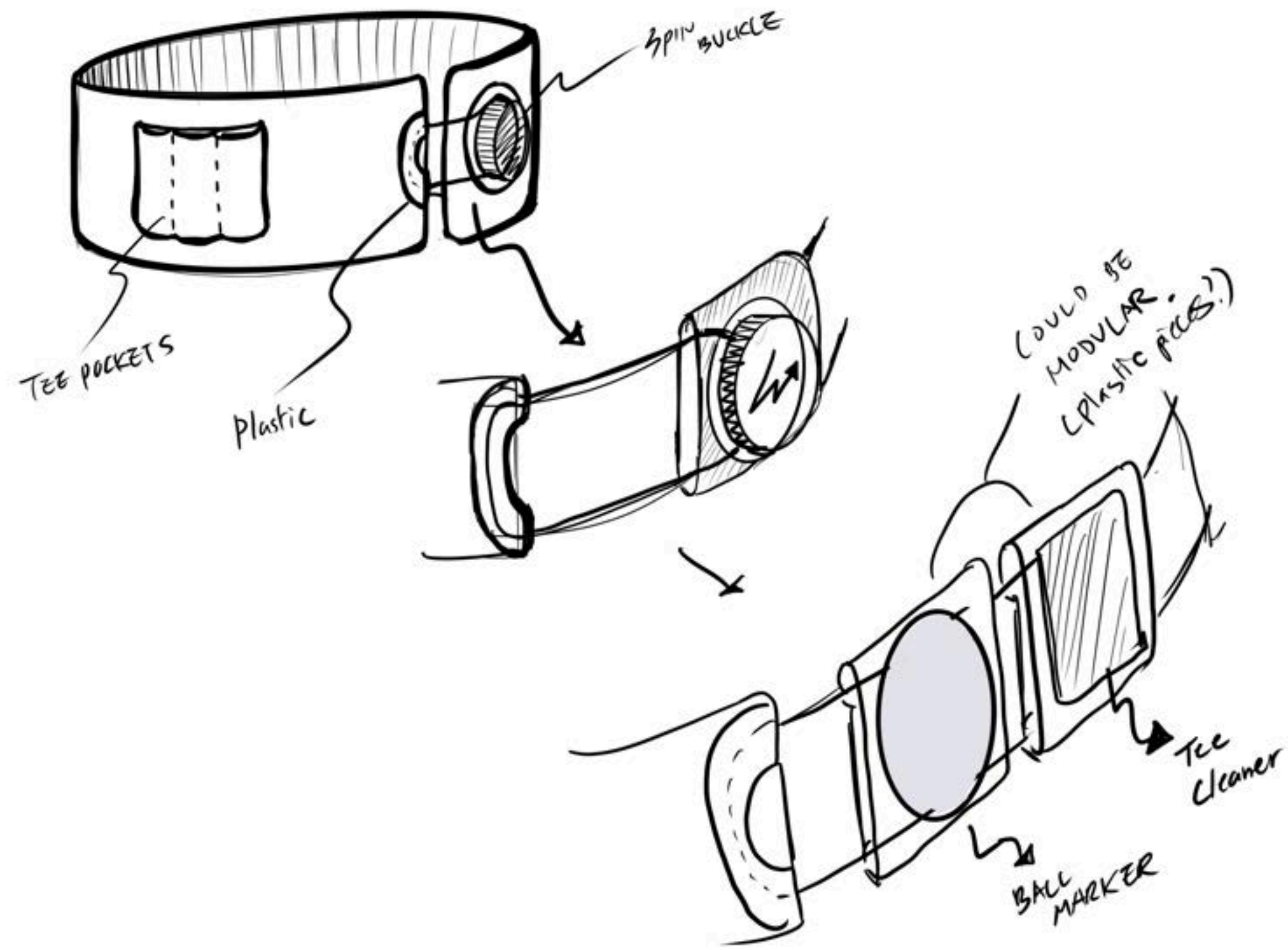


FEEDBACKS & PROBLEMS

- Wire Tension gives a better feeling for swings, rather than it covered up all around with elastic knits.
- When the wrap is tightened, it wrinkles because it only tightens with one side only. The configuration of the buckle has to be fixed.
- Tee gets dirty, so something to clean the tee before putting the tee in the holder is necessary.

DESIGNING

THE ROTATOR: FINALIZING THE DESIGN



DESIGNING

THE ROTATOR: FINALIZED DESIGN TESTING



Phil (Played for about 35 Years)

***Not often, time to time.**

- Even though the product did not have a huge immediate effect, he is able to vision himself constantly practicing with the rotator.
- Marketing would be crucial for this product to sell. People need to be convinced that the product is effective over time.



Jamie (40), Male, 2 years of golfing

- Had a hard time with over-swinging problems.
- Even though the product did not have a huge immediate effect, he is able to vision himself constantly practicing with the wrap.
- Marketing would be crucial for this product to sell. People need to be convinced that the product is effective over time.

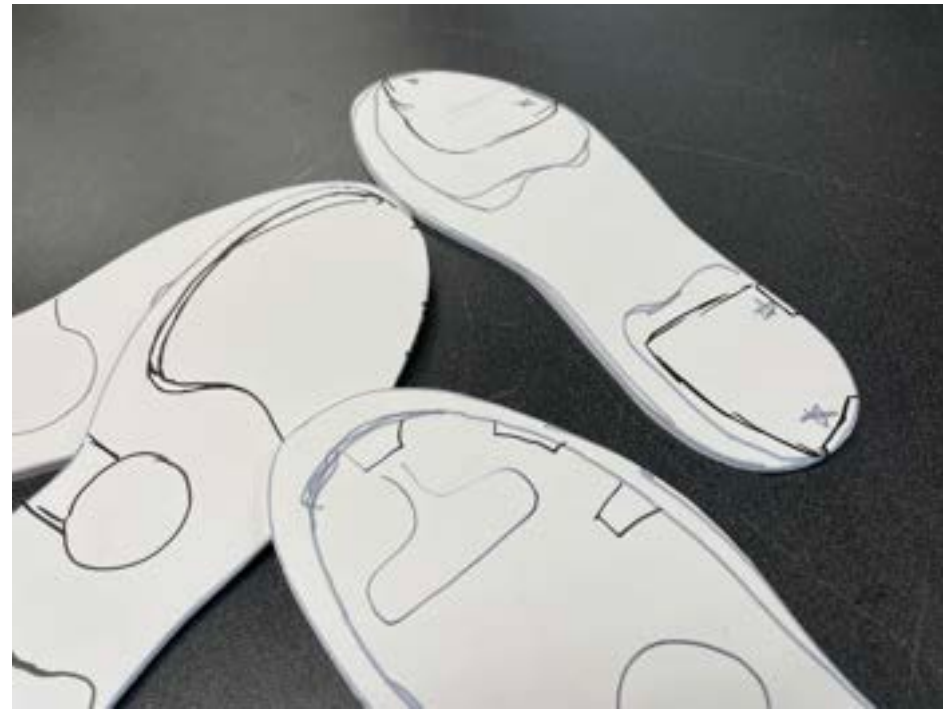


**Chris (24), Male, 1 year of golfing
(Our Focus-Test User)**

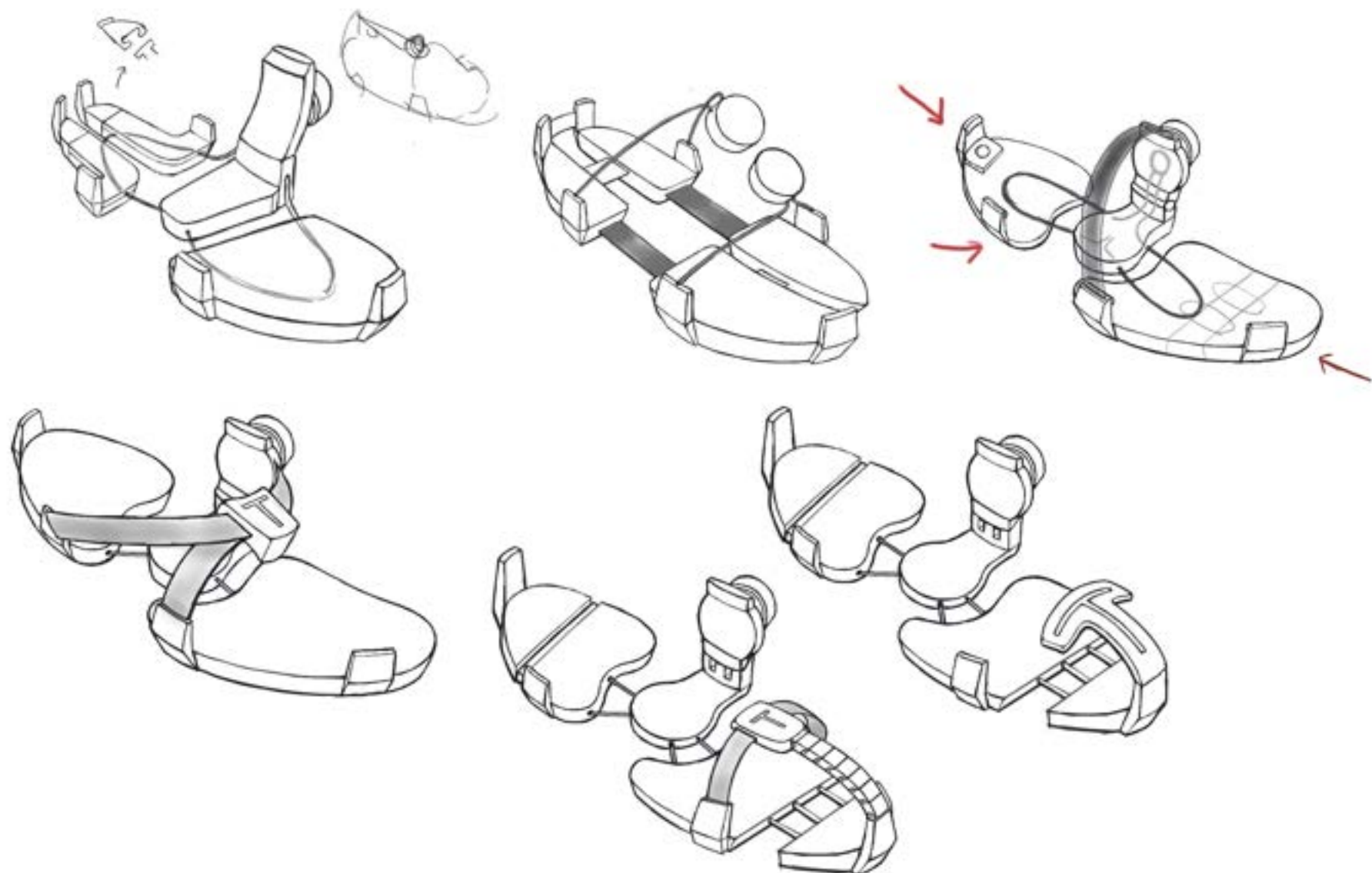
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- Marketing would be crucial for this product to sell. People need to be convinced that the product is effective over time.

DESIGNING

THE NAVIGATOR: DEVELOPING AND RAPID PROTOTYPING



Mechanism Study & Design Variations



3D Printed Rapid Prototype



PROBLEMS

- Hard to wear and take off.
- Unstable.
- More than enough use of materials. (Too Bulky)
- Hard to be carried around. (Poor portability)
- Need to be more cohesive with the rotator. (Have to use similar materials)

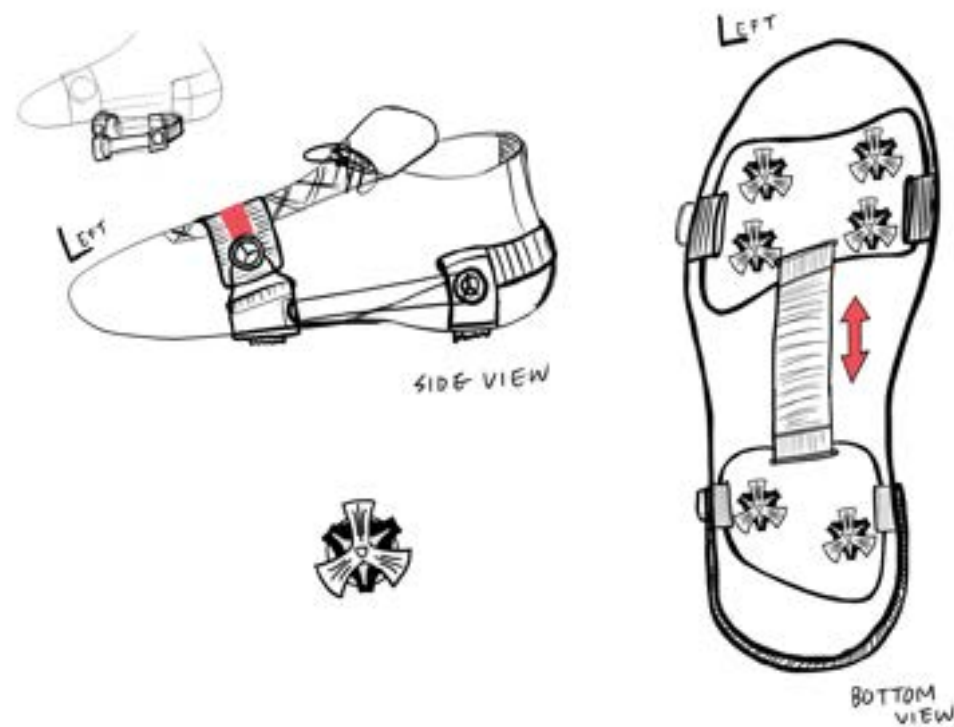
DESIGNING

THE NAVIGATOR: IMPROVEMENTS & MODIFICATIONS

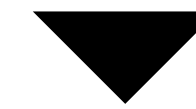
Studying Existing Bottoms (4-6 Spikes)



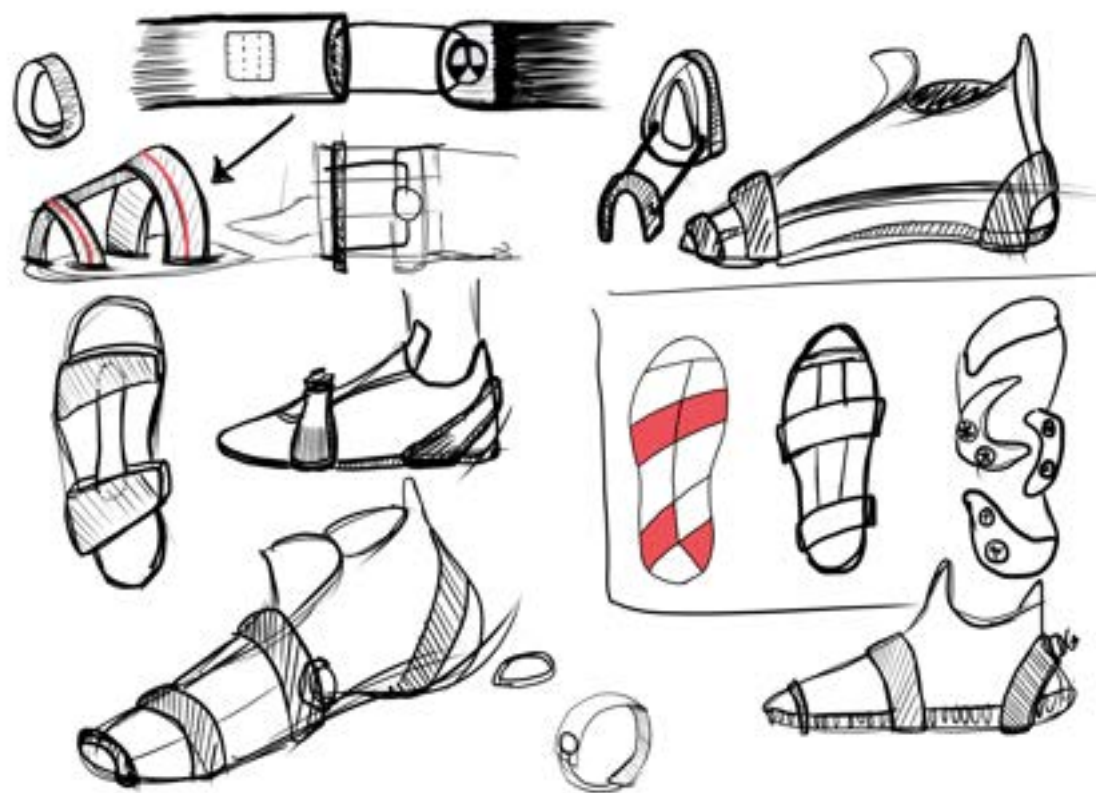
Adidas S2GMID with 4 Spikes



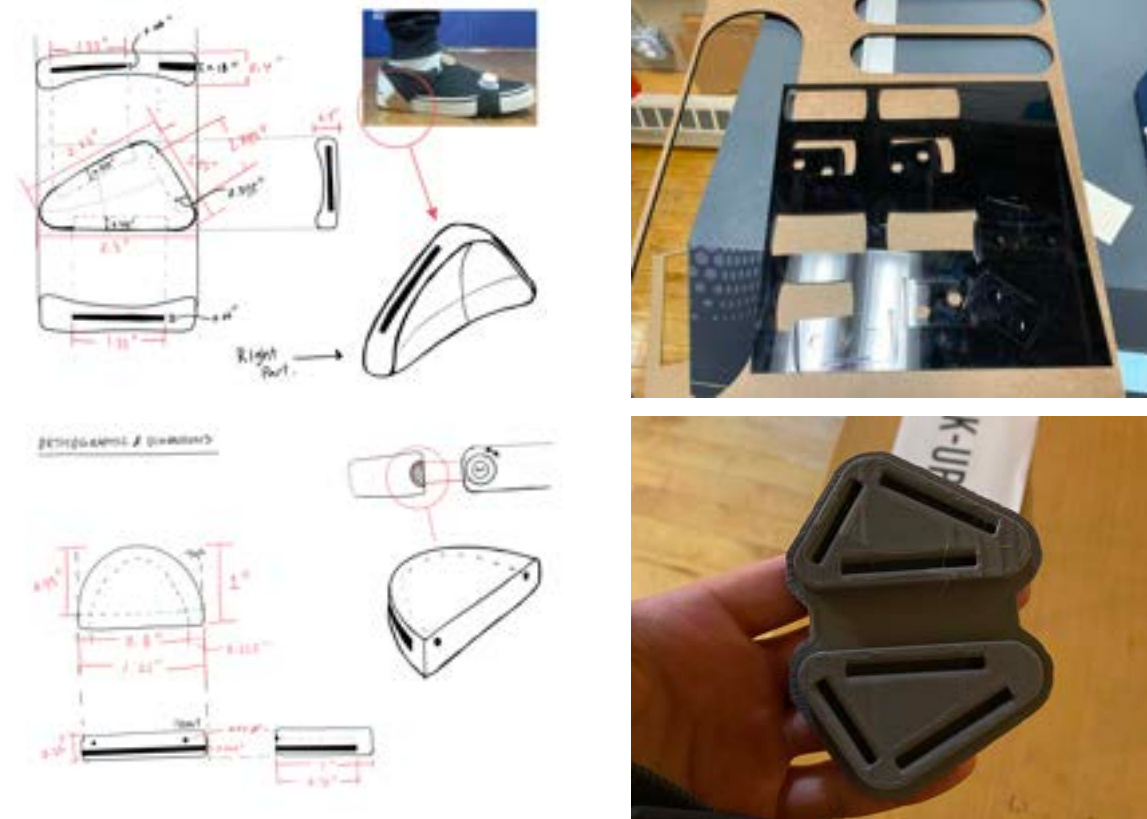
Rapid Prototyping



Re-Ideations



Laser Cutting & 3D Printing Parts

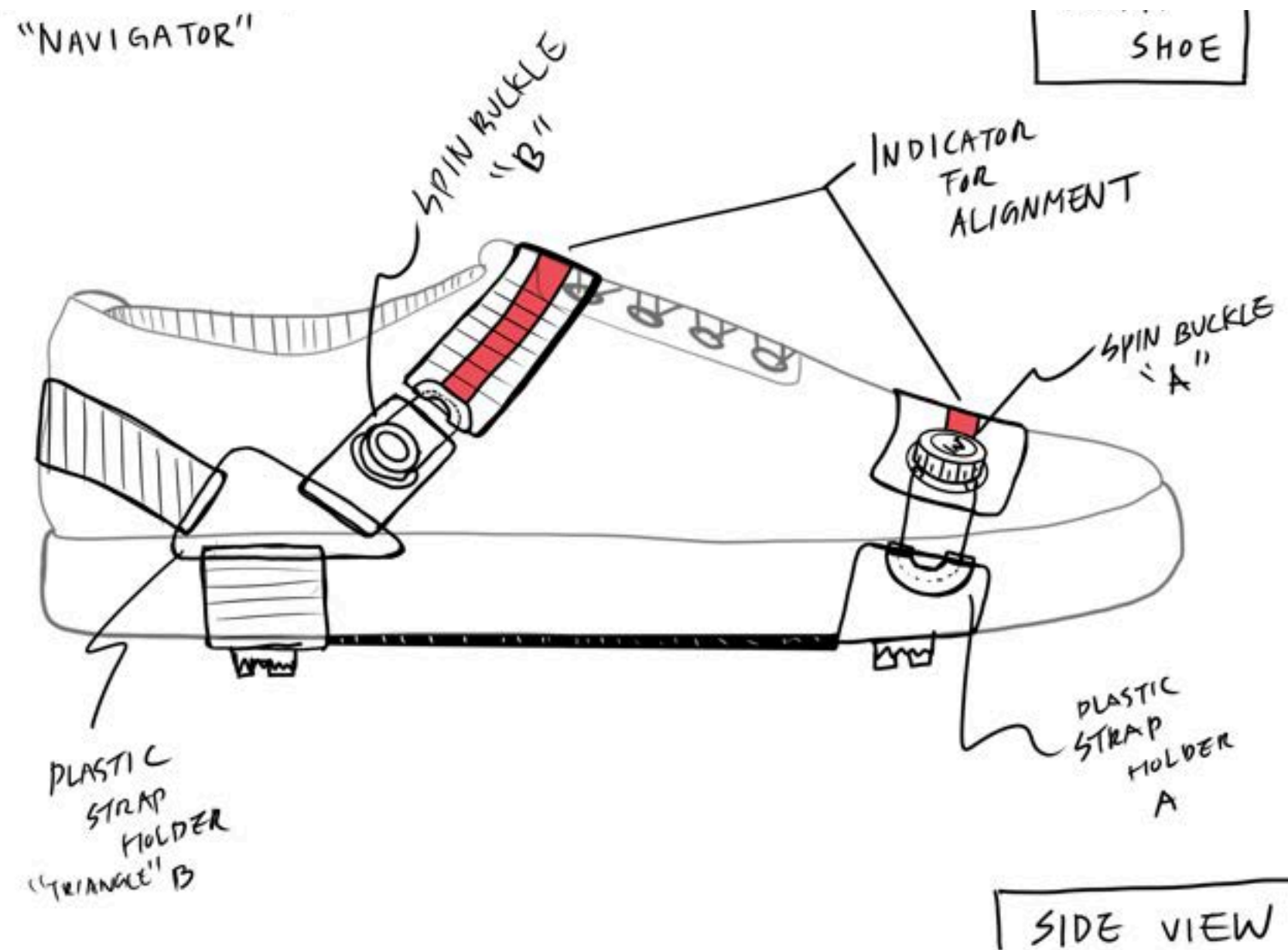


Improved Prototype



DESIGNING

THE NAVIGATOR: FINALIZING THE DESIGN



MODIFICATIONS FROM THE IMPROVED PROTOTYPE

- Hard material for the bottom is too fragile. Therefore, stabilization for the spikes were adjusted by 3d printed parts.
- The size of the connecting strip on the bottom was adjusted for better tension.



Finalized Model

DESIGNING

THE NAVIGATOR: TESTING DURABILITY

Videos of Testing Shots with the Navigator



Total of about 40 Practice Shots with the Navigator was undertaken at indoors & outdoors.

The product was durable, clean from breaks and damages.

However, the straps sometimes moved a minimal amount after about 10 shots.

DESIGNING

THE NAVIGATOR: USER TESTING



Hyunjun Cho (27), Male, 4 years of golfing

- The unified feeling of the Navigator with the shoe is great. (Comfortable)
- 4 spikes seems enough, but would be better with more spikes because there is minimum grip at the finish position.
- Taking off the Navigator is convenient and easy.

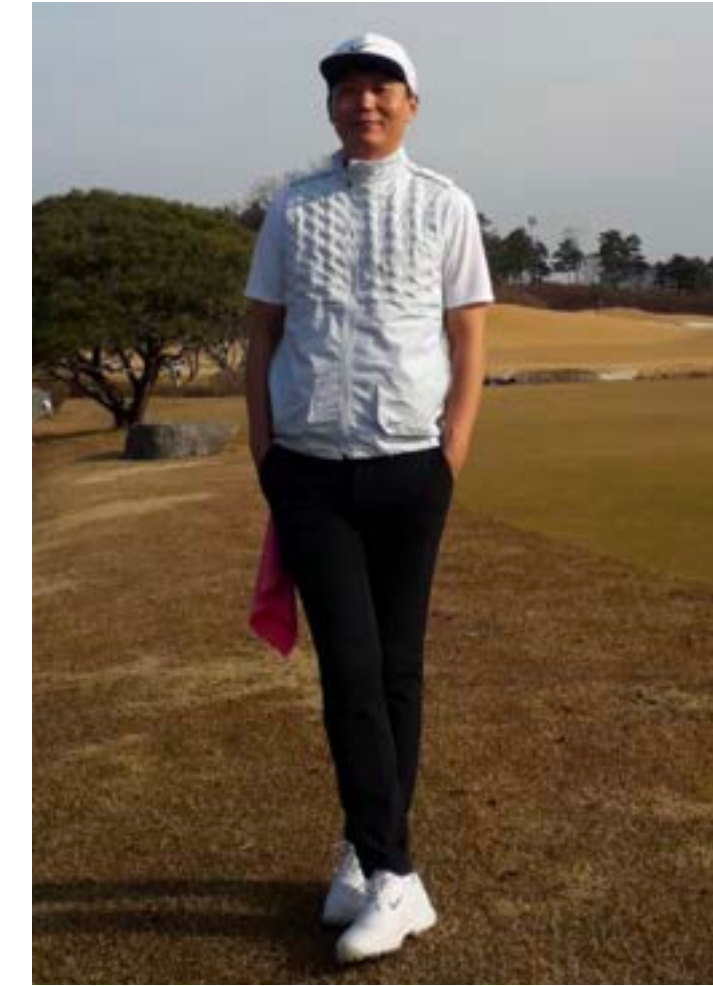
DESIGNING

THE NAVIGATOR: PROFESSIONAL FEEDBACKS



Eunice Kim (LPGA Symetra Tour Player)

- The guiding indicator lines on the feet seems revolutionary.
- Alignment adjusting would become easier for the beginners.
- Making the indicator lines with a shinier material would be helpful for the golfers to see the lines on the grass better.



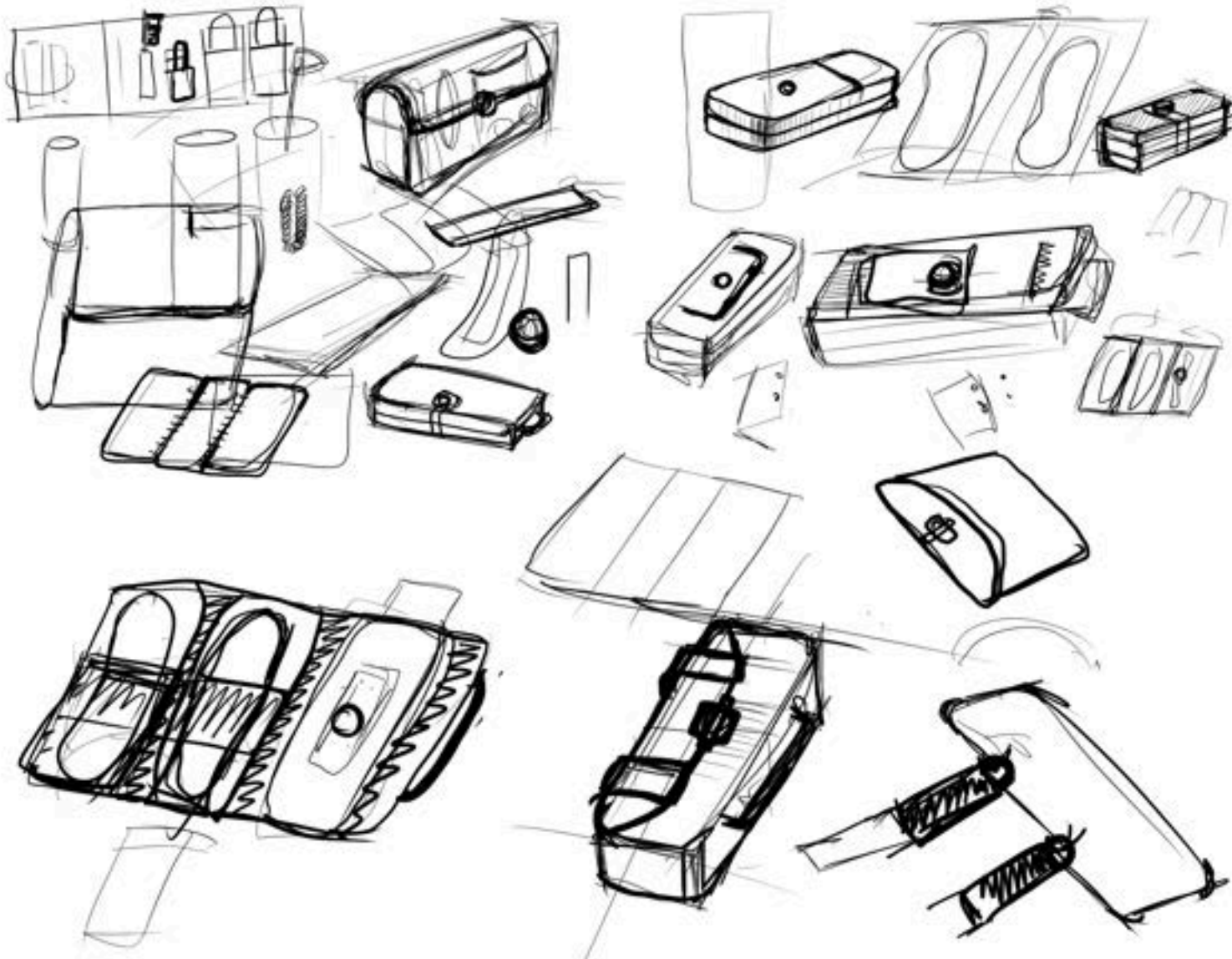
Bok Ji-Un (KPGA & USGTF Member)

- The guiding indicator lines on the feet will be effective for the beginners, enabling them to take more time to adjust body, shoulder and foot positions before making a swing.
- Are 4 spikes enough? Uncertain about maintaining balance.

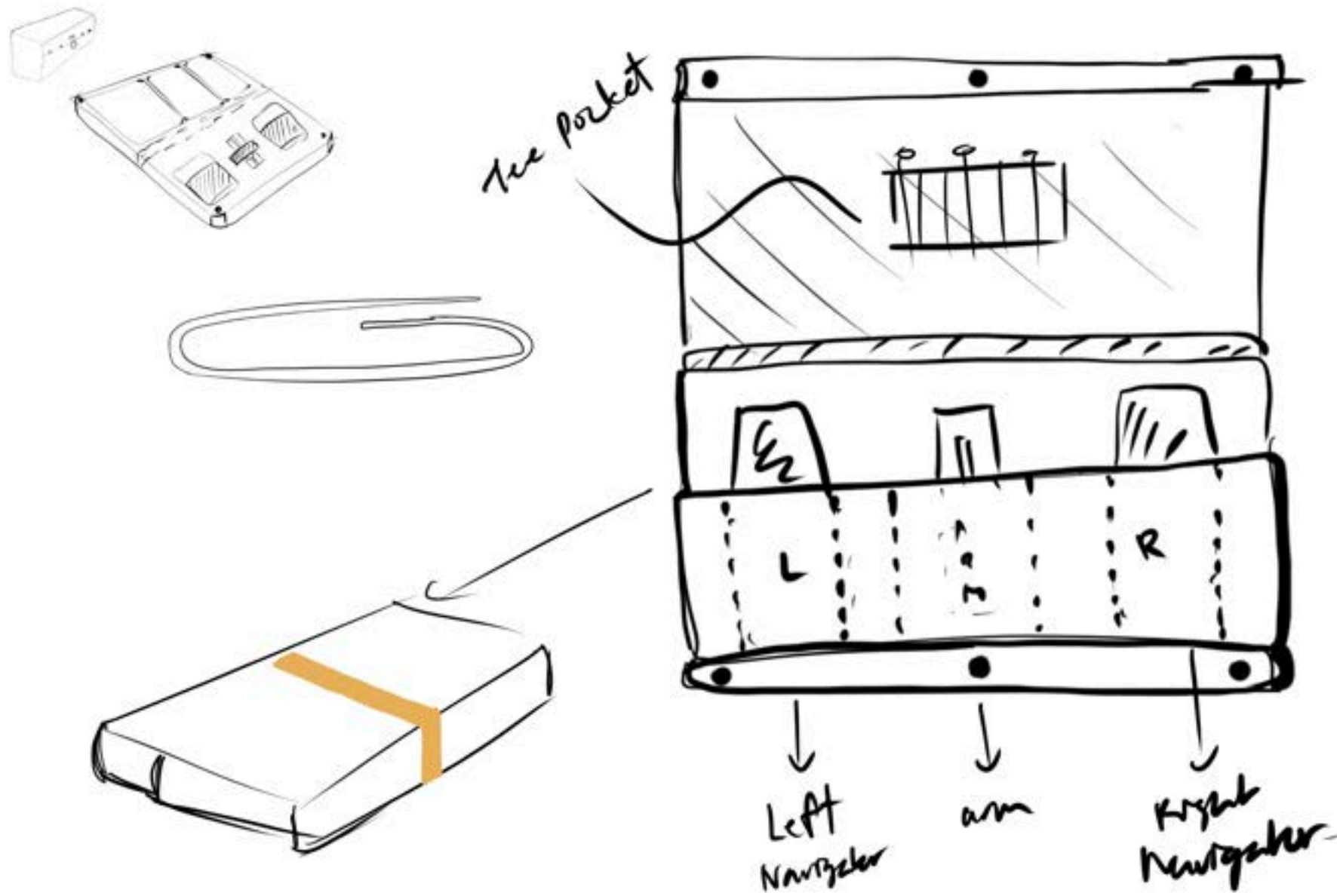
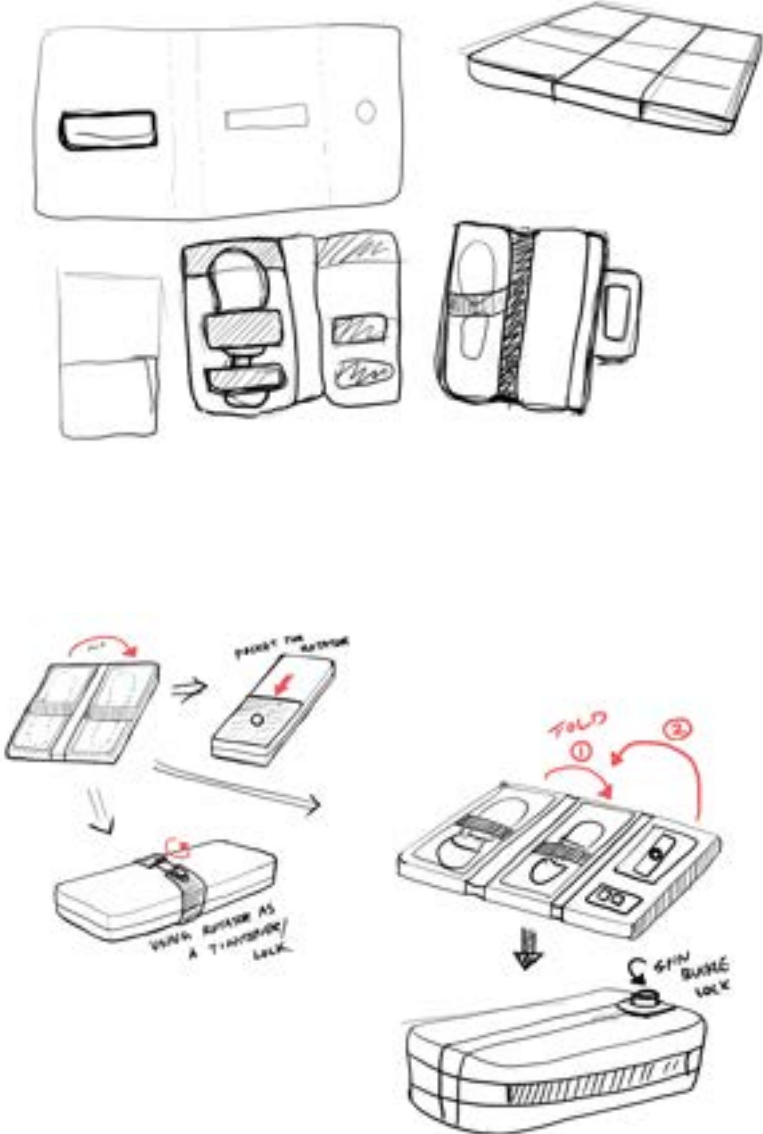
DESIGNING

THE WRAPPER: CONCEPT DEVELOPMENTS

The Goal: To make a cohesive packaging that would also become a case for the Rotator and Navigator



Ideations



Finalized Plan

DESIGNING

THE WRAPPER: MAKING THE FINAL MODEL



Closing Mechanism Variations

Magnets seemed more promising, considering convenience when using.

DESIGNING

STYLE VALIDATION: HOW IS OUR PRODUCT GOING TO FEEL LIKE?



Mood-board validated by asking all golfers who are in the current atmosphere in golf that cares about style.

Our Style

FINAL PRODUCT

ROTATOR



Tiger Wood's
Backswing Top



Backswing Top with
Inhance

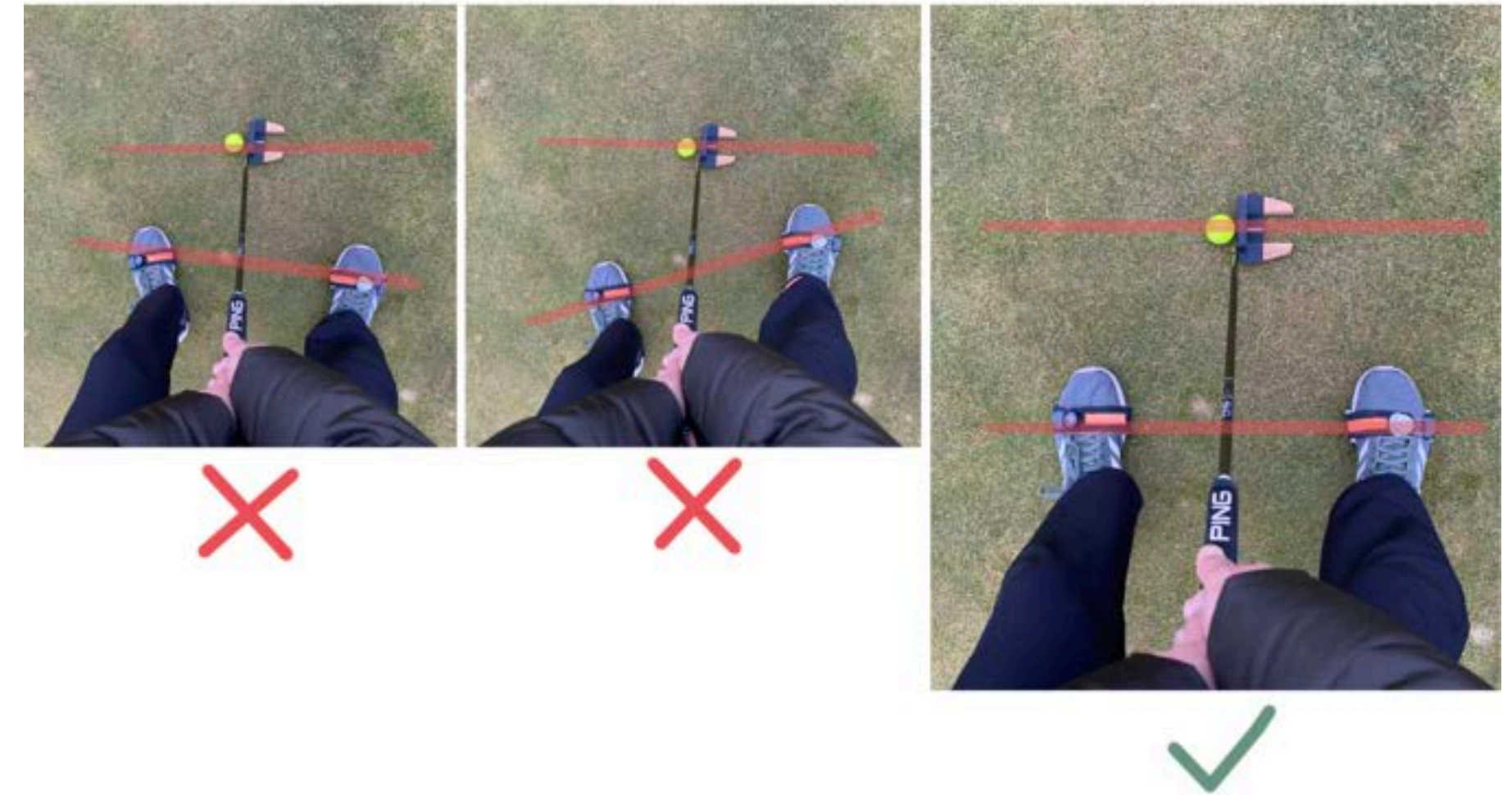


FINAL PRODUCT

NAVIGATOR

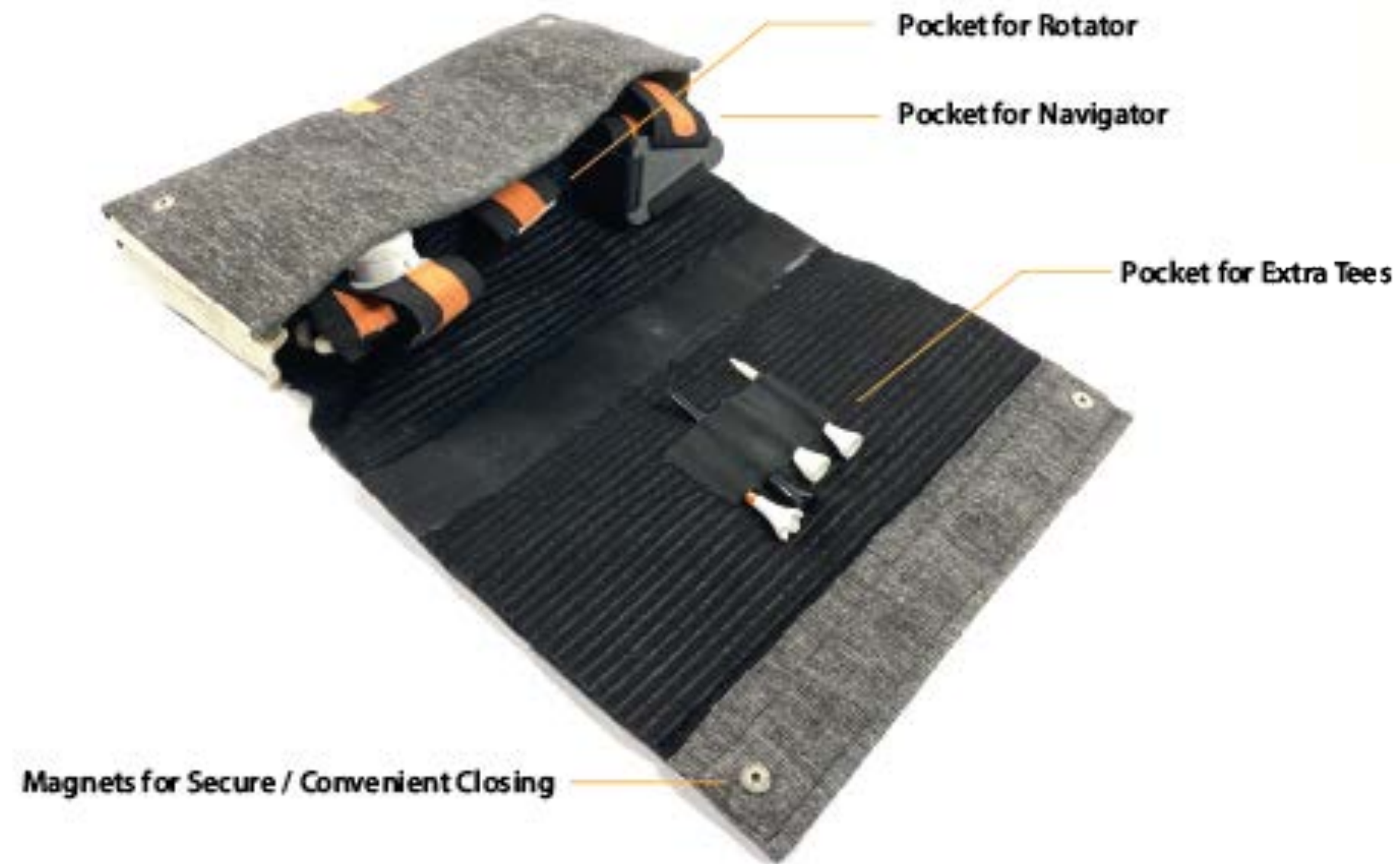


EFFECTIVE FOOT ALIGNMENT



FINAL PRODUCT

WRAPPER



Dimensions (H x W x L): 7" x 2.5" x 10.5"



FINAL PRODUCT

IN-USE








IN-USE Video Simulation



FINAL PRODUCT

MATERIAL CONSIDERATIONS

Possible Materials Study

	 Shock Cords (Elastic)	 Rubber Bands	 Spandex	 Nylon	 Knitted Elastic
Durability	★	★	★★★★	★★★★	★★★
Elasticity	★★★	★★★★	★★★★	★★★★	★★★★
Comfortability	★	★	★★★★	★★★★	★★★★
Ability to Hold Shape	★★★	★	★	★	★★★
Size Adjustments?	Easy	Fairly Difficult	Difficult	Difficult	Easy
Cost (In Comparison)	Low	Extremely Low	High	High	Low

Our Study on the Main Material

Other Possible Main Material

Stretch Mesh from Shaoxing Weiya Garment co., Ltd.



Stretch mesh

Shaoxing weiya ga...
MC 7524-02

POLYMERS

A two-way stretch nylon/spandex mesh fabric that exhibits[...more]

PERFORMANCE PROPERTIES

Acoustics	Sound Absorbing, Sound Transparent
Chemical Resistance	Medium
Colorfastness	High
Fire resistance	Medium
Impact Resistance	Moderate
Outdoor use	No
Reflectivity	Light Absorbing, Slightly Reflective
Scratch resistance	Medium
Stain Resistance	High
Tear Resistance	Medium
Thermal Conductivity	Low
Usage Temperature	Low
UV Resistance	Medium
Water Resistance	Medium
Wear Resistance	Medium

PHYSICAL PROPERTIES

Stiffness	Flexible
Structure	Open
Surface/Texture	Texture
Transparency	Opaque, Transparent
Surface Hardness	N/A

CERTIFICATIONS

N/A

Waterproof, Durable and Stretchy

Sub-Materials

- Plastic (Possibly made from recycled)
- Silicone
- Magnets



Adidas Cleats from Recycled Plastic



EXPECTED IMPACT OF INHANCE

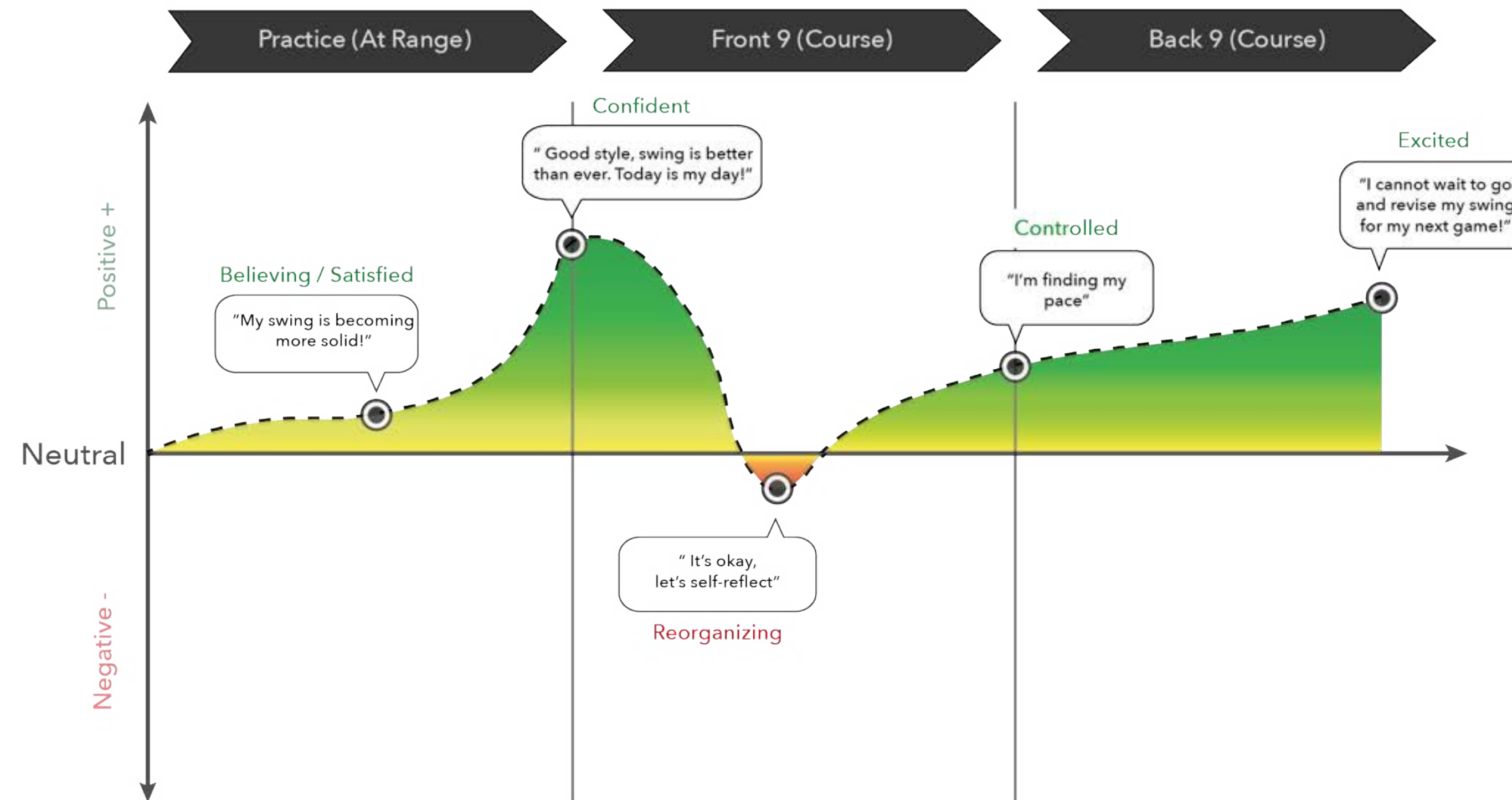
USER JOURNEY MAP OF A BEGINNER GOLFER AFTER USING INHANCE



Chris Park

(Male, 24)

After Using Inhance
for a long term.



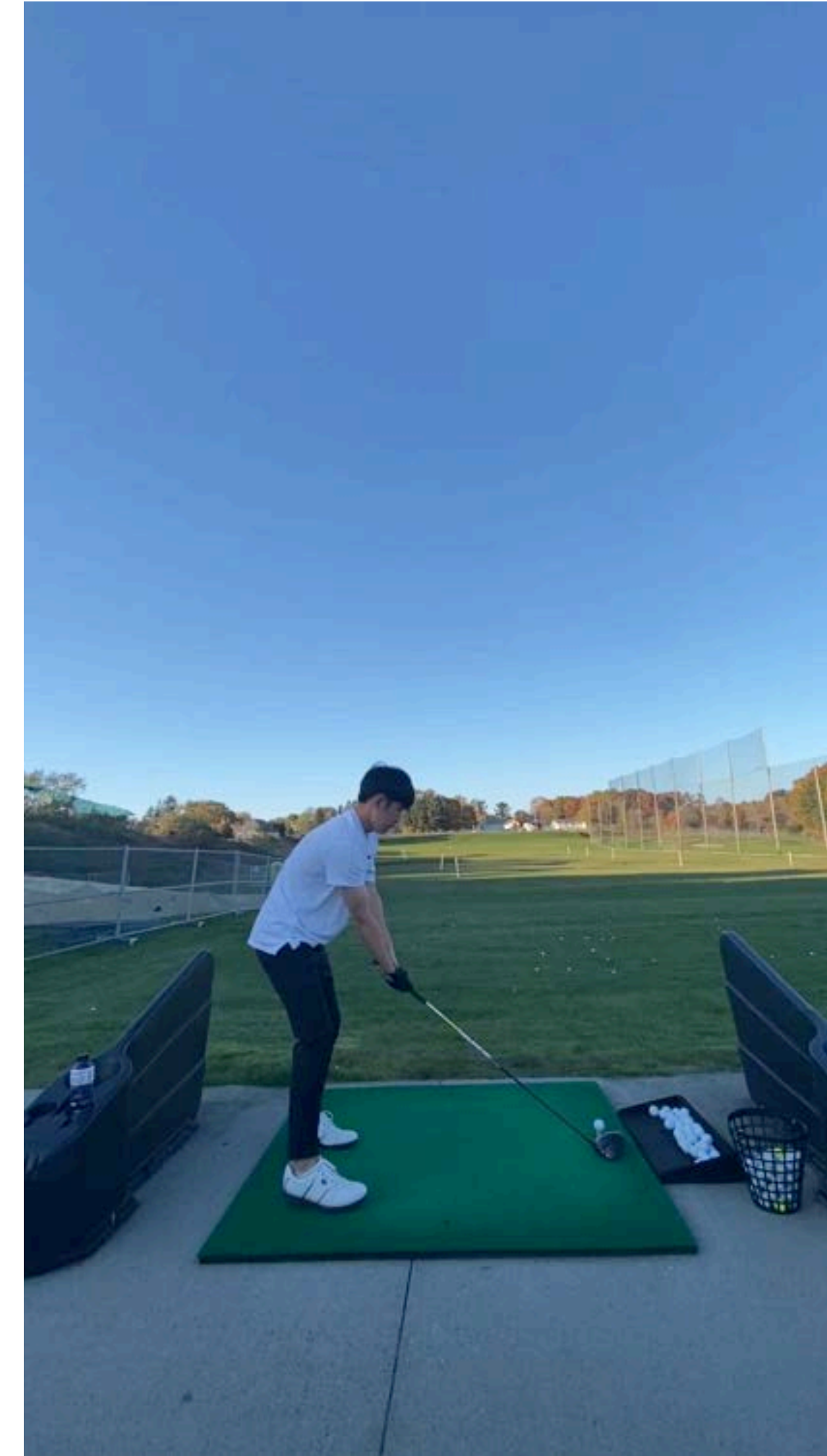
POSITIVE AND CONSISTENT EXPERIENCE OF GOLFING THROUGH BOOSTED CONFIDENCE (FROM STYLE+ENHANCED GAMEPLAY)

EXPECTED IMPACT OF INHANCE

BEFORE & AFTER 3 WEEKS



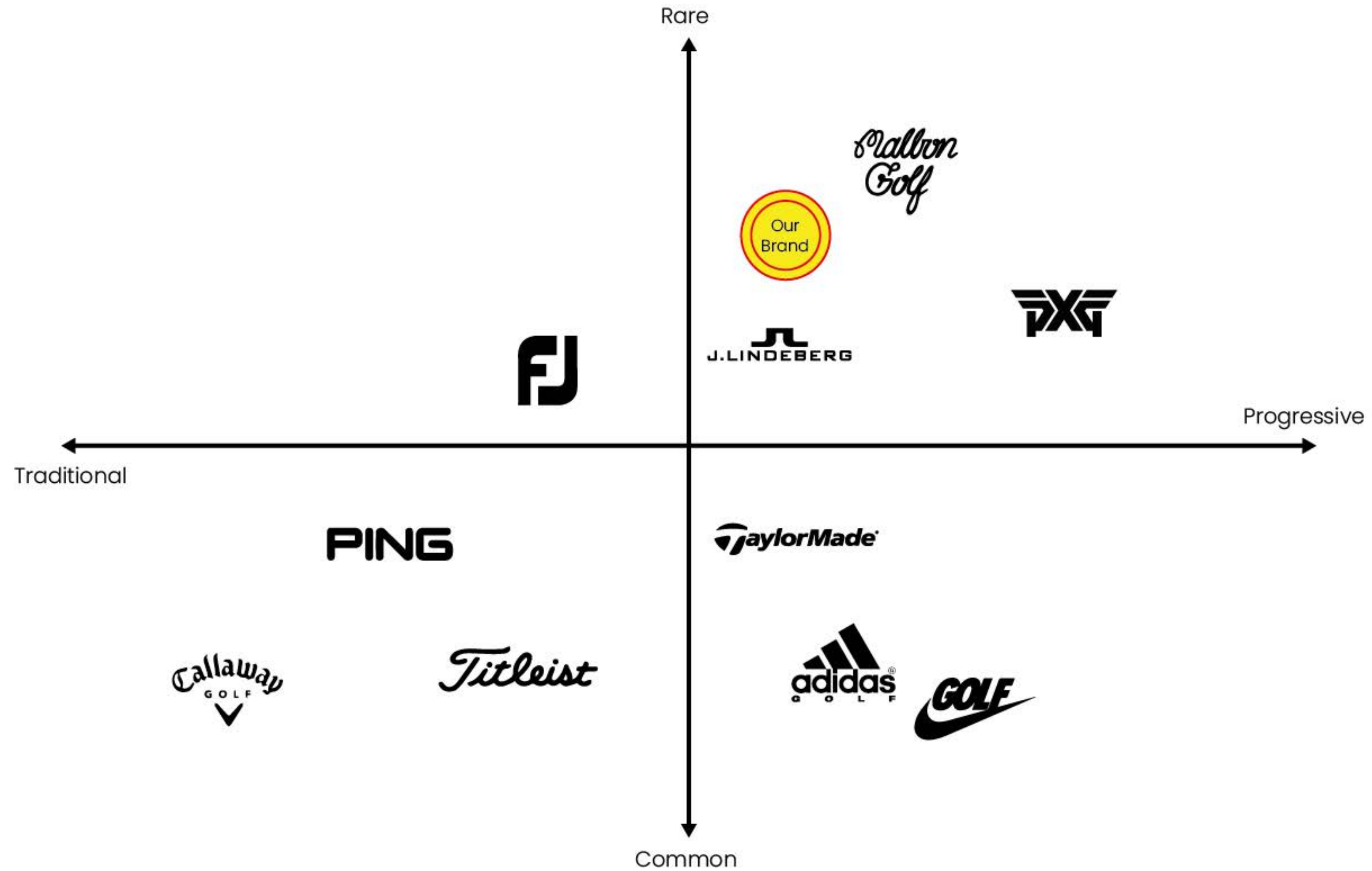
Chris before using Inhance



Chris after using Inhance for 3 weeks

BRANDING

WHERE WOULD OUR BRAND STAND IN THE MARKET?



UNIQUE IDENTITY WHILE BEING EASILY ADAPTABLE.

BRANDING



Our Logo

"Symbol of Waving Golf Pin Flag"

"Rising Orange"



"Laser Red"



"Fairway Green"



Possible Color Variations

POTENTIAL MARKETING STRATEGIES

OUR STRENGTHS

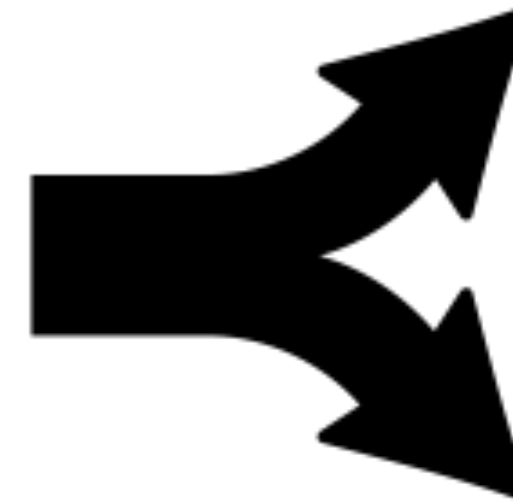
VALIDATION FROM THE PROS



COMBINATION OF FASHION ITEM
& PRACTICE GEAR



REAL USER FEEDBACKS



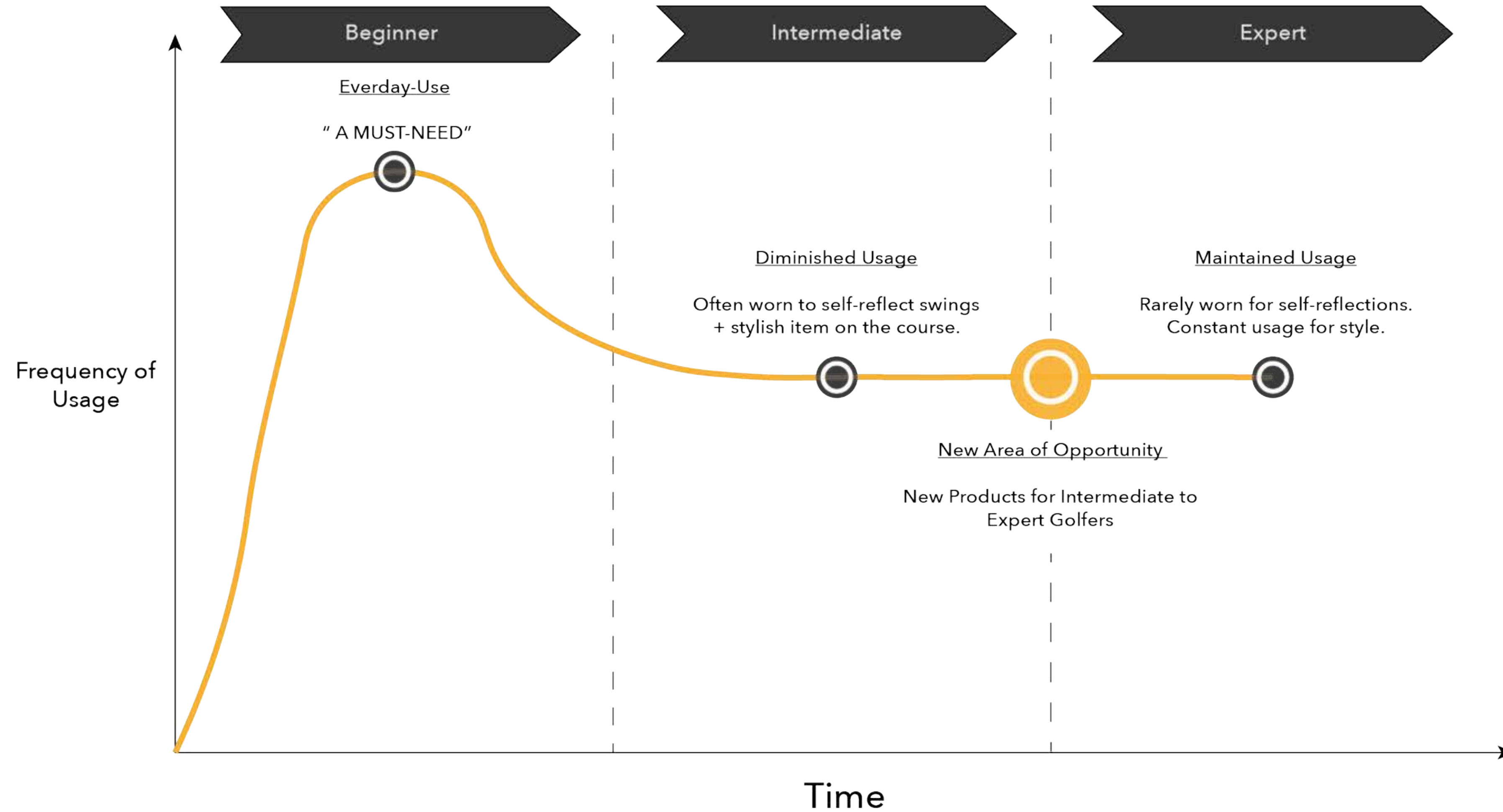
SPONSERING LESSON STUDIOS



SOCIAL MEDIA ADVERTISING

POTENTIAL MARKETING STRATEGIES

PRODUCT LIFESPAN



WHAT'S NEXT?

FURTHER CONSIDERATIONS & DEVELOPMENTS

- More **user testing** and **modifying the Navigator**.
- Studying and experimenting more on the **“Long-Term” Impact of Inhance**.
- **Manufacturing** techniques and costs.
- Study on the **possible social impact** on the new generation golfers.