

Focus group report football shoes X

By Young Knows Young for company X

Disclaimer:

The meaning of this report is to provide insights about how a focus group report of Young Knows Young would look like.

This is an example of the summary report that will be made from the individual test reports from the testers.

This information is of course based on the first impression, not on the actual functionality of the shoe.



Test period: from date X – date Y



Location(y), day(x)-month(y)-year(x)

Participants: 11 testers.

We have tested your product!	2
Test overview.....	3
Focus group results.....	3
Criterion 1: User Friendliness	3
Tops.....	3
Tips.....	3
Points of improvement	4
The average User Friendliness rating	4
Criterion 2: Comfort.....	4
Tops.....	4
Tips.....	5
Points of improvement	5
The average comfort rating	5
Criterion 3: Attractiveness.....	5
Tops.....	5
Tips.....	6
The average attractiveness rating	6
Criterion 4: Product aspects	6
Best	6
Worst	7
Criterion 5: Overall satisfaction	7
How satisfied is everyone with the first impression of the product overall?	7
Criterion 6: Value for money	7
How likely would the testers buy this product in the store?	7
Criterion 7: Comparison.....	8
Compared to the current products of testers themselves.....	8
Criterion 8: Recommendations to others	8
Criterion 9: Most important improvements.....	8
Optional criteria	9
Conclusion.....	9

We have tested your product!

We have used this questionnaire to provide you with valuable insights and data about the first impressions of your product. And we gave some extra info about your product because we think it will help your company.

The criteria we used in this questionnaire are aimed at providing you with valuable insights into the strengths and areas of improvement of your product.

Test overview

Date of focus group meeting	X
Total Testers	11
Duration	2 hrs.
Test product	Football shoes. Brand: Nike.

Focus group results

Criterion 1: User Friendliness

Tops

At the heels the shoes are really comfortable and the shoe fits around the heels perfectly.

The **little pillows** in the shoe also make sure that your **Achilles tendon fits in the shoe perfectly the moment you put the shoes on**. That is not the case with a lot of other football shoes.

The **sock of the shoe** also makes sure your **feet are tucked in the shoe well**, and when you put the shoe on that gives you the feeling that the shoe is actually part of your foot.

The shoe is really tight, it gives you a good feeling about wearing it (apart from the top of the shoes), you can picture that the shoe would do well at the football field.

(This was confirmed by ... of the 11 testers)

Tips

The football shoes were not easy to fit in, the sides of the shoe were too tight too the actual foot. The sock in the shoe also makes it significantly harder to put the shoe on with ease, it can irritate while being in a rush.

The moment you put the shoes on you feel that the shoe puts a lot of pressure on your toes. The shoe is too tight too the toes because the top of the shoe is too low, the top of your shoe does not give any moving space to your toes.

The fact that many of the participants noticed this aspect while putting the shoe on for a short period of time, makes it a big improvement point for the shoe.

(This was confirmed by ... of the 11 testers)

Points of improvement

If you make the sides of the shoe wider, the foot of the user would fit in faster and with more ease. Now you have to try pretty hard to put the shoe on. That is a disadvantage if you would like to get the attention of the customer for your product, by him just trying your football shoe.

The pressure on your toes can be removed by **making the shoe wider, and higher at the end.**

The sock in the shoe makes it hard to put on, but I would not remove this aspect of the product. A lot of football players choose a sock in the shoe for extra comfort when they use the product, or to make sure their foot is tucked in the shoe even better.

I would make the sides of the shoe in the middle wider, to make fitting your foot in the shoe easier.

(This was confirmed by ... of the 11 testers)

The average User Friendliness rating



(This is the overall rating of all of the testers combined.)

Criterion 2: Comfort

Tops

The pillows at the bottom of the shoe make it really comfortable. You can imagine that you would not feel much pressure from your foot hitting the ground if you ran with them on the football pitch because of this feature.

You feel this feature and the comfort of it the moment you put the football boots on.

The pillows at the Achilles Tendon at the heels of the shoe make sure that the shoes do not irritate there when you put the shoes on for a short amount of time. With other shoes this can be the case.

(This was confirmed by ... of the 11 testers)

Tips

The comfort of the shoes when you have put them on is quite good, but the room the shoes give at the end of the shoe does not make it comfortable, they give you the feeling of constant pressure on your feet.

The sides of the shoe are also pretty uncomfortable when you have the shoe on, but it is not as bad as with the toes.

If you put this product on the market, the discomfort of the shoes can be a problem when people put them on for the first time.

If you make the shoe wider at the top, it will be an enormous improvement of comfort.

(This was confirmed by ... of the 11 testers)

Points of improvement

If you make the top of the shoe just a little wider and higher, your toes will have a lot more moving space in the shoe. The constant pressure of the shoe on your toes would be gone, and then the good qualities of the comfort of the shoe would get more attention of the user.

If you make the sides of the shoe a little wider too, then that will also help to improve the comfort of the shoe.

Do not make the top/sides of the shoe too wide and loose, because if the top and sides of the shoe are still tight to the actual foot, that can provide the user of the product a better ball feel. That enhances aspects like dribbling and passing accurately.

(This was confirmed by ... of the 11 testers)

The average comfort rating



(This is the overall rating of all of the testers combined.)

Criterion 3: Attractiveness

Tops

The shoe looks great! The mixed colors of light blue, that overflows a darker color of blue, makes the shoe look really attractive.

Most of the testers would buy the shoe if they would base their opinion on the looks of it.

The modern design of the shoe also makes it really attractive for children.

The design of the shoe is **not that original**, there are a lot of shoes that look like this one. But this type of shoe does have a really good and detailed look.

The pink with orange Nike logo, with the blue background, makes the shoe **stand out** a bit more compared to other products when people see it.

The fact that it is a pretty basic design, but then **perfected**, makes it a shoe every young athlete probably wants to have if it was based on how it looks.

(This was confirmed by ... of the 11 testers)

Tips

The shoe is **ready to go in the market if you look at the attractiveness of the shoe**. We would say:
Do not change anything about the look of the product!

(This was confirmed by ... of the 11 testers)

The average attractiveness rating



(This is the overall rating of all of the testers combined.)

Criterion 4: Product aspects

Best

The attractiveness of the shoe is the best feature of the product.

But there are other aspects of the product that make it stand out in a good way. **The pillows in the shoe** at the bottom and at the heels give the shoe a **good boost in comfort**. You even notice this aspect when you have the shoe on for just a short period of time.

The tightness of the shoe is good for performance, when you put the shoe on you can imagine that it will perform well on the field, but that tightness can make the shoe uncomfortable.

If you **make them just a little wider at the top and middle**, but the shoe is still **pretty tight around the actual foot**, you can turn this point of improvement into a good aspect of the product.

(This was confirmed by ... of the 11 testers)

Worst

The top of the shoe is too narrow, it irritates the moment you put the shoe on. The shoe puts a lot of pressure on your toes.

The middle of the shoe is just too tight, this can irritate while putting the shoes on and the overall comfort is just not as good because of this aspect of the product.

These are 2 important aspects that must be improved for the first impression of the shoe, to make that first impression good.

(This was confirmed by ... of the 11 testers)

Criterion 5: Overall satisfaction

How satisfied is everyone with the first impression of the product overall?



(This is the overall rating of all of the testers combined.)

Criterion 6: Value for money

How likely would the testers buy this product in the store?

The current cost of the product is X euros.

Most of the testers would not buy the shoe, and that decision is mostly made because of the **discomfort** of the shoe.

If the top of the shoe is more comfortable and the sides of the shoe would be wider, more than half of the testers would love to have this shoe.

Then the shoe would be worth the money.

(This was confirmed by ... of the 11 testers)

Criterion 7: Comparison

Compared to the current products of testers themselves

User Friendliness	The User Friendliness of the product is compared to 10 of the current products of the testers worse . With the adjustments the testers gave for improving your products, 8 of the 11 testers agree that the User-Friendliness of the shoe would be better than their own football shoes.
Comfort	The current comfort of the product is for all of the testers worse than the comfort of their football shoes. But with the adjustments the testers recommended, 9 of the 11 testers agree that this product would be more comfortable than theirs.
Attractiveness	The current attractiveness of the product is for all of the testers better than their own football shoes. No adjustments are recommended.

Criterion 8: Recommendations to others

The testers would only recommend the product if the comfort of it would be improved, if that happened, testers would recommend this product to others. Mostly because of its attractiveness and the fact that it feels like a shoe that would perform well on the football pitch.

(This was confirmed by ... of the 11 testers)

Criterion 9: Most important improvements

1: Make the top of the shoe **wider** so that the toes have more space.

2: Make the **sides of the shoe wider** so that the foot will have a little more space, and it will be easier to put the shoe on.

3: If you make the shoes wider at the middle and wider at the top, that will be a good upgrade of user-friendliness.

Optional criteria

Lorum Ipsum.

Lorum Ipsum.

Conclusion

Conclusion 1, The weakness	The comfort of the shoe, and the User Friendliness of the product, especially whilst putting the shoe on.
Conclusion 2, The strength	The attractiveness of the shoe is a really good point. It has a good mix of colors, that almost everyone likes. And along with the modern design, the design of this shoe is perfect for children.