



Project directed by Tinder founder Rich Fox while an innovation director at Nike, Inc.

The Brief: Enhance a Golfers Score with Clothing (Really!)

The initial, very open-ended brief for this program was to “enhance a golfers score through advanced apparel technology”. The challenge led to a great collaboration with a legend in the sport and a very scalable new product platform.



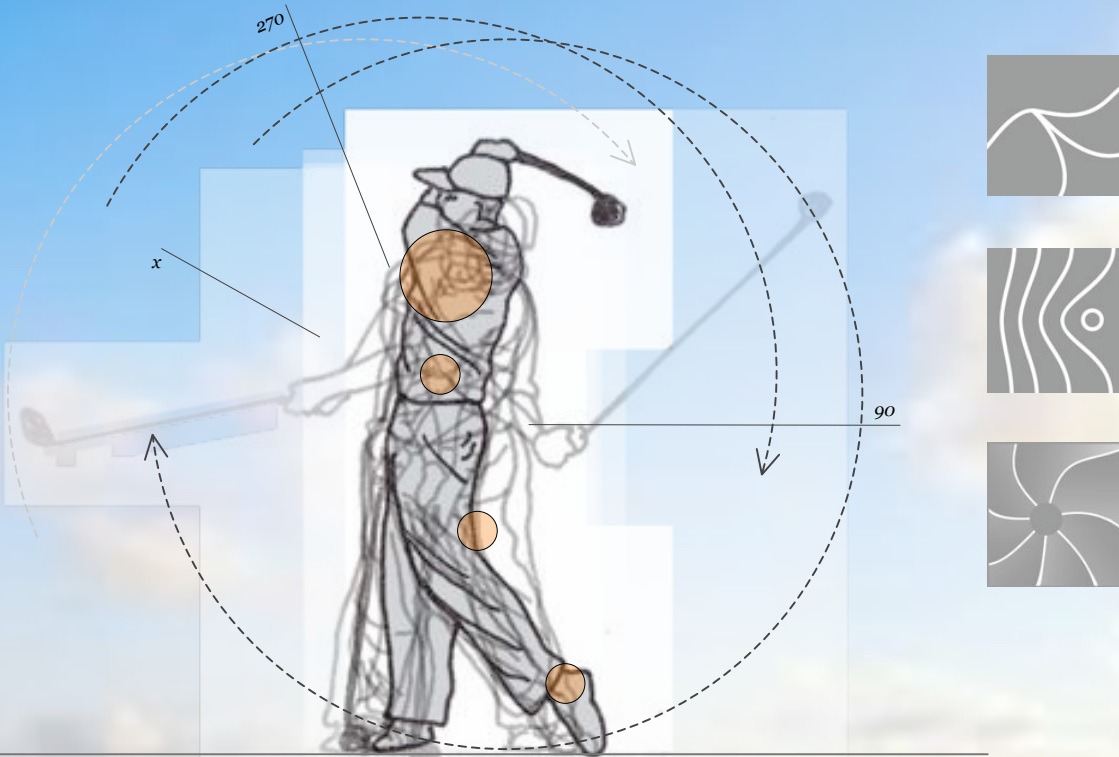
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Insight: A Needle on a Golf Course

By mapping all of the key opportunity fields in golf's unique micro-culture, the team was able to quickly narrow an exploration that could have quickly spun out of control. The strategic framework that was created formed the foundation for targeted concept exploration.

Refined Target: Proprioception.

Enhancing how the athlete senses and responds to their body in space.



Tinder co-founder Rich Fox during a prototype review with Tiger Woods.

Feeling what you can't see. Amplifying the senses.

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Insight: Apparel for Sensory Enhancement

Taking a road less traveled, the team saw opportunity in apparel as an extension of the body's sensory system. After an initial narrowing and concept exploration, the work was presented to Tiger Woods, who enthusiastically engaged with the team, providing guidance and feedback through several rounds of exploration, prototyping and testing.



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Evaluation: Testing, Wearing, Measuring

Prototypes addressing key proprioceptive centers on the golfers body were tested and evaluated through a series of quantitative and qualitative studies, using advanced golf analytics. Feedback from the players indicated a clear, desirable enhancement of their body awareness during play.



Products currently available for sale.

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Outcome: New Product Platforms in Multiple Categories

The project resulted in IP that can have broad ranging effects across Nike's performance product categories. Nike's Sock group was the first to get the technology to market, with a full range of form-factors leveraging the Sensory Enhancement Technology (SET). Several other product groups are exploring the technology and patents are pending.