

# Research Software Focuses On Sporting Goods Market

Contributed by QSR International  
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Qualitative data software analysis company QSR International, is helping manufacturers of sporting goods develop more athlete-friendly sports equipment and apparel, by helping them work out exactly what elite athletes want from their equipment.

Using QSR's NVivo 8 software, sporting equipment designers are now able to get a much more detailed idea of whether a sporting prototype such as a new running vest, meets the exact needs of an athlete.

The software enables sporting goods companies to conduct research into a new product and analyse the findings much more comprehensively and quickly than before. It means sporting manufacturers' brands are much more likely to appeal to their end users because their product can be tailored to their needs.

The software is currently being used by Progressive Sports Technologies Ltd – a sports innovation consultancy that specialises in the research and design of cutting edge fitness equipment for major global sports brands like Nike, Reebok and Speedo.

Progressive's Research and Development team has been using the software to gauge athletes' perceptions of new sporting equipment to be used at the highest level. Detailed interviews were conducted with 25 elite athletes across two countries. Each sportsperson was asked to describe their perceptions towards the different products.

All interviews were recorded, transcribed and entered into NVivo, which then grouped all the keywords and themes that the athletes were describing.

Progressive's Research and Development Engineer, Dr Jouni Ronkainen, explains;  
“Our data files had in the order of 50,000 words relating to the athletes' product perceptions which had to be analysed. We couldn't have done it without NVivo as it would have been an arduous task to try and evaluate this amount of data.”

QSR International's CEO John Owen says;  
“In an industry where there is often pressure to develop a product that meets the needs of its target market in a short timeframe, NVivo is helping sporting manufacturers speed up the research process by helping to sort and evaluate customer feedback.”

About Progressive Sports Technologies Ltd  
Information: [www.progressivesports.co.uk](http://www.progressivesports.co.uk)

About QSR International and NVivo 8  
Find out more by watching the NVivo video on QSR's homepage: [www.qsrinternational.com](http://www.qsrinternational.com)

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