

# Sport and Health Product Validation & Usability Testing



**MAKING PRODUCTS BETTER**



## WHAT WE DO

The Canadian Sport Institute Calgary offers a unique combination of product performance evaluation, safety assessment and usability testing for the health and sporting goods industries.

### ▶ Product Performance

Products are analyzed for functional performance, accuracy and reliability. The results of our evaluations can be used for claim development or confirmation, and for marketing purposes.

### ▶ Product Safety

Consumer product safety is thoroughly assessed and if necessary, suggestions are made for improvements. Products can also be evaluated for health, sport medicine and rehabilitation applications.

### ▶ User and Consumer Insights

A variety of techniques such as focus groups and video monitoring are used to quantify product user friendliness. These techniques can also be used to gather insights about consumer needs, pain points and interest.

## WHO WE ARE

We have expertise in research & product development, testing of sport and medical technologies, biomechanics and performance analysis with access to a world class testing facility and a diverse population of recreational and elite athletes.

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*The Canadian Sport Institute Calgary provides world-class training environments in Alberta. With the support of our partners, we deliver leading sport science and medicine, coaching education and life services to help Canada's high performance athletes achieve Olympic/Paralympic podium performances*