

CONTROVERSY OVER 2010 WORLD CUP SOCCER BALL

Problem - Outline

What	Problem(s)	Controversy over the 2010 World Cup soccer ball
When	Date	11 June to 11 July 2010
	Different, unusual, unique	South Africa
Where	Facility, site	10 stadiums through country
	Unit, area, equipment	The Janulani, the official 2010 World Cup ball
	Task being performed	World Cup matches
Impact to the Goals		
Customer Service		Many fans and players unhappy with World Cup soccer ball
Economic		Potential decrease in merchandise sales

Cause Map



The Janulani - the 2010 World Cup ball



The Brazuca - the 2014 World Cup ball

Unlike other sports where the balls remain relatively constant, a new soccer ball is typically unveiled for the World Cup every 4 years. The changes made to the balls aren't just cosmetic; the behavior of the soccer ball can vary between designs. One of the most controversial designs in recent memory was the Janulani, the official ball of the 2010 World Cup that was widely criticized and dubbed "the beach ball".

Possible solution: The 2014 World Cup ball is about a half-ounce heavier, has a slightly rougher surface and deeper seams so that it has a more predictable flight path.

Less aerodynamically stable

Evidence: Scientists have tested the Janulani, the 2010 World Cup ball, and found that it dipped and swerved at different points in its flight than a traditional soccer ball.

Smoother ball

AND

Had internal stitches

AND

Had fewer panels (8 instead of traditional 32)

AND

Number of panels is not specified

AND

Shape of panels is not specified

Ball behaved differently than previous balls used

Evidence: Testing has shown that the change in the number of seams and placement of the seams changed how the 2010 World Cup ball behaved compared to previous soccer ball designs - specifically at the speeds typically seen during professional free kicks.

Possible solution: Create a more robust test plan for future balls.

Inadequate testing of ball prior to 2010 World Cup?

Complains that soccer ball flew unpredictably

Evidence: Many big-name soccer players complained to the media about the Janulani soccer ball - widely dubbed "the beach ball".

AND

New ball design was used for World Cup

Tradition to use a new ball design for every World Cup

Evidence: Each World Cup has used a different soccer ball design.

Improvements in technology

AND

Vagueness in ball regulations

See Same Cause

?

AND

Typically a significant income stream

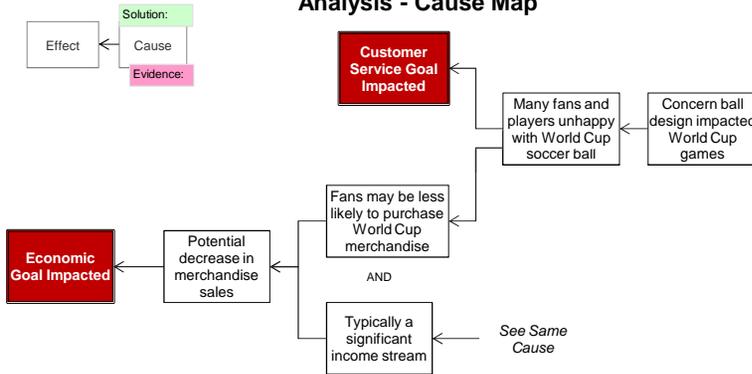
Evidence: The 2014 World Cup ball, the Brazuca, is currently selling for \$160 - \$170, well above the price of a quality traditional soccer ball.

Huge demand for World Cup merchandise

World Cup is extremely popular worldwide

Evidence: The final game of the World Cup is the single most viewed sporting event worldwide.

Analysis - Cause Map



Cause Mapping is a Root Cause Analysis method that captures basic cause-and-effect relationships supported with evidence.

CAUSE MAPPING

Problem Solving • Incident Investigation • Root Cause Analysis

Step 1	Problem	What's the Problem?
Step 2	Analysis	Why did it happen?
Step 3	Solutions	What will be done?

For a free copy of our Root Cause Analysis Template in Microsoft Excel, used to create this page, visit our web site.

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