

# CONTROVERSY OVER 2010 WORLD CUP SOCCER BALL

## Cause Map



The Janulani - the 2010 World Cup ball

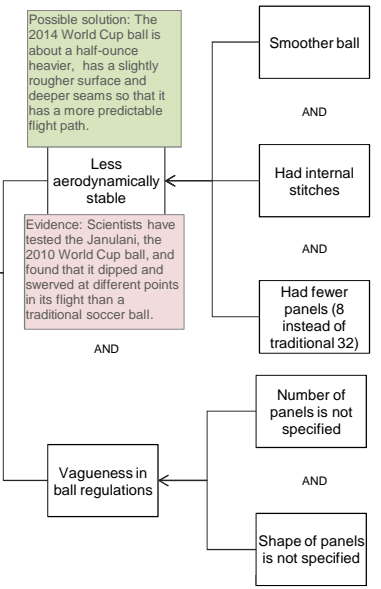


The Brazuca - the 2014 World Cup ball

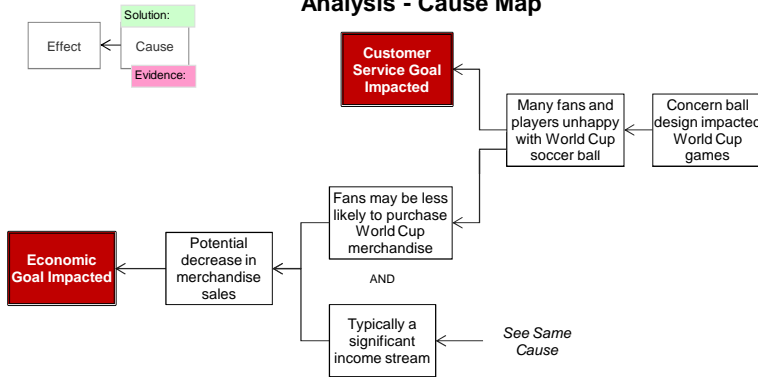
### Problem - Outline

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

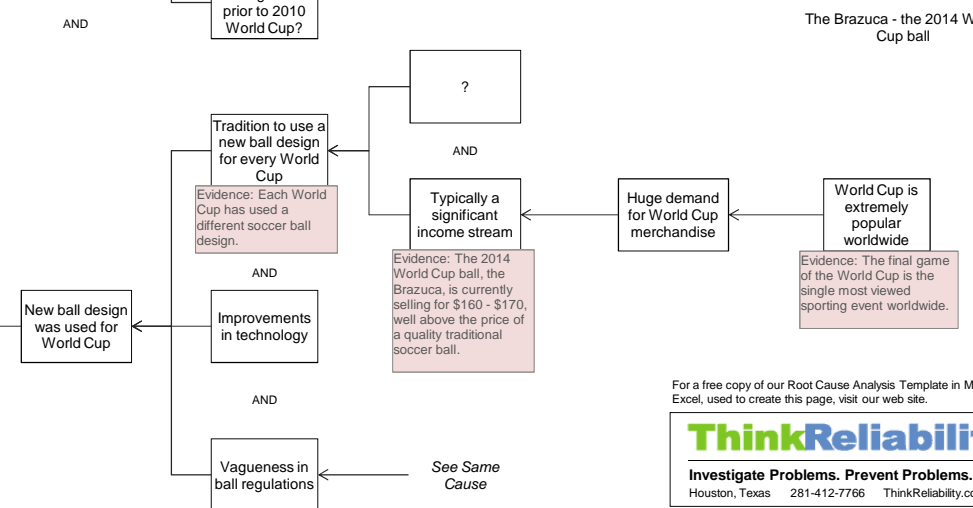
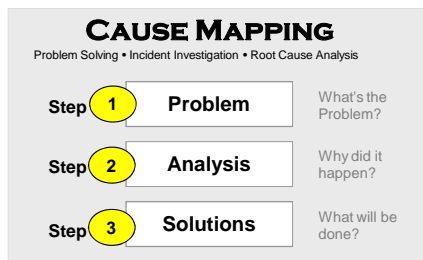
Unlike other sports where the balls remain relatively constant, a new soccer ball is typically unveiled for the World Cup every 4 years. The changes made to the balls aren't just cosmetic; the behavior of the soccer ball can vary between designs. One of the most controversial designs in recent memory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



### Analysis - Cause Map



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



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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