Background

As study one and two identified communication and feedback mechanisms being a major concern and further prohibiting factors including that the technology currently available was unable to have the adaptability or agile enough to explore different methods, this was mainly due to locked commercial technology and fixed software.

Fortunately with the professional doctorate I have access to resources such as hardware and software (Quantrax UK) as well as some experience in the use of wearable technology in football (Tierney et al., 2016) including mobile applications (Tierney and Clarke, 2019). The focus group that was originally formed was then condensed to a core group that would help to dictate the process required to help develop and deploy an mobile application for communication as well as hardware and software that is able to accommodate individual as well as group data insights and be able to integrate within education that must meet affordability as well as accessibility. Therefore reducing the restrictions of many commercial products in the market. These experts primarily being

Neil Clarke (expert 1) HE and has worked with the researcher and published relevant connected works

Alex Stokes (expert 2) ITP being a lecturer at the ITP being employed for study four

Matt Clarke (expert 3) Football industry Education Having a broad knowledge as well as wealth of experience in the sector of education within football environments.

Other experts from study two will also have input where required, for example there are some who have vast experience of working in football environments as well as FE and working in HE and therefore can help with the transference across all sectors and settings. It would be of benefit to include all these based on the depth and breadth of knowledge and experience both in applied practice and theoretical underpinning.

Study three is not a traditional study in the sense more an narrative of the processes involved in building a wearable technology product for a specific use. This study will highlight the impact of having academics and also product end users involved in the development and subsequent deployment of in the environment to be used in.

There is a fine balance between the commercial side of business and applied research such as this as with everything there has to be a measure of the cost benefit to all parts.

With the results from the first two studies and prior industry knowledge there was motivation from industry to work with academics and those within the industry to develop a system that would enable the study to proceed. Indeed there is much research to support collaborations of this nature (Kurdve, Bird and Lage-Hellman, 2020; Santos, Veloso and Urze, 2020).

Kurdve, M., Bird, A. and Lage-Hellman, J. (2020) Establishing SME-university collaboration through innovation support programmes. *Journal of Manufacturing Technology Management*.

Santos, P., Veloso, L. and Urze, P. (2020) Students matter: the role of doctoral students in university-industry collaborations. *Higher Education Research & Development*.

Tierney, P. and Clarke, N.D. (2019) A comparioson of a smartphone APP with other GPS tracking type devices employed in Football. *Exercise Medicine*, 3.

Tierney, P.J., Young, A., Clarke, N.D. and Duncan, M.J. (2016) Match play demands of 11 versus 11 professional football using Global Positioning, System tracking: Variations across common playing formations. *Human Movement Science*, 49, 1-8.