

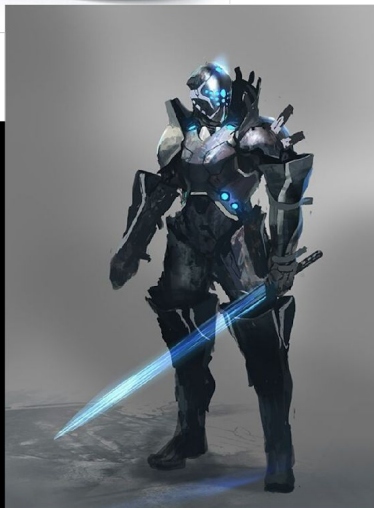
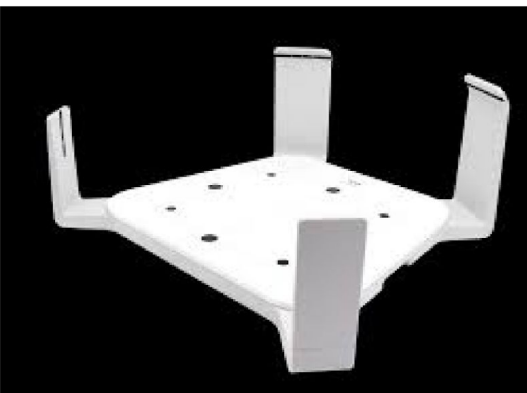
# Footwear for Health Away from Home

By: Kelly Kulpa

Company: Tech Foot



# Mood board



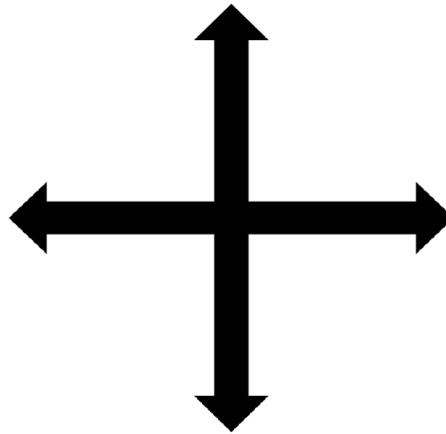
# Futuristic Footwear

## Matrix: Versatile Footwear

A shoe that satisfies needs of a dress shoe and boot with custom insoles while being fashionable.

Stability, Multipurpose,  
fashionable, comfortable

High-Tech materials  
and design

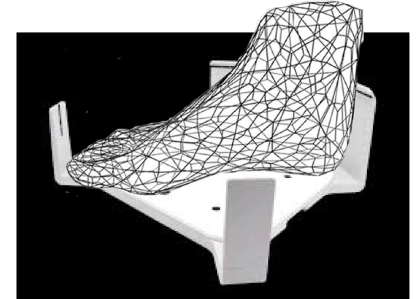
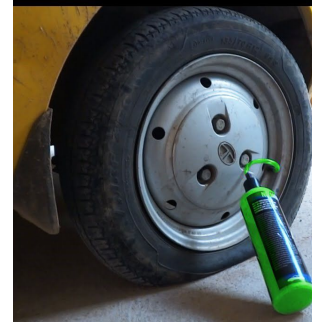


Traditional/Modern  
materials and design

Loose, Single-Use, limited  
fashion, uncomfortable

# Features of my shoes

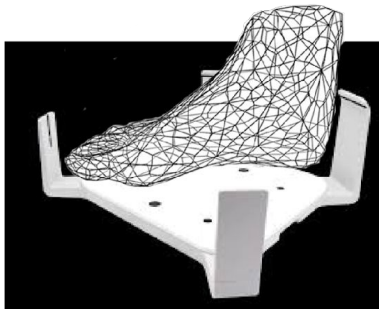
- Urethane gel for making custom insoles within shoe
- 3d foot scanner for customizing insoles
- BCI technology to control appearance of shoes from thought
- Locking mechanism for lacing



# Competitors

## Market Competitors

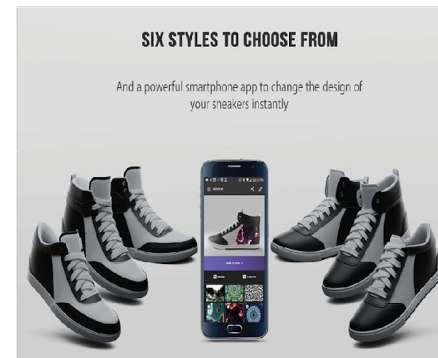
**Nuro:** Francois Gand founder of using thought to manipulate an app or device. This is a kickstart project only and is still being tested.



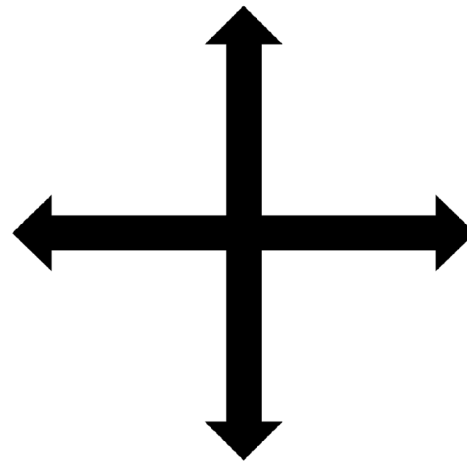
**Powerstep:** Current best gel insoles



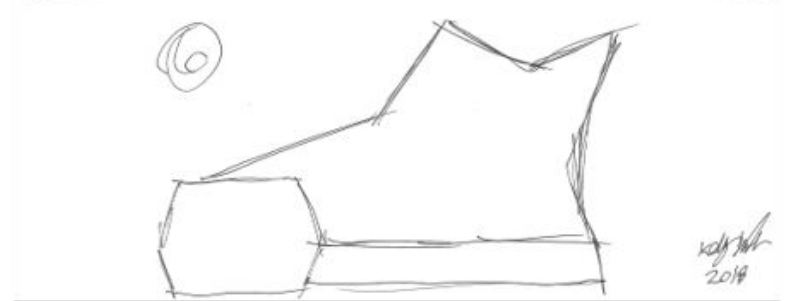
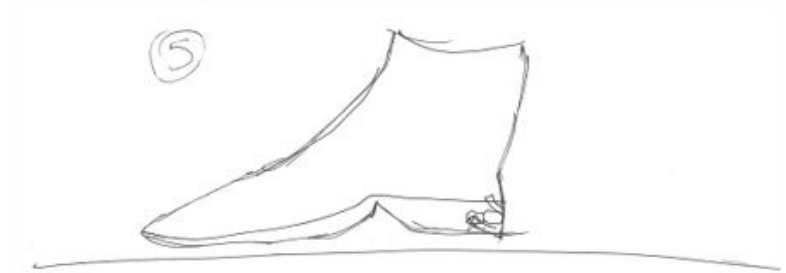
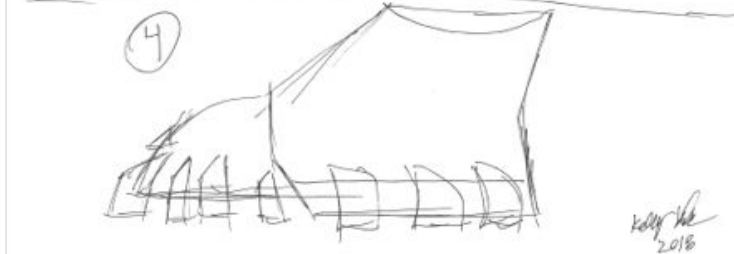
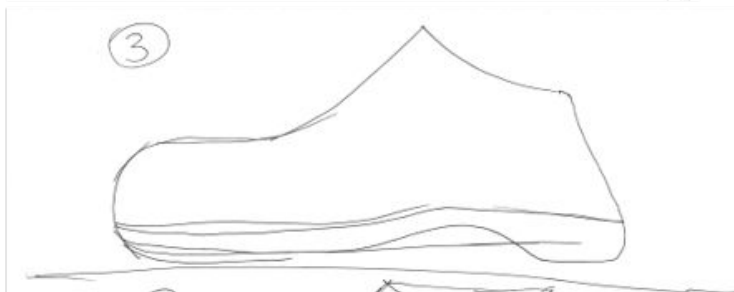
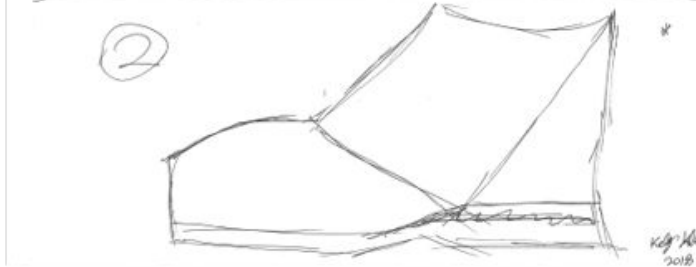
**Shiftwear:** Current technology changing shoe design through app on a download only basis.



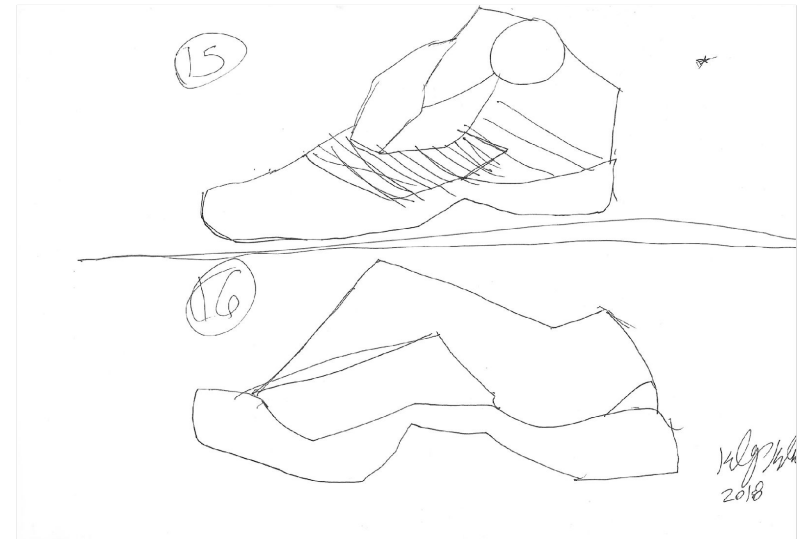
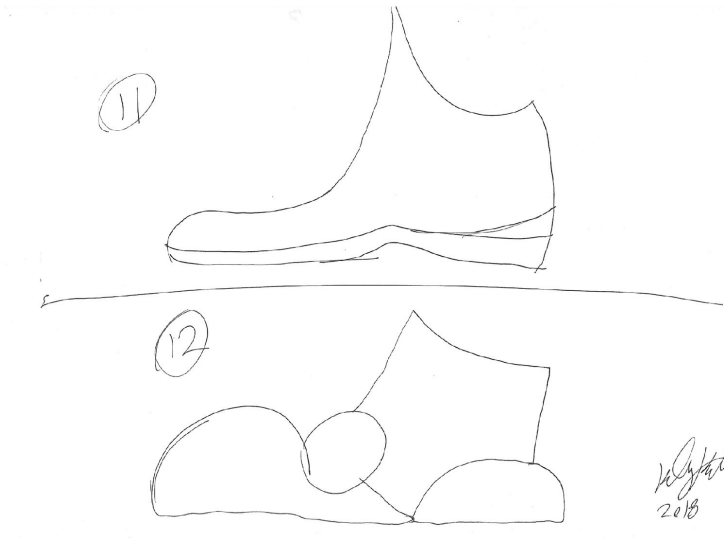
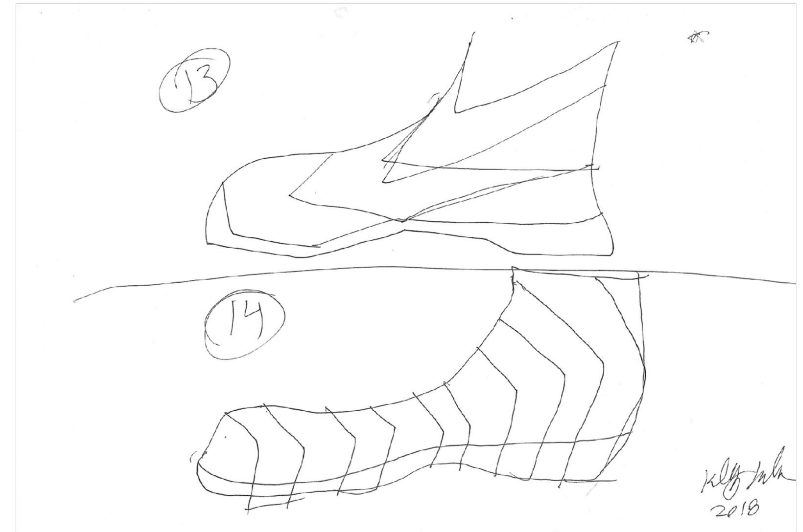
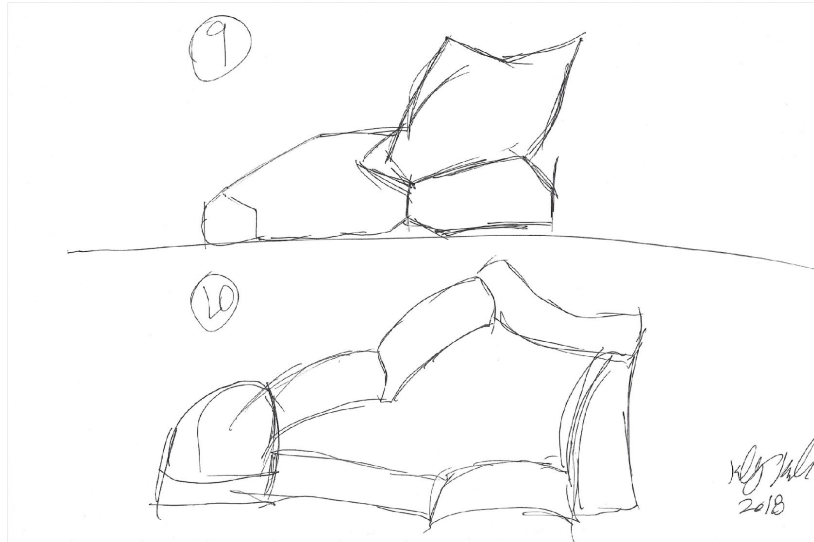
**Volumental:** Current fastest 3d foot scanner



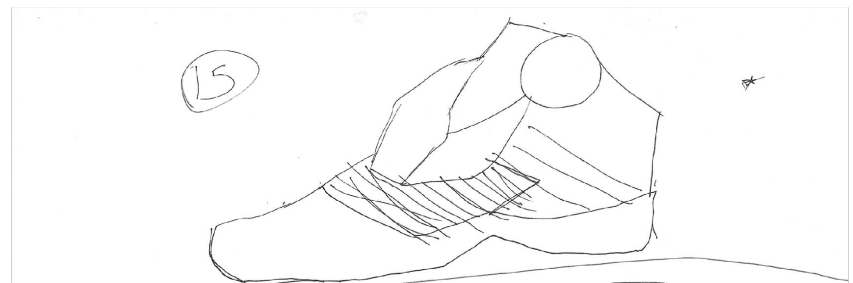
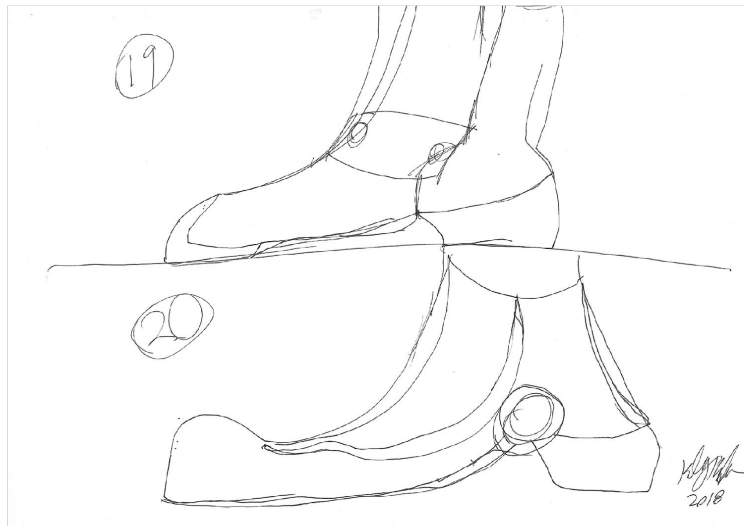
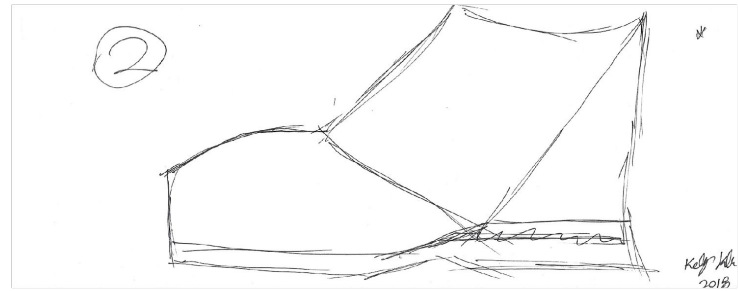
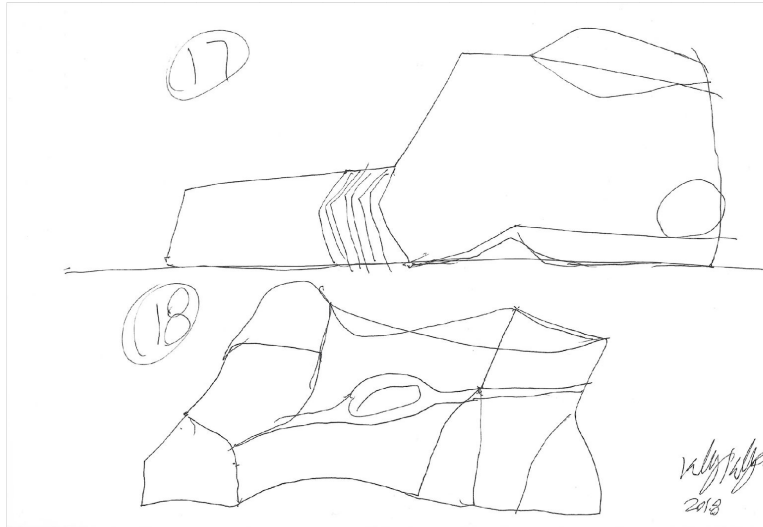
# Shoe Ideas



# Shoe Ideas cont...

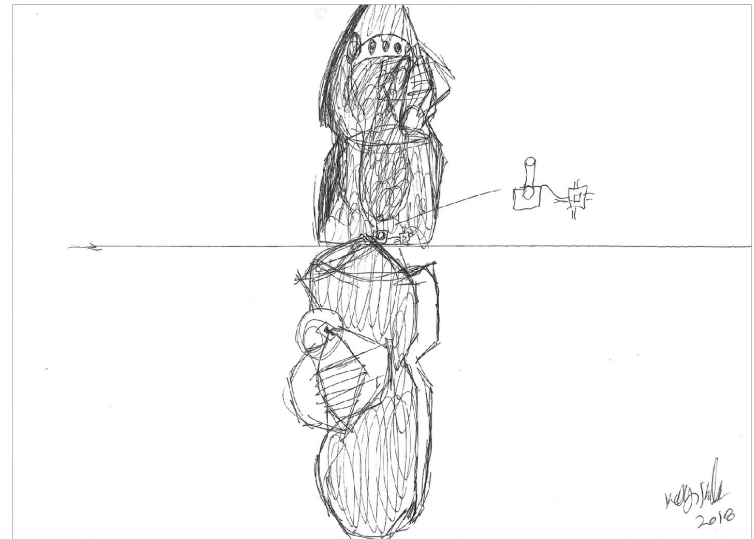
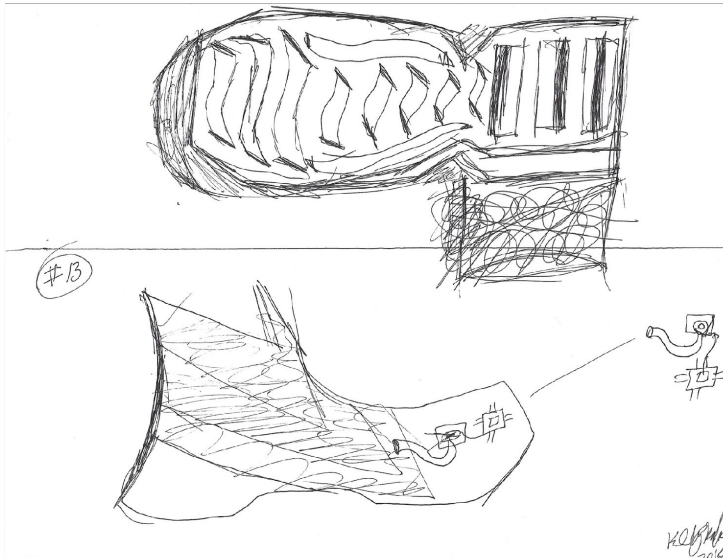
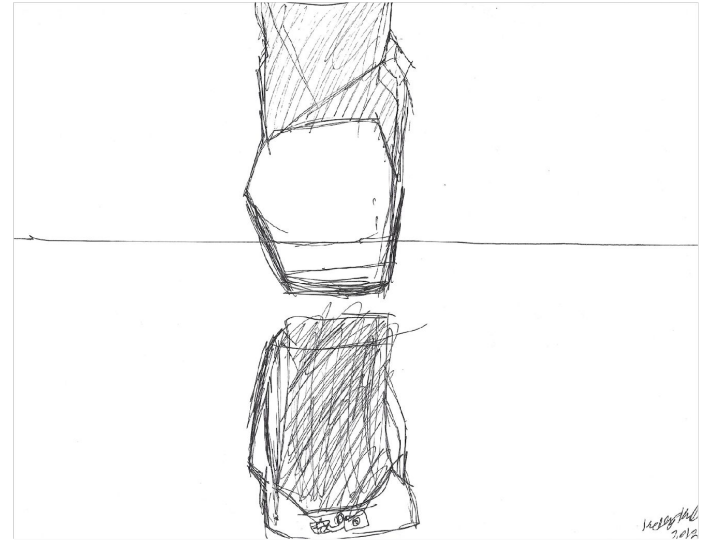
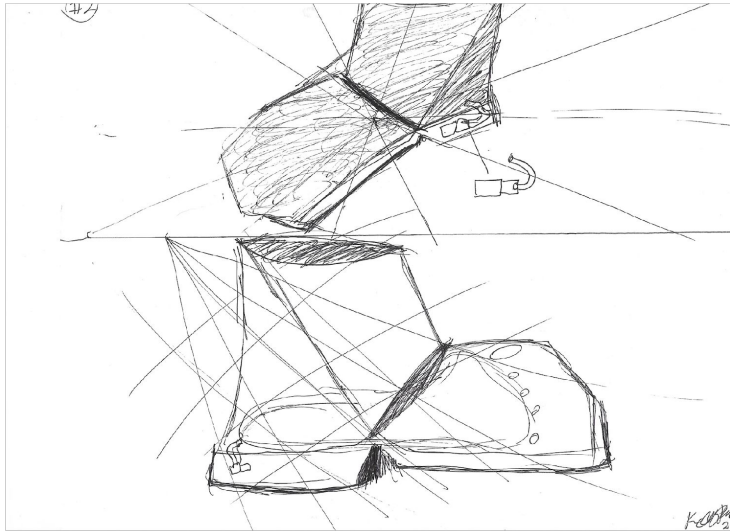


# Last Shoe Ideas with Top 3 picks

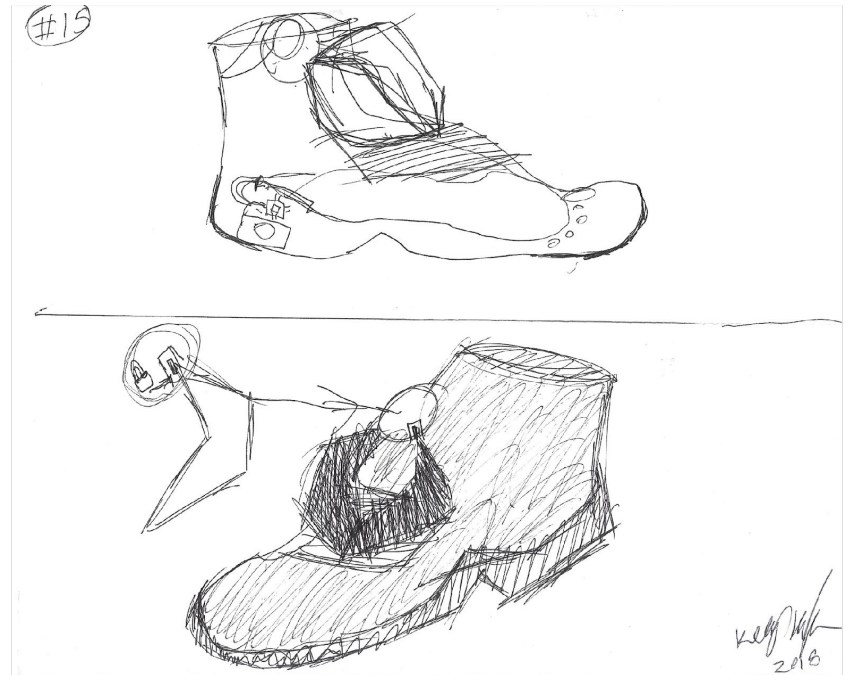
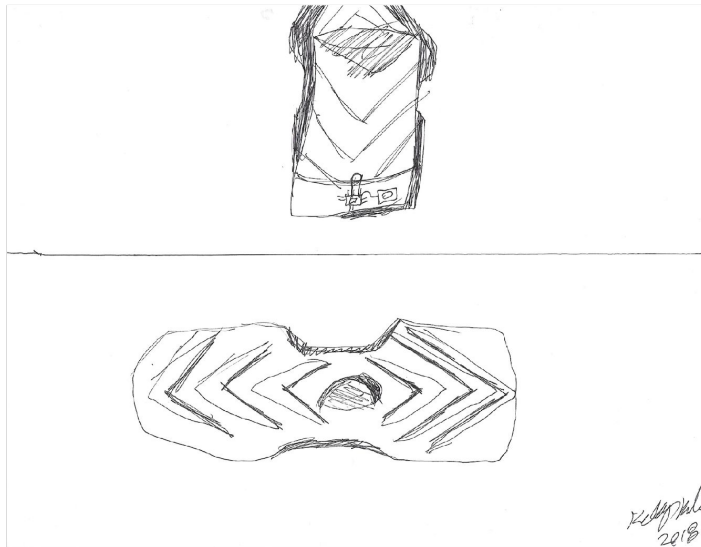
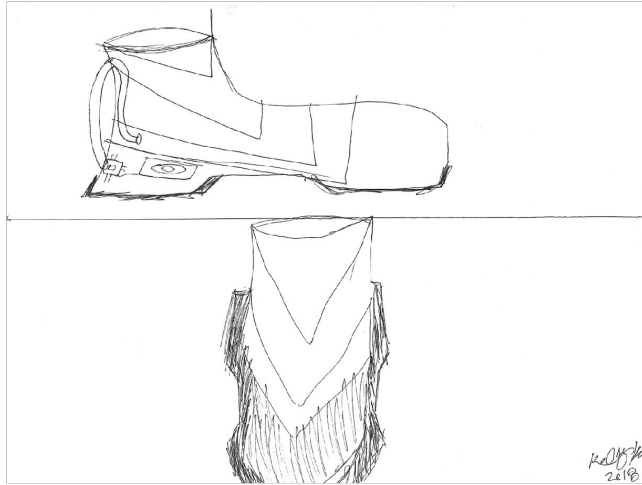




# Shoe Refinements



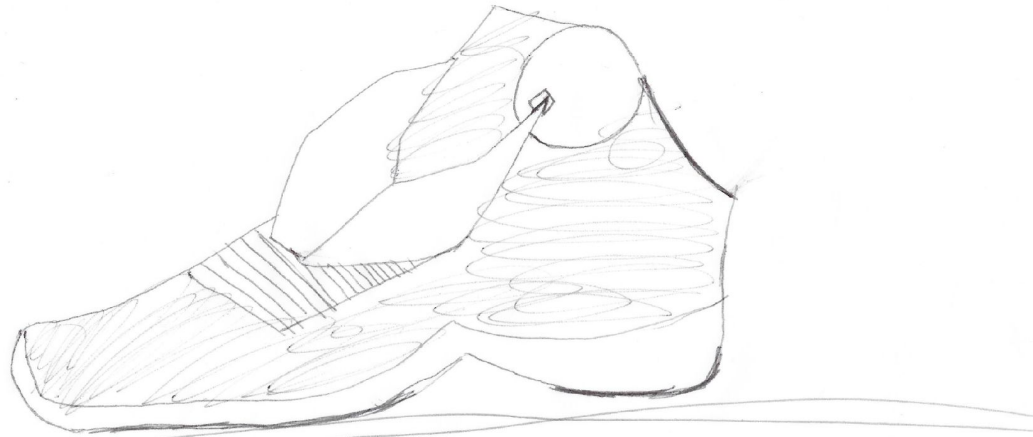
# Shoe Refinements cont...



# Final Shoe Refinements

Shoe Refinements

①



②

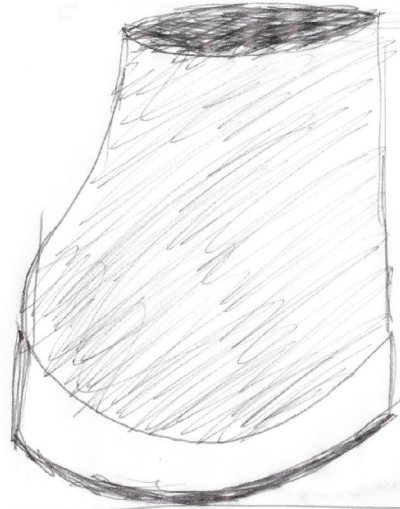


Kapoor  
2018

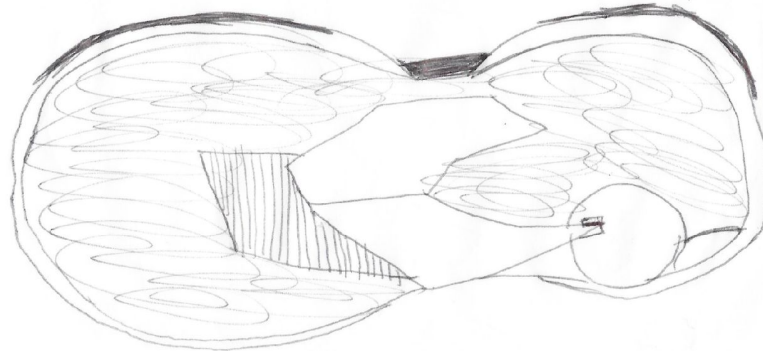
# Final Shoe Refinements cont...

Shoe Refinements

③



④

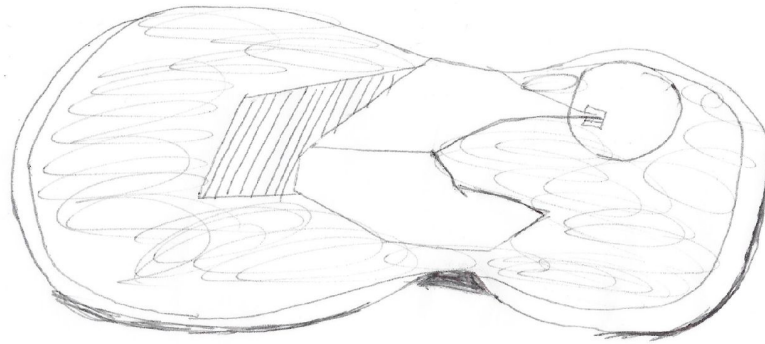


*KeChen*  
2018

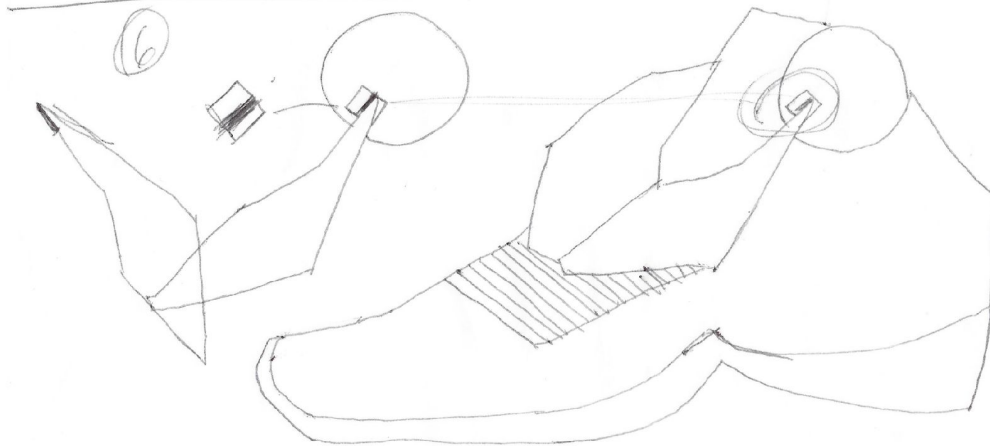
# Final Shoe Refinements cont...

Shoe Refinements

(5)



(6)

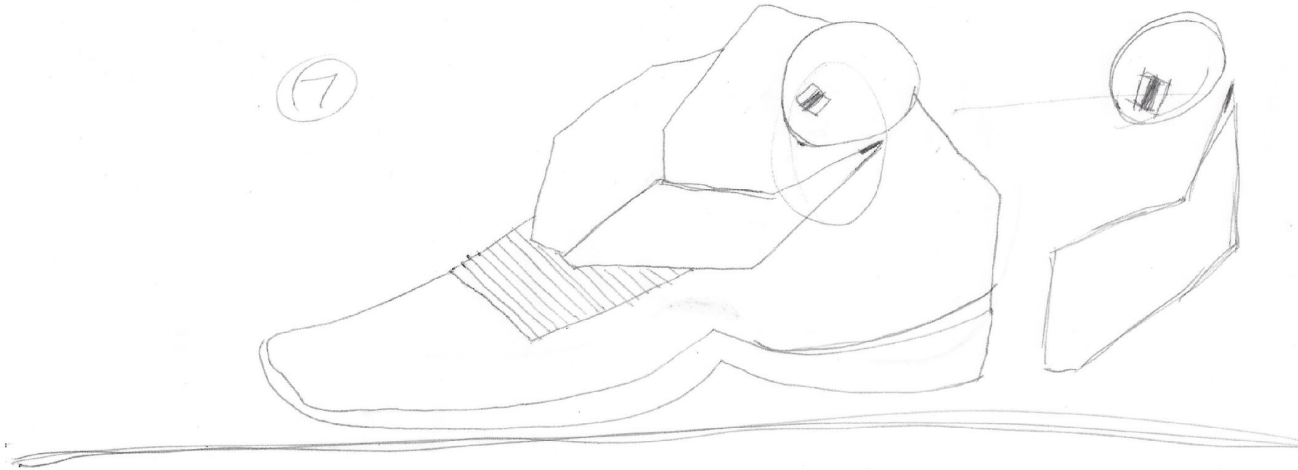


Reilly Ma  
2018

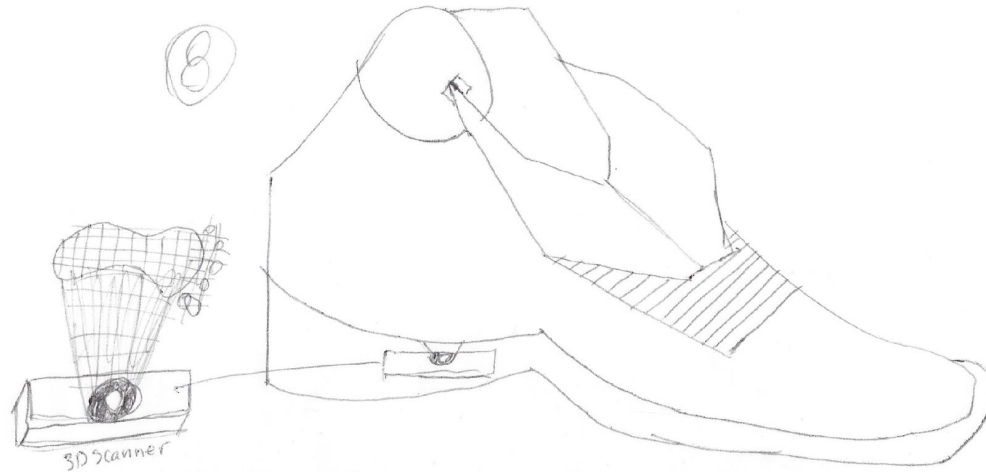
# Final Shoe Refinements cont...

Shoe Refinements

(7)



(8)

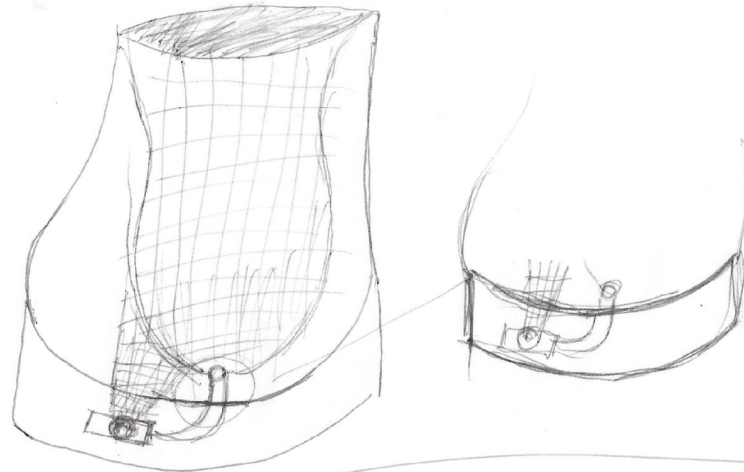


Katey Hall  
2018

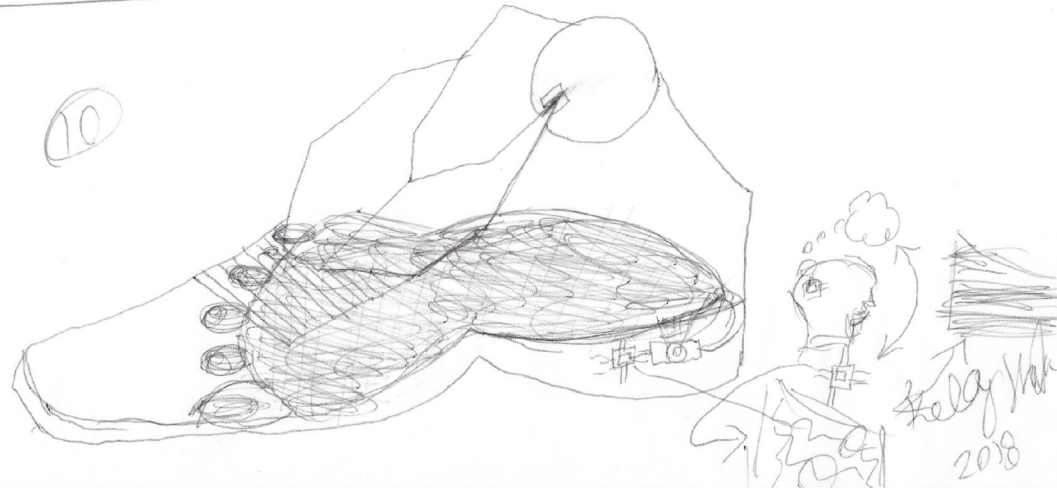
# Final Shoe Refinements cont...

Shoe Refinements

(9)



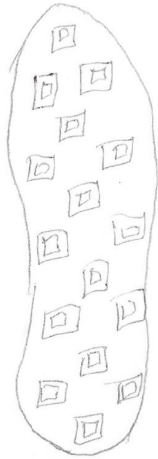
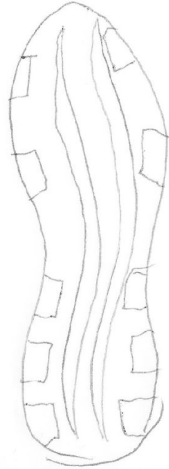
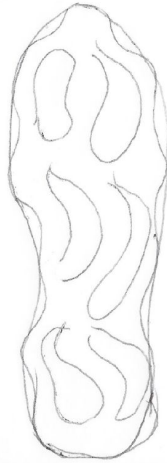
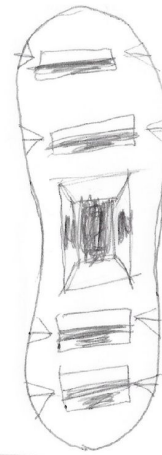
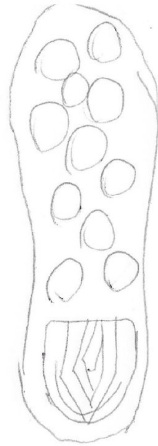
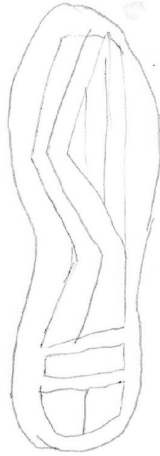
(10)



# Tread Ideas

Tread options  
for Orthographic

Kelly  
2018

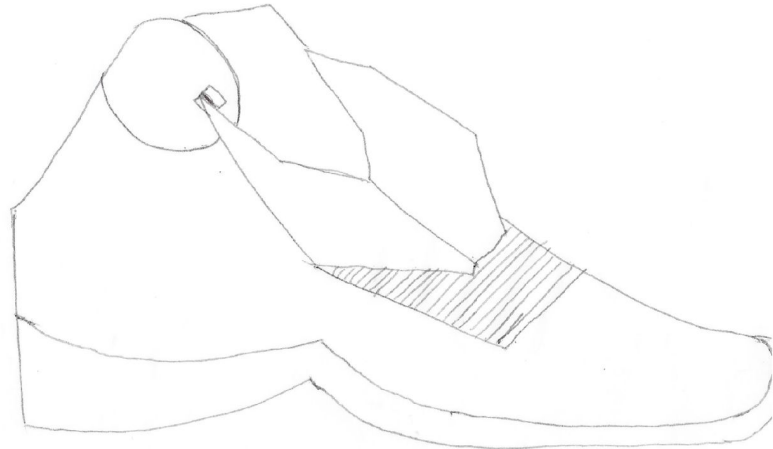
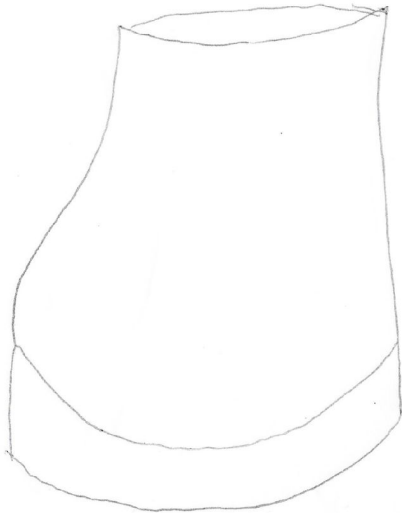




# Orthographic

Orthographic design  
sides and back

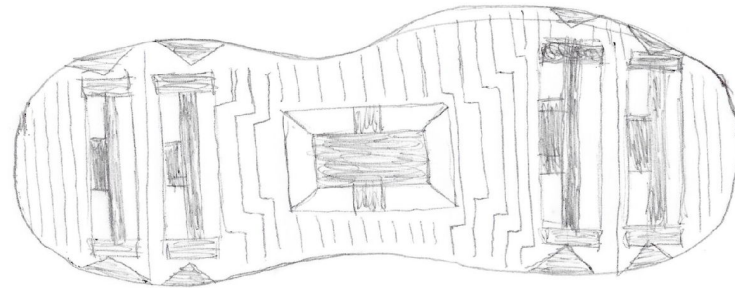
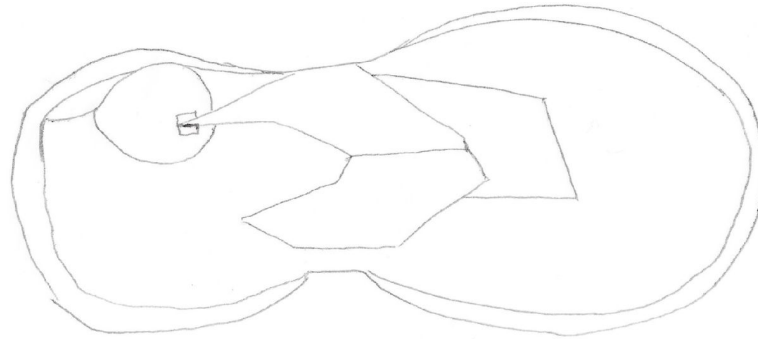
Kelly Wade  
2018



# Orthographic cont...

Orthographic Design  
Top and Tread

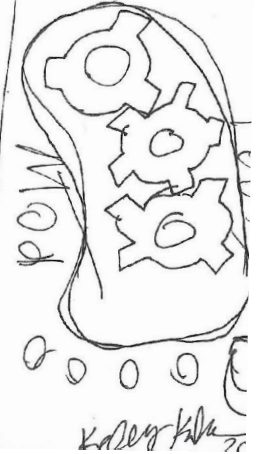
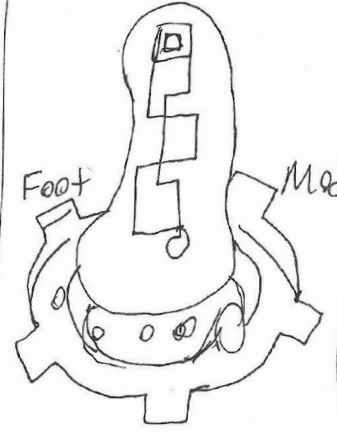
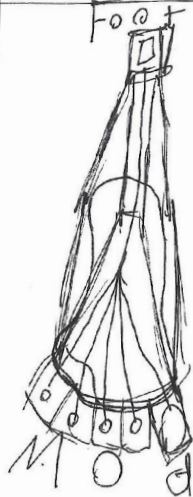
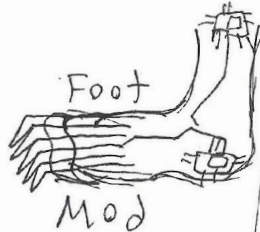
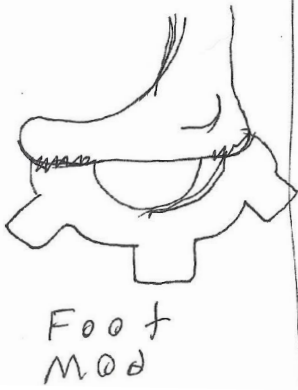
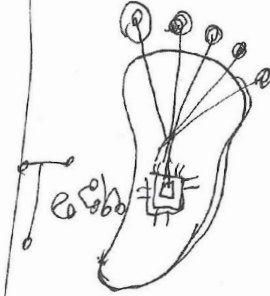
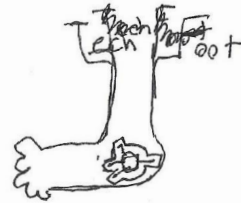
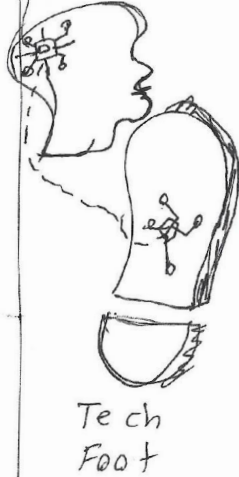
Kelly M  
2018



# Logo Ideas

Logo Ideas

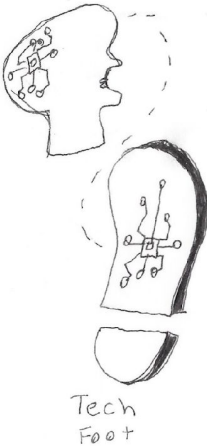
~~Logo Ideas~~



# Logo Refinements

Logo Refinements  
either light blue or white  
for color

#1



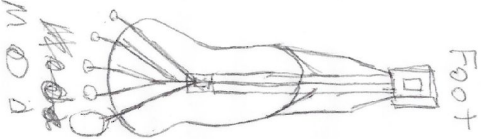
#2



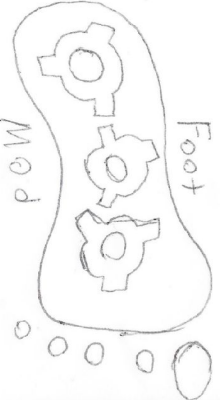
#3



#4



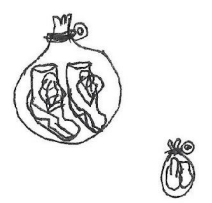
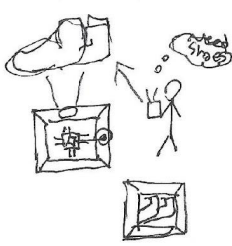
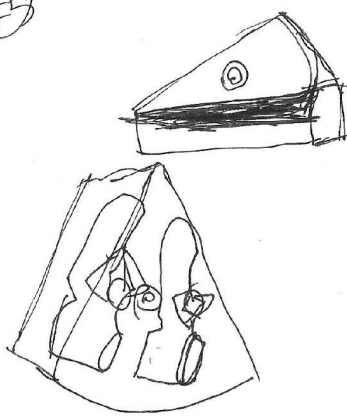
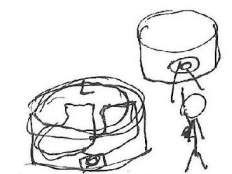
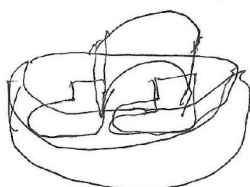
#5



redpilot  
2018

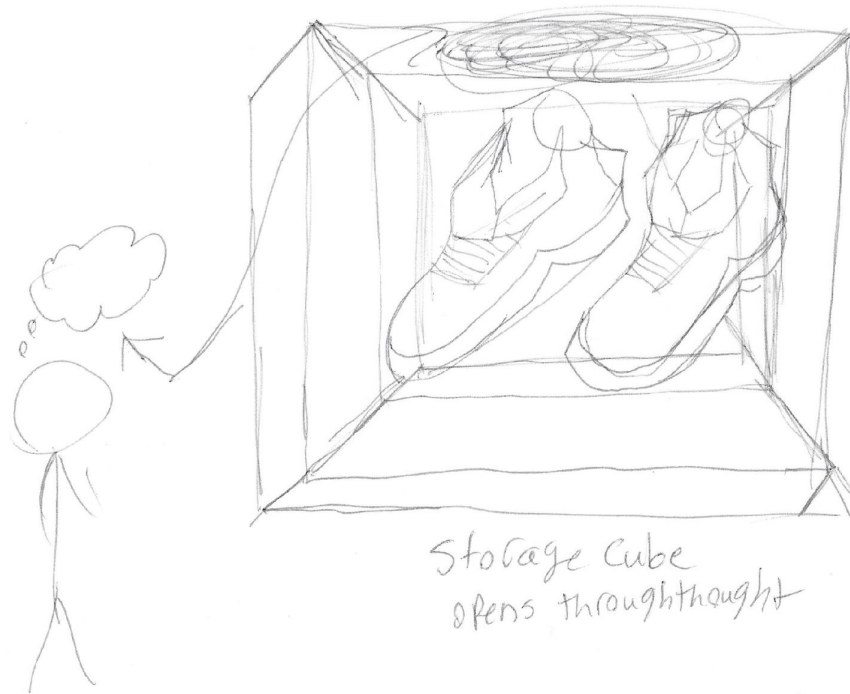
# Package Ideas

## Package Designs

<p>#1</p>  <p>Expanding and Contracting bag button activated</p>	<p>#2</p>  <p>Collapsible Polygon Container Plastic Pull side to open</p>	<p>#3</p>  <p>Storage cube open through thought</p>	<p>#4</p>  <p>Cup shaped container With lock strap Can adjust length has adjustable strap</p>
<p>#5</p>  <p>Pie shaped Plastic container button opened</p>	<p>#6</p>  <p>Pull out tray contains shoes</p>	<p>#7</p>  <p>Circular storage opens through scanner Personalized</p>	<p>#8</p>  <p>urethane gel Storage bag (durable and perfect shoes) Kelly</p>

# Package Refinements

Package Design Refinements



# Point-Of-Purchase Ideas

## P.O.P Designs

#1 Store front

Info about shoe and benefits  
pics and information

↑ manager of product and associates able to answer questions purchase at left side

simulation able to feel shoe on and inside being created along with free walking space

#2

Info

bci chips on both sides of entrance

materializes shoes as you enter door then payment on screen

Show info on both walls to ensure you purchase if browsing

#3

Flying store interface

bci chip to identify wanted product then pay to purchase

#4 online

Purchase online, comes to you through atomic transmitters that are standard in all homes or can be purchased cheaply

#5 online

Trial demo in augmented reality allowing for immersive test of product

#6 online

hologram shoe rep to answer questions about shoes

Kelly 2011

# Point-Of-Purchase Refinements

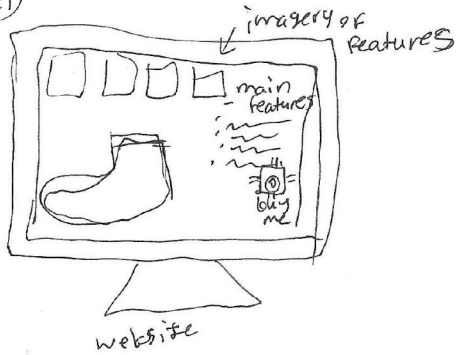




# Advertisement Ideas

## Advertisement Designs

#1



#2

(make less wordy) <sup>floating billboard</sup>

Shoe doesn't fit right? Get  
this shoe is customized to your  
feet's needs, for business and pleasure,  
operated by ~~your~~ thought for  
whatever style you want

still applicable  
to air

#3



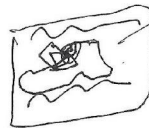
phone advertisement

#4



#5

VR ad.



#6

Brain ads  
bci chip  
used for  
companies  
to broadcast  
straight to  
consumers



bci beacon  
transmits  
to brain waves  
of people

#7

3D scanner ads

use of 3D scanner to  
replicate humans and  
durable product demos

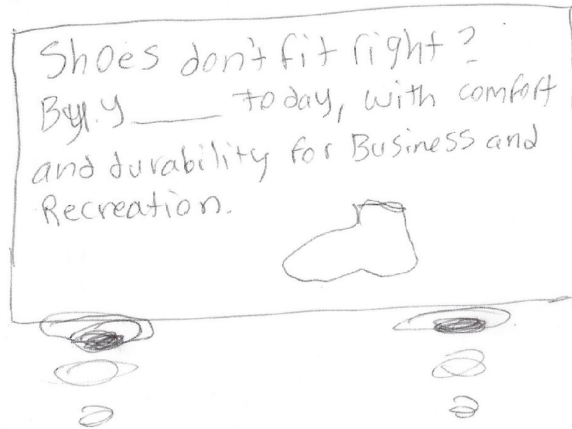
(Place sensors in high social areas)  
campuses, stores, ~~bars~~ restaurants

Kelly  
2018

# Advertisement Refinements

Advertisement Design Refinements.

#1



#2



Put in malls, outside campuses,  
businesses, in the air

#3

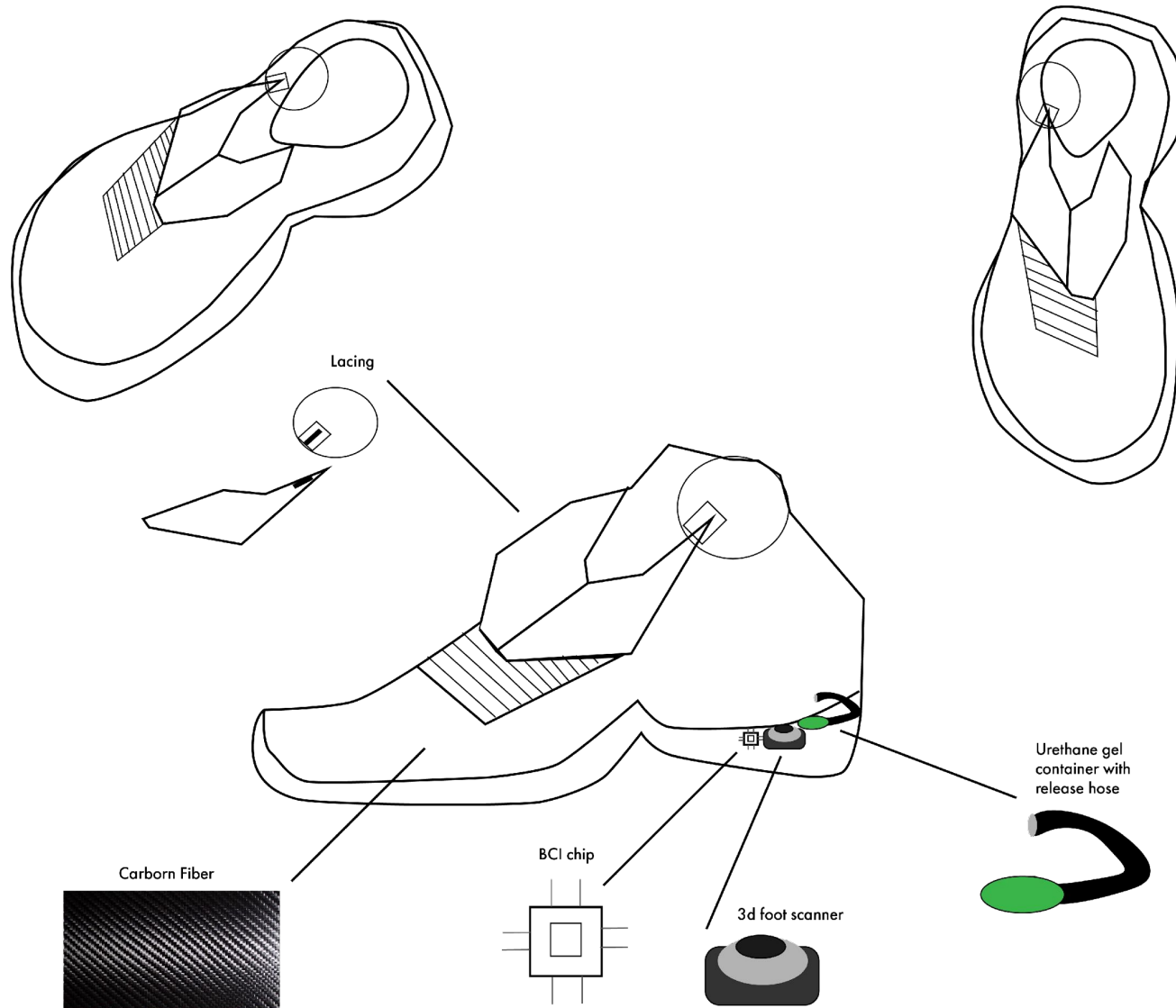
3D Scanner ads

Will Show  
Someone walking  
in shoes and  
what the shoes  
do while in  
motion.

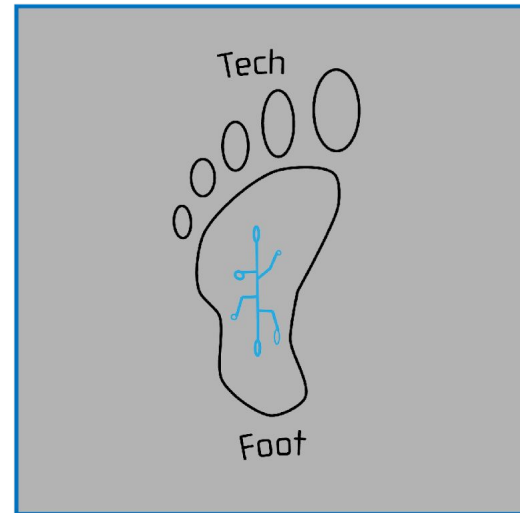
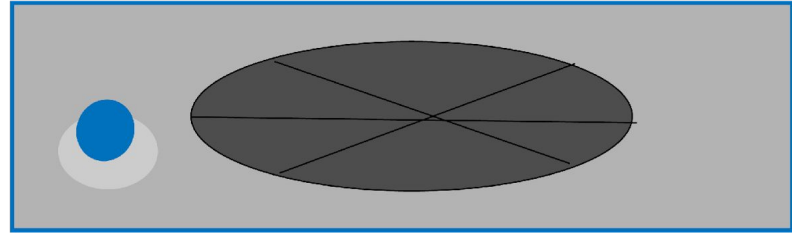
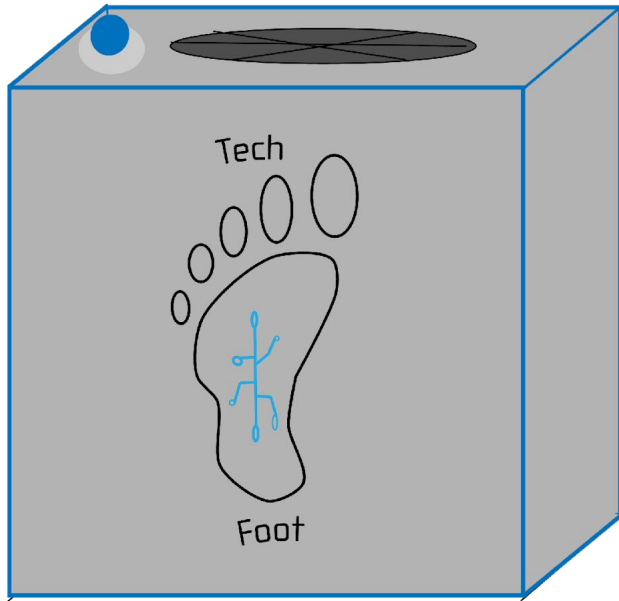


Kelly Mck  
2018

# Materials



# Packaging



# Shoe Colors

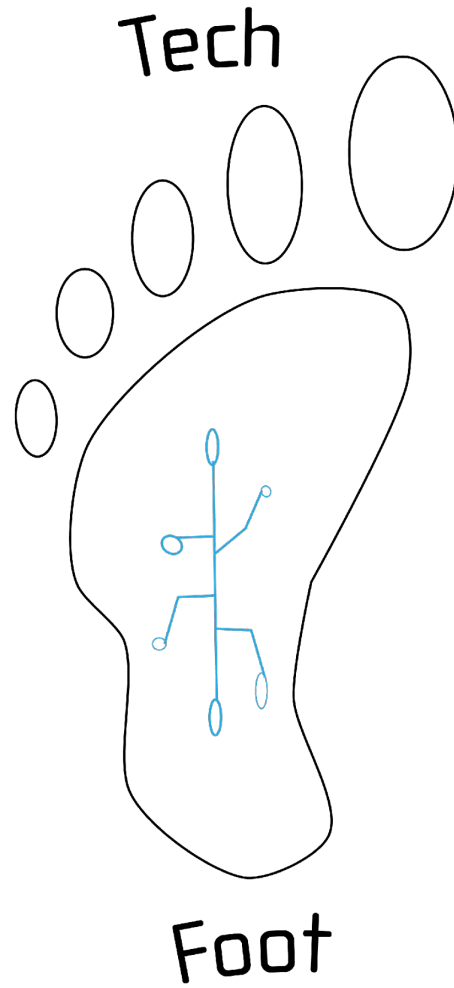


Black, Brown, Navy Green, Navy Blue, Pink

# BCI used to control shoe design

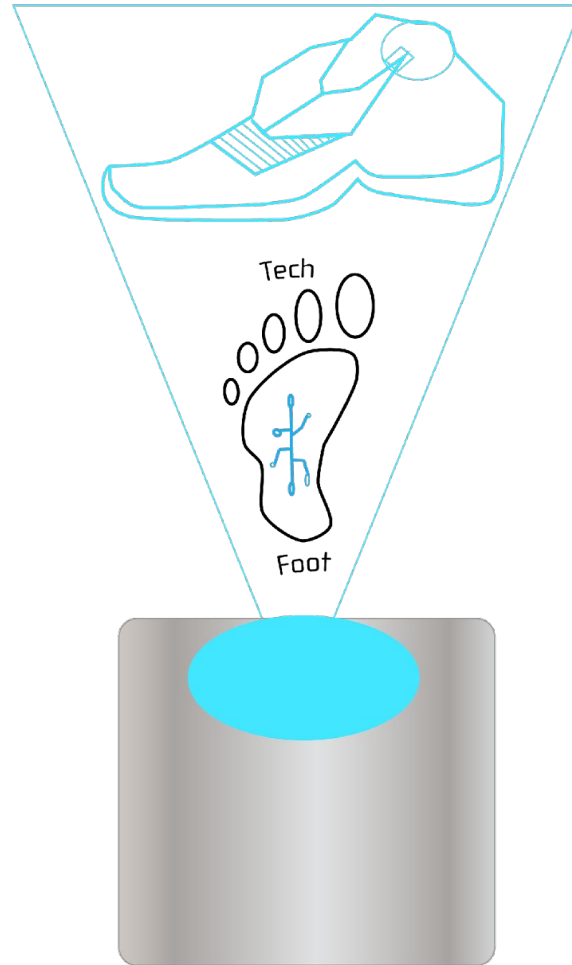


# Brand



# Advertisement

Never need another  
pair of shoes again!





Never need insoles, Order Now!



# Thank You

