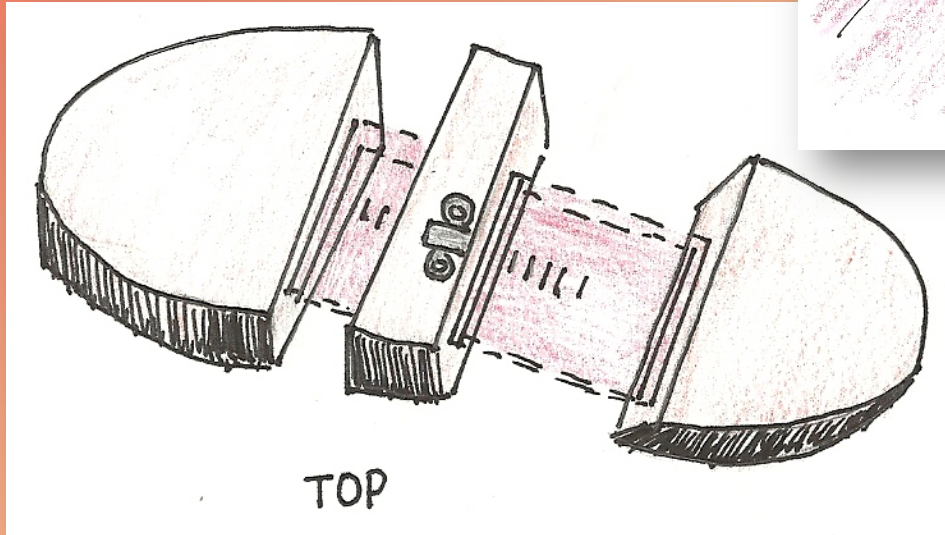
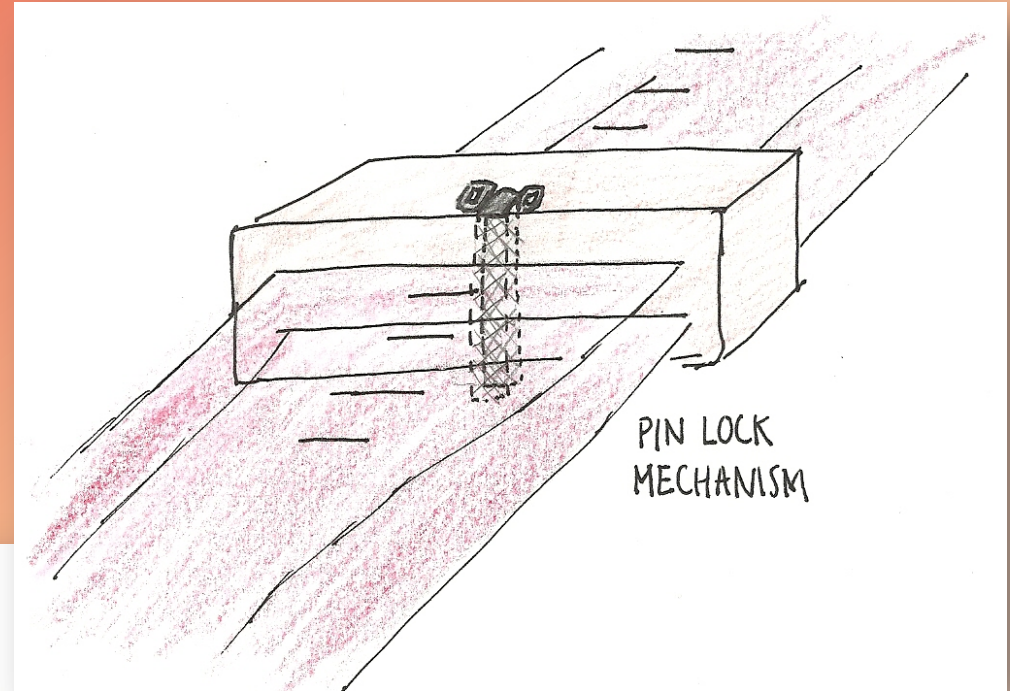


Concept Sketches

The Adjustable Wrap Shoe
Rachel Harrison-Gordon and Nicole Telleri

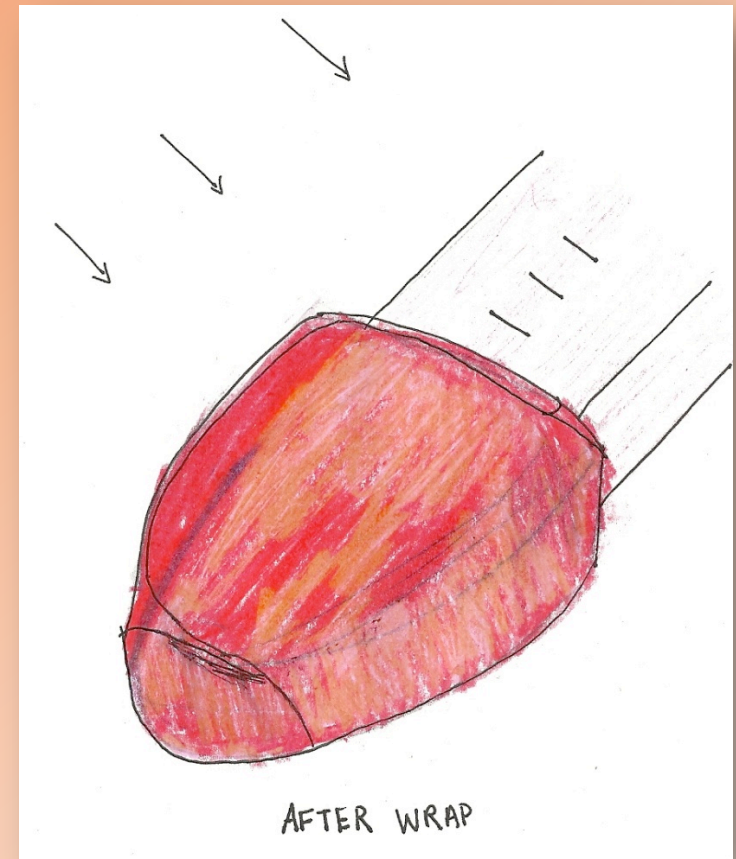
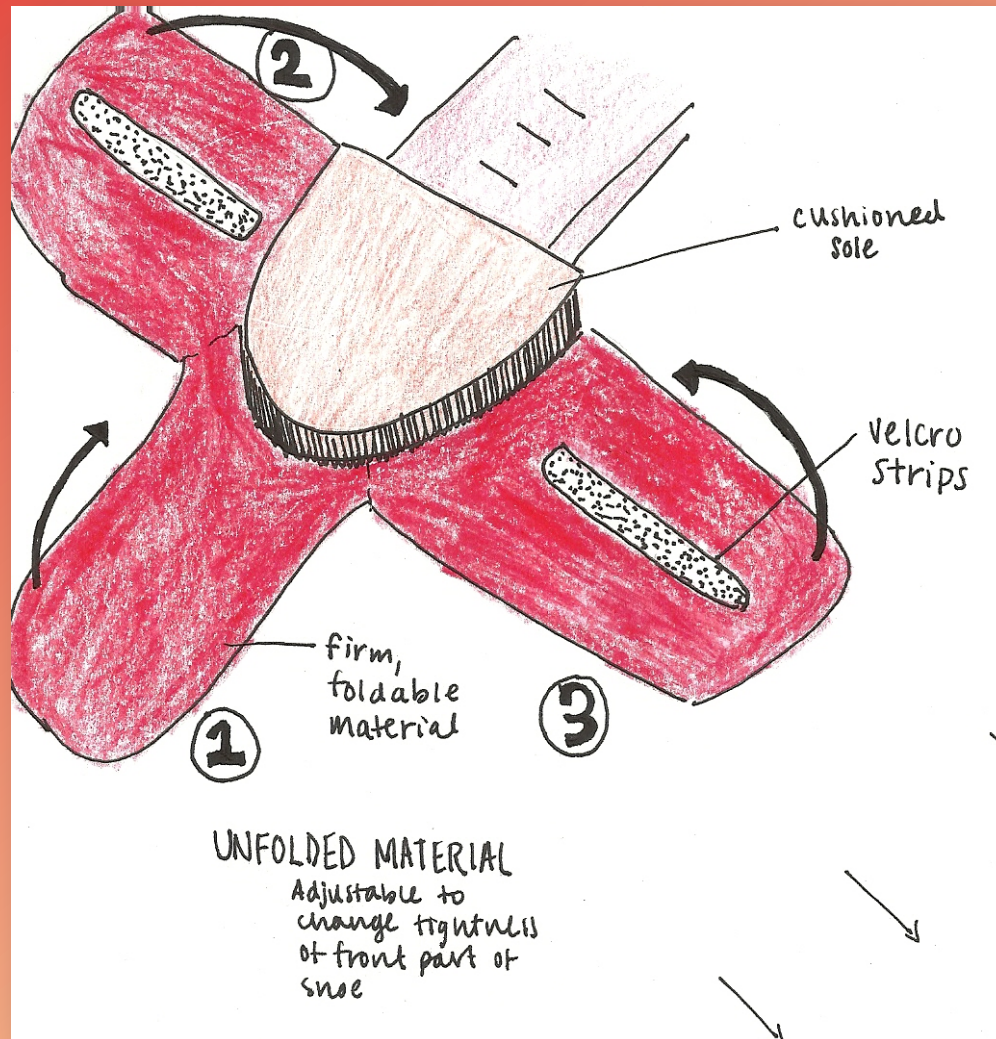


Concept Sketches

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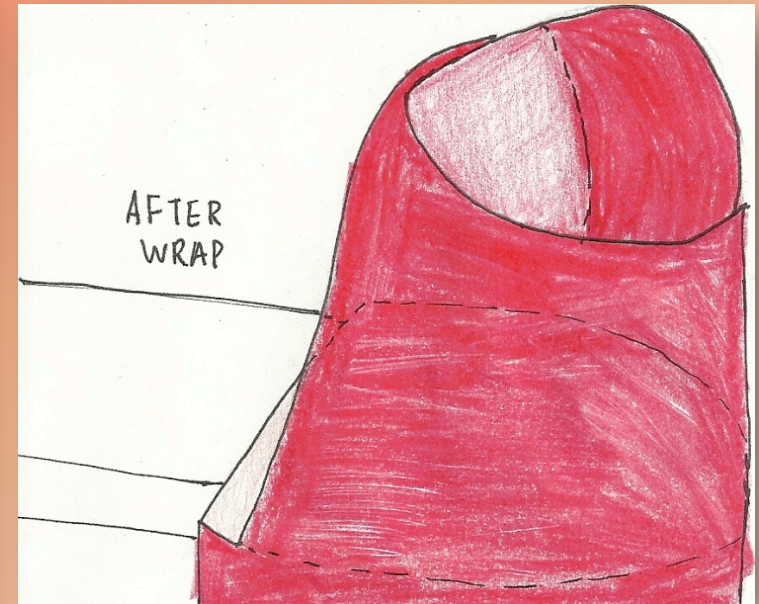
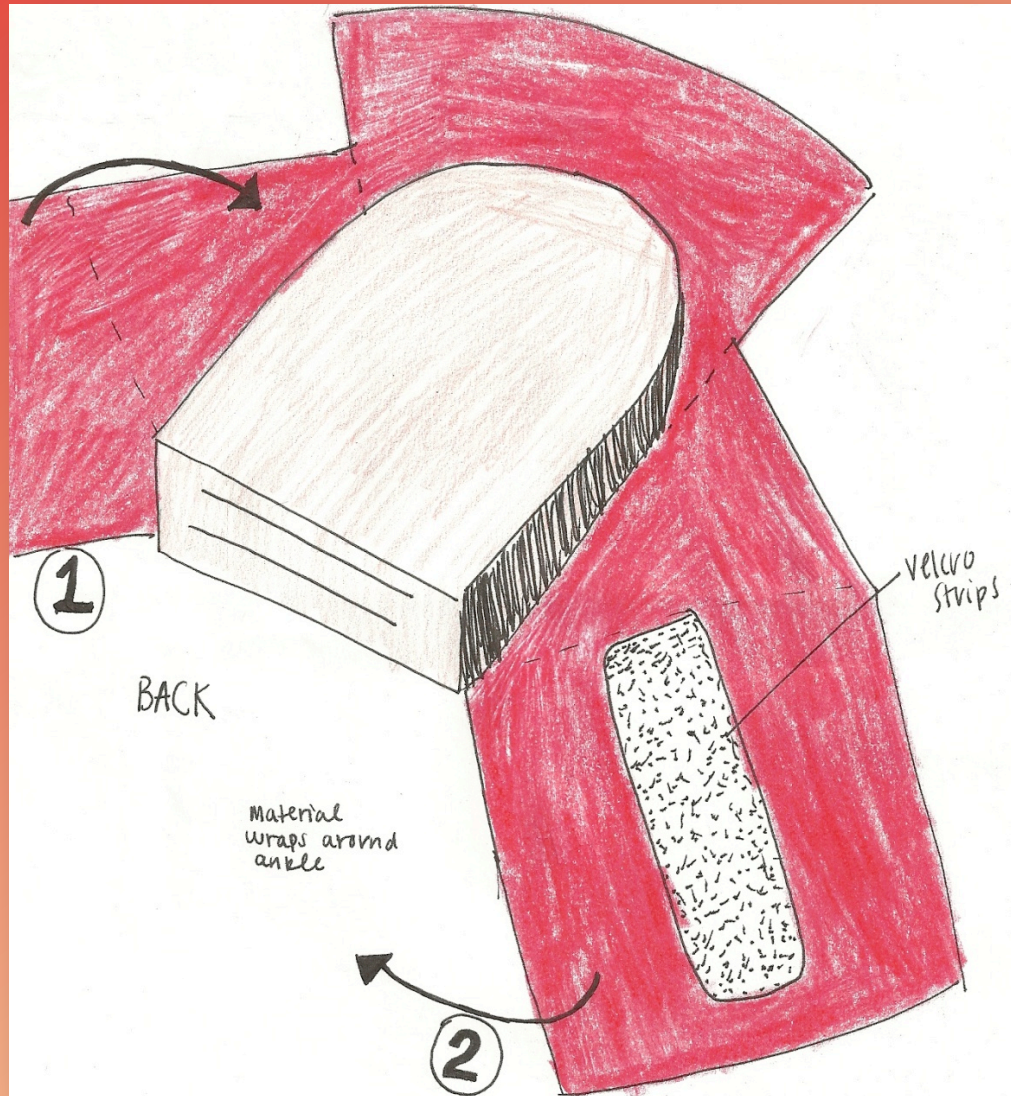


Concept Sketches

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Customer Needs

The Adjustable Wrap Shoe

Rachel Harrison-Gordon and

Nicole Telleri

Children Developing World

Needs: <i>The shoes...</i>	Target Metric	Units/Value
are durable.	Time that shoes maintain structure and function, based on shoe durability test.	3-4 years
are low cost.	Low manufacturing costs.	<\$20
provide a secure fit.	Adjustable for a range of lengths and widths.	3 children's sizes/shoe
provide good traction.	Run and stop testing. Wet surface testing.	pass testing
protect the user's feet.	Foot protection test: soles resist puncture by rocks or nails with bodyweight pressure on shoe.	pass testing
are comfortable.	Children testing shoes find shoes comfortable after 10 hours of continuous wear.	>95% positive response

US Consumers

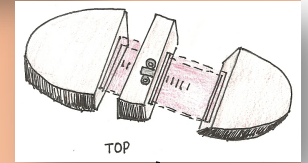
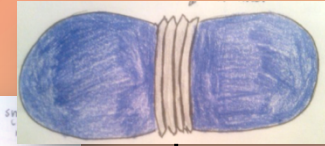
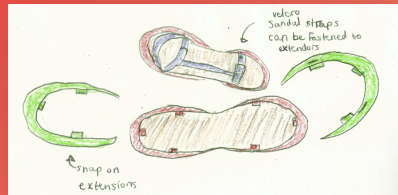
Needs: <i>The shoes...</i>	Target Specifications	Units/Value
are durable.	Time that shoes maintain structure and function, based on shoe durability test.	3-4 years
are fashionable.	Favorable style to potential customers surveyed.	>70% positive response
provide a secure fit.	Available in standard sizes.	fits >95% of users
are easy to clean.	Dirt stains easily removable.	Cleans with soap and water in <5 min.
are comfortable.	Users testing shoes find shoes comfortable after 10 hours of continuous wear.	>95% positive response
are versatile.	User surveyed would use shoes in at least two contrasting contexts (work/evening; summer/winter; sunny/rainy; or athletic/daily use for examples).	Shoes achieve desired function
are customizable.	Variety of style options to meet preferences of users surveyed.	>70% positive response

Concept Selection Matrix

The Adjustable Wrap Shoe

Rachel Harrison-Gordon and

Nicole Telleri



Selection Criteria	Weight	C1: Snap on Extension Sandals		C2: Memory Foam and Velcro		C3: Remoldable Shoe		C4: Zip Up Shoe		C5: Collapsible Shoe		C6: Adjustable Belt	
		Rate	Wt	Rate	Wt	Rate	Wt	Rate	Wt	Rate	Wt	Rate	Wt
Durable	0.25	2	0.5	2	0.5	4	1	3	0.75	4	1	3	0.75
Low Cost	0.25	3	0.75	5	1.25	1	0.25	3	0.75	1	0.25	4	1
Secure Fit	0.2	4	0.8	4	0.8	5	1	2	0.4	5	1	5	1
Protect Feet	0.15	3	0.45	2	0.3	4	0.6	3	0.45	5	0.75	4	0.6
Comfortable	0.1	4	0.4	4	0.4	5	0.5	4	0.4	4	0.4	4	0.4
Good Traction	0.05	5	0.25	2	0.1	5	0.25	4	0.2	4	0.2	4	0.2
Total Score		2.9		3.25		3.35		2.75		3.4		3.75	
Rank		5		4		3		6		2		1	

Mock Up Photo

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Nicole Telleri

