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Shoe Problem Statement

The problem is that runners are not able to tell the distance, speed and shock rate of their run without a separate device and shoes get untie easily. For example, when training for a marathon, runners will like to know their speed, distance and rate of shock so they know when to accelerate and help them pace themselves. Another example can be when a runner is in a middle of a race and their shoelaces become untie. The runner will have to stop and tie their shoelaces, which will lengthen their overall time and make them loose their momentum. This shoe will fix all these problems. It will tie its own shoelaces. It will also track the amount of shock on the knees and other joints so the runners can know what other components to wear while they run such as a knee brace or other support devices. Despite all its features, the shoe will not weight much so the runners can run smoothly. It will include a pedometer, a GPS system that will track speed and distance and a censor to monitor the shock rate. All the information from the run will be available in a phone app that is easily downloadable trough the app store. Since most people run with their phones or iPods, runners will be able to check their rates as they run using the app. The shoe will be develop within this year so when next January comes along, people can use it to fulfill their new-year resolutions. The shoe’s target audience is anyone who runs on a regular bases or wants to do so. At the end of testing which our company will partner up with Nike to do, the shoe should be able to record the speed, distance and shock rate as well as tie is own laces.