Chapter 44

Sole for Your Soul

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ABSTRACT

Sole for Your Soul is a product that has been designed to help your life more convenient. Sole for your soul are footwear that has multiple purposes in which you can change the sole of your footwear based on the types of activity you do. The different types of sole include lifestyle, running and training. This footwear specially designed to make it easier for consumers where they no longer need to buy different types of footwear for different purpose. Consumers are able to gain changeable sole footwear with affordable price. Consumer can change the sole of the footwear by unzipping and if they wanted to attach the new type of sole, they can do it by zipping it back to the original footwear. The objectives of Sole for Your Soul is to make one's life easier, save money and also give a choice of a travel friendly footwear. Other than that, this footwear is different from others because of the innovations we make; where you can check your weight as well as the amount of calories burned using this footwear through application. This application uses gyroscope, accelerometer, GPS and other sensors to detect if the user of the footwear is walking. When the user walks, the sensor suite collects data-points based on how the device is moving by its position, in space, and the velocity it senses as the user body moves. The motion co-processors likely calculate steps based on combination of steps frequency and the magnitude of accelerometer signal.

Keywords : Footwear, Changeable sole, Accelerometer

1. INTRODUCTION

In this modernization era, customers have a growing appetite for newness and always on the hunt for new trends especially in shoes. It is imperative to the footwear industry succeed by the ability to collate, analyze and act on consumer buying patterns, sales...
trends and changes in the fashion industry and needs to find a proven integrated solution, standardized, and industry best practices. Thus, Sole for your Soul was designed to meet the needs of consumers.

The name of the product is representing how consumer have the power to change the purpose of the shoe accordingly depending on the type of soles that are suitable with their daily activities without having to buy a new pair of shoes. There are currently many different types of shoes in the market and each shoe has its function. The more goals they want, the more shoes they have. Because of that, Sole for your Soul specially designed to make it easier for consumers where they no longer need to buy different types of shoes for a different purpose. The consumer can gain a multipurpose shoe through change the sole of your footwear based on the types of activity you do at affordable prices. The different types of Sole for your Soul are running, training and lifestyle shoe which is consumer can change the footwear by unzipping it and if they wanted to attach the new type of sole, they can do it by zipping it back to the original shoe.

Other than that, using the technology as a gyroscope, accelerometer, GPS and other sensors consumers can find out their weight as well as the number of calories burned through an application that we link. The sensor will be detected when the user of the shoe is starting walking. The objectives of this product are to make your life easier, save money also give a choice of travel-friendly shoes.

2. LITERATURE REVIEW

Footwear has currently been developed and tested by designers. Appearance is among the most important factors contributing to the popularity and market shares of particular brands and designs targeting on purchasers. Sole for Soul would like to increase awareness and market penetration among society on its sports shoes. In order to achieve this goal, we will examine the following research question: What are the problems that consumers facing with in terms of purchasing sport shoes? What are the elements and features that consumer wants in sport shoes? Why people love to buy various types of sport shoes instead of sticking with one?

According to the National Sporting Goods Association (2009), athletic shoe sales reached $17.1 billion for 2009. Furthermore, of the 2.3 billion pairs of footwear purchased in the United States in 2007, Americans purchased 334 million pairs of athletic shoes (American Apparel and Footwear Association, 2008). From 2002-2007, the athletic shoes market has grown consistently at approximately 2.8% per year, growing by $2.4 billion (Overall Sales Growth, 2008). This shows that many people spend their money on sport shoes as they need it for their daily activities.

The aim of the project is to create travel-friendly multipurpose sport shoes that offer the consumers with easy changing function. Despite having difficulty to buy a few types of shoes that suitable with their sports activities, Sole for your Soul offers the consumer with various types of soles for sports functions such as running, training and lifestyle at a cheaper price.
3. RESEARCH METHODOLOGY

There are several methods that we use in order to develop this product which are survey and internet. From the survey method conducted, we have identified several needs in a shoe that people nowadays looking for. There are 8 questions that have been asked and there are 35 unknown respondents ranging from age 20-25 years old.

In this research, we found out how innovations can be made in shoes. As we gathered the information, the innovations that can be made are by adding weight and calorie loss measurement but it needs an application as complementary.

The application innovation will be placed inside the shoes in order for it to function accordingly. As for the development of application, android studio will be used, as it is user friendly in developing applications and can be run on mobile phones. There will be a sensor inside the shoe as well that will measure a person’s heart rates and motions using the accelerometer. This shoe can determine how much calorie loss based on its statistical models that have been generated. The application is needed because the user needs to state their current weight in order for the device to calculate accurately. The device will be placed on the nearest part of the dorsalis pedis pulse which is located on top of the foot and the heart rates can be found in this area. As for the current weight of the person, in the application, user’s food intake and exercising will be recorded and it will calculate their current weight based on the data recorded.

4. RESULT AND DISCUSSION

![Figure 1: The Types of Sport Shoes Respondents Have](image-url)
Leading Towards Creativity & Innovation

Figure 2: Respondents Ways to Keep Their Shoe Rack Spacious

Figure 3: Respondent's Frequency in Weight Measuring
To improvise our footwear according to consumer needs, we will design soles for running, training, and lifestyle as there are the footwear that people use frequently. Some respondents agreed that they have to share footwear among family members and use one type of sport shoe for different purposes; with our product this kind of problems can be solved.

It is also aim in helping our consumers to be a healthier person, therefore this innovation is also able to measures the calories burned in a day and to make them easier to measure their current weight frequently. Some respondents brought 2-3 shoes when they go for travelling, which creates trouble to them. Again with this innovation, consumer can bring only one pair of footwear and can use them for different purpose which can save space and cost.
5. CONCLUSION AND RECOMMENDATION

In conclusion, Sole for your Soul is the footwear innovation that aims to fulfill what consumers desired for their comfort. After the survey, the majority of the respondents has many types of footwear and at least will carry two pairs of the footwear when traveling. To overcome this problem, Sole for your soul has been inspired. An addition of multipurpose function which is changing the footwear will be a product that appeals to consumers to own and facilitate their activities. Link with the application that can detect the sensor on the footwear can make consumers find out the weight and the number of calories that they have burned. This product helps them to become more motivated to do various activities. For the recommendation, we create the right match of the foot to the perfect fitting footwear. People always have a problem with the size because each person did not have the same size footwear. We hope that Sole for your Soul can satisfy their desire. With this innovation, it will give the opportunity to the footwear industry to grow their business and can be internationally competitive.

REFERENCES