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SMART SHOE

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1.0 EXECUTIVE SUMMARY

Smart Shoes are designed by F4 Company. It's a trendy, functional shoe solution that is completely customizable in terms of style, colors, fabrics, themes, and accessories. The F4 company would like to produce the Smart Shoe. The Smart shoes that will be produced is unique, convenience and suit to athletic and non athletic. The Smart Shoe is made of quick dry material and ultra light foam sole. Quick dry material using polyester can be used when going for wet area and the foam for sole makes the shoe is soft plastic that is filled with air bubbles. It will make people be more comfortable when wear the shoe because it is so light and breathable.

The Smart Shoe features are consist of GPS Tracker and bluetooth, step tracker, memory card, lighting sensor, pressure and environmental sensor. On the top of it, there is a part of tracker that will be loved by consumers because it can be used to track the step that will be more accurated compare to the wristband or watches that is not the most logical place for monitoring the step taken, the distance cover, and other workout metrics. By using shoe as a tracker, it will be a good way to remove friction that keeps consumers from adopting trackers for the long term.

In addition, other than step tracker, GPS tracker also attached to the shoe as it will receive a high frequency, low power radio signal from the satellites. It will be functioned when people get lost when doing activity such as hiking. Other than that, the shoe comes with pressure and ambient environmental sensor which is can measure the weight of body, surrounding temperature and humidity.

2.0 INTRODUCTION

2.1 BACKGROUND OF STUDY

Footwear is a human made outer covering of foot. When the human beings came into existence, they were required to protect themselves from cold, dampness, dust, heat, and roughness of ground while standing, walking or even running. So, they originate shoes for the protection of their feet. A shoe is an item of footwear intended to protect and comfort the human foot while the wearer is doing various activities. Shoes are also used as an item of decoration and fashion. Contemporary footwear varies widely in style, complexity and cost. Some shoes are designed for specific purposes such as leisure, backpacking or workout.

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Nowadays, most of people practising a healthy lifestyle in their daily life. They love to go for workout, jogging, exercising and do outdoor activities in order to gain a healthy lifestyle. Most of them always like to measuring their performance of tracking fitness and evaluating their health metrics. Most importantly, people who looking forward to the shoes that can calculate exercise-related data has become increasingly popular among people.

Creating a shoe is not only for protection but to provide benefits that consumers can't get through other means. Beside we are using smart shoe as a valuable opportunity in practising healthy lifestyle, but in ensuring a perfect fit for our feet is also important. People's foot size and shape can change over time. People will buy many shoe just to make sure it will fit to feet and to be more comfortable when wearing the shoe.