



TECHNOLOGY ENTREPRENUERSHIP (ENT 600)

“FEETNESS TRACKER”

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAM : BACHELOR OF INFORMATION TECHNOLOGY (HONS.)

PROGRAM CODE : CS240

COURSE : TECHNOLOGY ENTREPRENUERSHIP

COURSE CODE : ENT600

SEMESTER : 6

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Submission Date: 13 JUNE 2021

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EXECUTIVE SUMMARY

This study was focusing on the development of smart running shoes which is named Feetness Tracker. This study also conducted to gain a deeper understanding and get additional information about the product. This study will focus on the improvements that will be implemented to the regular running shoes. The flaws of the regular running shoes by top sports brands are being discussed in order to generate the best solution for smart running shoes. Lastly, the new product development was studied to further strengthen the findings of this development of Feetness Tracker.

1.0. INTRODUCTION

1.1. BACKGROUND OF COMPANY

ALPHA was established in March 2020 by Mr. Faizul Amir. Mr. Faizul Amir embarked on the expansion of this company which aims to provide easy access to critical business information and research in emerging markets. Today, ALPHA has successfully emerged as a company that employs nearly 100 employees in five countries around the world, serving nearly 1000 clients. Figure 1 below shows the organizational chart of ALPHA company.

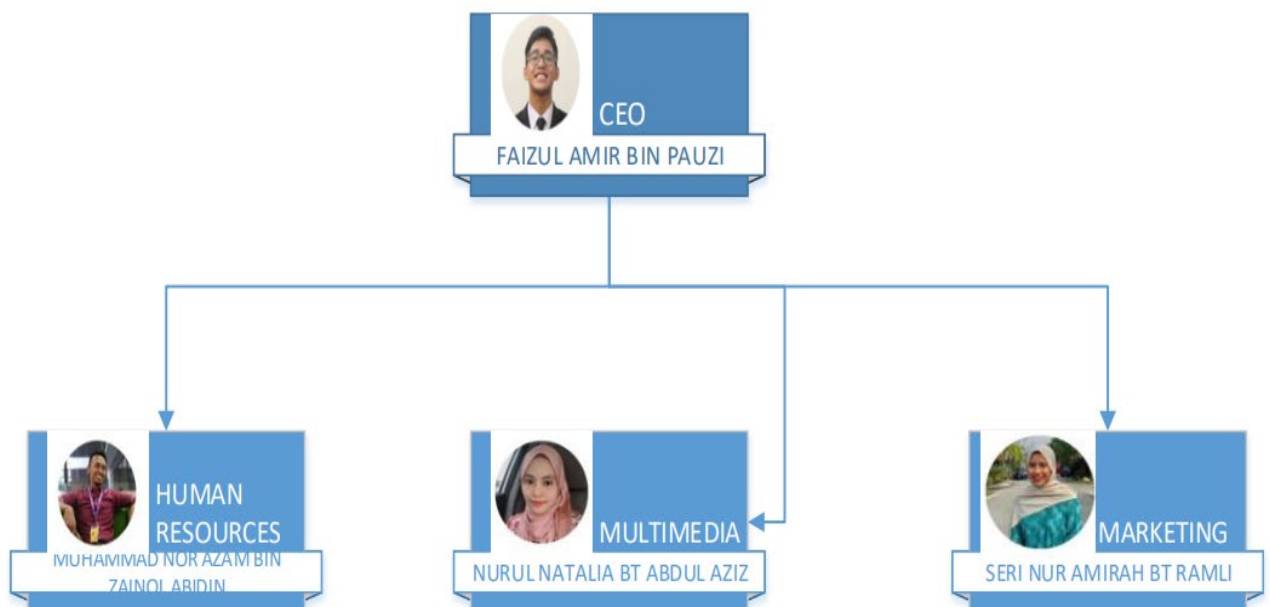


Figure 1: ALPHA Team Organization Chart

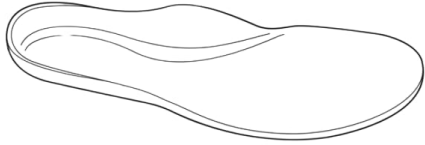

ALPHA operates by bring clients with time-sensitive, hard-to-get, relevant news, research and analytical data, peer comparisons, and more for over 147 emerging markets. Unlike other intelligence providers, most of our staff are based in emerging markets. This helps to give you an insider's perspective on these countries, using the relationships we have forged with local providers of news, analysis, and data.

ALPHA also has a clear focus on the huge opportunities available in emerging markets and strives to help clients unlock those potentials. ALPHA is committed to providing the best source of intelligence on new enterprises, industries, and market countries to

2.3.2. PRODUCT DESIGN & FEATURES

2.3.2.1. PRODUCT DESIGN (PHYSICAL AND ARTISTIC)

In this section, the product and the mobile application design and features of the Feetness Tracker will be explained. Table below shoes the design and the explanation behind the design itself.

Design	Explanation
 <p>(1)</p>	<ol style="list-style-type: none"><li data-bbox="901 705 1492 1344">1. The insole The sensors such as accelerometer, gyroscope, and magnetometer will be embedded into the insole of the smart shoe which it will assist to track the user's number of steps and distance. Besides, GPS also will be included which can help user to get the real-time location during their activities. There is also a pressure sensor that can be used to measure the user's weight and internal status sensor which can provide information regarding the shoe battery status.
 <p>(2)</p>	<ol style="list-style-type: none"><li data-bbox="901 1556 1492 1848">2. Smart Shoe Design This is the design of the smart shoe that will be created which have a thick sole to ensure that the user will get the comfort and they could exercise without having problems.