



Revolutionizing Footwear Shopping



Revolutionizing Footwear Shopping, Step into the Future with Propel Kick

At Propel Kick, we're not just an e-commerce platform; we're innovators in the footwear industry, reshaping the way people experience and purchase their favorite kicks. Our platform brings a fresh perspective to online shoe shopping, combining cutting-edge technology, curated selections, and a personalized touch to revolutionize the entire footwear retail landscape.

Unique Value Proposition: A Step Ahead in Footwear Retail

1. Tailored Recommendations:

Propel Kick utilizes advanced AI algorithms to analyze user preferences, ensuring personalized and accurate shoe recommendations. Say goodbye to endless scrolling; our platform curates a selection tailored to your unique style.

2. Virtual Try-On Experience:

Innovation is at the core of Propel Kick. We offer a state-of-the-art virtual try-on experience, allowing users to virtually "try on" shoes before making a purchase. This immersive feature enhances confidence in online shopping, reducing the need for returns.

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3. Exclusive Collaborations:

Propel Kick partners with top brands and emerging designers to bring exclusive collections to our platform. Our users have access to limited-edition releases and collaborations, staying ahead of the fashion curve.

4. Sustainable Footwear Focus:

We're committed to sustainability. Propel Kick features a dedicated section for eco-friendly and ethically sourced footwear, appealing to environmentally conscious consumers.

Why Propel Kick?

In a market saturated with generic shopping experiences, Propel Kick stands out as the platform that not only understands your style but anticipates it. We're not just selling shoes; we're crafting an experience that aligns with the dynamic and diverse preferences of our users. Propel Kick is not just a destination; it's a journey through the world of footwear, guided by innovation, personalization, and a commitment to a better, more sustainable future.

Step into the future of footwear with Propel Kick – Where Every Step Tells a Story.

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Innovative Concept: Propel Kick's Solution to Footwear Shopping Challenges

Traditional online footwear shopping often falls short in delivering a satisfying and personalized experience. Users face challenges such as inaccurate sizing, the inability to try on shoes virtually, and a lack of curated recommendations tailored to individual preferences. Propel Kick acknowledges these pain points and introduces a groundbreaking concept to redefine the online footwear shopping experience.

Propel Kick's Innovative Solutions:

1. Augmented Reality Shoe Sizing
2. Virtual Try-On Experience
3. AI-Driven Personalized Recommendations
4. Sustainable Footwear Focus
5. Exclusive Collaborations and Limited-Edition Releases

Propel Kick's innovative concept transforms footwear shopping from a transactional process into an immersive journey. By addressing sizing concerns, introducing cutting-edge virtual try-on experiences, and curating personalized recommendations, Propel Kick ensures that users not only find the perfect pair of shoes but also enjoy a seamless and enjoyable shopping experience. This innovative approach positions Propel

Solution



The Team

At Propel Kick, our team is the driving force behind the innovation and success of our platform. Each member brings unique expertise, passion, and a shared commitment to transforming the way people experience and shop for footwear. Get to know the faces behind Propel Kick and discover the diverse talents shaping the future of online shoe retail.

Propel Kick is more than a platform; it's a collective effort to reshape the future of footwear shopping. Our diverse team is united by a shared vision of innovation, sustainability, and delivering an exceptional user experience. Join us on this exciting journey as we propel footwear shopping into a new era!



Ayobami Lasisi

Co-Founder and CEO

Ayobami Lasisi is a Full Stack Software Engineer | Back-end graduate Intern@alx_africa and the visionary leader behind Propel Kick. With a background in e-commerce and a passion for fashion, he spearheaded the creation of Propel Kick to fill the gaps in traditional online shoe shopping. Ayobami's commitment to innovation and sustainability drives Propel Kick's mission to redefine the footwear retail landscape.



Baboh **Mawuena**

Chief Technology Officer (CTO)

As a Software Engineering student at ALX, I'm fascinated by the power of technology to solve problems and create impactful solutions. In my role as CTO for the Webstack Portfolio Project, I leverage my passion for building robust, scalable systems to elevate our team's vision.

My technical expertise spans various web development tools and frameworks, enabling me to contribute to the project's core architecture and ensure its smooth operation. Beyond technical prowess, I prioritize effective communication and collaboration, fostering a culture where diverse perspectives converge to achieve exceptional results.



Omondi Frazier

UI/UX Designer | Product Designer

As a UI/UX Designer, UX Researcher, Product Designer & Web Developer my passion lies in creating seamless and captivating digital experiences. With a keen eye for aesthetics and a deep understanding of user behaviour, I strive to craft user-centric designs that not only meet business objectives but also delight and engage the target audience.

I believe in the power of thoughtful and intuitive interfaces that effortlessly guide users through complex systems, while maintaining a visually appealing and enjoyable experience. Through a combination of user research, wire-framing, prototyping, and iterative testing, I ensure that every design decision is grounded in user insights and aligns with business goals.

Frazier is the creative force behind the user interface and experience of Propel Kick. With a keen eye for design trends and a passion for creating visually appealing experiences, Frazier ensures that our platform not only functions seamlessly but also delights users with an engaging and intuitive design.

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Get In Touch

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