Personal health/fitness – Market Research

Intro

Project will be a shoe implant to be used for personal health and fitness purposes. Runners and active people can use the device to see pressure points on feet in order to avoid various health problems such as plantar fasciitis, and various other foot problems.

The device can also be used as a fitness tracker to keep track of steps taken, miles run, and other stats related to running.

Customer/User

Mostly active runners, but also anyone who wants to be active and avoid foot problems.

Market Size

~64 million joggers/runners in US

<https://www.statista.com/topics/1743/running-and-jogging/>

About 1/3 of people use an app to track fitness and personal health

<https://www.statista.com/statistics/742448/global-fitness-tracking-and-technology-by-age/>

10% of all people get plantar fasciitis in lifetime

<https://heelthatpain.com/plantar-fasciitis-statistics/>

Similar Products

https://gadgetsandwearables.com/2018/07/13/trackers-feet/

Problem Solved

Our product would update users about pressure being put on feet for them to avoid health problems associated with overuse of feet. It can also keep runners updated on their fitness statistics.

Project Content

Project Technologies

Hardware

Chip will be inserted in part of the shoe for data tracking. Pad will be put into the sole of shoe to get voltages when pressed. Battery will likely be needed for power.

Technology Required

Familiarity

Assistance Needed

Software

Technology Required

Familiarity

Assistance Needed

Other

Technology Required

Familiarity

Assistance Needed