

ENSE 374
Project Idea Selection & Introduction
Dmytro, Meklit, Shema
Due: Oct.5, 2022 @ 10:00 am GitHub and Wiki

Vlog Upload

- Video blog, 6-10 minutes in duration
- Team's vlog and other associated deliverables should be posted on team's publically accessible GitHub (and on URCourses where stated).
- All submitted files are due in GitHub and/or URCourses by the date/time specified

Project Information

- Shoes recommendation

Customer Types

- **Northstar:** Beginner runners
- **Carryover:** Intermediate runners, personal trainers, physical education teachers, physical therapists
Side note: Intermediate runners(get more knowledgeable), personal trainers(get personalized info for their clients), physical education teachers (get personalized info for their students), physical therapists(get personalized info for their clients)

Vlog Criteria

1) Team Member introductions

Shema

Dmytro

Meklit

2) Project idea/background & business need/opportunity

- Our main project idea is to create a website that analyzes a customer's information and provides a personalized shoes recommendation. The customer will input their requirements, and based on several categories, it will match price

points, provide links to products, and educate customers of their results. Our main valuable product and will focus on running shoes recommendation.

- When most people start getting into walking long distances or running, they find it difficult to find shoes that match their needs. The different features on athletics running shoes can get confusing and overwhelming. Overall, finding the right shoe fit and style can make the activity more comfortable, enjoyable, and effective.
- This algorithm seeks to remove one of the roadblocks preventing beginner runners or long-distance walkers from
- If we analyze most western people's annual goals or new year's resolutions, it involves a plan to lead a healthier lifestyle. This might mean finding ways to stay active. The two easiest methods that require a minimum amount of equipment to stay active are walking and running. So, this website seeks to provide personalized shoes recommendations for clients and educate them on the features.

3) Reason

- Our team's reason to create is to solve a problem—discovering a means of educating our users on the mostly unknown factors of shoes and their relation to their walking/running activities. We want to express our ideas in a manner that would be friendly and welcoming to even the most novice of runners. The overwhelming nature of starting out on a health journey is a common experience we too have felt. Therefore, our motivation to create this tool is to provide accessible information in a manner we too would like to have when embarking on our health journeys.

4) Impact

- The project will have an overall impact on the health of the user through encouragement to participate in healthier activities while also avoiding possible injuries. Using the appropriate shoes is of great importance while running, as the

required footwear can change depending on the runner's path and their overall foot structure. With proper support provided by the shoes, the runner can avoid over applying too much stress on a particular muscle which could then lead to injury. Having the appropriate shoes for pavement or running on rough grounds means that slips and falls can be minimized for the runner and the appropriate amount of traction is provided on said shoes. Users will be able to determine their needs—what types of shoes to wear based on their own unique situation through our application. Ultimately this will better their health journey as it becomes a much safer endeavor for them.

5) Who

- Our project is focused on students in grade school and adults. Even though the experience level with shoes is different for each, this project can help out to choose shoes for everyone by providing information about specifics of each type of shoe.
- Customer's opinion is the most important and their feedback is valuable to our project to match their preferences and make sure that their desire is satisfied.
- We would like to reach out to people that are starting to take interest in their running experience and would like to start it right. At the start of the journey, they can research their best fit for the shoes so it would prevent problems in the future. As well as people who are advanced and would like to dive deeper 58into the world of shoes to find their right fit. This would improve their performance and make the process of running more pleasurable.
- Our audience are aspiring or beginner runners, so they can reach the website from recommendations (personal trainers, running community, coaches, running stores) or just search for the website online.
- We're focusing on customers in North America and North America brands.
- The customer gets all the information they needs by accessing the website online(digital)

6) What

- **Time:** limited time to create a minimum viable product with basic functionality
- **Website hosting:** This website will be hosted on University server (accessible for a definitive amount of time)
- **Platform constraints:** this system is only available on a website and not mobile version
- **North star:** only focus on one category(running shoes) for customers in grade school age and above
- **Resources:** limited amount of shoes that fit the customer's exact criteria (might have to find nearest match)
- **Brands:** limited the amount of brands we can include (only consider North American shoes)