

DESIGN THINKING SECP1513

INTELLISTEP

: Innovation of Shoe Sole



• OUR TEAM MEMBERS:

TAY CHING XIAN
A23CS0307

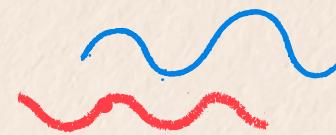
MATHAN RAO
A23CS0109

**HUWA JIA
SHENG**
A23CS5005

BALQIS NABILAH
A23CS0054

**HAMDAN SALEH
OMAR AL-
MOHAMADI**
A22EC4027

**SEIFELDIN
TAHA**
A19EC3030



INTRODUCTION

- ★ A process that seeks to solve problems by approaching it from the user's perspective.
- ★ Process less linear but focused more on being interactive
- ★ Design Thinking Framework 3 distinctive phases:
Immersion, Ideation and Implementation
- ★ Five Stages of Design Thinking Process:
Empathize, Define, Ideate, Prototype, Test

Immersion	Empathize and Define
Ideation	Ideate
Implementation	Prototype and Test

- We found out that shoes nowadays are becoming more and more popular as it is considered as a basic need in our daily life.
- Despite the growing number of shoe brands and shoes, many people were unhappy with their shoes due to their shoes being uncomfortable to wear. This is mainly because shoe soles lack certain characteristics causing shoe soles cannot reduce pressure and cushion the feet.
- So, we decided to use the design thinking process to solve the problem.

Immersion

EMPATHIZE

Older people

University student

Athlete

- Understand the target audience
- Conducting surveys, interviews, and observation sessions to know how they think, act and feel

DEFINE

Define the core problems identified

Discussion to identify the problems faced

Act as a guide instead of trailing off the topic.



EMPHASIZE

I. Interview Session during Empathy phase



DEFINE (Problems)

STYLE OVER FUNCTION

Certain trendy shoes may not offer enough support or comfort

COST

Cost doesn't equal to quality

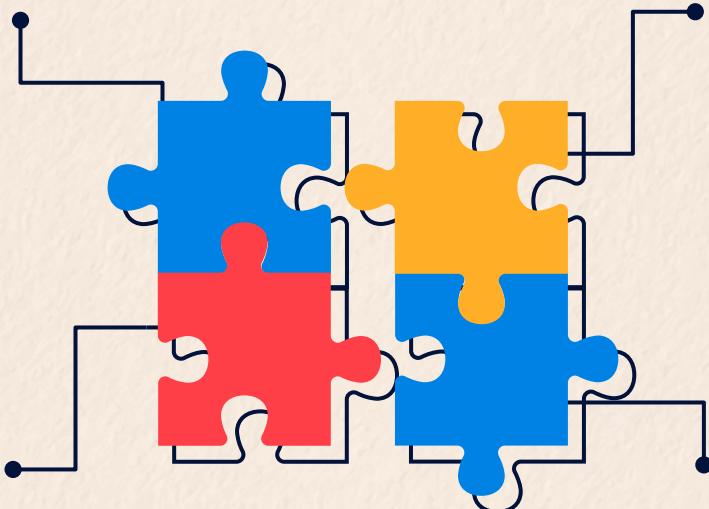
DURABILITY

Sole are too soft can cause discomfort or lack of stability.

Solutions

Prioritize foot health over fashion trends

Research review and brand reputations before purchasing.

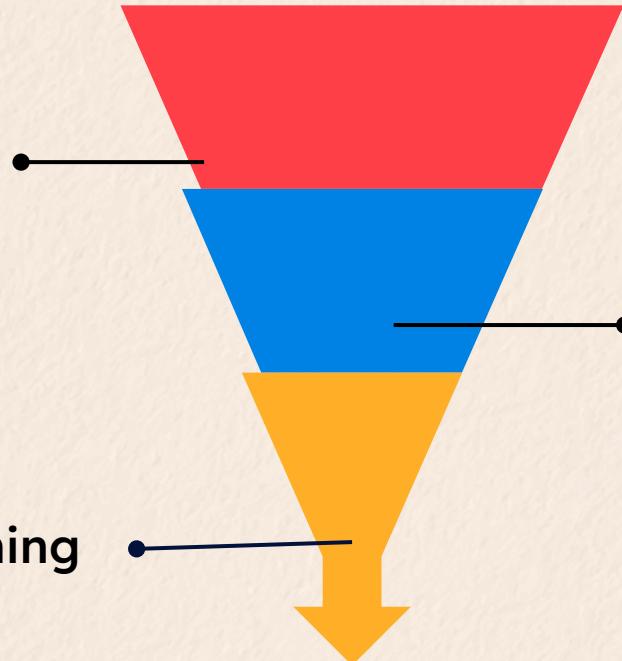


Choose shoes sole made from high-quality materials

Don't just prioritize price and brand of shoes before we buys

IDEATE

Narrowing down to
the best solution



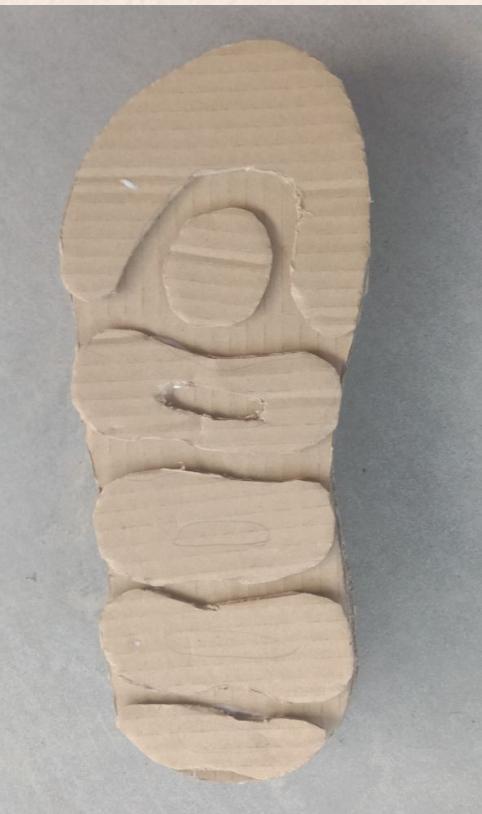
II. Physical and Online meeting during Define and Ideate phase:



IMMERSION

Prototype	<ul style="list-style-type: none">• “Scaled Down” versions of solutions• Can be any shape, size or media• Tangible and can be tested on users
Test	<ul style="list-style-type: none">• Choosing volunteers and ask for reviews• Decide if the prototypes are valid or if any improvements are required• Redefine the original problem statement or come up with new ideas

III. Prototype phase:



VI. Testing phase:



TEAM WORKING

Physical meeting

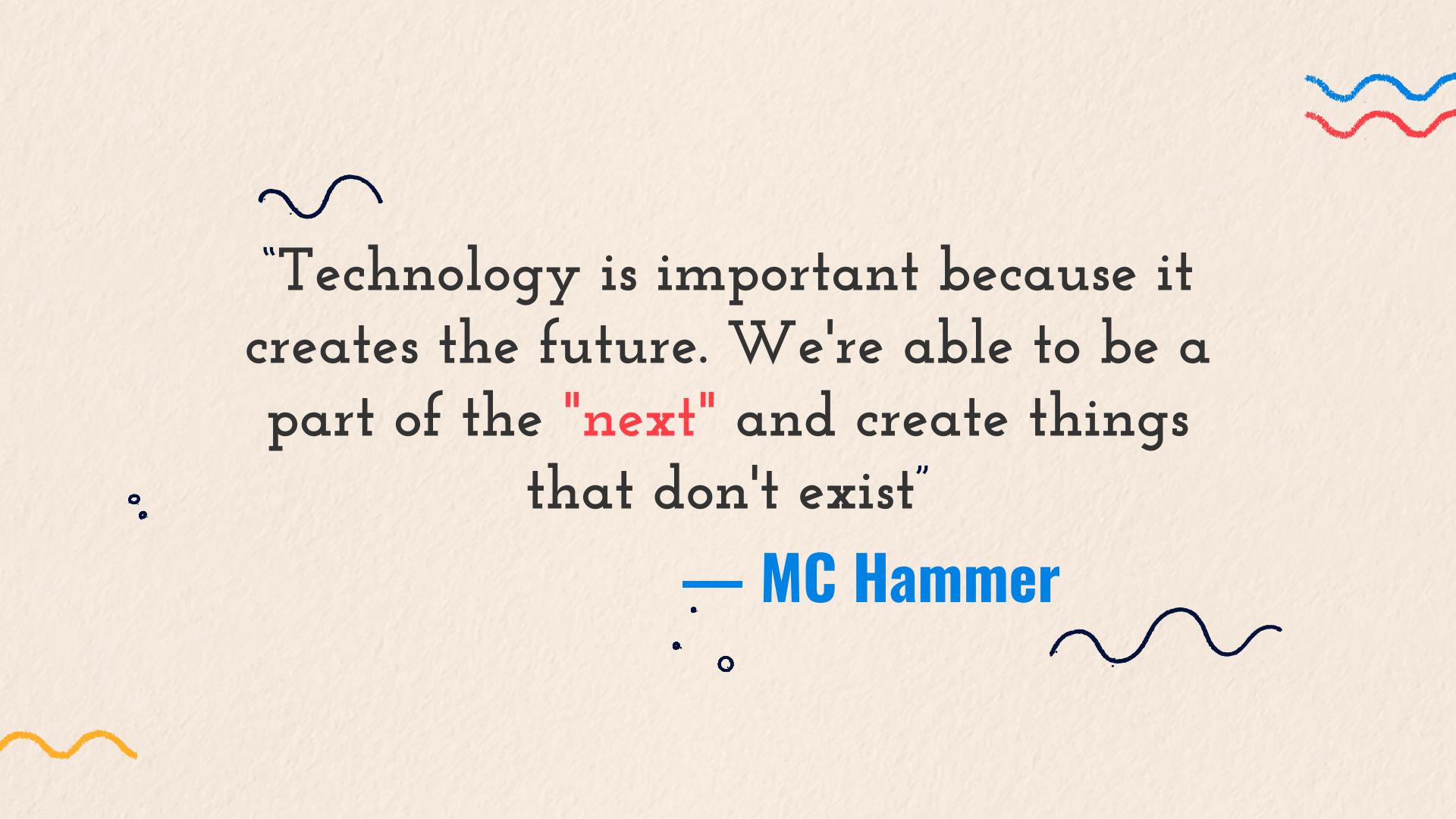


Online meeting



TEAM WORKING

Introduction	Huwa Jia Sheng
Detailed Step	
Detail Description	Tay Ching Xian
Design Thinking Assessment Point	Hamdan Saleh Omar Al-Mohamadi
Design Thinking Evidence	Seifeldin Taha Abdelrahim Tohami
Prototype	Mathan Rao A/L Ramavijayan
Video Editor	Balqis Nabilah



“Technology is important because it creates the future. We're able to be a part of the “**next**” and create things that don't exist”

— MC Hammer

THANKS!

Q&A Session