

# hisoles

*The art of standing.*

# Engineered calm for those who cannot stop.

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Relief is not a luxury — it is a ritual. hisoles treats foot support as a meditative practice, transforming the mundane act of standing into an art form.

## BRAND PROMISE

*We don't sell insoles. We engineer calm for people who cannot stop working.*

## Those who stand when others sit.

SEGMENT	SHIFT	PAIN POINT
ER NURSES	12h	Post-shift recovery rituals
SURGICAL TECHS	10h	Dead shoe syndrome
CNAs	14h	Structural collapse at hour 9+
ICU NURSES	12h	Mental fatigue from physical pain
MED ASSISTANTS	9h	Glass-floor sensation

# Your shoes aren't dead. The foam is.

## THE PROBLEM

Dead Shoe Syndrome — the hidden problem where shoe structure remains intact but internal foam support has collapsed after weeks of use.

## DIFFERENTIATORS

- Honeycomb geometry — rebounds without mushing
- Activated charcoal weave — breathable, odor-resistant
- 12-hour durability guarantee — Held. Or Free.

## PRICING

1 PAIR

**\$39**

Trial

2 PAIRS

**\$69**

Rotation

ADD-ON

**+\$29**

Second pair

90-DAY MONEY-BACK • FREE RETURNS

# Visual Language

## COLOR PALETTE



Washi  
#FCFAF5



Sumi  
#1A1A1A



Persimmon  
#E85D04



Stone  
#4A4A4A



Charcoal  
#222222

## TYPOGRAPHY

DISPLAY	General Sans	Clean, architectural
BODY	Switzer	Warm, readable
UI/LABELS	Space Mono	Technical precision

## VISUAL CONCEPTS

- *Ma* — Strategic use of void and emptiness
- *Kakemono* — Page unfolds like a hanging scroll
- *Washi Texture* — Subtle grain evoking handmade paper
- *Meridian System* — Central spine connecting all sections

# The Scroll Journey

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- 01 The Void** — *The Art of Standing*  
Paper splits, revealing persimmon glow
  - 02 The Tension** — *8:00 to 18:00*  
Mapping a 12-hour shift from grounded to shattered
  - 03 The Decay** — *Dead Shoe Syndrome*  
Educational comparison showing foam deterioration
  - 04 The Artifact** — *Product Revelation*  
Insole emerges, structure revealed
  - 05 The Echo** — *Social Proof*  
Real healthcare worker testimonials
  - 06 The Altar** — *Conversion*  
Purchase as sacred ritual

# Brand Voice

## tone

- Quiet confidence — never shouts, always present
- Empathetic — understands the healthcare worker's reality
- Poetic precision — technical facts wrapped in emotional language

## copy patterns

PROBLEM	<i>"The floor has won."</i>
SOLUTION	<i>"Architecture endures."</i>
PROOF	<i>"Squeeze □ rebound"</i>
CTA	<i>"Start the shift."</i>
GUARANTEE	<i>"12 Hours. Held. Or Free."</i>

## language rules

Use "relief" not "comfort"

Use "structure" not "support"

Use "quiet" not "silent"

Use "ritual" not "routine"

# Competitive Position

COMPETITOR	HISOLES
Foam cushioning	Geometric architecture
Comfort messaging	Relief-as-ritual messaging
Generic audience	Healthcare worker specificity
Feature-led	Story-led
Transactional	Transformational

KEY METRICS

- Conversion Rate — Altar section CTA performance
- 2-Pair Ratio — Rotation bundle adoption
- Return Rate — 90-day guarantee utilization
- NPS — Healthcare worker satisfaction
- Scroll Depth — Full narrative engagement

## Voices



*I sit in my car for 20 mins after every shift. Not today.*

— ER Nurse



*My Hoka's were dead. These brought them back.*

— Surgical Tech



*Hour 9 used to feel like glass. Now it's just... a floor.*

— Med Assistant

**12 Hours. Held. Or Free.**

# Component Structure

## PROVIDERS

- `OverlayProvider` — Modal panels
- `CartProvider` — Shopping cart state
- `SpineProvider` — Traveling dot coordination

## SECTIONS

- `SectionVoid`
- `SectionTension`
- `SectionDecay`
- `SectionArtifact`
- `SectionEcho`
- `SectionAltar`

## ANIMATION PATTERNS

- `Scroll-driven` — `scrollYProgress` transforms
- `Tremor` — 0.5-1px jitter during chaos
- `Velocity blur` — Elements distort with speed
- `Meridian pulse` — Persimmon glow on idle

# Washi Texture System

Procedural washi (Japanese handmade paper) texture using simplex noise.  
DPR-aware rendering ensures crisp display on retina screens. All parameters  
tuned for subtle, authentic paper feel.

## TEXTURE EFFECT MULTIPLIERS

Warm Drift	R: +1.1× G: +0.75× B: -0.35×	Subtle warm patches
Kozo Fibers	R: +0.9× G: +0.75× B: +0.4×	Horizontal warmth (intensity: 18)
Cross-Fiber	R: +0.55× G: +0.5× B: +0.35×	Diagonal at ~13° (breaks banding)
Fine Grain	R: +1.0× G: +0.9× B: +0.65×	Micro noise (intensity: 6.0)
Vignette	R: +0.22× G: -0.35× B: -0.85×	Warm orange edges

## CONFIGURATION

Seed	42	Deterministic rendering
Max DPR	2	Performance cap
Cross Angle	0.23 rad	~13° rotation
Strand Count	46	Fiber strands
Inclusions	28	Fiber dots

## FIBER STRAND PARAMETERS

Length	60-380px	CSS pixels
Thickness	0.35-1.45px	Gaussian falloff
Opacity	0.006-0.018	Per-strand base
Angle	±0.11 rad	Horizontal bias <sup>11</sup>

# Start the shift.

Quiet, structured relief — the kind you don't have to think about.

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[hisoles.com](https://hisoles.com)