

hisoles

The art of standing.

Engineered calm for those who cannot stop.

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



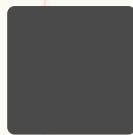
Washi
#FCFAF5



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

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 *"The floor has won."*

SOLUTION *"Architecture endures."*

PROOF *"Squeeze ↘ rebound"*

CTA *"Start the shift."*

GUARANTEE *"12 Hours. Held. Or Free."*

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 Hokas 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 ¹¹

Start the shift.

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

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hisoles.com

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