



PRODUCT : REMOVABLE HEELED SHOES

# USER PERSONA 1 : RACHEAL



## Bio

- Racheal is a mother of 3.
- She is a hands-on mom who also likes to dress up for date nights with her husband.
- She would totally love to have multi-functional footwears that would help her achieve both her “mommy” and “wifey” lifestyles without so much hassle

# Racheal

39 • Mother • Sexy wife

## Motivations

FUNCTIONALITY	*	*	*	*	*
DURABILITY	*	*	*	*	
AFFORDABILITY	*	*	*		

## Goal

- To increase functionality of shoes, and not having to discard them with lifestyle change

## Frustrations

- Having to swap out pairs of shoes to meet the lifestyle of a mother, and then a wife
- Shoes seen out there that can offer this functionality are not affordable, and do not seem durable

## USER PERSONA 2 : KIERA



### Bio

- Kiera is full of life
- She is equal part studious and the life of a party
- Her default fashion style based on the demands of school is focused on comfortability, which for shoes means flat or low heeled shoes
- However, when she parties, she loves to be the life of the party, and what better way to achieve that than some really nice high heeled shoes

## Kiera

25 • Medical student • Life of a party

### Motivations

COMFORTABILITY	*	*	*	*	*
FUNCTIONALITY	*	*	*	*	*
UNIQUE	*	*	*	*	

### Goal

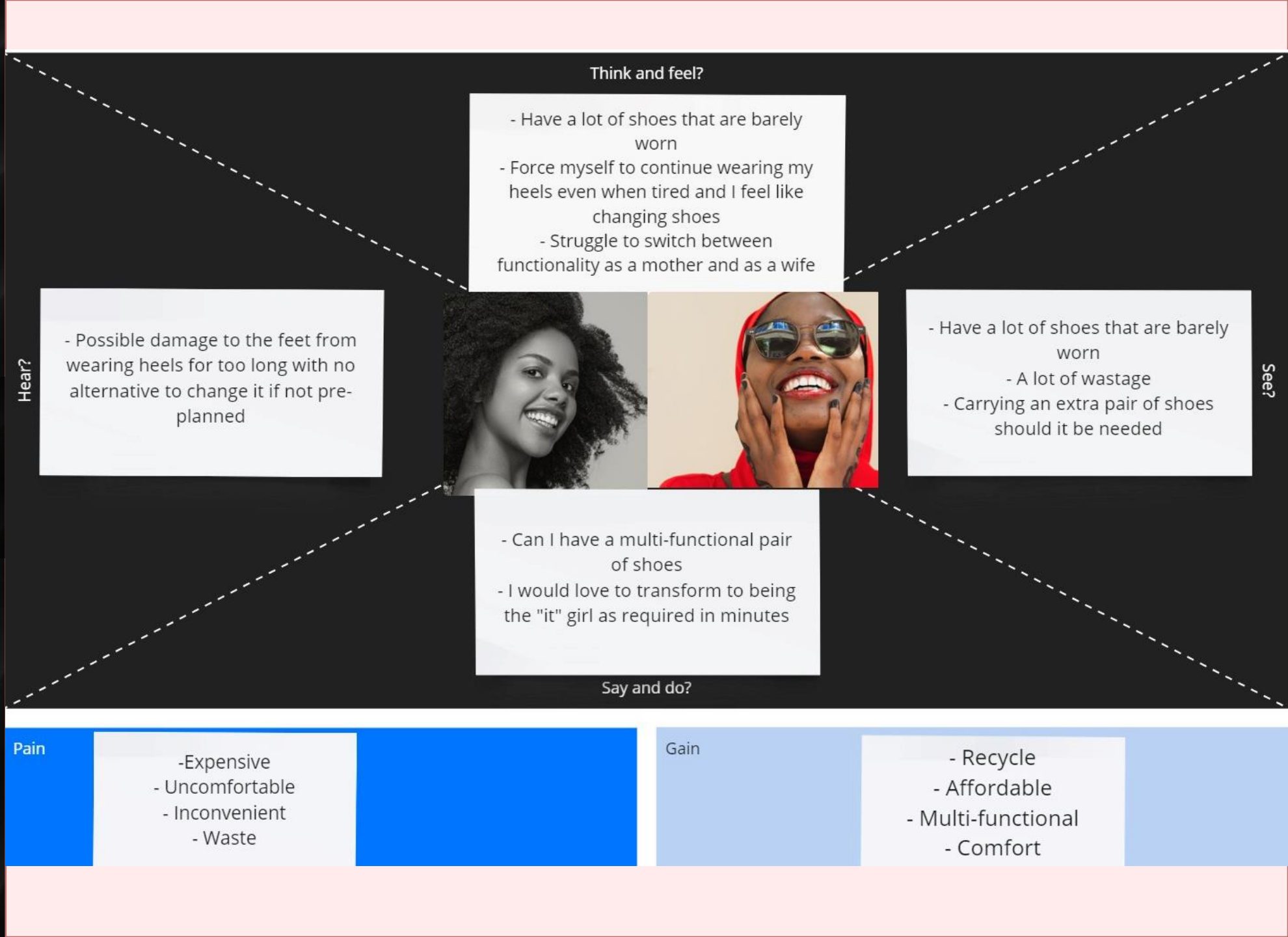
- While not compromising on comfortability, be able to transform into the “it” girl in minutes

### Frustrations

- Always having to carry an extra pair of shoe for those party night
- Typically have no say in the type of heels that comes with a shoe. Bespoke shoes are too expensive



# EMPATHY MAP: RACHEAL & KIERA



# THE PROBLEM

Users are unable to switch styles of shoes as needed to meet their varying lifestyles

- Redundant pair of shoes
- Shoe clutter
- Expensive habit / lifestyle
- Inconvenience



# DISCOVERY RESEARCH

## Usable:

Can the user figure out how to use the product?

- Work on reducing the number of steps required to make heel conversions
- Include a user manual with each package on how to swap heels
- Ensure product is durable to support frequent heel removal

## Viable:

Does the product work within the constraint of the business?

- I believe the product is within scope of the business. Business is a fashion brand with a focus on comfortability, affordability and functionality

## Feasible:

Does our team have the skills and technology to implement it?

- There are already other competitors in the market. That suggests that there is the technology to implement this idea
- The challenge will be to achieve same functionality with a fraction of the cost while improving on durability

## Valuable:

Would our customers choose to buy or use it?

- It definitely provides a much-needed value for the customer. Thus, it is valuable

## Morality:

Should we do it?

- Yes, we should

# SOLUTION HYPOTHESIS

We believe that women (and drag queens) will buy removable heeled shoes to reduce their wardrobe clutter, suit their varying lifestyle, comfortability needs and provide versatility on a budget, thereby creating visibility and loyalty for our brand, better quality of life for our clients, and increased sales and patronage of our product



# HYPOTHESIS EXPERIMENT PLAN - SURVEY (1)

## Removable Heeled Shoes - Prototype survey

Removable heeled shoes are shoes that allow conversion between different heel types.

An example will be a shoe that comes with one or two extra type of heels, and gives you the functionality to swap between heel type as needed, say between a stiletto heel and a block heel.

Now that the concept of this shoe is clearer, please answer the below questions

\* Required

1

What concerns do you have about the concept of the removable heeled shoes?  
(you can make multiple selections)

- ☐ Durability
- ☐ Affordability
- ☐ Comfortability
- ☐ None
- ☐ Other

2

If the above concerns are addressed, would you try out these shoes? \*

- ☐ Yes
- ☐ No
- ☐ Maybe

3

What heel type(s) would be of interest to you?  
(you can make multiple selections)



**Stiletto**

**Kitten**

**Block**

**Spool**

**Flat**

- ☐ Stiletto
- ☐ Kitten
- ☐ Block
- ☐ Spool
- ☐ Flat

4


What inches height(s) would be of interest to you?  
(you can make multiple selections)

- ☐ Low (2.1 - 2.5 inches)
- ☐ Mid height (2.6 - 3.4 inches)
- ☐ High (3.5 - 4.5 inches)
- ☐ Very high (4.6 - 5.5 inches)



# HYPOTHESIS EXPERIMENT PLAN - SURVEY (2)

5

What number of steps would you consider too much to successfully make a swap between heel type? 

- ☐ Above 3
- ☐ Above 5
- ☐ Above 7
- ☐ Not interested in swapping heels

6

How many extra pairs of heels would you like to come with your removable heeled shoe package?

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ More than 3

7

What is the maximum amount of money in CAD you are willing to spend on this product?

- ☐ less than 50
- ☐ 50 - 100
- ☐ 100 - 150
- ☐ 150 - 200
- ☐ More than 200

8

Would you like the option to purchase removable heels as a standalone product for an existing shoe?


- ☐ Yes
- ☐ No
- ☐ Maybe

9




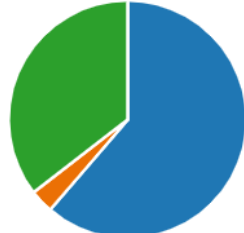
Any other thoughts you would like to share?

Enter your answer

# HYPOTHESIS EXPERIMENT RESULT (1)

Questions	Option 1	Option 2	Option 3	Option 4	Option 5	Pie chart
What concerns do you have about the concept of the removable heeled shoes? (you can make multiple selections)	Durability (20)	Affordability (10)	Comfortability (25)	None (0)	Other (3)	
If the above concerns are addressed, would you try out these shoes?	Yes (27)	No (0)	Maybe (4)	-	-	
What heel type(s) would be of interest to you? (you can make multiple selections)	Stiletto (15)	Kitten (10)	Block (19)	Spool (9)	Flat (18)	
What inches height(s) would be of interest to you? (you can make multiple selections)	Low (17)	Mid High (19)	High (11)	Very High (5)	-	

# HYPOTHESIS EXPERIMENT RESULT (2)

Questions	Option 1	Option 2	Option 3	Option 4	Option 5	Pie chart
What number of steps would you consider too much to successfully make a swap between heel types?	Above 3 (12)	Above 5 (11)	Above 7 (3)	Not interested in swapping (5)	-	
How many extra pairs of heels would you like to come with your removable heeled shoe package?	None (2)	1 (4)	2 (19)	3 (3)	More than 3 (3)	
What is the maximum amount of money in CAD you are willing to spend on this product?	Less than 50 (8)	50 - 100 (14)	100 - 150 (4)	150 - 200 (3)	More than 200 (2)	
Would you like the option to purchase removable heels as a standalone product for an existing shoe?	Yes (19)	No (1)	Maybe (11)	-	-	

# FREE FORM ANSWERS - DESIGN CONCERNS

- If the heel is removed, is the shoe wearable?
- Comfortable with and without heels.
- Can dirt impact the removability of the heels
- Ease of swapping
- The removable heels should be appealing and not noticeable.
- The shoe itself should not overwhelm the styles of each heel but complement each other.

These design concerns can be summarized into durability, comfortability, functionality and general aesthetic





# FREE FORM ANSWERS - CONSIDERATIONS FOR PRODUCT



- Material quality and type
- Weather/seasons can also impact on users' overall experience.
- Affordability is relative, so a luxury audience will also want to appreciate value for their money. Think of what makes a £50 worth of design different from those of £300.
- Inclusivity - can it accommodate a diverse library of users across gender, persons with unique abilities, parturient people and BMIs, different activities, and terrain conditions, for instance how likely are they to accommodate users with bionic limbs/prosthesis?).

# FREE FORM ANSWERS - CONSIDERATIONS FOR BRAND



- Relevance to Industry (there are footwear with such concept, so what is the significant value to the contemporary fashion industry)
- Brand Recognition - what makes yours unique
- Would target population be of a certain status?
- Ability to push design boundaries with a raft of design alternatives. Perhaps consider a catalogue of users and types of activities: Hippies, bohemian, eccentric, conservative, casual, etcetera



# VISION STATEMENT & STRATEGY ALIGNMENT



# Removable Heeled shoes

*Vision (3-5 years)*

Vision

To provide beauty, functionality and comfortability on a budget

*Strategy (1-2 years)*

Strategy

Revolutionize the existing heel swapping technology, and explore other customization opportunities

*Focus Areas (next 12 months)*

Investment  
Areas

Product Market fit

Heel swapping Technology

Customization opportunities  
for a fraction of the cost

Key  
Opportunities

- Identify our niche in the existing market
- Identify our target market
- Revolutionize the technology and make it easier even for clients with little or no arm strength
- Reduce the number of steps needed to convert heel type
- Focus on comfortability of shoes especially when switched to the low-heeled version, as that seems to be where majority of the negative feedback in the market lie
- Give clients the opportunity to select the heel type they want with the ordered pair of shoe
- Clients will have the opportunity to buy heels as a standalone product



Objective: Product Market fit

Objective: Perfect the heel swapping technology

Objective: The product - Removable heeled shoes

Key Result 1

Identify our target market in the next 1 month

Ensure swapping between heels is achieved in 4 steps or less

Sales of 100 units of shoes per month

Key Result 2

Decide on the material / collection type (for right season) within the next 2 months

Ensure production cost of shoe is less than 100 CAD per unit

Return / recall of less than 10 purchased units per month

Key Result 3

Conduct another prototype experiment (survey) with the decision reached within the next 3 months to determine if we are on the right track

Conduct a user test to confirm comfortability and durability are not sacrificed for functionality within 4 months of starting on the heel swapping technology

Have 10% of buyers as repeat customers or from referrals