

ATHLETIC SNEAKER

Research and Design



PRODUCT RESEARCH

Brainstorming

Directions: In the space below, brainstorm types of shoes that are needed for different athletic activities.



PRODUCT RESEARCH

Web Quest Research

Directions: Follow the given websites and QR codes (and/or find your own) to research the structure and function of various shoes.

STRUCTURE – View the following article about the anatomy of the foot and the structure of shoes for specific functions. *In the space below, take notes on the relationship of the structure and function of shoes:* <http://tinyurl.com/6scdtdd>



SUPPORT – Take notes on the different types of support in the sole of the shoe.
<http://tinyurl.com/22pzcww>



CUSHIONING – Check out two links below. There are arguments for and against more or less cushioning in sneakers. Take notes on the differing opinions.

<http://tinyurl.com/hm5k8l8>

<http://tinyurl.com/zvban9v>



FLEXIBILITY – *There are different reasons for having more or less flexibility in the sole and materials of shoes. Research and take notes below.* <http://tinyurl.com/hqbwlag>



TRACTION – *Depending on the activity, the amount of traction is important in a shoe. Depending on the activity, weather, and exercise surface, athletes require different levels of traction in their shoes.*

<http://tinyurl.com/jlzfjzn>



REFLECTIVE MATERIAL AND COLOR – *The reflective qualities of shoes materials have become increasingly popular for both safety and fashion purposes. In addition to the link below, search popular shoe websites and view galleries of shoe pictures. Take notes on the type of reflective materials/colors and parts of the shoe you like.* <http://tinyurl.com/6hrq7kx>



PRODUCT DESIGN

Looking at Design Trends

Directions: A “trend” is a latest fashion. Research current trends in sneakers by visiting popular sneaker and shopping websites. (SneakerNews.com ; Nike.com ; Adidas.com ; Sketchers.com ; Converse.com ; Puma.com ; Asicsamerica.com) Pay specific attention to trends in: material, structure, laces, soles, and colors. List current shoe trends in the space below.

Which colors, styles, and shapes inspire you? Describe and explain.

PRODUCT DESIGN

Looking at New Technologies

Technology is the application of scientific knowledge for practical purposes. New advances in technology are consistently being developed to make sneakers more lightweight, cushioned, durable, reflective, etc.

Using your research of new trends and any additional research of upcoming trends, list new materials and technologies in shoe design. To research, try www.Google.com searches such as: “New shoe technology 2025”.

Examples of possible new technologies include: self-tightening laces, DRI-fit (Nike) to pull sweat out of the sneaker, BOOST (Adidas) to absorb energy, reflective materials and bright colors for safety, etc.

Find 2-3+ new technologies your team is interested in possibly including in your shoe and record in the chart below:

Technology:	How it would be helpful for the sneaker design:

PRODUCT DESIGN

Target Audience/ Functionality

Targeted Sport Activity & Consumer: To help design your sneaker, you must first decide your target audience. Once you know your target audience, you will be able to design a shoe and market it to the specific group's needs and wants.

- Do you want to design an adult or children's shoe? Is it intended for a specific gender or is it unisex?
- Are you designing for a specific age group?
- What is your intended sport or activity for this sneaker?

Use the box below to draw and/or describe your vision of the consumer this shoe will be designed for:

PRODUCT DESIGN

Color(s)

Targeted Color Scheme- Before you can begin designing your shoe, think about your targeted consumer and activity from the previous page. In the space below, plan your ideas of the colors you will use in your design. Remember that more colors will cost more money to develop.

PRODUCT DESIGN

Design Possible Prototypes

Design- In the space below, design a few options for a prototype of your shoe. Label materials and colors. This is NOT your final design.... when you are finished, share these designs with your peers and ask for their feedback in which shoe they would want to purchase.