

# Shoeinator 5000

Hendrik Wolf



Jan Murmann



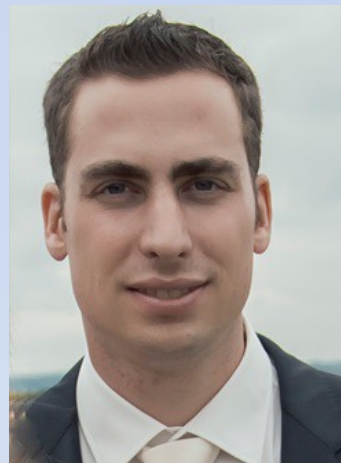
Sven Jung



Christian Paul



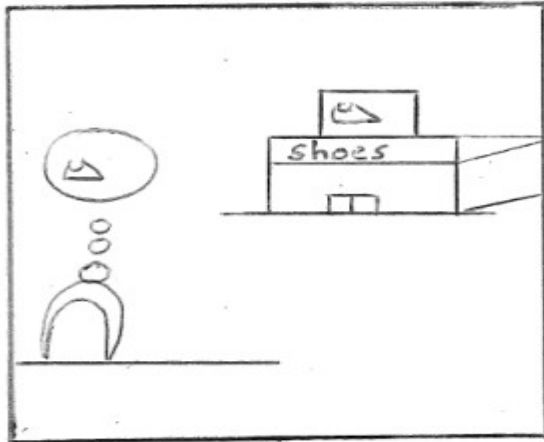
Claude Mangen



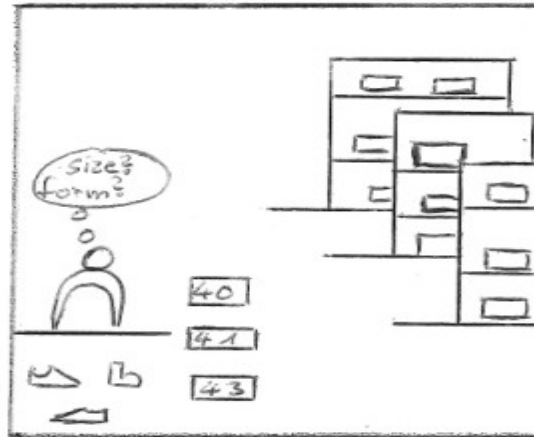
Christian Henn



# Storyboard



Carl needs new shoes

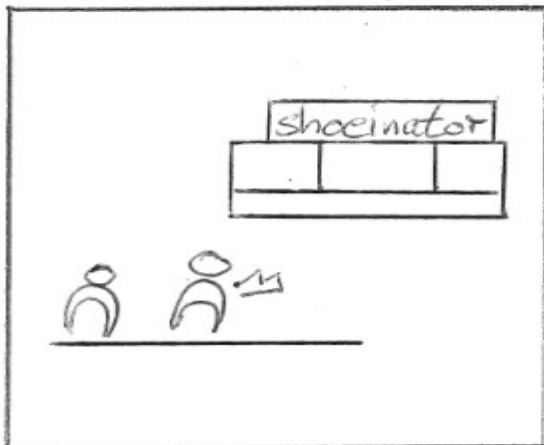


What size does Carl need? Which shoe is the best fitting?

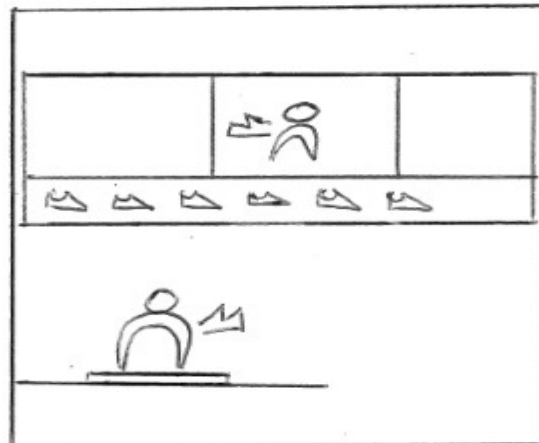


the wide range of different shoes and sizes makes it difficult to find the right shoe

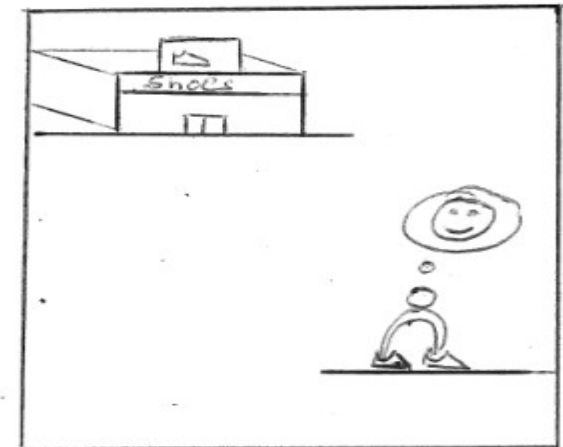
⇒ if Carl used the shoeinator...



an shop assistant shows the shoeinator to Carl



Carl can easily use the shoeinator to pick the right shoe



Carl tries the shoe on and is most satisfied!

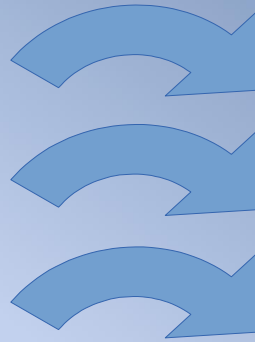
# Setting



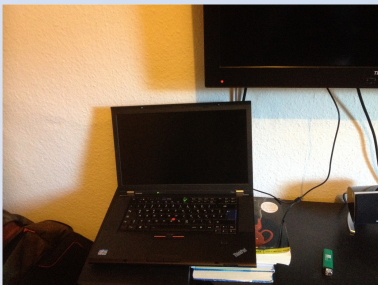
- **Users:**
  - physically disabled
  - elderly
  - everyone
- **Use case:**
  - buying new shoes
  - trying shoes on for an easier decision making
- **Context:**
  - shoe store

# DIA - Cycle

- Device for homeshopping
- Everyone
- Style detection



- Shoe advisor in stores
- Especially disabled, elderly
- anatomic detection



# Senses

- **Feeling:**
  - shoe form
  - no annoying try on
  - better fitting
  
- **vision:**
  - look
  - direct manipulation
  - perfect angle

# Product video

# Evaluation

- Heuristic Evaluation
  - Help / Explanation
- User Evaluation
  - Display the price
  - Arrows for a clear usage

