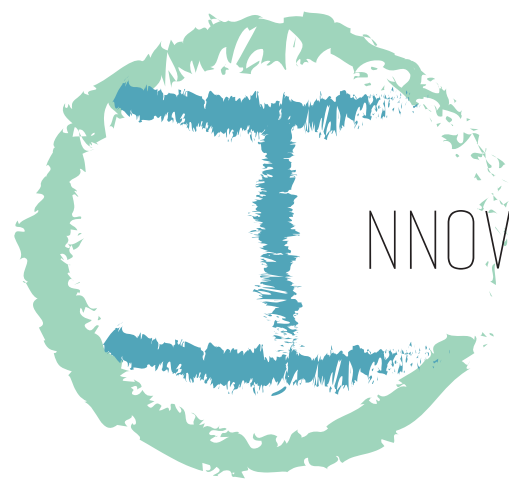


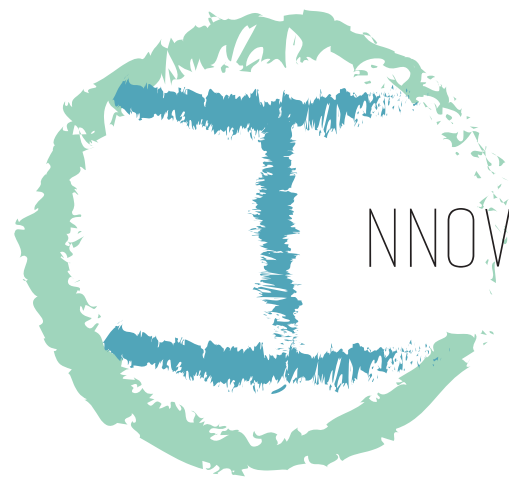


INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.



LIFESTYLE ANALYSIS

SARA WILLIAMS BSC PRODUCT DESIGN

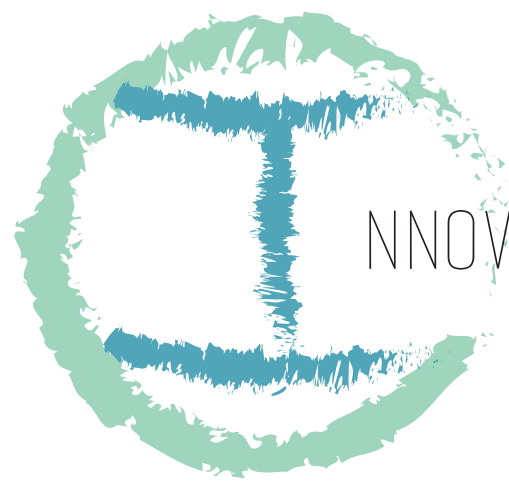


INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
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TARGET MARKET

SARA WILLIAMS BSC PRODUCT DESIGN

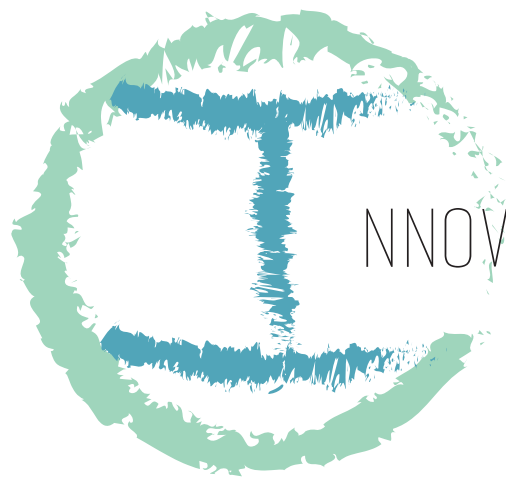


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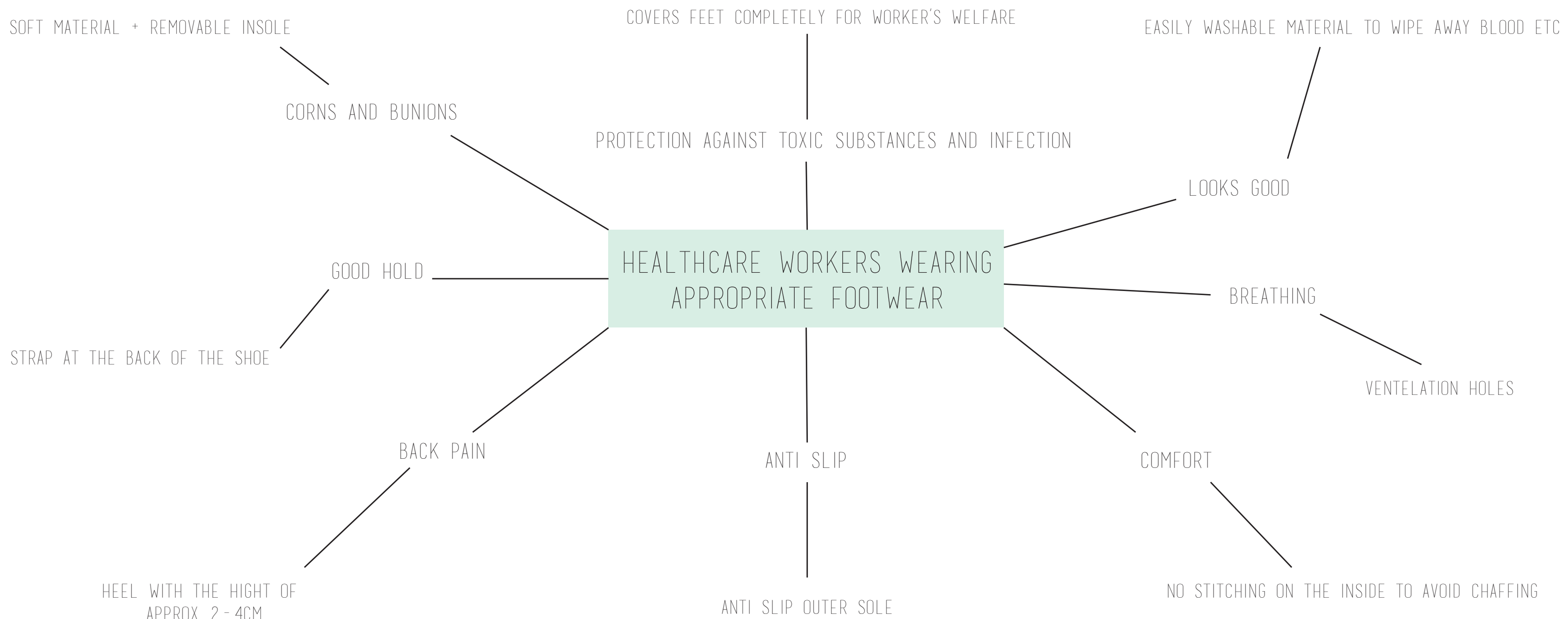


TARGET MARKET

SARA WILLIAMS BSC PRODUCT DESIGN

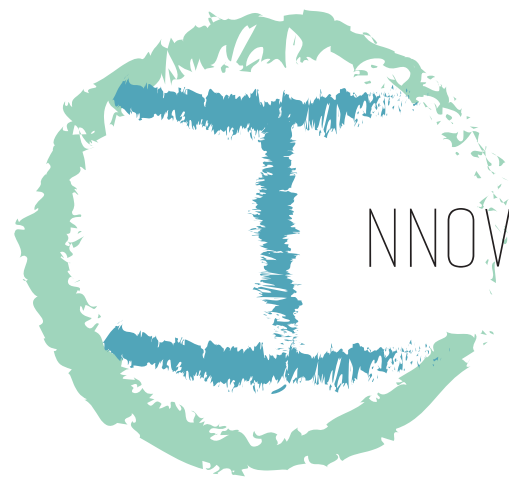


INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
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TARGET MARKET

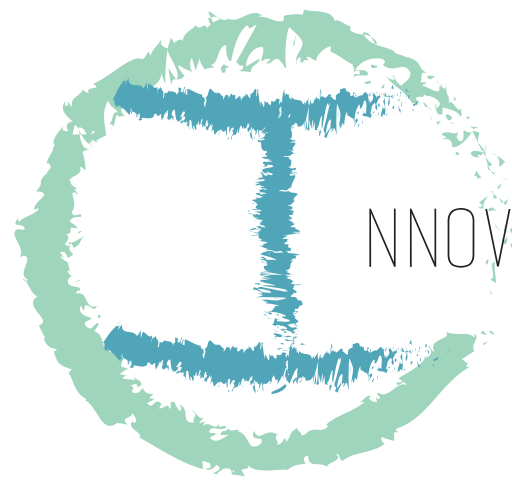
SARA WILLIAMS BSC PRODUCT DESIGN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.



- AVERAGE ANNUAL PAY OF BETWEEN £21,468 AND £27,901 GP PRACTICE NURSES ETC. DECREASES OR INCREASES WITH EXPERIENCE.
- THE STANDARD WORKING WEEK IS 37.5 HOURS.
- 27 DAY ANNUAL LEAVE
- USUALLY A MIDDLE CLASS FAMILY : IF ONLY THE NURSES INCOME
- QUITE OFTEN THEY ARE NEW/STUDENT NURSES: LOW INCOME

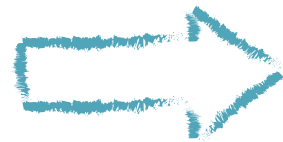


INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
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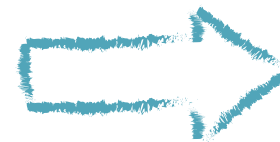
WORKERS THAT WOULD BE ON THEIR FEET FOR LONG PERIODS OF TIME 8HOURS OR MORE , THAT WOULD NEED SPECIALISED FOOTWEAR
IN CASE OF TOXIC CHEMICALS, BLOOD, HEAVY OBJECTS AND FOR WALKING/STANDING .



SURGEON



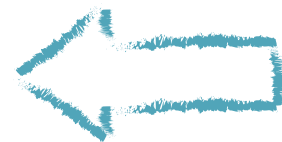
DOCTORS



NURSES



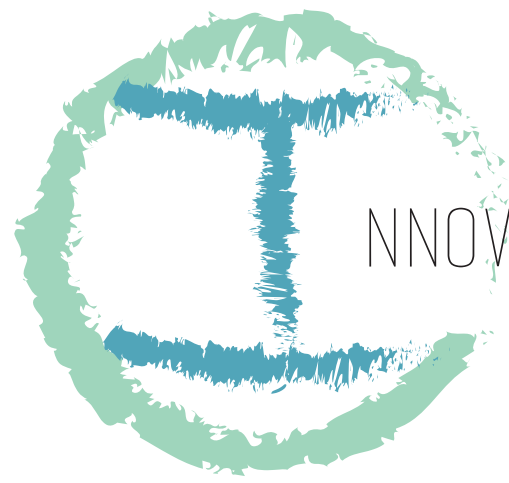
PORTERS



CLEANERS

OCCUPATIONS

SARA WILLIAMS BSC PRODUCT DESIGN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.

PROBLEMS

CARRYING BACTERIA IN AND OUT OF THE HOSPITAL
IN THE SOLES OF THE SHOES

HOSPITAL SHOES AREN'T MADE FUNCTIONAL AND
FASHIONAL

MAKING SURE THE SHOES ARE ABLE TO BE
CLEANED TO AVOID TOXINS AND BACTERIA

ACTIONS

REPLACING UNFASHIONABLE SHOES WITH SHOES
THAT ARE FUNCTIONAL AND GOOD LOOKING

POSSIBLY LOOKING INTO REMOVABLE SOLES

USING NEW MATERIALS FOR THE SHOES

SOLUTIONS

REINVENTING A BRAND SHOE FOR SPECIFIC ROLES

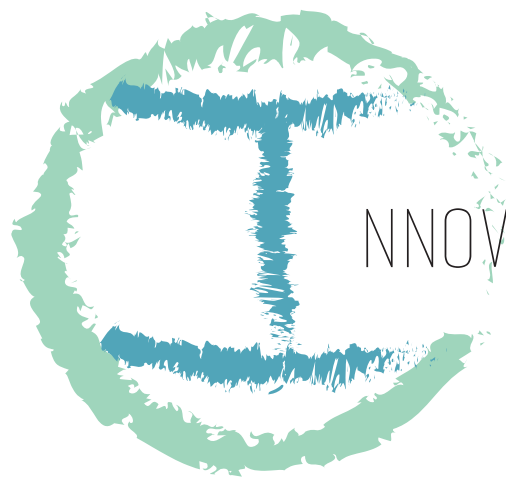
REINVENTING THE SHOES' SOLE TO BE REMOVABLE

USING NEW TECHNOLOGY TO CUSHION NURSES' FEET
DURING A LONG SHIFT



LIFESTYLE ANALYSIS

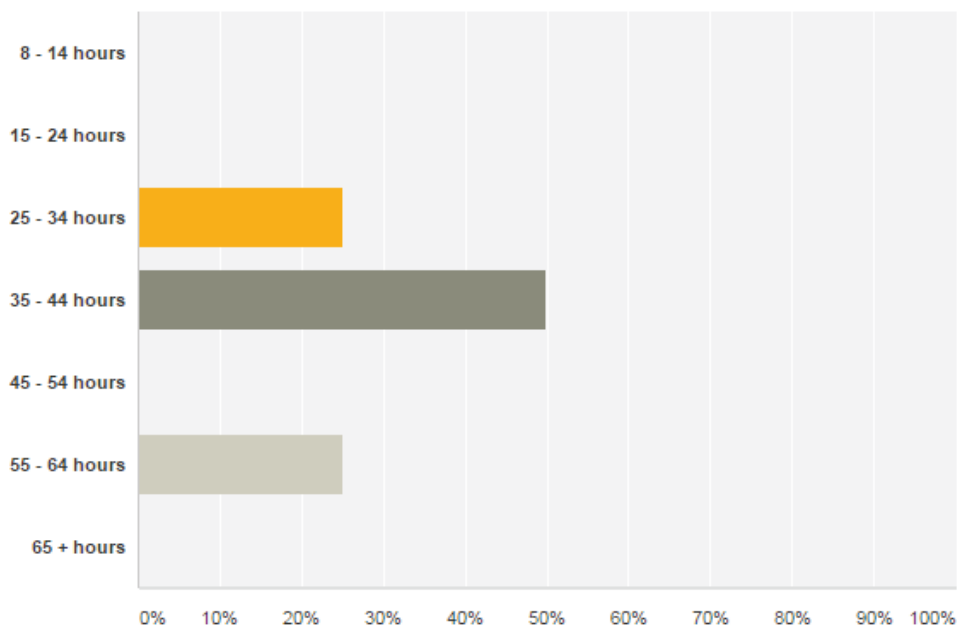
SARA WILLIAMS BSC PRODUCT DESIGN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.

On average, how many hours do you work per week?

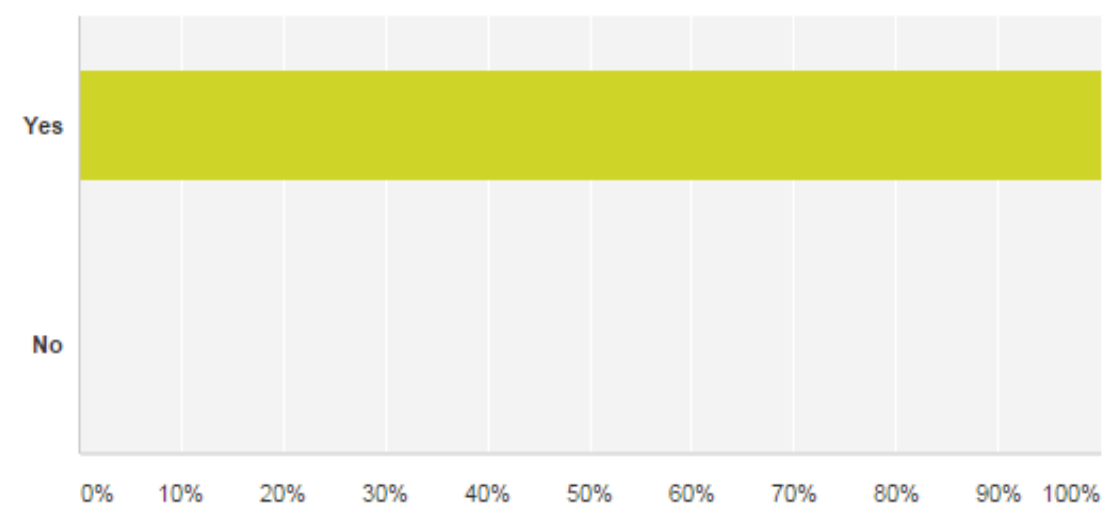
Answered: 4 Skipped: 0



NURSES' HOURS CHANGE OFTEN WHICH MEANS ONE WEEK THEY COULD BE WORKING VERY FEW HOURS WHEN IN ANOTHER THEY WOULD BE WORKING VERY LONG HOURS. THIS MEANS THEIR SHOES NEED TO CATER TO THEIR EVERY NEED.

Do you find your work shoes are uncomfortable after a long day on your feet?

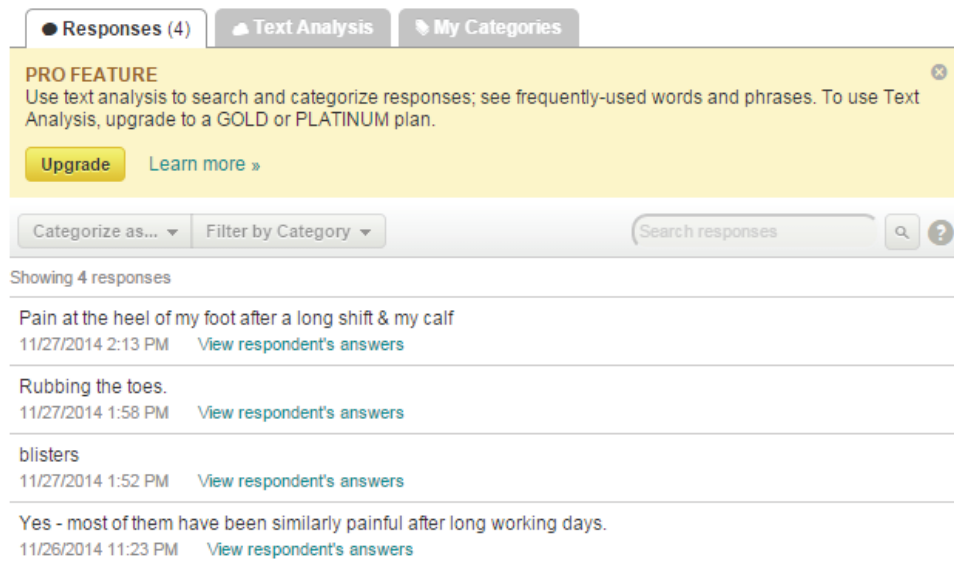
Answered: 4 Skipped: 0



100 PERCENT OF THE NURSES THAT TOOK THIS SURVEY TOLD ME THAT THEIR FEET WERE UNCOMFORTABLE AFTER A LONG DAY AT WORK. THIS IS CLEARLY A PROBLEM THAT NEEDS TO BE ADDRESSED.

Have you had any issues with previously bought work shoes? (Inc. pain after a long day etc)

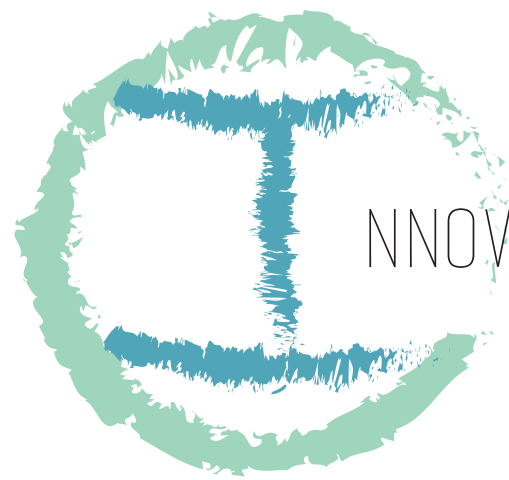
Answered: 4 Skipped: 0



ACCORDING TO THE NURSES THAT TOOK THE SURVEY SAID THAT ALL OF THEIR PAST SHOES ALSO MADE IT VERY DIFFICULT FOR THEM TO WORK DUE TO THE PAIN ETC

RESEARCH

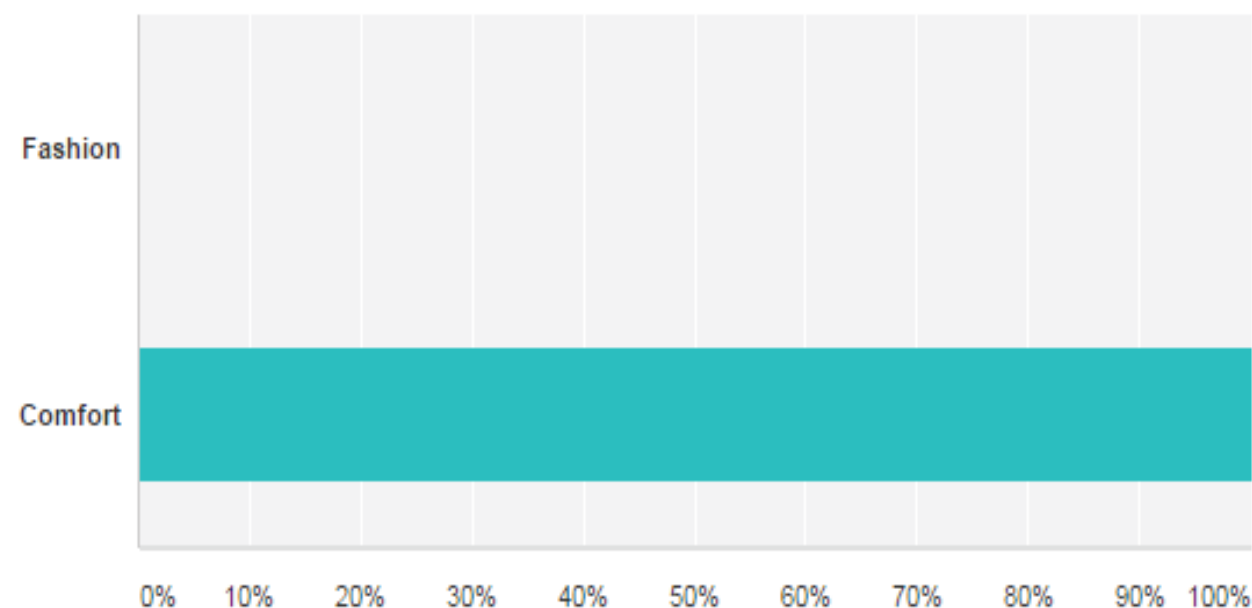
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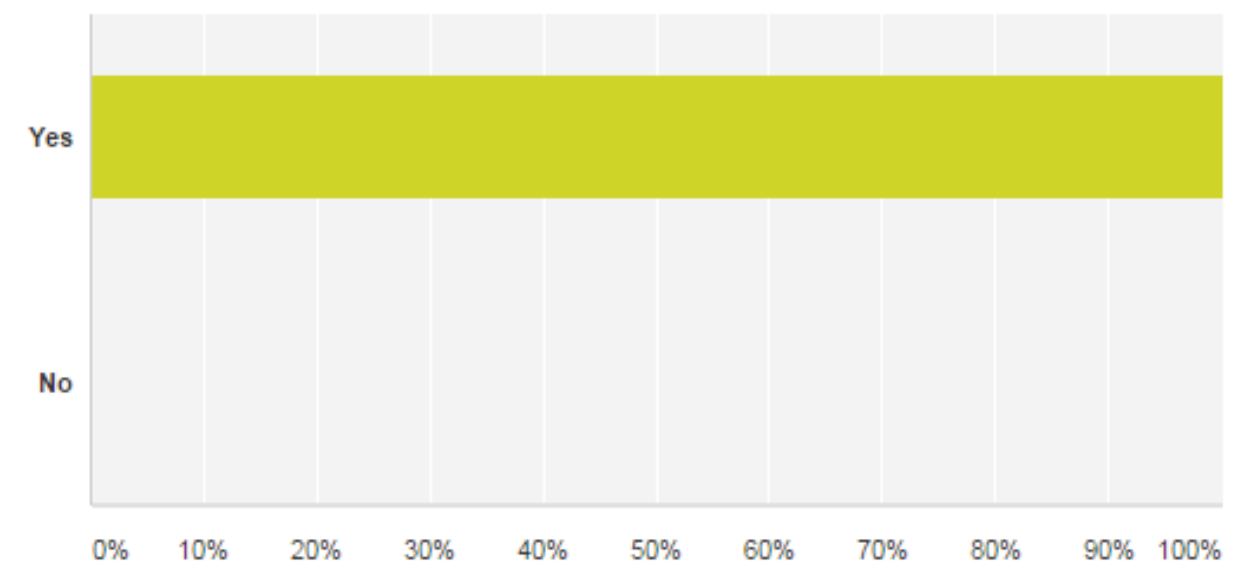
**In your opinion, what should be taken into
consideration when buying work shoes?**

Answered: 4 Skipped: 0



**Would you be happier if there was a shoe
on the market that matched both your
comfort needs and fashion choice?**

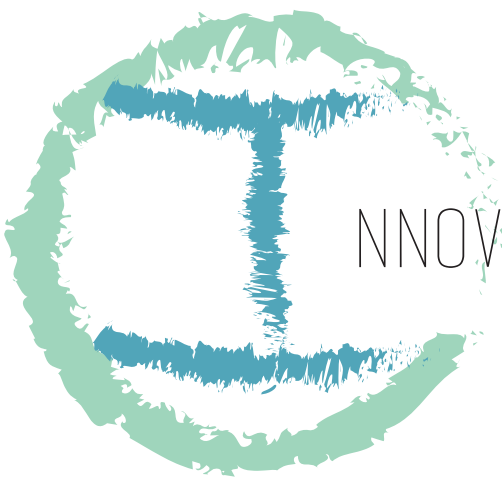
Answered: 4 Skipped: 0



ALTHOUGH THAT 100 PERCENT OF THE PEOPLE THAT TOOK THE SURVEY SAID THAT THEY NEEDED THEIR SHOES TO BE COMFORTABLE BEFORE THEY NEED TO BE FASHIONABLE, ALTHOUGH 100 PERCENT OF THE NURSES SAID THAT IF THEY FOUND SHOES THAT WERE BOTH FASHIONABLE AND COMFORTABLE THAT THEY WOULD TAKE THEM INTO CONSIDERATION.

RESEARCH

SARA WILLIAMS BSC PRODUCT DESIGN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.

WHAT FOOTWEAR IS WORN?

CLARKS STRUCTURED FIT EXTRA LIGHT MALE NURSE EXAMPLE

MEN'S SMART LOAFERS WITH INCREDIBLE COMFORT BUILT IN THANKS TO THE XL EXTRA LIGHT SOLE TECHNOLOGY AND THE CUSHIONED SOFT TREAD FOOT BED. GREAT TO LOOK AT IN SMOOTH BLACK LEATHER WITH CLASSIC STITCHED DETAILING, THEY SLIP ON EASILY AND ARE IDEAL FOR WORK OR FORMAL WEAR.

WHY ARE THEY WORN?

GUIDELINES GIVEN BY THE NHS

STAFF MUST WEAR FOOTWEAR THAT COMPLIES WITH THE RELEVANT HEALTH AND SAFETY REQUIREMENTS, FOR EXAMPLE, SOFT SOLED FOR REDUCED NOISE, LOW HEELED FOR MANUAL HANDLING AND EASE OF MOVEMENT, AND CLOSED TOES FOR PROTECTION

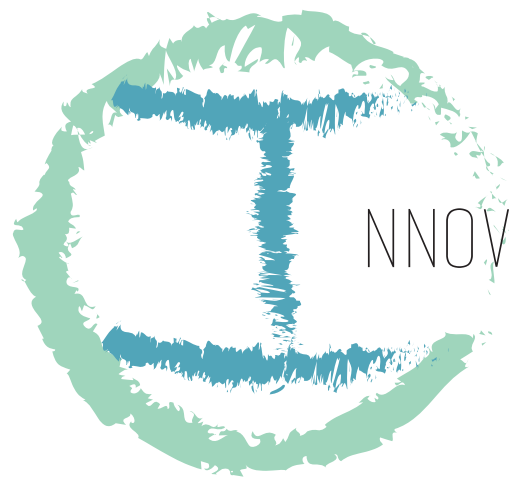
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WHAT ARE THE PROBLEMS?

THE MATERIAL USED ON THE FOOTWEAR USED BY NURSES IS ONE OF THE MOST IMPORTANT ASPECTS, AS WELL AS COMFORT. BEING IN AN ENVIRONMENT WITH MANY DIFFERENT CHEMICALS AS WELL AS BODILY FLUIDS/BLOOD. LEATHER IS ONE MATERIAL THAT ABSORBS MANY CHEMICALS, WHICH WOULD BE INCREDIBLY DANGEROUS TO THE USER. AS WELL AS BEING IN AN ENVIRONMENT WITH DANGEROUS CHEMICALS, THERE ARE ALSO DANGEROUS EQUIPMENT SUCH AS NEEDLES, SCALPELS ETC. WHICH COULD CUT THROUGH THE MATERIAL.

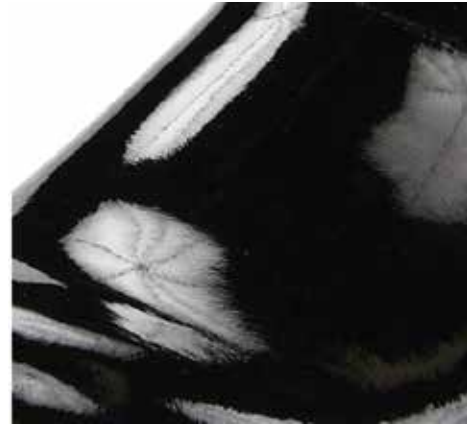
LIFESTYLE ANALYSIS

SARA WILLIAMS BSC PRODUCT DESIGN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.

DANKSO PRO XP



CRACKING/TEARING IN THE LINING MEANS THAT BACTERIA ETC. COULD GET INTO THE SHOES.



THE TOUGH MATERIAL IS MADE TO BE ABLE TO BROKEN IN, BUT CAUSES A LOT OF PAIN TO USERS.



IMPROPER CUSHIONING



GOOD SIZE HEAL TO ALLOW FULL PROTECTION TO THE HEAL.

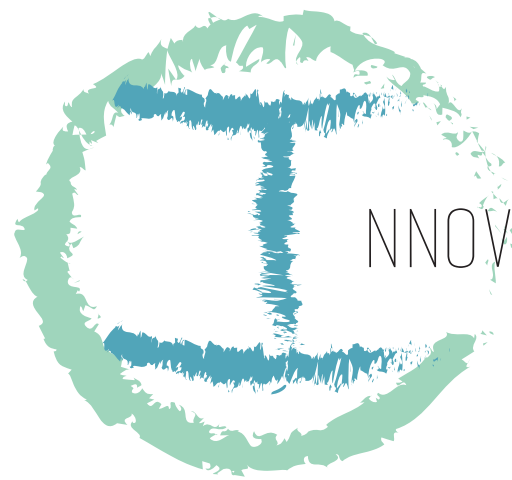
MATERIAL NEEDS TO BE WATERPROOF AND SEALED NO CRACKING OR TEARING TO ENSURE NO BLOOD NURSES OR FOOD WAITRESSES/ WAITERS WOULD STICK.

THE TOUGH MATERIAL AND LACK OF CUSHIONING ON THE MATERIAL WOULD MAKE IT INCREASINGLY UNCOMFORTABLE FOR USERS

GRIP WILL ENSURE NO ONE WOULD SLIP IN BAD WEATHER.

EXISTING PRODUCT

SARA WILLIAMS BSC PRODUCT DESIGN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.

UN LOOP

BLACK LEATHER WOMEN'S CASUAL SHOE

AN UNSTRUCTURED BLACK LEATHER SLIP-ON WITH STITCHING AND BUTTON DETAIL FOR A HANDCRAFTED LOOK. FASHIONED FROM A UNIQUE MATERIAL THAT IS EXCEPTIONALLY LIGHTWEIGHT, THIS EVERYDAY STYLE ALSO FEATURES UNDERFOOT CUSHIONING AND A SOFT LEATHER FINISH.

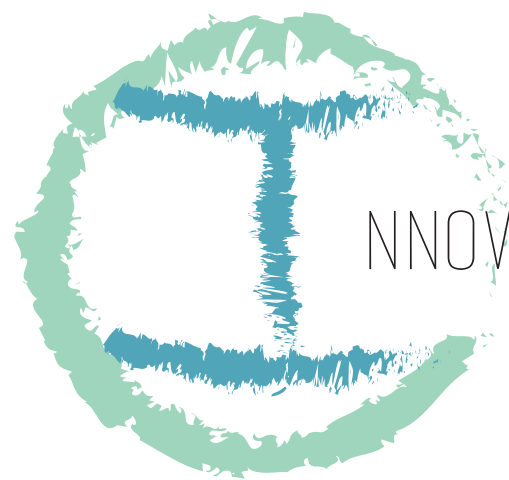
FUNNY DREAM

BLACK LEATHER WOMEN'S CASUAL SHOE

FROM THE ARCHIVES, THESE WOMEN'S SHOES ARE AN ICONIC CASUAL STYLE THAT OOZE CLARKS DNA. REINVENTED FOR THE 21ST CENTURY FUNNY DREAM ARE DESIGNED IN AN EARTHY, SOFT BLACK LEATHER WHILE THE CHUNKY EYELET LACING AND ASYMMETRIC STITCHED SEAM ADD HANDCRAFTED DETAILING. AN EVERYDAY CLASSIC WITH ULTIMATE COMFORT, FINISHED WITH A CURVY WEDGED SOLE.

EXISTING PRODUCTS

SARA WILLIAMS BSC PRODUCT DESIGN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
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CATERPILLAR® **Timberland®** 



UGG®



a u s t r a l i a

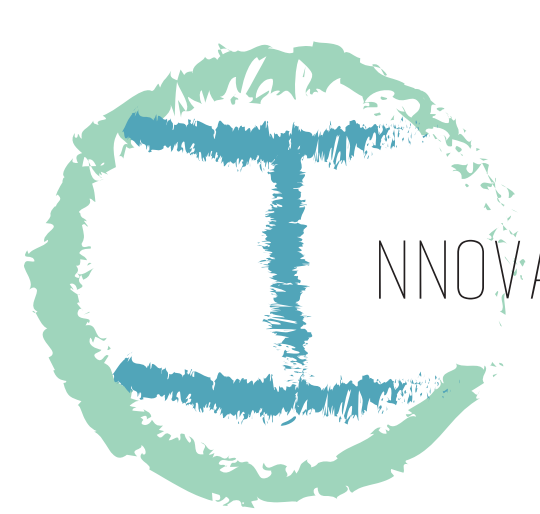
CONVERSE



DCSHOECOUSA

adidas® 

new balance®



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.

INTERVIEW WITH STUDENT NURSE SOPHIE ROWLANDS

DO YOU HAVE A SPECIFIC SHOE FOR WORK?

I DO HAVE A SPECIFIC SHOE FOR WORK, YES, BECAUSE WE HAVE RULES THAT WE HAVE TO FOLLOW REGARDING UNIFORM AND OUR SHOES COME UNDER THAT.

WHAT ARE THE GUIDELINES YOU HAVE TO FOLLOW WHEN CHOOSING WORK SHOES?

THEY ARE SUPPOSED TO BE BLACK AND COVERED ALL OVER, AS IN NO OPEN SHOES. MINE ARE FAKE LEATHER BECAUSE IN THIS JOB YOU NEED YOUR SHOES TO BE WIPE ABLE. MY SHOES HAVE PRETTY THICK SOLES TOO, DEFINITELY A MUST HAVE OTHERWISE YOUR SHOES GET WORN OUT PRETTY QUICKLY.

ARE THERE ANY PROBLEMS WITH THE SHOES YOU HAVE FOR WORK?

I MEAN, THEY AREN'T TERRIBLE SHOES, BUT A LOT OF PEOPLE TEND TO BUY EXTRA INSOLES TO CUSHION THEIR FEET. THEY MIGHT BE COMFORTABLE FOR LIKE AN HOUR OR SO BUT AFTER A WHILE WALKING AROUND THE WARDS, YOU NOT ONLY HAVE BURNING BALLS OF YOUR FEET, BUT SOMETIMES IT CAN HURT MY LOWER LEG TOO. LIKE AT THE BACK OF THE ANKLE. SOMETIMES WITH EVEN ALL THE PADDING INSIDE THE SHOES MY FEET STILL HURT SO MUCH.

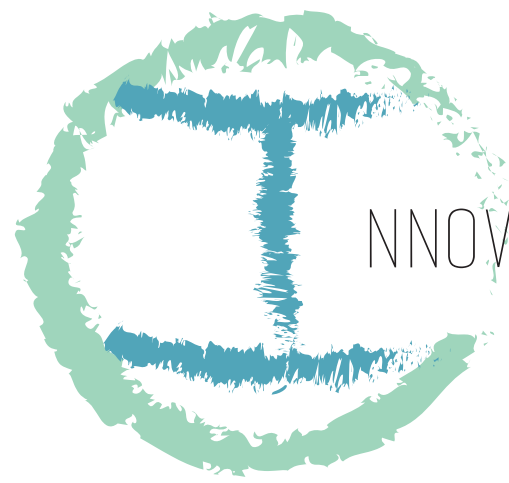
NOT A LOT OF HEALTHCARE PROFESSIONALS THINK ABOUT WIPING THE BOTTOM OF THEIR SHOES EITHER, THEY ONLY SEEM TO WIPE WHAT THEY CAN SEE, WHICH MEANS A LOT OF BACTERIA COULD BE CARRIED OUT OF THE HOSPITAL AND IN TOO WHICH IS DANGEROUS FOR THE PATIENTS.

WOULD YOU RATHER THE SHOES BE MORE FASHIONABLE?

HAVING COMFORTABLE AND FASHIONABLE WORK SHOES WOULD BE GREAT, BUT I MEAN, ITS NOT REALLY THE MAIN THING. I MEAN, AFTER A 14 HOUR SHIFT, YOU'RE NOT ACTUALLY TOO BOTHERED ABOUT HOW YOU LOOK, YOU JUST WANT TO GET OUT OF THEM AS FAST AS YOU CAN.

INTERVIEW

SARA WILLIAMS BSC PRODUCT DESIGN



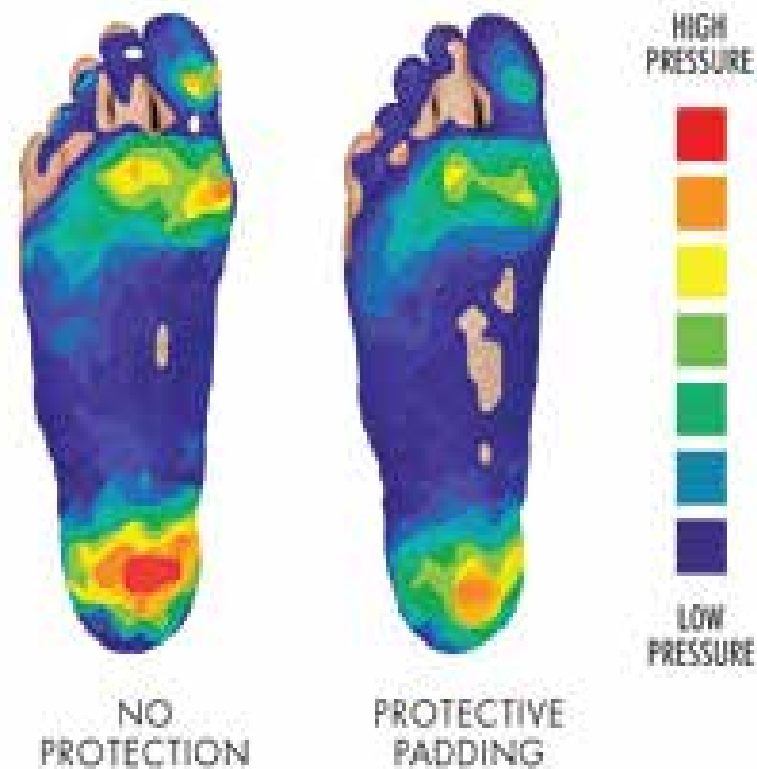
INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.



LEATHER SHOES TEND TO ABSORB CHEMICALS AND MAY HAVE TO BE DISCARDED IF CONTAMINATED WITH A HAZARDOUS MATERIAL.



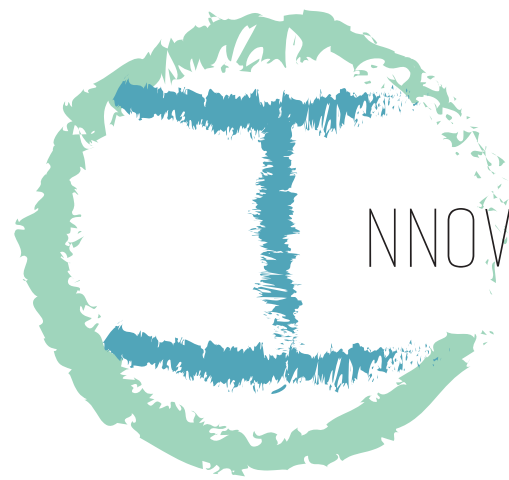
VINYL WOULD BE APPROPRIATE IN ALMOST ALL SITUATIONS: EASILY CLEANED AND DOES NOT ABSORB TOXIC CHEMICALS.



WIPEABLE MATERIALS

MATERIAL ISSUES

SARA WILLIAMS BSC PRODUCT DESIGN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.



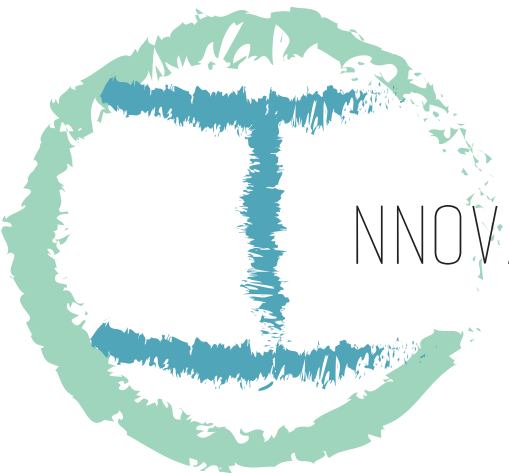
HAVING A GROUP DISCUSSION WITH 5 FEMALES THAT WORK ON THEIR FEET OFTEN, THEY SAID THAT WEARING SHOES LIKE DOLLIE SHOES DID NOTHING FOR THEIR FEET, THEREFORE MOST OF THE TIME THEY WOULD USE TRAINERS AS THEIR MAIN WORK SHOES MAINLY BECAUSE OF COMFORT.

ALTHOUGH NIKE IS A BRAND THAT WOULD USE A LOT OF FABRIC ON THEIR SHOES, I WOULD LIKE TO COME UP WITH A DESIGN THAT WOULD ALLOW NURSES TO WEAR NIKE SHOES THAT WOULD BE WIPEABLE AND WITH EXTRA SUPPORT ON THEIR HEEL AND BALL OF THE FOOT.



THERE ISN'T A LOT OF DIFFERENCE BETWEEN MEN AND WOMEN'S DESIGN WHEN IT COMES TO NIKE EXCEPT THE COLOURS, WHICH IS OBSOLETE BECAUSE THE SHOES MUST BE BLACK.

BRAND: EXISTING PRODUCTS FOR WOMEN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
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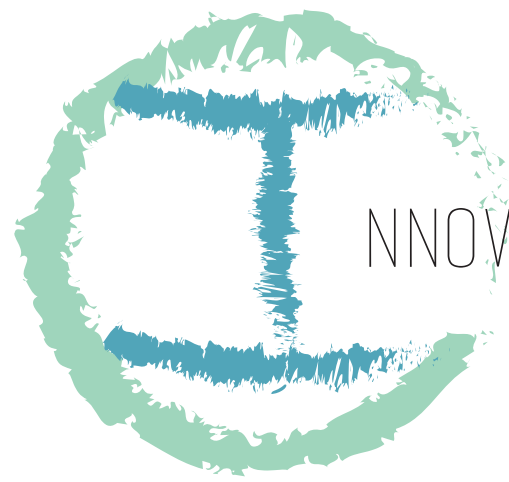
IN GENERAL, MEN ARE MORE LIKELY TO WANT TO WEAR TRAINERS ETC TO WORK, NOT ONLY BECAUSE OF THE COMFORT FACTOR, BUT BECAUSE THAT THEY KNOW THAT THEY ARE FASHIONABLE ETC.

I WANT TO CREATE A SHOE THAT WOULD BE SUITABLE FOR WORK, WIPEABLE AND POSSIBLY WITH A REMOVABLE SOLE TO REDUCE THE SPREAD OF BACTERIA OUTSIDE OF THE HOSPITAL AS WELL AS INSIDE.

THIS MEANS ALMOST REDESIGNING THE BRAND IN ORDER TO CATER FOR A DIFFERENT TARGET MARKET.



BRAND: EXISTING PRODUCTS FOR MEN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.

SHOCK ABSORBING POLYMERS



THERMAL STABILITY

THE ABILITY TO REPEL WATER

HIGH DURABILITY

SILICONE



GOOD CHEMICAL STABILITY

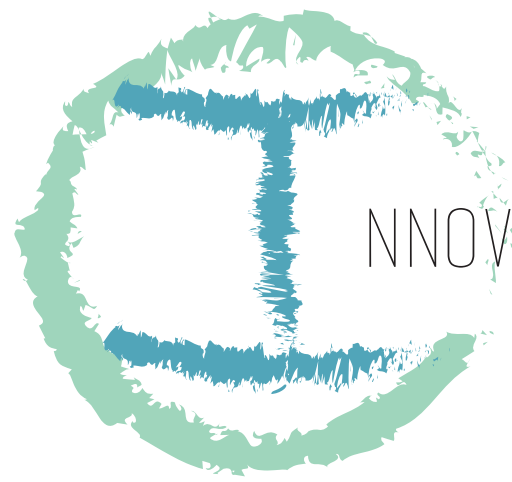
MAINTAINS FLEXIBILITY OVER A WIDE TEMPERATURE RANGE

A LOT OF PEOPLE MAY EXPERIENCE ALLERGIC REACTIONS TO THE CHEMICALS USED IN THE
MAKING OF NEOPRENE.

NEOPRENE

COMFORT

SARA WILLIAMS BSC PRODUCT DESIGN



INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT
IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.

EXISTING PRODUCTS USING SHOCK ABSORBING POLYMERS



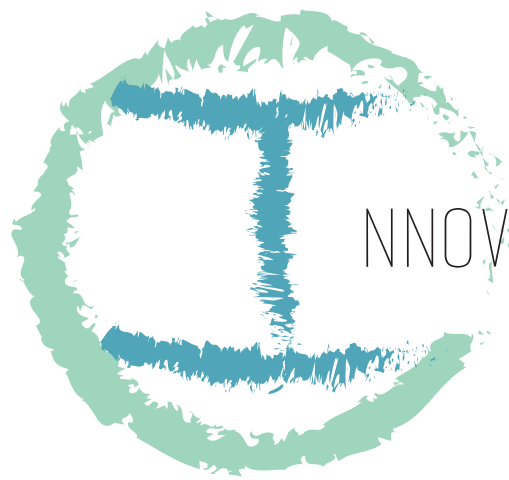
SORBOTHANE INSOLES



D30 IMPACT PROTECTION INSOLES USING SMART MATERIALS AND TECHNOLOGY

EXISTING INSOLES

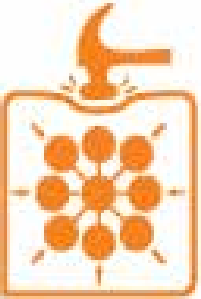
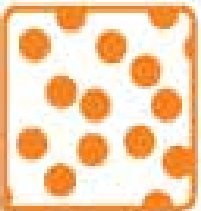
SARA WILLIAMS BSC PRODUCT DESIGN



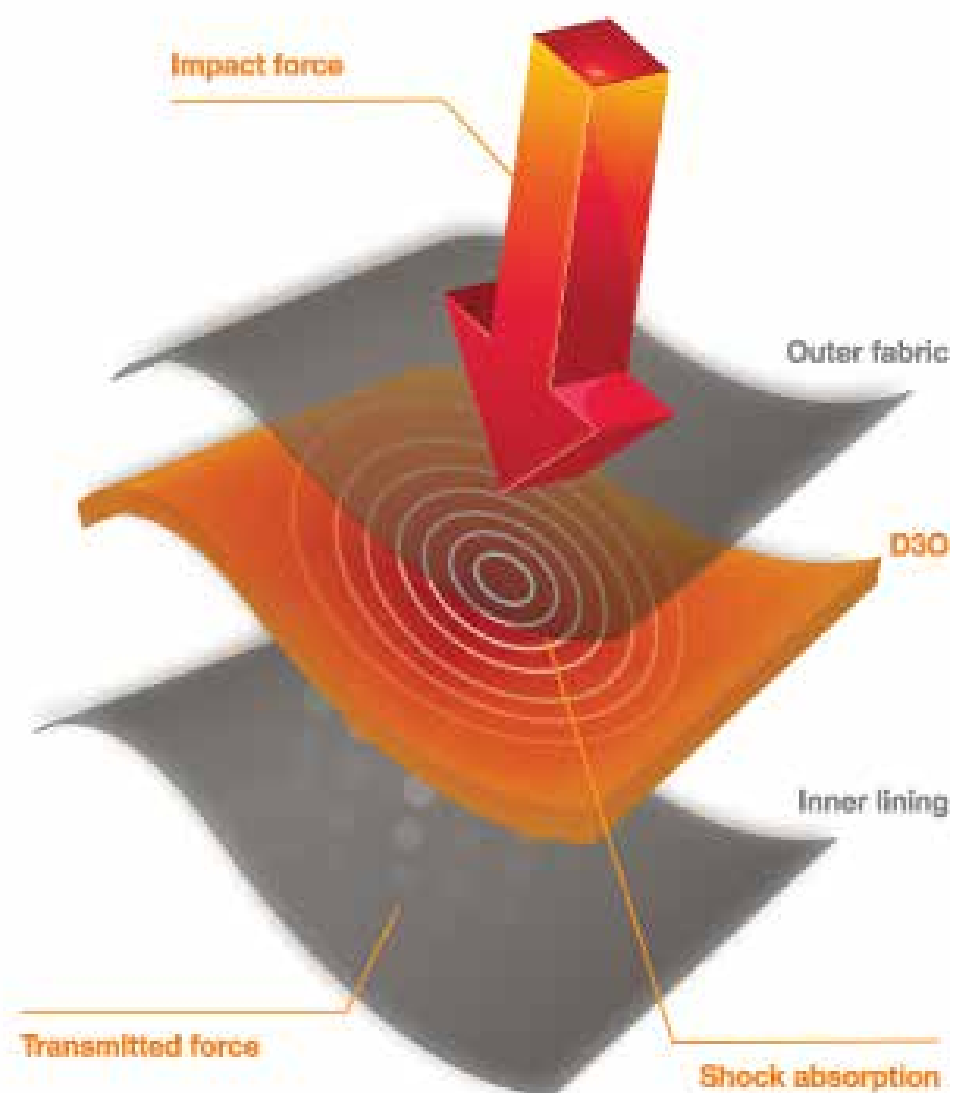
INNOVATIVE FOOTWEAR DESIGNED SPECIFICALLY WITH FOOT PROTECTION AND SUPPORT IN MIND FOR PEOPLE IN ACTIVE OCCUPATIONS.

D30 MATERIAL PROPERTIES

How D30 molecules work:

1.  Soft & flexible
2.  Locks on shock
3.  Returns to flexible state

How D30 works



SORBOTHANE MATERIAL PROPERTIES

SORBOTHANE® IS A PROPRIETARY, VISCO-ELASTIC POLYMER. VISCO-ELASTIC MEANS THAT A MATERIAL EXHIBITS PROPERTIES OF BOTH LIQUIDS VISCIOUS SOLUTIONS AND SOLIDS ELASTIC MATERIALS.

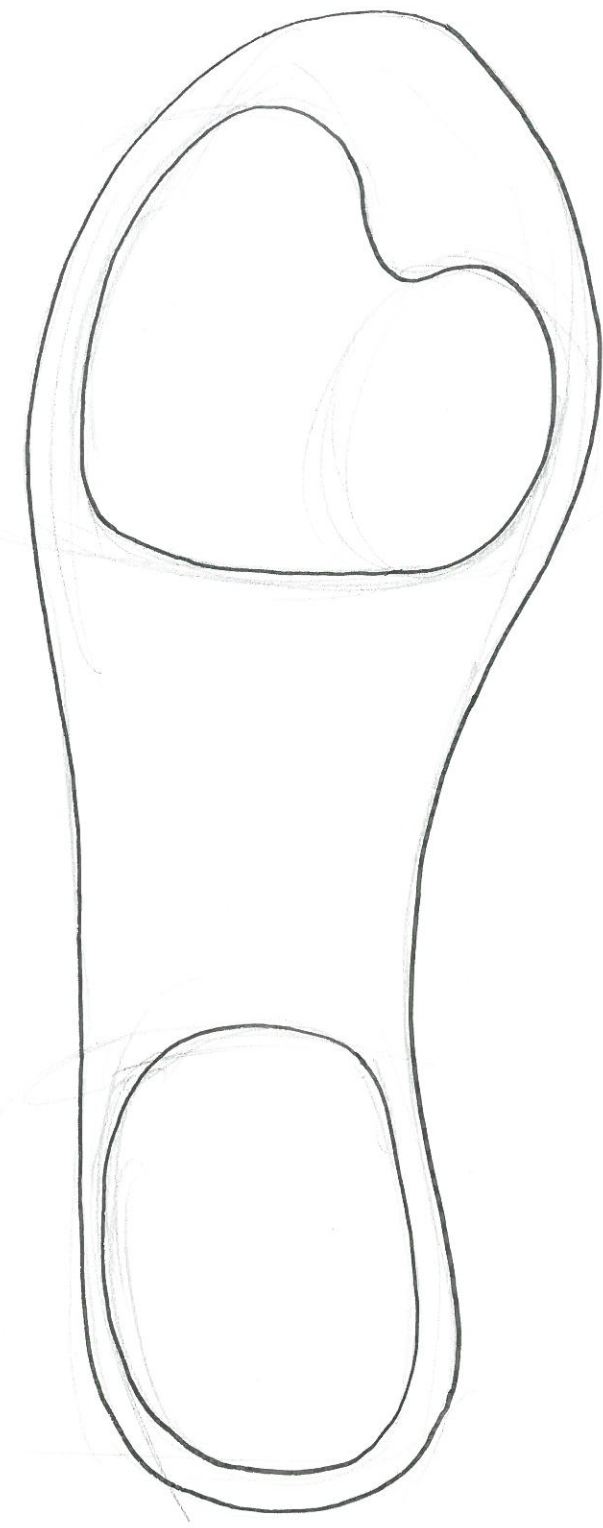
SORBOTHANE IS A THERMOSET, POLYETHER-BASED, POLYURETHANE MATERIAL.

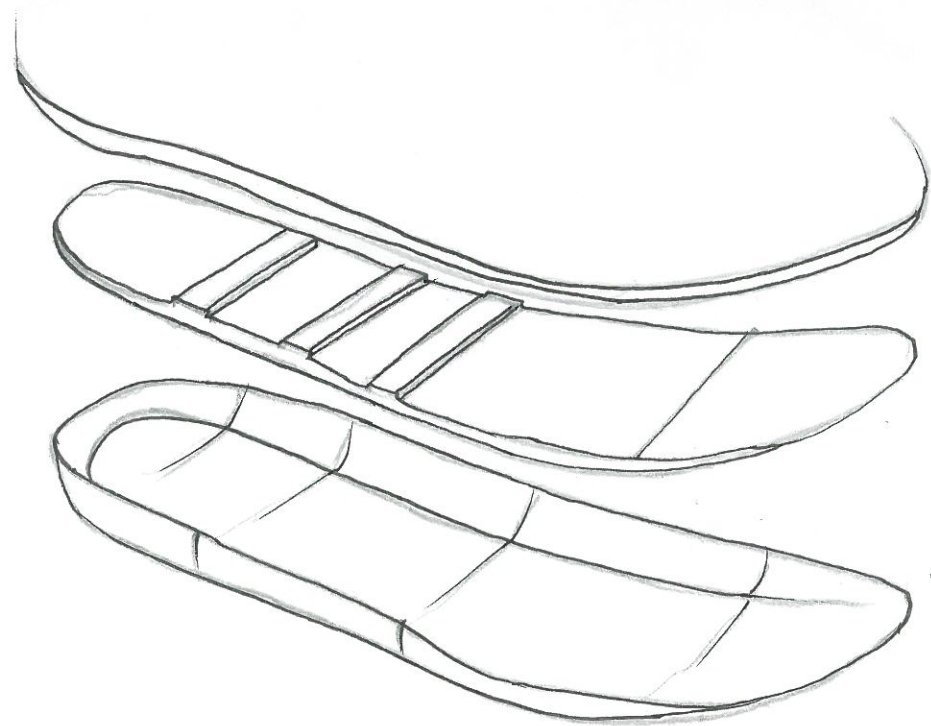
SORBOTHANE COMBINES SHOCK ABSORPTION, GOOD MEMORY, VIBRATION ISOLATION AND VIBRATION DAMPING CHARACTERISTICS.



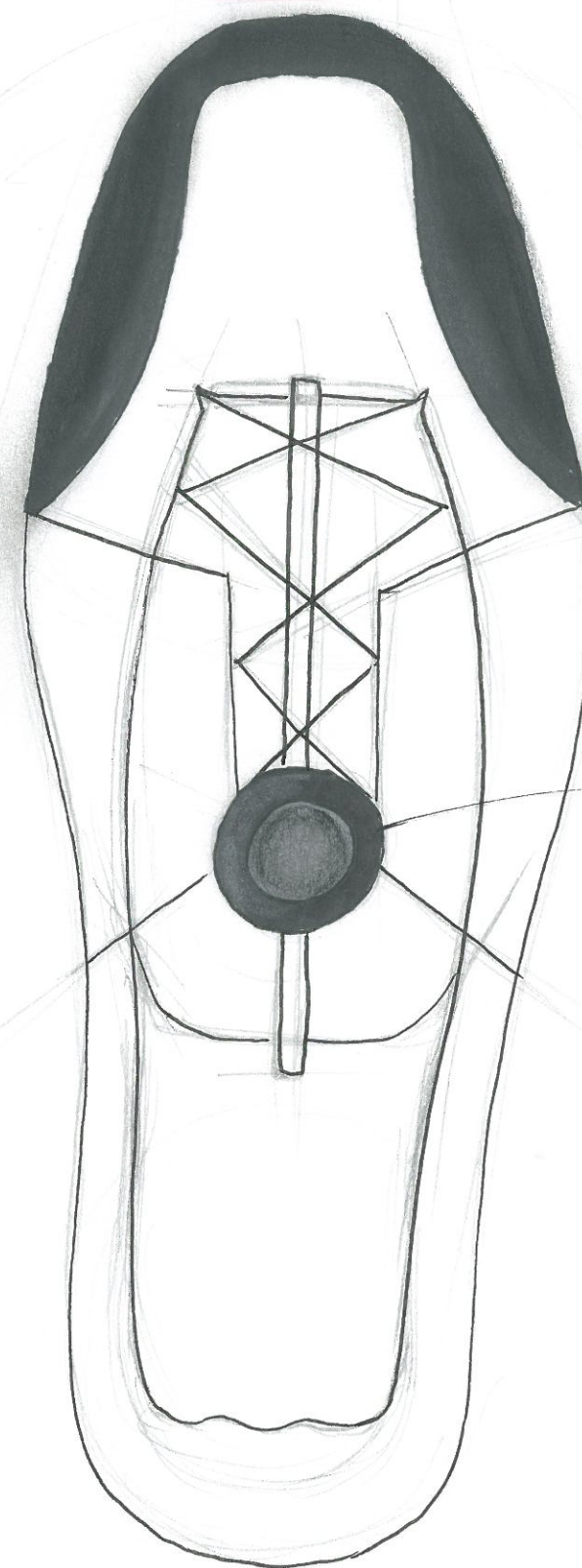
SARA WILLIAMS BSC PRODUCT DESIGN







7 SOLEBOOTHANE
POLYMER.



7 RTOP LACING SYSTEM