

Workshop – Team Tanja

#### PAIN POINTS

- 1. Brace looks chunky & bulges through pants
- 2. Brace is heavy
- 3. Brace causes pain in her heel
- 4. Limited shoe choice
- 5. Must buy different sized shoes for each foot



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#### SUCCESS METRICS

- 1. Less medicalized aesthetic
- 2. Comfortable, painless walking
- 3. Greater shoe choice
- 4. Ability to wear same sized shoes on both feet



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#### SOLUTION 1: CUSTOM BRACE



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#### DESIGN FEATURES Less medicalized aesthetic



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#### DESIGN FEATURES Custom fit





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#### SOLUTION 2: MODULAR BRACE



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DESIGN FEATURES Attaches to outside of shoe



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SOLUTION 3: SHOE-BRACE

- Brace incorporated into existing shoe styles that accommodate the form of a brace.
- Could be sold as a pair to achieve symmetry

DESIGN FEATURES Integration of shoe and brace – potential for universal applications



#### SUCCESS METRICS

Metric	Solution 1: Custom brace	Solution 2: Modular brace	Solution 3: Integrated shoe- brace
Less medicalized aesthetic?	Yes	Yes	Yes
Comfortable walking	Yes	Yes	Yes
Greater shoe choice	Maybe	Yes	No
Ability to wear same sized shoes on both feet	Maybe	Yes	Yes
Functional	Yes	Maybe	Yes

