



open**SAP**

# **TOUCH IOT WITH SAP LEONARDO**

## **PROTOTYPE CHALLENGE**

**IOT SNEAKER**



# Story

Make a case and tell your story.

Do you own a pair sneakers or trainers that you use at the gym or to play sports? How often do you replace them? Have you ever wanted to know when the optimal time to replace them would be, based on their age and usage?

I've developed an IoT use case where manufacturers would market smart versions of their sneakers and trainers to provide their users with accurate usage information so as to help them make more informed decisions when buying new sneakers and to potentially advise them on the correct sneakers based on their actual usage.

The sneaker would be fitted with a sensor which would communicate wirelessly with the users' mobile device. The sensor would be used to gather information related to:

- Distance covered
- Average speed
- Activity being performed (running, walking, gym, etc)
- Tread wear
- Sole compression
- Inner temperature
- Usage tracking

The combination of this information would be invaluable in determining the optimum time to replace your sneakers so that the users can get the best use possible out of them and not end up in a situation where they are using old shoes that do not provide effective support, potentially leading to injury. This data over time would give great insight into the activities most frequently performed by the user and all users of these sneakers, guiding the user in which sneakers they should buy next but also guiding the company in specific advancements that could be made with each sneaker based on their usage and wear patterns.



## Persona Template – filled out



# Sebastian

## The Weekend Warrior

I like using smart ways to keep track of things so I can make informed decisions.

### About

- 35, single, robotic engineer.
- Working in a technical environment I need to be at best intellectually and rely on my team for support.
- Not very mobile, I spend most of my day in a lab
- I work with the Chief Architect and Technicians

### Responsibilities

- I am responsible the R&D department.
- I am responsible for cutting edge R&D projects.
- I spend most of my time in the office.

### Main Goals

- Being the person who drives R&D  
I have to keep a balance between budget and really cool tech ideas.
- Getting out the office daily and on weekends to get some fresh air and stretch my legs.

### Needs

- I need to track everything relating to our projects to the lowest level of detail.
- I need to know the expected effort that will be spent on each component.
- I need to get out of the office on a regular basis to clear my head.

### Pain Points

- I often forget how long I've owned and used certain items which should regularly require replacing.
- I don't know when the optimal time is to replace my sneakers.



# Point of View (PoV)

User + need + insight/why

**As a Weekend Warrior**

**I need a way to accurately track the usage of my running sneakers so that I know when the optimal time is to replace them.**

## User Experience Journey

<b>ACTIONS</b>	Unpack my gym bag. Get dressed Put on sneakers	Walk outside Check fitbit is secure and charged	Start with a brisk walk to warm up	Start running	Stretch to cool down	Remove sneakers Pack gym bag
<b>MINDSET</b>	Aaahhh, can't wait to stretch my legs a bit These sneakers look a little worn, how long have I had them?	Which route am I going to take today? Heart rate detected, let's go!	I love feeling the road under my feet and wind in my face.	Legs are warm, time to up the pace!	Wow, that felt great. I stayed in the fitness zone all the way.	I really need to look at replacing these sneakers.
<b>FEELING</b>	😊		XXXXX	XXXXX		
		XXXXX	XXXXX	XXXXX	XXXXX	
	XXXXX	XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
	☹️ XXXXX	XXXXX	XXXXX	XXXXX	XXXXX	XXXXX
<b>TOUCH POINTS</b>	Bag Clothing Sneakers	Fitbit	Nature Road	Nature Road	Fitbit Floor	Bag Clothing Sneakers



### Running Sneaker



New Balance ● Mapped

Geo-Match



Connected ⚡ On



Contact Person  
Herbert, Gunter

Notify

LIFESPAN USED  
**74 %**  
2 mins ago



Notifications (2)  
New Balance travelled 3km today  
Maximum Speed of 8km/h achieved

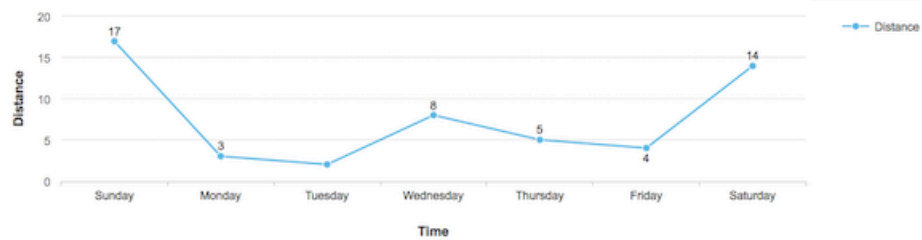
Feb 15, 2017  
Feb 15, 2017  
[See All](#)

Berlin, Germany



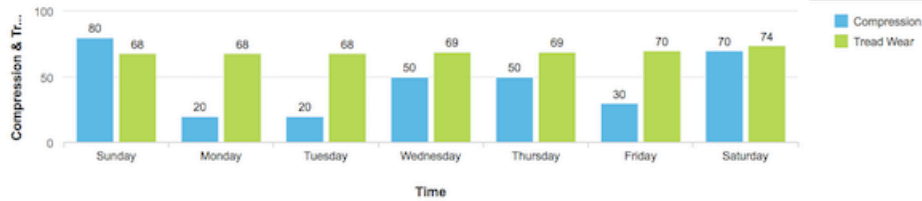
#### DISTANCE COVERED

Daily



#### WEAR & TEAR

Daily



#### AVERAGE SPEED & TEMPERATURE

Daily

