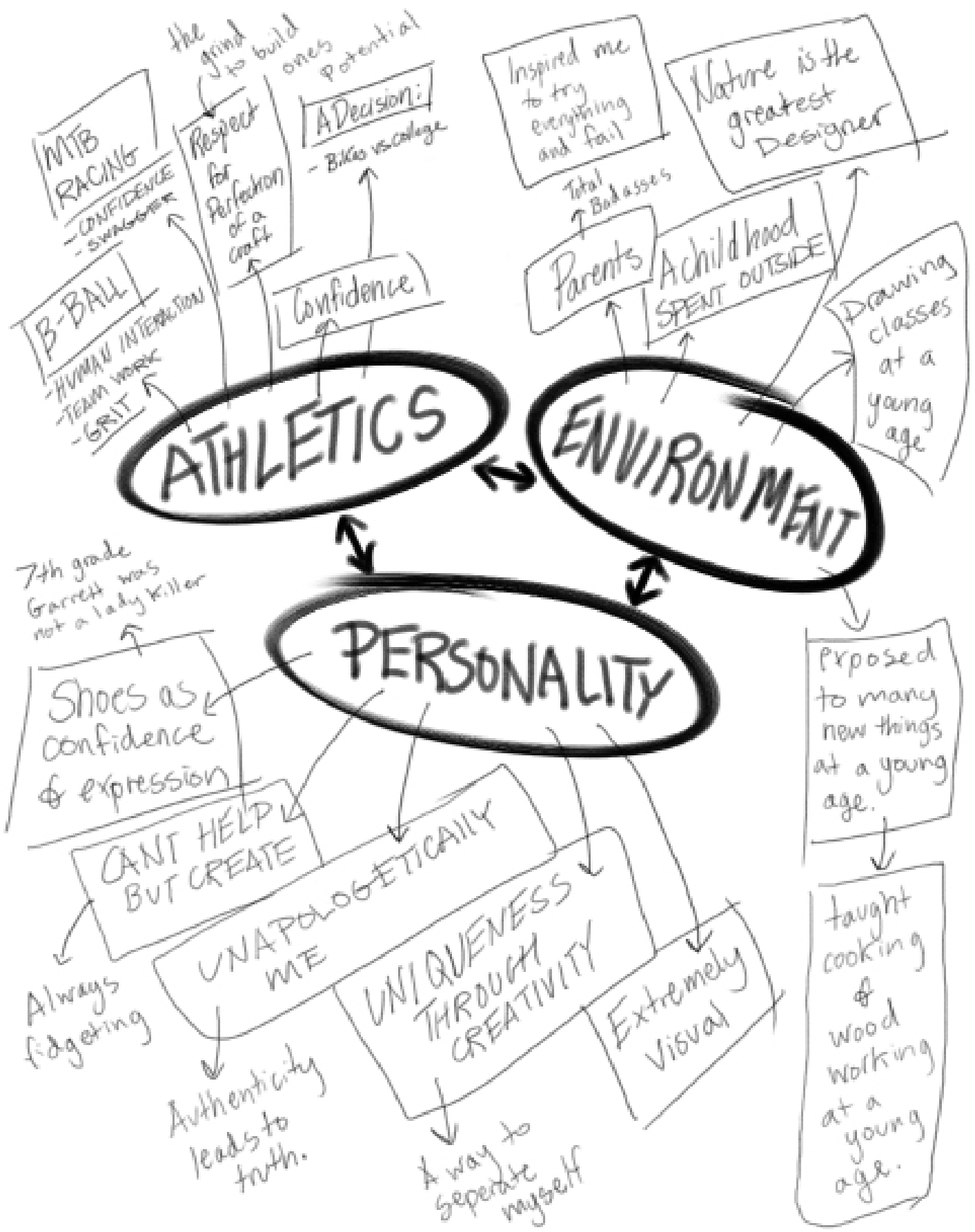


JAM

**HERITAGE STREETBALL
MEETS MODERN CRAFT**



GARRETT TOLLETTE



BUSINESS CASE 1

FRAMEWORK: LET'S UNDERSTAND ALL THE W'S

WHO?

- GEN Z CONSUMERS, AN GENERATION THAT LOVES SPENDING MONEY ON EXPERIENCES EVEN MORE THAN ON MATERIAL GOODS. THAT'S WHY THIS PROJECT IS ALIGNING AND LINKING AN EXPERIENCE TO A PRODUCT.
- PEOPLE THAT WANT TO 'EXPLORE WITHOUT DESTINATION, THE BASKETBALL PLAYER INTERESTED IN IT FOR THE 'FUN' OF IT.
- ANYONE WHO WANTS TO READILY ACCESS AND CREATE THEIR OWN COURT, GLOBAL COMMUNITIES THAT DON'T HAVE THE MONEY FOR A FULL BASKETBALL COURT, INDIVIDUALS THAT WANT TO PLAY BASKETBALL IN REMOTE AREAS(SET UP A DIRT COURT WHILE YOUR CAMPING).
- ANYONE WHO HAS NOSTALGIA ABOUT THE JOY OF SCHOOLYARD COMPETITIVENESS AND THE RELATIONSHIPS BUILT ON A BASKETBALL COURT.

WHAT?

- THE MULTI SURFACE, MANY ENVIRONMENT SHOE, THAT LAST, AND IS JUST AS COMFORTABLE ON ANY COURT AS IT IS AT A BAR WITH FRIENDS.
- BUILD AND CREATE A RIM AND SHOES THAT ARE ACCESSIBLE TO INDIVIDUALS EVERYWHERE. SPORT PRODUCT THAT TRIES TO BE OUTSIDE OF HYPER COMMERCIALIZATION.

WHERE?

- IN A MOMENTS NOTICE A GAME CAN BREAK OUT, REFINE YOUR SKILLS ANYWHERE. THERE IS A GREAT SENSE OF AUTONOMY THAT YOU CAN PUT A HOOP UP ANYWHERE AND USE LANDMARKS AROUND YOU TO ESTABLISH THE FREE THROW AND 3 POINT LINE.

WHEN?

- NOW
- AAU IS BENDING BASKETBALL TOWARDS WORK AND AWAY FROM FUN. CREATING HIGH PRESSURES TO SUCCEED AND ALLOWING BIG COMPANIES AND COLLEGES TO GET TO YOUNG ATHLETES AT VERY YOUNG AGES. THIS WHOLE SYSTEM INFLUENCES THE CONTRIBUTIONS TO THE MEDIA AND GETTING AWAY FROM THE FUNDAMENTALS OF BASKETBALL DNA
- IN A WAY ITS CREATING A SENSE OF EXCLUSIVITY AND MOVING AWAY FROM COMRADERY AND COMMUNITY. REDUCTION OF PUBLIC COURTS AND PUBLIC GAMES. WHEN PUBLIC COURTS ARE FEW AND FAR BETWEEN, WHERE DO PEOPLE PLAY? HOW DOES THE GAME LIVE ON. WE OFTEN THINK ABOUT WHAT HAPPENS TO AN END OF LIFE PRODUCT (ELP)BUT REALLY WHAT HAPPENS TO AN END OF LIFE SPORT? CAN A PRODUCT REINVIGORATE THE INCLUSIVE NATURE OF BASKETBALL AND GLOBALIZE IT? THIS PRODUCT WILL CHANGE THE FUTURE OF 'PLAY' AND A RETURN TO THE LOVE OF THE GAME.

UPROXX MEDIA DID AN INTERVIEW WITH GRAYSON BOUCHER ONE OF THE MOST POPULAR STREETBALLERS OF OUR TIME ON THE CURRENT STATE OF STREETBALL. HERE ARE HIS LEADING REMARKS, NOT ONLY REGARDING GEOGRAPHICAL PLAYER STYLE. BUT ALSO LEGENDARY PLACES THE GAME HAS BEEN DEFINED.”

“THE WEST COAST ALWAYS HAS GOOD SHOOTERS AND I THINK IT’S BECAUSE THERE ARE A LOT OF GYMS. IT IS NOT AS STREETBALL-DRIVEN. IN THE SOUTH, THERE ARE A LOT OF GOOD HOOPERS BUT THEY ARE MORE KNOWN FOR THEIR ATHLETICISM, LIKE THEY USUALLY GOT A LOT OF HOPS. THE MIDWEST ARE KNOWN FOR BEING HARD-NOSED STREETBALL PLAYERS. THE EAST COAST IS KNOWN FOR BALL HANDLING BECAUSE STREETBALL IS BIG. STREETBALL WAS REALLY POPULAR, I WOULD SAY FROM 2002 TO 2007. IT WAS ON ESPN EVERY DAY. BUT SINCE IT’S BEEN OFF, THE EXPOSURE HAS LESSENERED AND I THINK IT FLOWED INTO BECOMING MORE LIKE REGULAR BALL. I DON’T KNOW IF THAT’S BECAUSE THE GENERATION THAT IS COMING UP NOW HAS JUST BEEN WATCHING THE NBA, WHICH COULD BE THE CASE SINCE THE NBA IS AT AN ALL-TIME HIGH POPULARITY-WISE. BUT I THINK NOW SINCE BALL UP STARTED, LAST YEAR AND THIS YEAR, IT HAS STARTED TO COME BACK. THINGS GO IN WAVES, YOU KNOW? I REALLY BELIEVE THAT IN TWO YEARS IT WILL BE RIGHT BACK TO WHERE IT WAS WITH AND1. I DON’T KNOW IF IT WILL GET AS MUCH AS EXPOSURE AS BEING ON ESPN EVERY DAY BUT IF IT CONTINUES TO GROW AT THE PACE WE THINK IT’S GOING TO GROW IT WILL GET THERE.”

TIME MAGAZINE DID A STORY CELEBRATING NEW YORKS STREETBALL CULTURE. THEY SPOKE TO A LOCAL PHOTOGRAPHER AND VETREAN ANTHONY GEATHERS WHO SHOOTS ALL OF THE LOCAL NYC SPOTS. THIS IS WHAT HE HAS TO SAY: “IN NEW YORK CITY, IF THERE’S ONE THING THAT SIGNIFIES SUMMER, IT’S STREETBALL. KNOWN FOR ITS HIGH ENERGY AND AGGRESSIVE PLAYING STYLE, STREETBALL IS DEFINED BY OXFORD DICTIONARY AS AN “INFORMAL TYPE OF BASKETBALL PLAYED ESPECIALLY IN URBAN AREAS SUCH AS PARKING LOTS, PLAYGROUNDS, ETC.” SOME OF NEW YORK CITY’S LEGENDARY COURTS, INCLUDING RUCKER PARK AND THE WEST FOURTH STREET COURTS, ALSO KNOWN AS “THE CAGE,” HAVE BEEN A HOME FOR ASPIRING NBA STARS TO DEVELOP THEIR SKILLS, WITH STARS INCLUDING KAREEM ABDUL-JABBAR, WILT CHAMBERLAIN AND KYRIE IRVING. IN JUNE 2016, KEVIN DURANT, KLAY THOMPSON AND OTHER MEMBERS OF THE U.S. OLYMPICS MEN’S BASKETBALL TEAM STOPPED BY RUCKER PARK TO SURPRISE A GROUP OF YOUNG FANS, PRIOR TO COMPETING IN THE 2016 RIO SUMMER OLYMPICS.”

THE BIRTH OF STREETBALL OCCURRED IN THE EARLY 1900’S IN WASHINGTON D.C. AND NEW YORK CITY, IN HARLEM WHERE MANY BASKETBALL PLAYERS WERE NEVER GIVEN THE OPPORTUNITY TO SHOWCASE TALENTS TO PROFESSIONAL SCOUTS. BASKETBALL STARTED GROWING WITH THE INCREASE IN POPULATION GROWTH AFTER WORLD WAR 1.. AMATEUR STREET BALL LEAGUES EMERGED AS MORE PEOPLE BEGAN TO PLAY. SOME OF THE VERY FIRST TEAMS WERE THE HARLEM RENAISSANCE OR “THE RENS” AND THE CELTICS. THESE TWO TEAMS WERE BOTH VERY DOMINANT BUT THE HARLEM RENAISSANCE WAS THE PREEMINENT TEAM IN THE 1920’S. AFTER WORLD WAR II THE RENS AND SOME OTHER STREET BALL TEAMS WOULD TRAVEL TO COMPETE AGAINST ALL WHITE TEAMS. MANY OF THESE BLACK PLAYERS WOULD LATER ENROLL IN HISTORICALLY BLACK COLLEGES. NOT ONLY DID STREET BALL GIVE THEM A WAY TO SHOWCASE THEIR TALENTS AND MAKE MONEY OFF OF IT, BUT HELPED THEM FIND EDUCATION.

S.W.O.T. ANALYSIS

STRENGTHS-

GEN Z INFO: WANTS NEEDS INTERESTS; ANYONE BORN AFTER 95. BY 2020, GENERATION Z WILL ACCOUNT FOR AN ASTOUNDING 40% OF ALL CONSUMERS. HOWEVER, FEW BRANDS, BUSINESSES INFLUENCER'S AND INDUSTRY THOUGHT LEADERS HAVE CONSIDERED HOW TO GO ABOUT APPROPRIATELY COMMUNICATING TO THAT DEMOGRAPHIC.(DEEP PATEL, FORBES.COM)

-DON'T CREATE ADS, CREATE VALUE. MY PROJECT IS ABOUT VALUE AND AUTHENTICITY SO I WILL GRAB GEN Z CONSUMERS.

WEAKNESSES-

IF PEOPLE DON'T EMPATHIZE WITH MY STORY, THEN THE PROJECT DOESN'T REALLY IMPACT THEM, SO THEN I HAVE TO RELY SOLELY ON THE PRODUCT TO INVIGORATE THEM. IN GENERAL THE BASKETBALL MARKET IS REALLY SATURATED AND TRYING TO FIND SPACE TO CREATE A NON-HOMOGENEOUS PRODUCT IS DIFFICULT.

OPPORTUNITIES-

MEGATRENDS THAT MAY CHANGE FUTURE BUSINESS MODELS.

-GLOBALIZATION- INDUSTRY BORDERS ARE DWINDLING, (LINES BETWEEN SPORT AND FASHION BLUR)

-NEW WORK/SPORT OUTSIDE- THE GROWING LINK BETWEEN WORKING HOURS AND FREE TIME IS LEADING TO AN ABSENCE OF STAGNATION IN THE SPORTS MARKET. IT'S MUCH MORE LIKELY TO EXPECT THAT NEW TARGET GROUPS WILL DISCOVER SPORTS AND OUTDOOR ACTIVITIES FOR THEMSELVES. ADVENTURES BEGIN OUTSIDE THE FRONT DOOR.

-DIGITIZATION- SPORTING GOODS SELLERS ARE BECOMING MORE HYBRID. THIS MEANS THAT THEY'RE LESS LOYAL TO BRANDS IN THE FIELDS OF SPORTS AND FASHION, AND MAKE USE OF THE MANY OPPORTUNITIES PRESENTED TO THEM THROUGH DIGITIZATION.

-SUSTAINABILITY- SOCIAL AND ECOLOGICAL ASPECTS CAN BE CRUCIAL FOR FUTURE COMPETITIVE DIFFERENTIATION. YOUNGER CLASSES OF CUSTOMER ARE ALSO GROWING UP WITH THE TOPIC OF SUSTAINABILITY . COMPANIES NEED TO BEAR IN MIND THAT THE CONSUMERS OF THE FUTURE WILL TAKE THESE ASPECTS FOR GRANTED.

-TRUE HEROES- MANY FAMOUS SPORTS AND OUTDOOR STARS AREN'T JUST CONVINCING WITH THEIR ACHIEVEMENTS, BUT ALSO THROUGH THEIR PERSONALITIES AND THEIR STORIES. IN FRONT OF THE BACKDROP OF SEVERAL SCANDALS IN HIGH-PERFORMANCE SPORTS, AUTHENTICITY AND DEDICATION ARE BECOMING MORE IMPORTANT.

THREATS-

STREET-BALL PRODUCT HAS ALREADY BEEN CREATED IN THE PAST. THEREFORE MAKING MY PRODUCT DIFFERENT WILL BE KEY.

CREATING A NEW SPORTING ENVIRONMENT CREATES A WHOLE NEW SETS OF CHALLENGES TO DESIGN FOR

1.PERFORMANCE- BIO-MECHANICALLY SUPPORT THE FOOT DURING MOVEMENTS AND ACTIONS OF A BASKETBALL GAME.

2.VERSATILITY- THE MOST DIFFICULT ELEMENT WILL BE MAKING A SHOE THAT GRIPS ON MANY SURFACES AND CAN BE CLEANED EASILY.

3.DURABILITY- HIGH ABRASION AND ANTI-TEARING WILL BE CRUCIAL FOR THE PRODUCT SUCCESS WITH TESTING.

BUSINESS CASE 2

PHYSICAL PRODUCT:

THERE ISN'T ANY CURRENT STREETBALL/ PICK-UP BASKETBALL SPECIFIC PRODUCT. THE LATEST STREET-BALL SPECIFIC RELEASE THAT IS LEGITIMATE IS A RETRO SHOE RELEASED BY ADIDAS IN 2014. ALL CURRENT PRODUCT IS FUNCTIONALLY DESIGN AND IS INCREDIBLY HIGH PERFORMANCE, THE PRIMARY ISSUE IS JUST THAT IT ISN'T DURABLE IN A NON-HARDWOOD SETTING. THE TRACTION SYSTEMS ARE LOW PROFILE AND THE KNITTED UPPERS HAVE MINIMAL ABRASION RESISTANT PROPERTIES.

TRENDS:

ON-COURT:

- GAME PLAY IS MOVING TOWARDS FLASHY AND CREATIVE GUARD PLAY, AND AWAY FROM SIMPLE AND FIERCE BIG MAN PLAY. THE BIG MAN NOW, REALLY HAS TO BE MOBILE AND NEEDS TO BE ABLE TO SHOOT AND HAS TO BE ABLE TO GUARD POSITIONS 2-5.
- BIG DATA IN GAME MANAGEMENT(THINK MONEYBALL), COACHES ARE STARTING TO MAKE MORE STATISTICAL AND ANALYTICALLY BASED DECISIONS.
- PLAYERS DEVELOPING A STYLE, ON COURT BALL HANDLING STYLE, AS WELL AS OFF COURT FASHION AND PR STYLE.
- PLAYER RATHER THAN TEAM FANDOM, SOME OF THE NBA FAN MARKET IS SO PLAYER FOCUSED NOW THAT THE MIGRATION AND GEOGRAPHY OF TEAM BASED FANS ARE MORE SPARATIC THAN EVER.

OFF-COURT:

MEDIA IS BECOMING INTERTWINED INTO EVERY PART OF THE GAME, SOCIAL MEDIA IS BRIDGING THE GAP BETWEEN PLAYER AND FAN.

NBA PLAYERS ARE FASHION AND PERSONAL STYLE ARE BECOMING HUGE INFLUENCER IN PRODUCT. THINK ALLEN IVERSON BRINGING IN BAGGY SHORTS IN THE 90'S AND THEN RUSSEL WESTBROOK CHANGING PRE-GAME FASHION.

STEPH CURRY PHENOMENON: BECAUSE HE ISN'T SUPER HUGE AND HE HAS A BODY THAT ISN'T OUTRAGEOUS LIKE LEBRON, PEOPLE ASSIMILATE WITH HIM BECAUSE THEY THINK WITH ENOUGH TIME AND EFFORT THEY COULD BE GOOD AND REFINE THERE SKILL LIKE HIM. HE IS MORE REALISTIC AND ATTAINABLE THAN OTHER NBA SUPERSTARS.



MATERIALS

UPPER:

- KNITTED TECHNOLOGIES, INFUSED KNITS, (THIS IS WHERE A TON OF DEVELOPMENT IS OCCURRING)
- SYNTHETIC LEATHERS AND FILMS
- TPU FILMS, LININGS AND SPACER MESH, TPU MESH AND ZONED MELTING.
- INJECTED MOLDED ELEMENTS- (EYESTAYS, HEEL COUNTERS)

TOOLING:

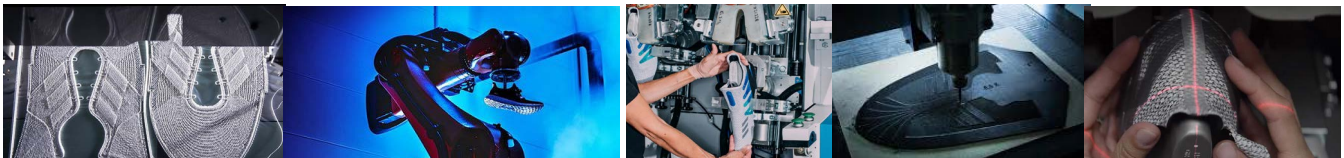
- EVA, RECYCLED EVA, PU, EPU
- SYNTHETIC RUBBER, NATURAL RUBBER, VULCANIZED RUBBER,
- 3D PRINTED TPU, PE, RPE, NYLON



MANUFACTURING

- ADIDAS SPEEDFACTORY- ROBOTS TO MAKE SHOES
- CARBON 4D PRINTING
- MILLED LEATHER
- TRADITIONAL: MOLDING TOOLING, CUT AND SEW UPPER, GLUE OF UPPER AND LOWER.

- COMPRESSION MOLDING, INJECTION MOLDING
- VACUUM FORMING
- SCREEN PRINTING AND DYING
- GLUING HAS LOTS OF ROOM TO GROW



PLAYER PROFILES

4 PLAYERS WITH COMPLETELY DIFFERENT

KRYIE IRVING

- SEEN AS THE MOST CREATIVE OFFENSIVE PLAYER IN THE LEAGUE
-GREW UP WITH THE MIDDLE OF HIS BACK-GROUND MISSING SO HE WOULD ATTACK LAY-UPS IN A DIFFERENT WAY.

JOEL EMBID

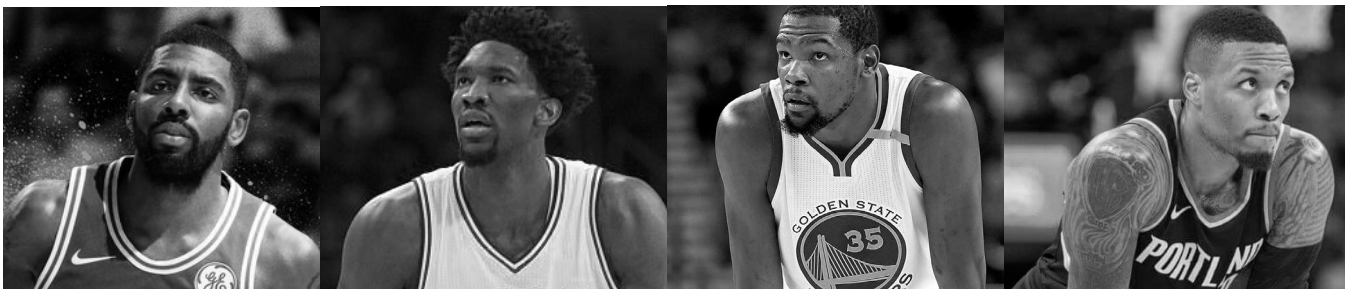
BORN IN CAMMAROON, DIDN'T START PLAYING BASKETBALL UNTIL HE WAS 17, HE IS NOW 22 AND IS IN THE TOP 10% OF PLAYERS IN THE NBA.

KEVIN DURRANT

BORN IN D.C. AND GREW UP NOT ONLY AS A PERSON BUT AS A BASKETBALL PLAYER. HE PLAYED PICK-UP AT HIS LOCAL PARK AND THATS HOW HE DEVELOPED. HE IS AN ACTIVE ANTI AAU SPEAKER.

DAME LILLARD

BORN IN THE HOOD IN OAKLAND, ONLY GOT ONE COLLEGE SCHOLARSHIP TO WEBER STATE, AND NOW HE IS AN ALL STAR. HE GREW UP PLAYING AT MOSSWOOD PARK. STARTED PLAYING ON A MILK CRATE.



EXPLORING HISTORY

HISTORICAL BASKETBALL FOOTWEAR

ALL THE PRODUCT SEEN HERE IS FROM THE EARLY 50- TO THE MID 2000'S. ONE INTERESTING ELEMENT HERE IS THAT, LABOR AND MANUFACTURING WAS MUCH LESS EXPENSIVE THAN THE CURRENT DAY. SO UPPERS HAD LOTS OF PANELS, AND SHOES IN GENERAL HAD MANY MORE PARTS. THIS IN RETROSPECT WOULD BE MUCH LESS FEASIBLE TODAY AS THESE SHOE WOULDN'T BE COST EFFECTIVE. ALSO IN TERMS OF DESIGN, THE PRODUCT WAS REALLY BULKY, MIDSOLES WERE HUGE AND CUPPED VERY HIGH UP THE SIDES OF THE FOOT. ALSO, THE MID-HIGH ANKLE HEIGHT WAS MORE OFTEN USED. THESE DESIGNS REALLY CALL OUT TO THE FLASHY AND VIBRANT LIFE OF BASKETBALL AND ARE REALLY CALLING TO CELEBRATES A PLAYERS INDIVIDUALITY. I THINK MOVING FORWARD IT MAY BE INTERESTING TO TRY AND CAPTURE THE MOOD OF THESE PRODUCTS IN A NEW MODERN FORM. LIKE ALL OF THE A.I. FOOTWEAR CARRIES A PERSONA WITH IT THAT CELEBRATES ALLEN IVERSON AS AN ATHLETE. HOW CAN I CAPTURE THAT FOR MY CONCEPT REVOLVING AROUND THE FUTURE OF PICK-UP BASKETBALL.



MOST CURRENT BASKETBALL PRODUCT:



“THE PURITY OF BASKETBALL IN ITS NATURAL STATE”



**MILWAUKEE MILK
CRATE KIDS**

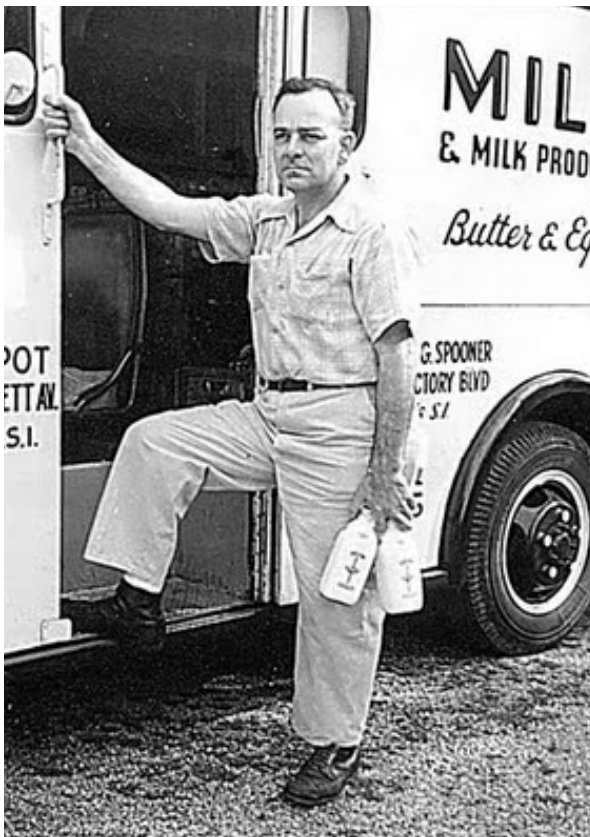


**EVEN AT THE PINNACLE OF A SPORT, THEY
ALL STARTED AT A SIMILAR HUMBLE
BEGINNINGS**

THE MUSE



**A SYMBOL FOR THE
BUILDING OF ONES
POTENTIAL**



**A FUNCTIONAL TOOL
TO DELIVER THE GOODS**

**THE MILK MAN HAS HIS
DAILY GRIND TO DELIVER AN
ESSENTIAL TO THE MASSES.**

**GRIND TO DELIVER YOUR
POTENTIAL.**

STREETBALL ATHLETE INSIGHTS

**BUILT TO PROVIDE
THE ATHLETE:**

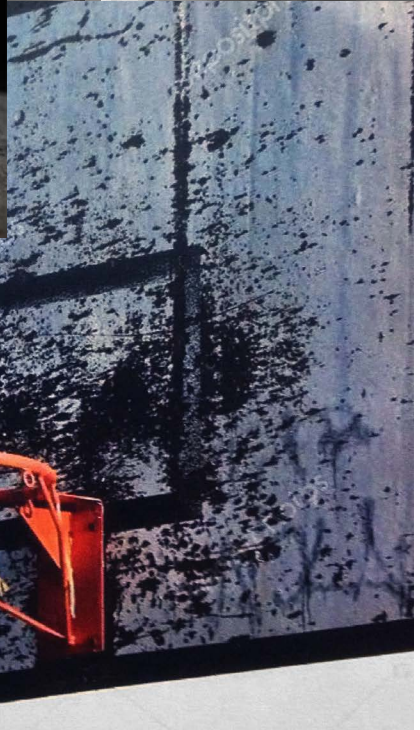
- TRACTION & UPPERDURABILITY**
- ALL-DAY COMFORT**
- ANKLE AND HEEL PROTECTION**



**HOMAGE TO A
TIME WHEN THE
GAME WAS
ABOUT 'THE
GAME' AND
LESS ABOUT THE
SHOES**



ART DIRECTION



Crow - Keys

SKETCH IDEATION

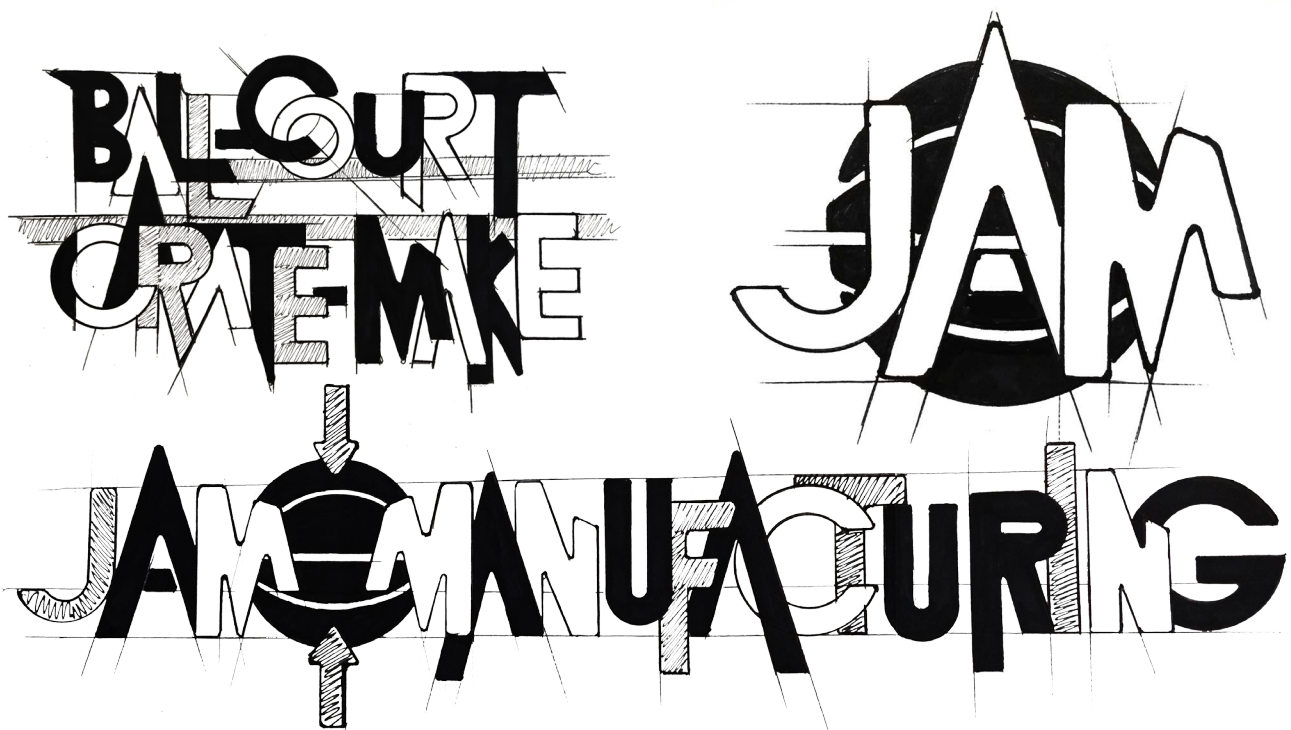


TYPOGRAPHY

INSPIRATION:



BRAND TYPOGRAPHY:

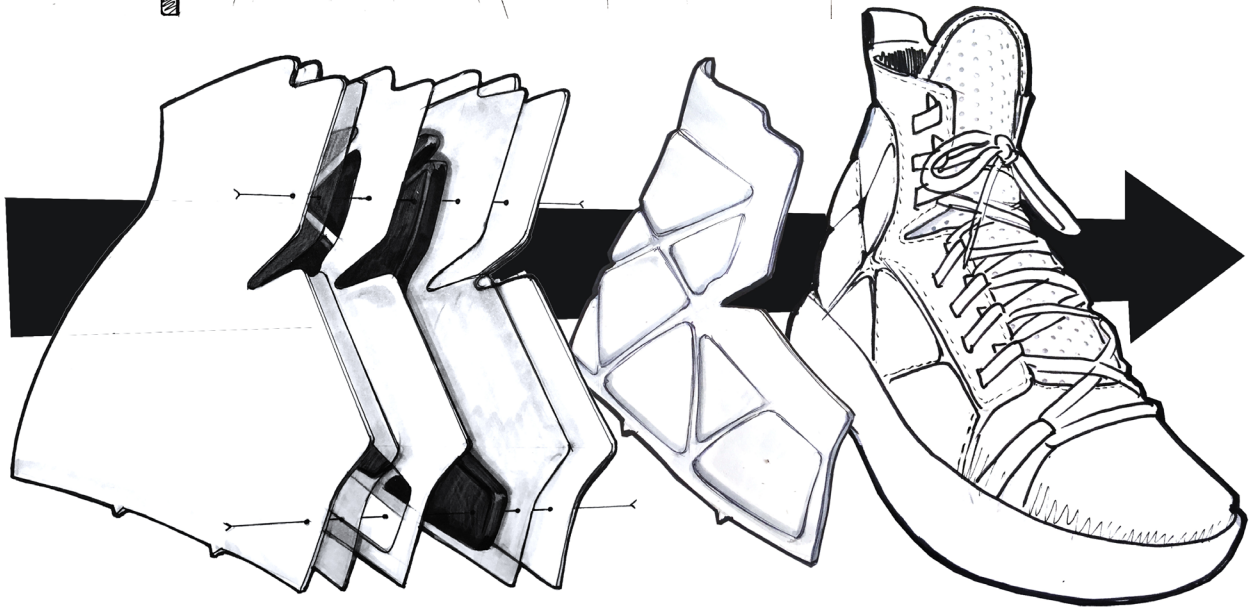


PROTOTYPING

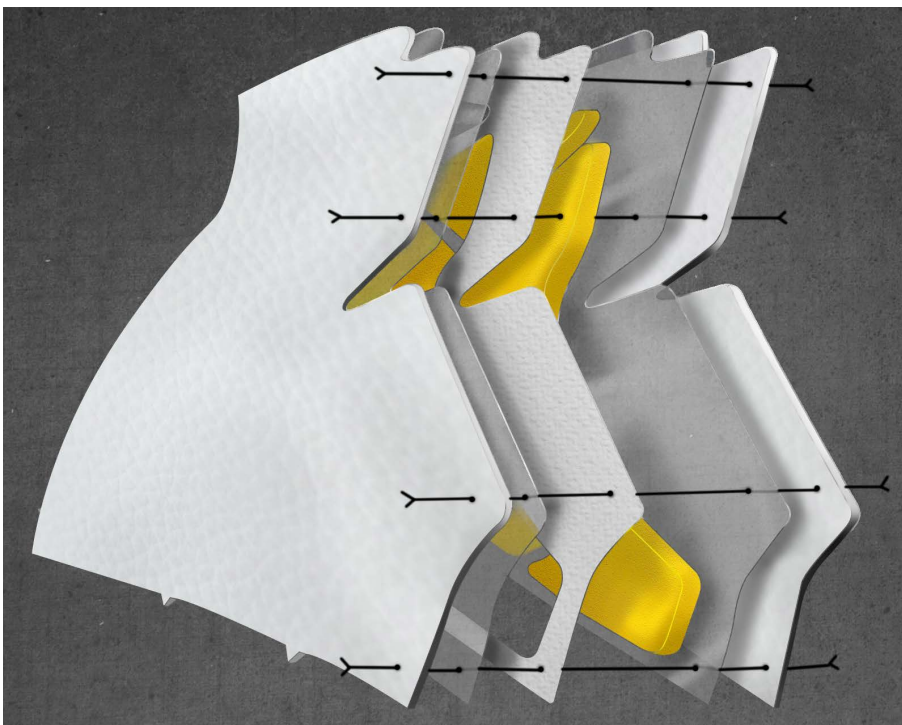
42 MOCK-UP TESTS



JAM MANUFACTURING



JAM—"THE ENCAPSULATION OF IMPACT PANNELS INTO FOOTWEAR PATTERNS. SIMPLIFYING CONSTRUCTION BY INCREASING DEPTH OF INDIVIDUAL ELEMENTS."



**" MANUFACTURING
TECHNIQUE
THAT OFFERS
PROTECTION AND
COMFORT FOR
USER.
A METHOD OF MAKE
THAT COULD BE
TRANSLATED
ACROSS SPORT
CATEGORIES."**



INNOVATION THROUGH ITERATION

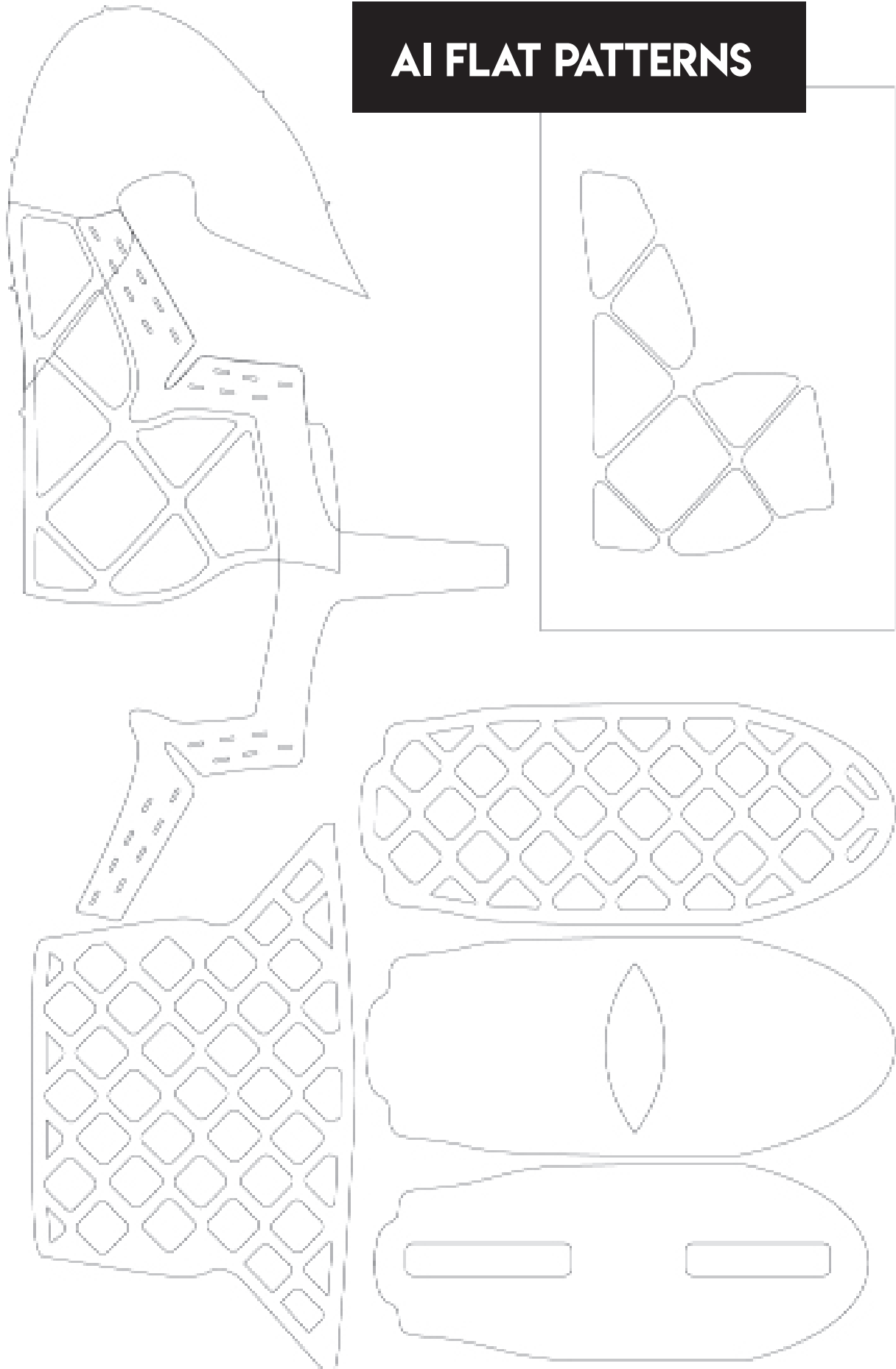
12 UPPER SAMPLES
8 MIDSOLE SAMPLES
5 OUTSOLE SAMPLES



**INITIAL
DESIGN**



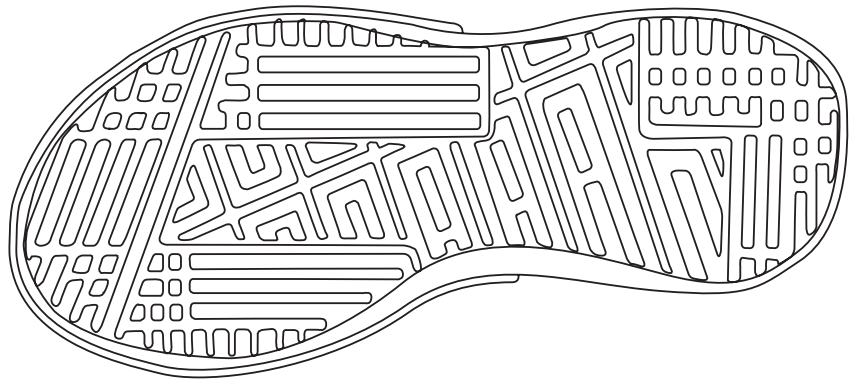
AI FLAT PATTERNS





UPPER BUILDING





OUTSOLE BUILDING



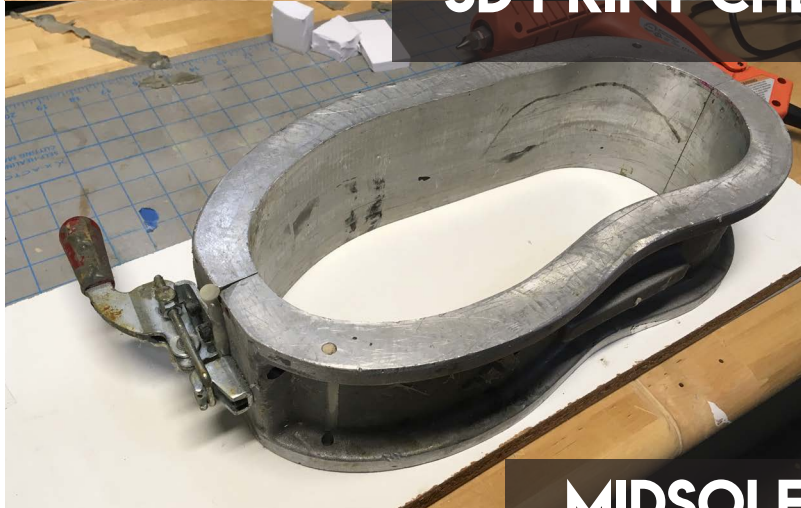


**FINAL SAMPLE
PRODUCTION**

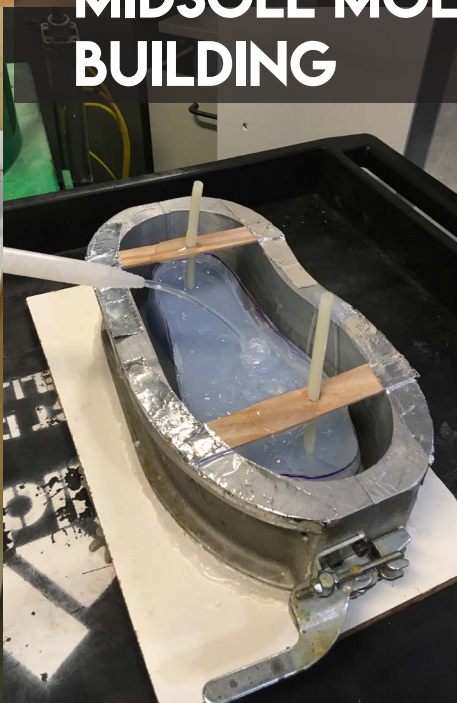




3D PRINT CHECK



MIDSOLE MOLD BUILDING





MIDSOLE MOLD BUILDING



JAM 1
-PINNACLE PRODUCT

JAM S
-TAKE DOWN



COLOR &
MATERIALS STORY





FEATURES AND BENEFITS



- ① PERFORATED LEATHER TONGUE WITH PADDED LINING
- ② ONE PIECE EYESTAY AND HEEL LOOP
- ③ FULL GRAIN LEATHER CONSTRUCTION FOR PATINA AND FOOT MEMORY
- ④ ANKLE JOINT FLEX CREASE
- ⑤ JAM MANUFACTURING PADDED LEATHER QUARTER WITH PADDED CANVAS LINING
- ⑥ PU CUSHIONING SYSTEM
- ⑦ BLUCHER CONSTRUCTION FOR LESS METATARSAL PINCHING
- ⑧ ENGINEERED WIDE CUPSOLE FOR BANKING
- ⑨ LATERAL FORE-FOOT SUPPORT EYELET
- ⑩ LEATHER EYELET LOCK-DOWN SYSTEM



FEATURES AND BENEFITS



- ① ONE PIECE EYESTAY AND HEEL LOOP
- ② JAM MANUFACTURING PADDED CANVAS QUARTER AND TONGUE MADE WITH UP CYCLED MATERIAL FROM JAM 1
- ③ ANKLE JOINT FLEX CREASE
- ④ PU CUSHIONING SYSTEM
- ⑤ BLUCHER CONSTRUCTION FOR LESS METATARSAL PINCHING
- ⑥ ENGINEERED WIDE CUPSOLE FOR BANKING
- ⑦ LATERAL FORE-FOOT SUPPORT EYELET

TRACTION DESIGN

① HORIZONTAL LUG PATTERN FOR LINEAR GRIP

② INCREASED LUG DENSITY IN HIGH WEAR AREAS

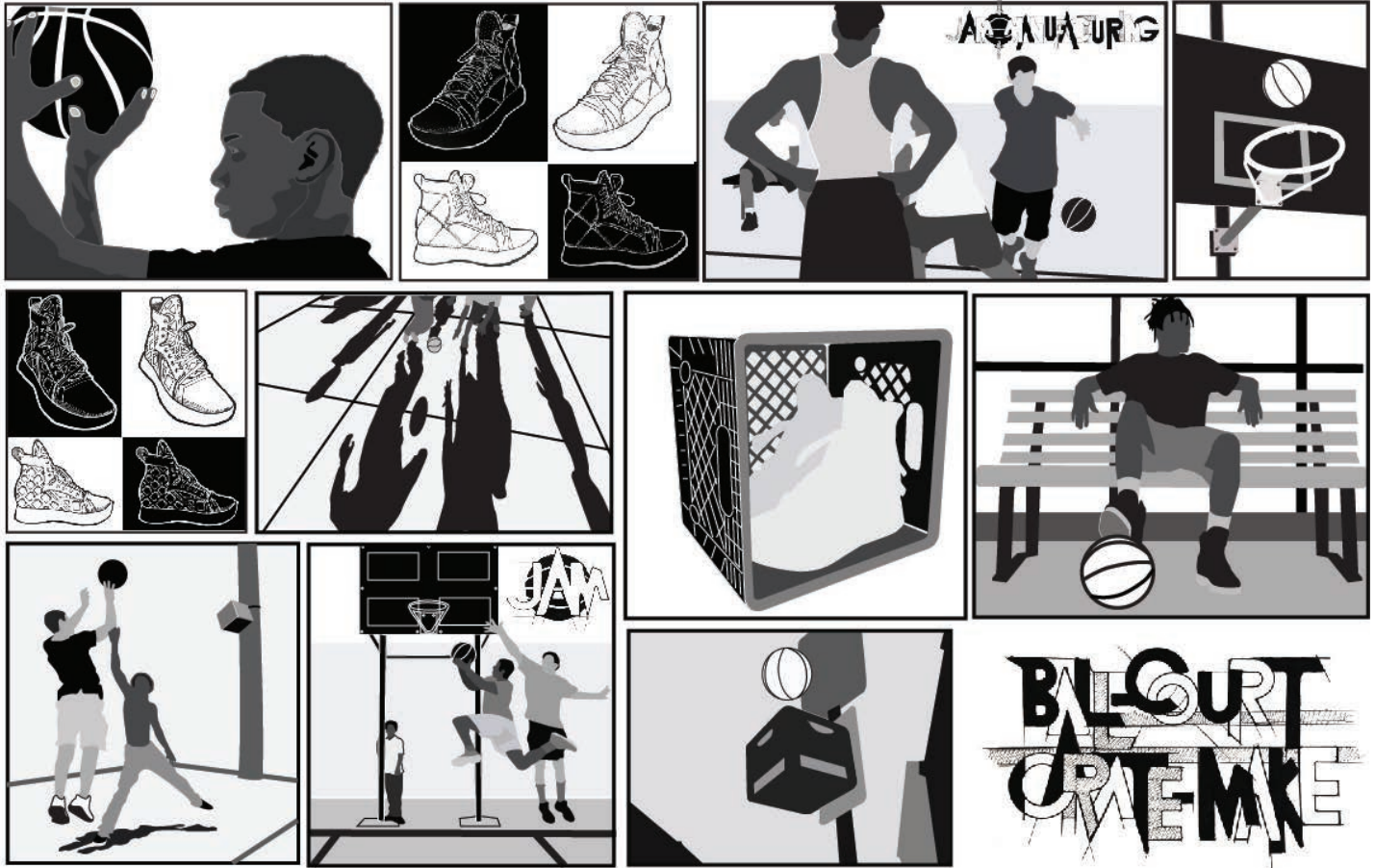
③ 4MM LUG HEIGHT ALLOWS FOR GREATER WEAR TIME AND MORE GRIP IN DIVERSE ENVIRONMENTS

④ VERTICAL LUG FOR LATERAL GRIP





BRANDING IMAGERY



CONSUMER FEEDBACK



“THEY REALLY LOOK OLD SCHOOL, NEW SCHOOL”

“THEY REALLY LOOK COMFY FROM ALL THE PADDING”

“ITS SO WEIRD TO SEE BALL SHOES WITHOUT BIG BRANDING”

“THE FRONT OF THE FOOT IS REALLY WIDE, SEEMS LIKE IT WOULD BE REALLY STABLE”

TESTING AND VALIDATION

1. WEAR TESTING

- DONNING AND DOFFING (EASE OF USE FOR DIVERSE CONSUMER)
- LOCK-DOWN/TIGHTENING
- LATERAL AND LINEAR STRETCH AND WARP TESTING (STABILITY DURING FAST AND HARD LATERAL AND LINEAR MOVEMENT)
- TRACTION TESTING (GRIP AND MATERIAL WEAR)
- MULTI SURFACE, CONCRETE, ASPHALT, EXPOSED AGGREGATE. HARDWOOD. (ESTABLISH A INDEPENDENT VARIABLE, TEST AGAINST CURRENT OFFERINGS)

3.ABRASION TESTING

- UPPER- LEATHER ABRASION AND SCUFFING AGAINST ENVIRONMENTS (TOE BOX DURING TOE DRAGGING, TEST TO FAILURE)
- TOOLING- RUBBER WEARING ON DIFFERENT SURFACES (TEST TO FAILURE)

4.MATERIAL AND SEAM FAILURE TESTING

- LONG TERM TESTING FAILURE OVER TIME.
- PATTERN AND STITCH CONSTRUCTION AND STRENGTH (SIMULATE 3 YEARS USE)

5.ON COURT FEEL- SUBJECTIVE TESTING

- ESSENTIAL TO A SHOE BEING SUCCESSFUL, IS IT CONFIDENT. COMFORTABILITY, STABILITY, ACCOMMODATION OF DIFFERENT FOOT WIDTHS.

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