



Stuck in Heels: The Epic Conclusion  
EM.44I – Project I  
Ethan Carlson



“The anticipation of hurting later makes the experience less enjoyable now.”

“I won’t wear heels going out because I don’t know how long I’ll be wearing them.”

“I won’t take public transit because I’m afraid my heels will get dirty.”

“I have to take a car instead of walking.”

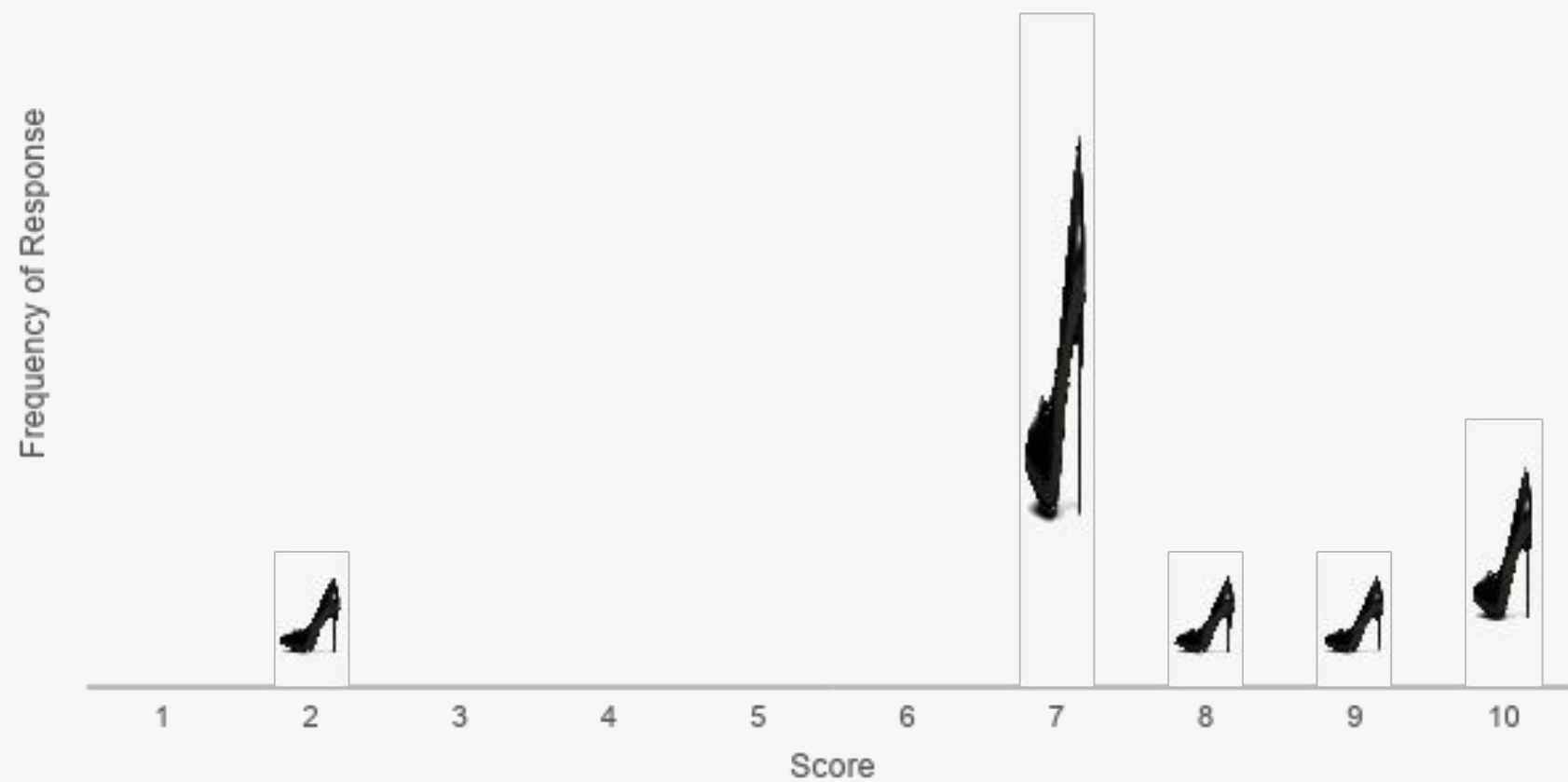
“I can’t ride a bike wearing heels.”

“By the end of the night my heels are distracting.  
It’s hard to pay attention to people.”



# Why wear heels?

“What is your overall impression of the experience of wearing heels?”



A word cloud featuring the words 'Uncomfortable' and 'Confident' as the most prominent terms. Other words include 'Stylish', 'Powerful', 'Unhealthy', 'Self-conscious', 'Slow', 'Mature', 'Fun', 'Formal', 'Difficult', 'Earnest', 'Noisy', 'Sexy', 'Professional', 'Inconvenient', and 'Distracting'. The words are arranged in a circular pattern, with 'Uncomfortable' and 'Confident' at the top and 'Unhealthy' at the bottom. The colors red and green are used to distinguish between different groups of words.

Uncomfortable

Confident

Stylish

Powerful

Unhealthy

Self-conscious

Slow

Mature

Fun

Formal

Difficult

Earnest

Noisy

Sexy

Professional

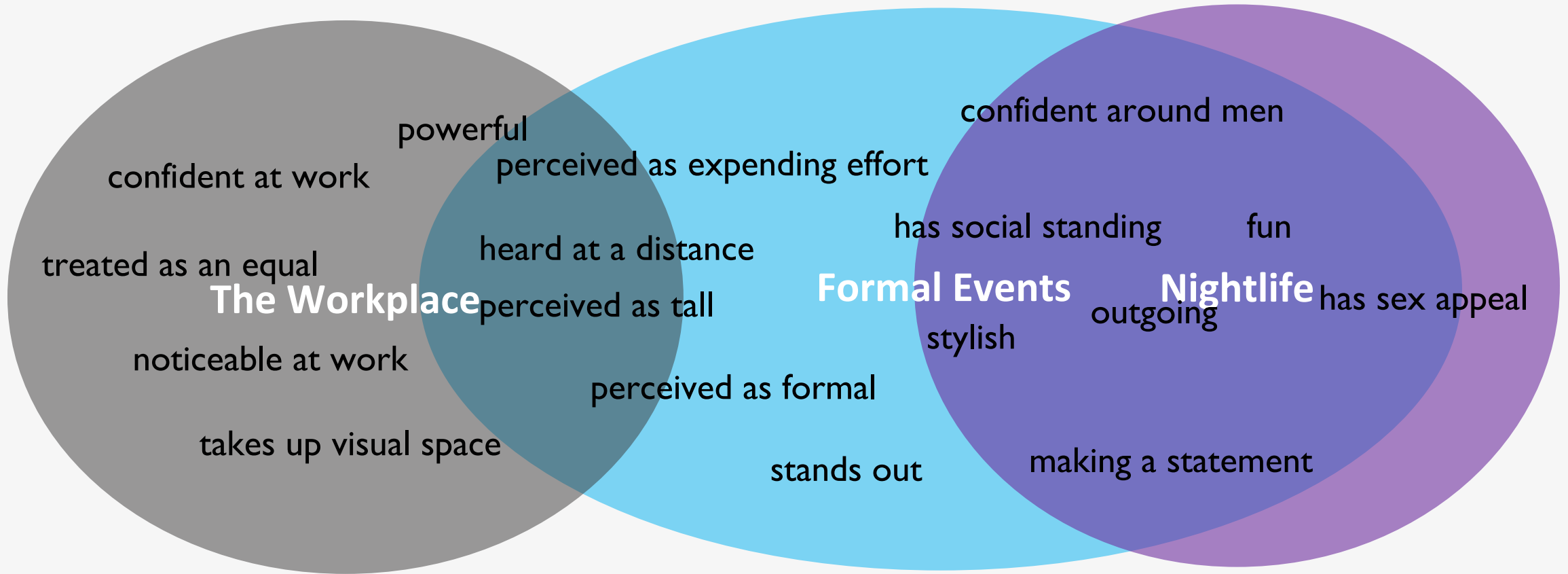
Inconvenient

Distracting

# Needs Statements

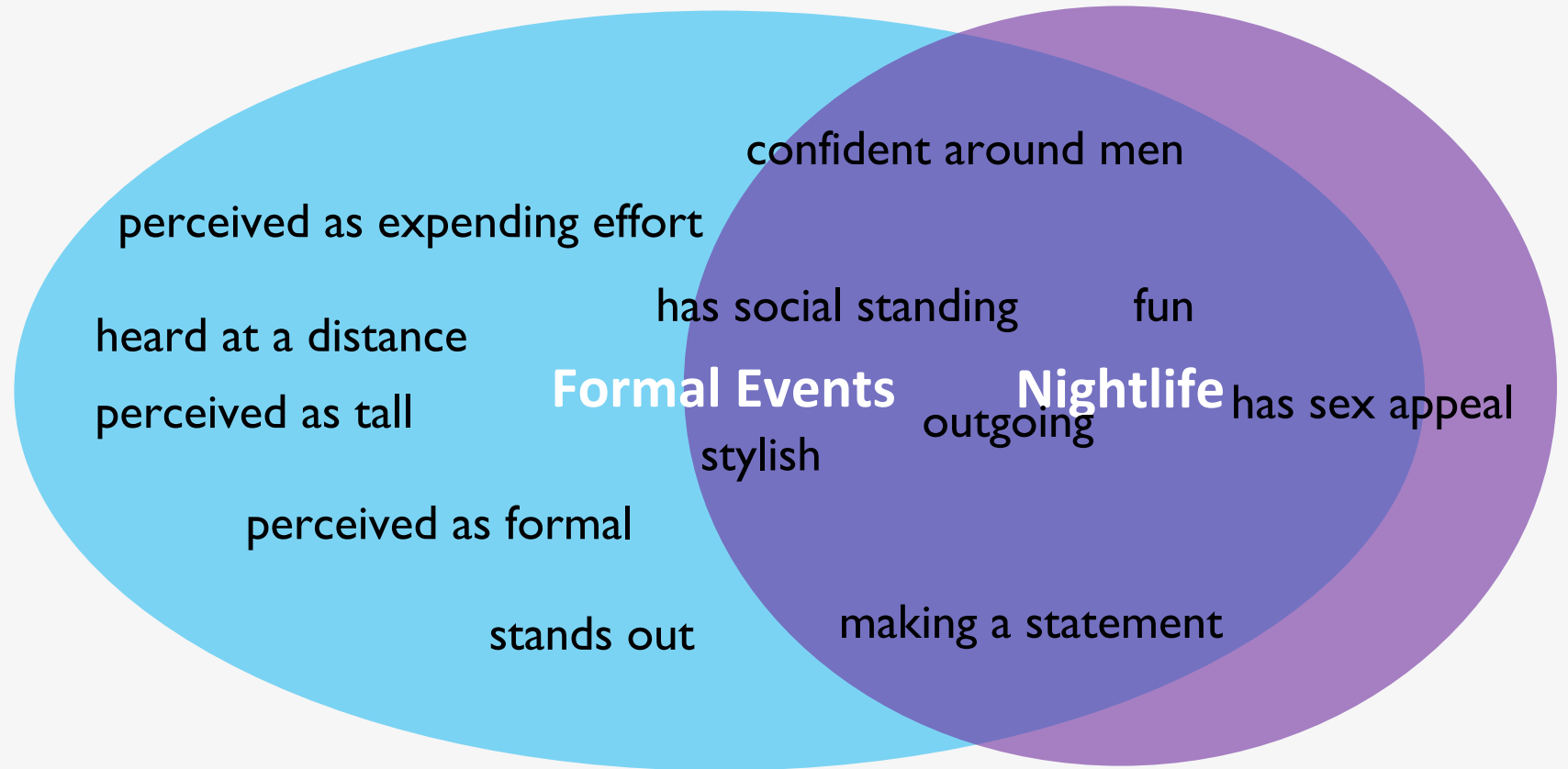
powerful  
confident around men  
confident at work  
perceived as expending effort  
treated as an equal  
heard at a distance  
has social standing  
fun  
perceived as tall  
stylish  
outgoing  
has sex appeal  
noticeable at work  
perceived as formal  
takes up visual space  
stands out  
making a statement

# Needs Contexts





# Needs Contexts



“The anticipation of hurting later makes the experience less enjoyable now.”

“I won’t wear heels going out because I don’t know how long I’ll be wearing them.”

“I won’t take public transit because I’m afraid my heels will get dirty.”

“I have to take a car instead of walking.”

“I can’t ride a bike wearing heels.”

“By the end of the night my heels are distracting.  
It’s hard to pay attention to people.”

# Unexpected Situations



Image Credit: HowcastCareStyle, YouTube



Image Credit: Lamont Holt, YouTube



Image Credit: MomJunction



Annoyed about the planning cognitive load

Excited in anticipation

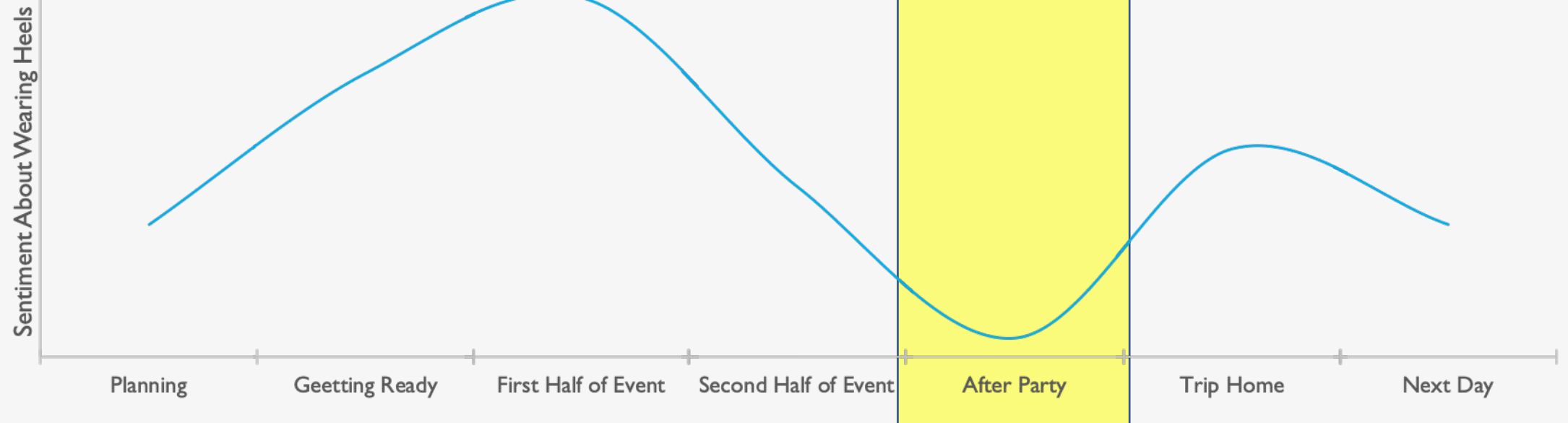
Having a great time at the event

Starting to get sore

In pain, didn't prepare for this long of a night

Relieved to be able to take heels off

Suffering from distracting residual pain the next day



# Solutions

Flexibility

Uber



Effort/Burden



On-demand  
narcosis!  
Deal with it  
tomorrow!

Can't go to the  
party? We bring  
the party to you!



Pain now means  
you can enjoy  
yourself later!  
We come hit  
your feet with  
sticks!



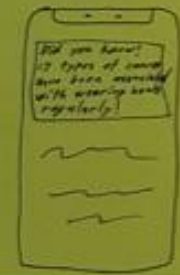
We bring you  
puppies to distract  
you from the  
suffering!



Flats for your  
event!  
Catering Service  
Don't let your  
guests suffer!



Send us a mold  
of your feet and  
photos of the shoes  
you wear, and  
we'll send the  
appropriate pre-  
and after-care  
products



## #1: Flats Vending Machines



## #2: Posture Class



Also: how to buy, how to be confident, etc.

## #3: Flats Drone Delivery



Also: Uber, bike delivery, etc.

## #4: Flats Catering

Catered Flats for Your Event



## #5: Emergency Shoe

Storage





# Concept Selection

## Venues

## Events

Selection Criteria	Weight	Flats Vending Machine			Posture Class			Flats Drone Delivery			Flats Catering			Emergency Shoe Storage		
		Rating	Notes	Weighted	Rating	Notes	Weighted	Rating	Notes	Weighted	Rating	Notes	Weighted	Rating	Notes	Weighted
Flexibility	10.5%	5		0.525	5		0.525	5		0.525	4		0.42	2		0.21
Subtlety	6.5%	3	Could tuck	0.195	5		0.325	1		0.065	4		0.26	5		0.325
Cost	6.5%	5		0.325	2		0.13	1		0.065	2		0.13	4		0.26
Style	8.0%	3		0.24	5		0.4	5	Depends on	0.4	3		0.24	5		0.4
Waiting	10.5%	5		0.525	5		0.525	4		0.42	5		0.525	2	Score incre	0.21
Hygiene	6.5%	5		0.325	5		0.325	5		0.325	5		0.325	5		0.325
Mobility	11.5%	3		0.345	3		0.345	5		0.575	2		0.23	1	Score incre	0.115
Pain	40.0%	4		1.6	1	Doesn't rea	0.4	4		1.6	4		1.6	5	Can use yc	2
		Total Score		4.08	Total Score		2.975	Total Score		3.975	Total Score		3.73	Total Score		3.845
		Rank		1	Rank		5	Rank		2	Rank		4	Rank		3

Criteria	Concept			
	Flats Vending Machine	Flats Drone Delivery	Flats Catering	Emergency Shoe Storage
Desirable	1	1	0	0
Feasible	1	-1	1	0
Viable	1	1	1	1
Total	3	1	2	1



Size

Style

Price



Welcome to the Flats Vending Machine!

To purchase flats, please select style and size below.

Yes

No

Pick a Style:

Select Size:

Flexible Ballet

White Formal

Brown Casual

Grey Casual

--



Confirm



You've Selected:  
"White Formal"

Size:  
6.5

Cost: \$16.95

Would you like to add a heels carabiner to your order for \$4.95?

Yes

No

Pick a Style:

Select Size:

Flexible Ballet

White Formal

Brown Casual

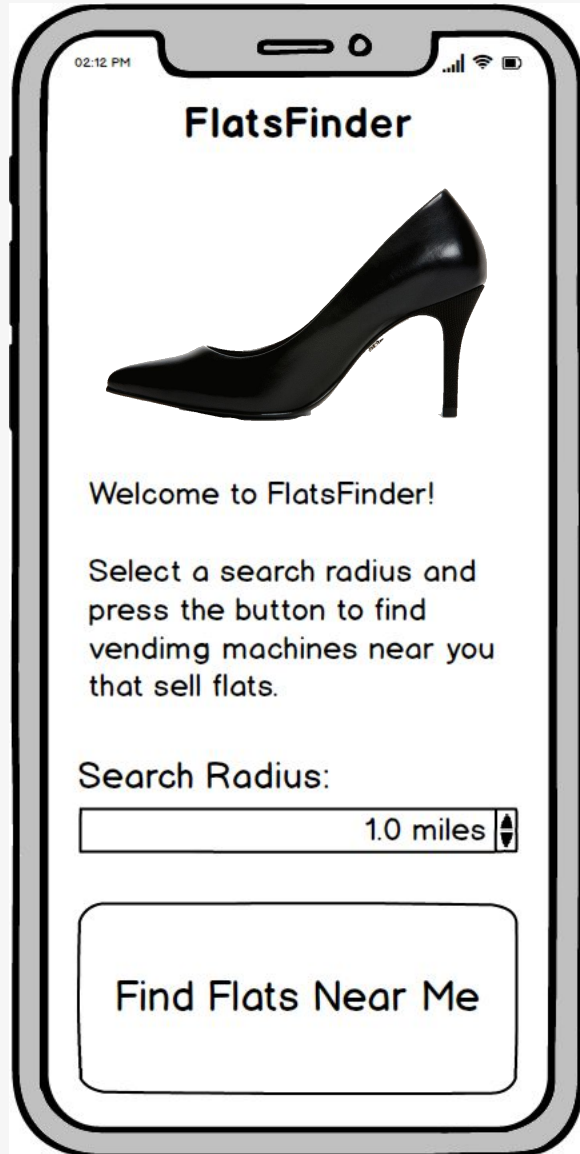
Grey Casual

6.5



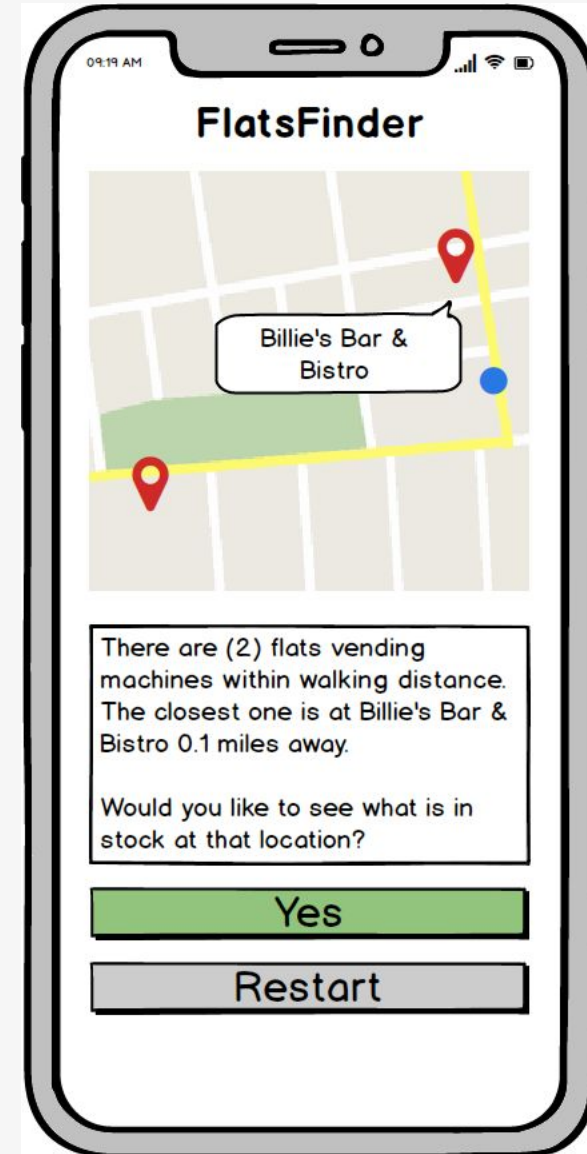
Confirm



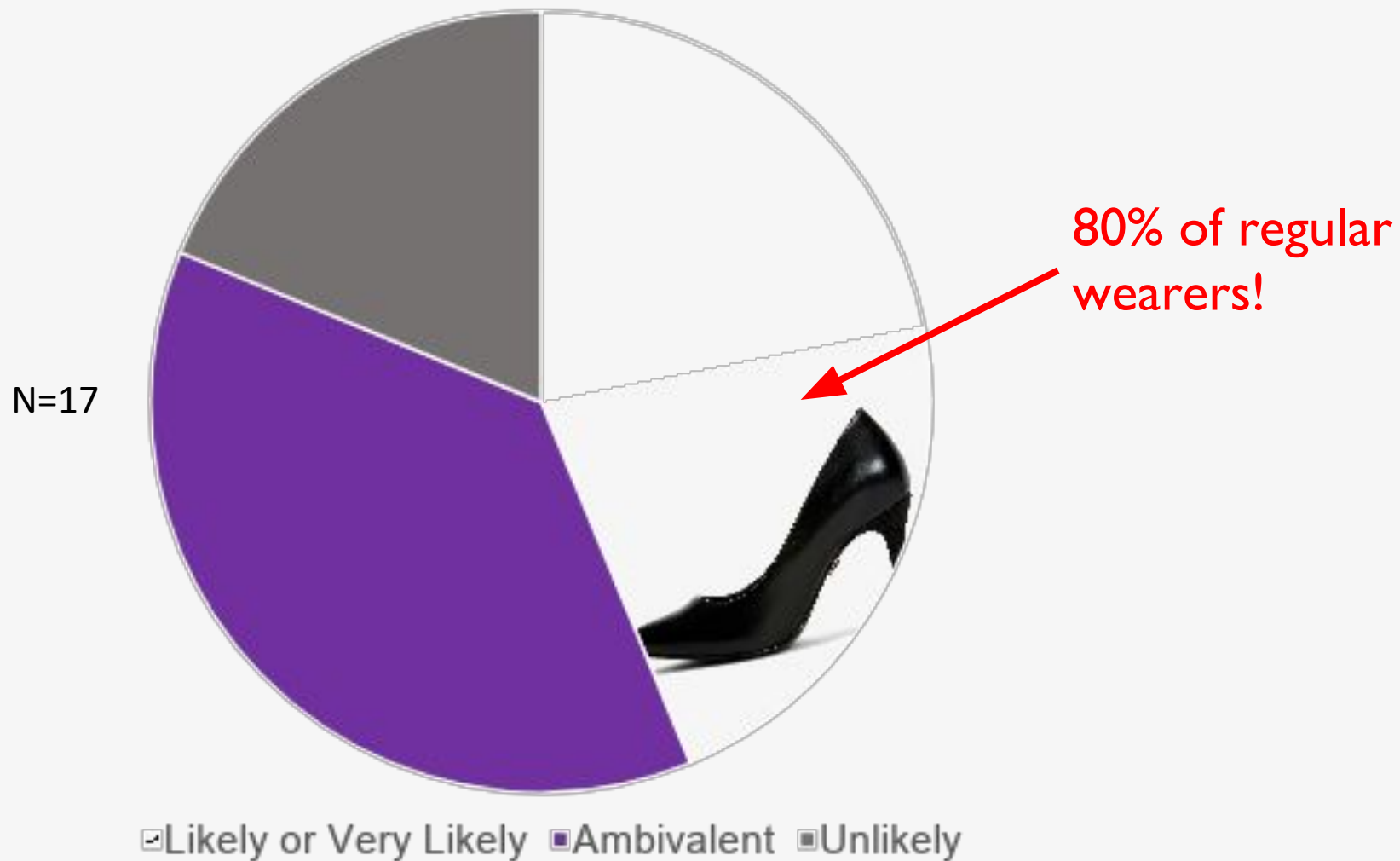


Mobility

Flexibility



How likely would you be to use this product?



“This would also be great for making dry shoes and socks available to the homeless.”

“It would be helpful to have these vending machines at exhibitions, tradeshow, and other conferences...”

“This seems kind of bizarre, honestly.”

“Package them with a cute bag for my heels!”

” Great concept!”

“Airports might be a great location for this.”

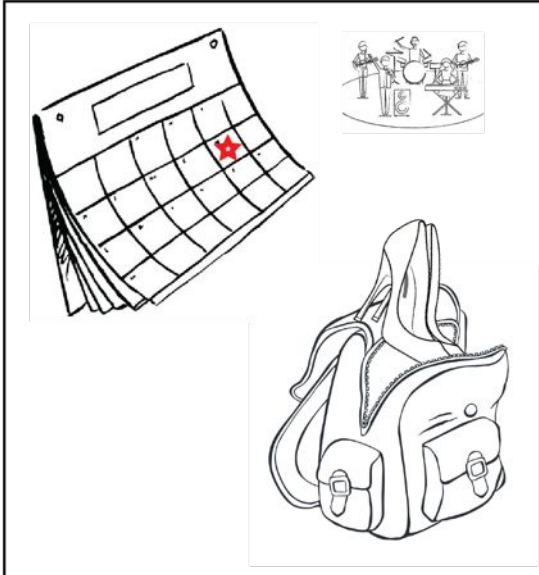


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Image Credit: clipart-library, art drawing ideas, HubSpot, I23RF

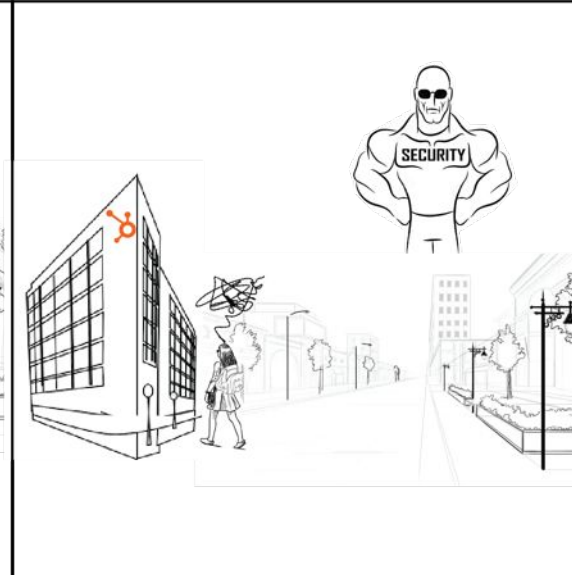


Image Credit: art drawing ideas, HubSpot, I23RF, ShutterstockImage Credit: clipart-library, art drawing ideas, HubSpot, I23RF, Uber

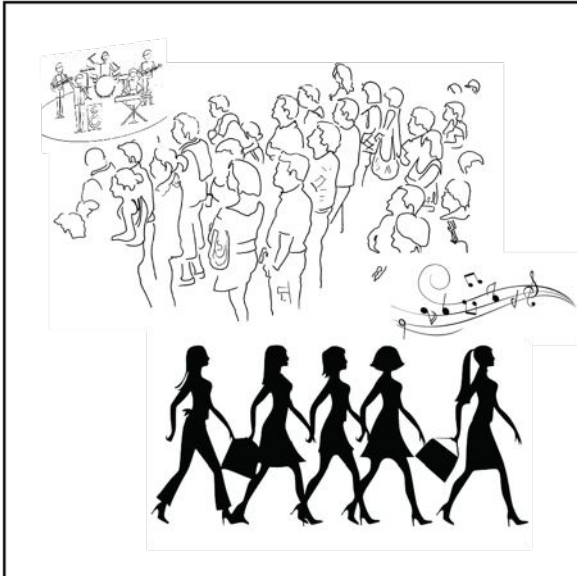


Image Credit: Painting Valley, Pixcove, VectorStock



Image Credit: Shutterstock



Image Credit: Shutterstock, I23RF



Image Credit: Getty Images



## FLAT OUT OF HEELS VENDING MACHINE



**BRAND:** FLAT OUT OF HEELS

Interested in owning a Flat Out of Heels rollable flats machine? Great to place in airports, nightclubs, conference/concert venues and any high traffic location where women are wearing heels. Email us - [info@FlatOutOfHeels.com](mailto:info@FlatOutOfHeels.com)...[Read more](#)

\$15,000<sup>00</sup> ★★★★★

QUANTITY

-	1	+
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 ADD TO CART

Thank you