

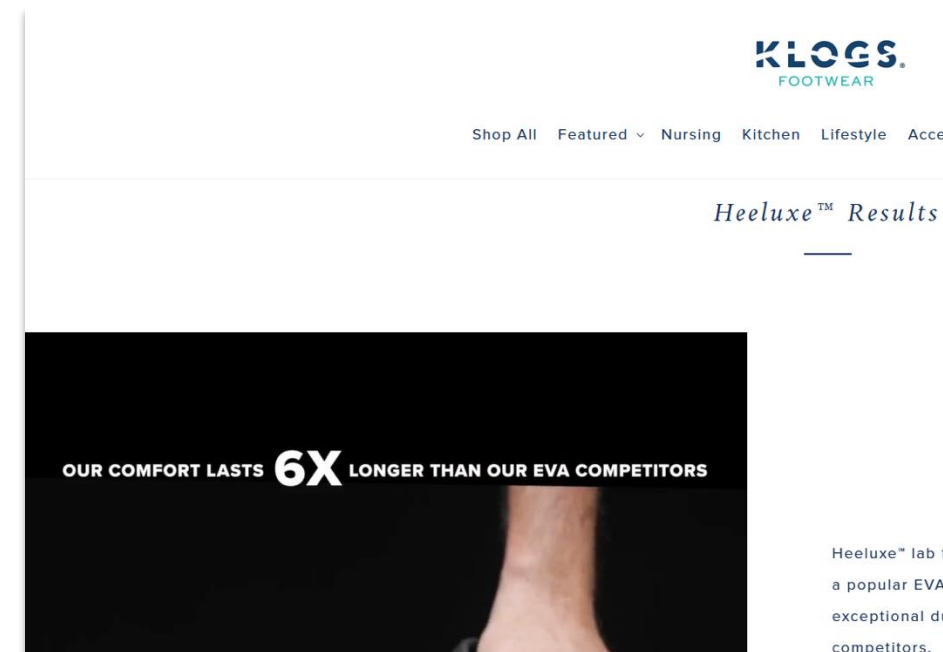
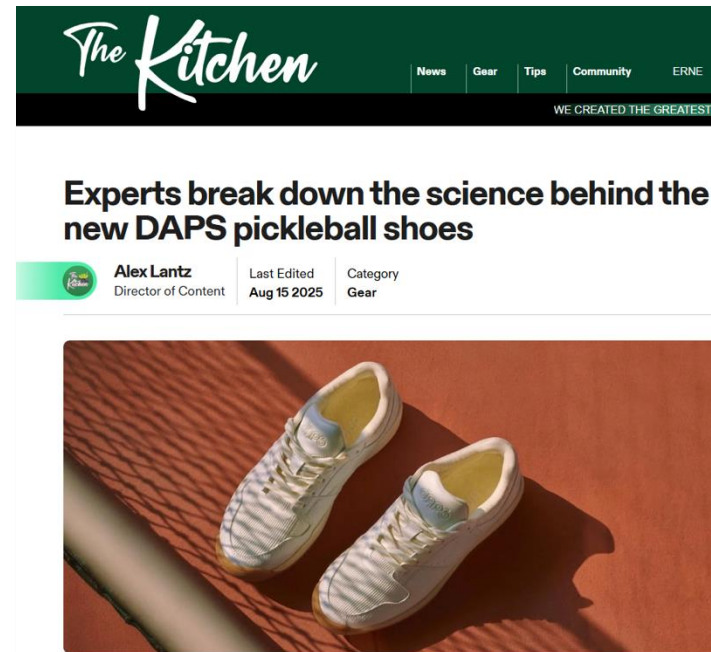
The Science of Being **Wrong**

As footwear creators, we have the power to provide people with innovations that make their lives better.

We waste our power when we're **wrong**.

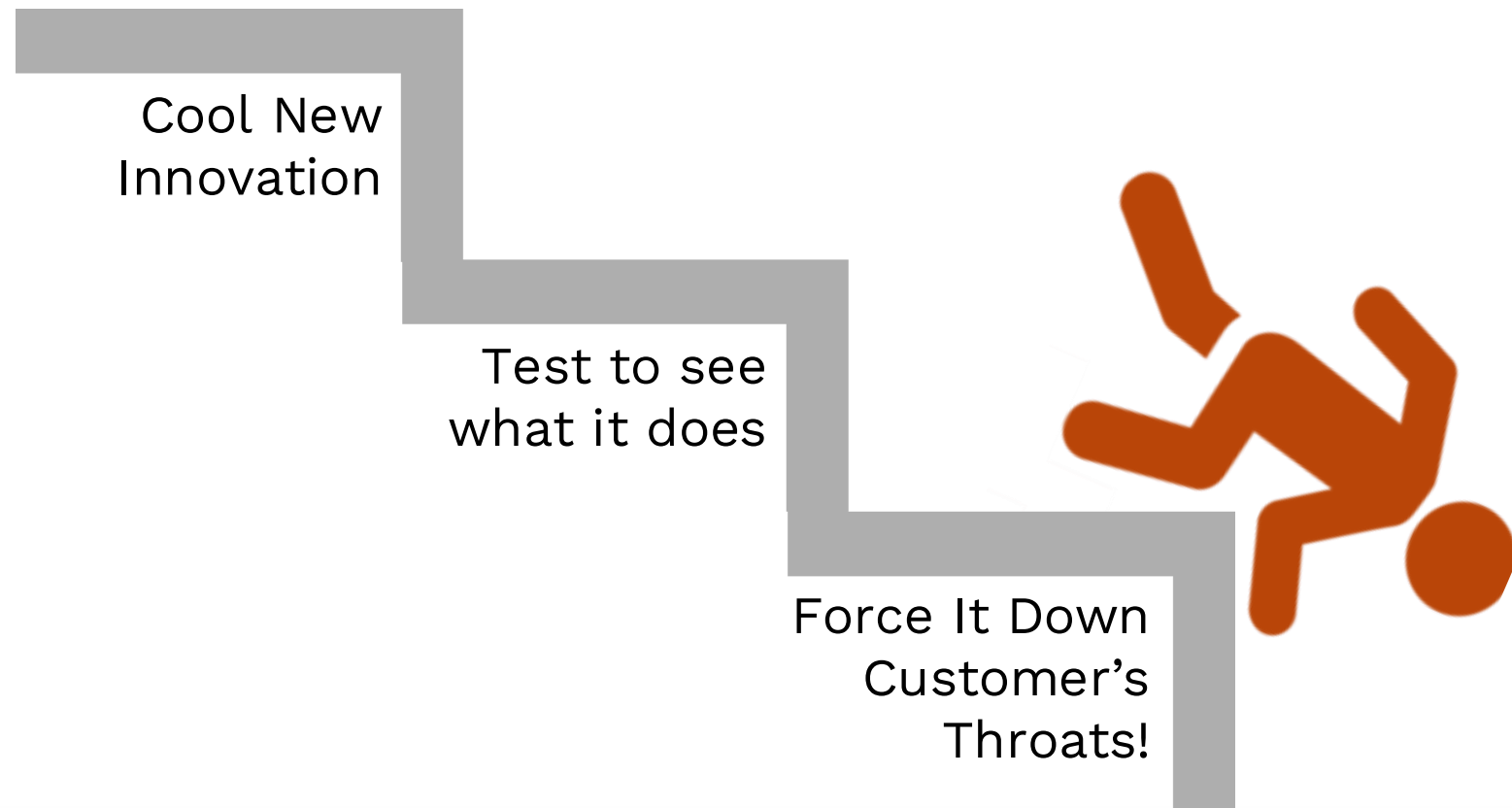
The goal of today's talk is to improve your confidence when innovating and persistence when something goes **wrong**.

Why Heeluxe is the group to share about right and **wrong** innovations

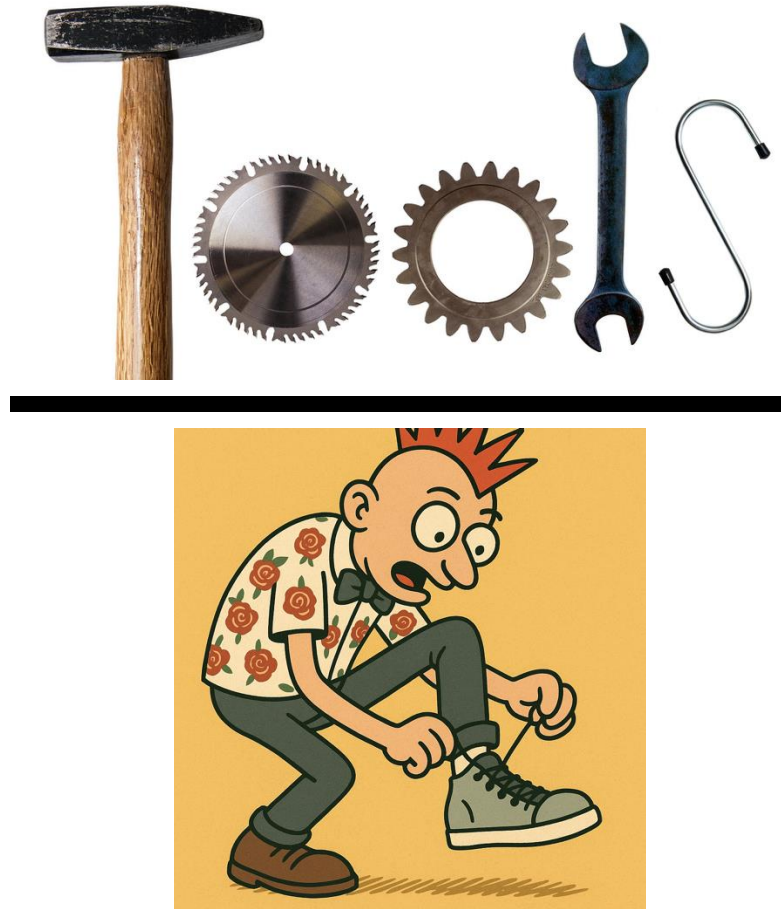


What's the best shoe Heeluxe has tested?

Many
brands get
innovation
wrong.



What's **wrong** about this approach?



You'll be **right
more often**
when you
change your
approach.



Innovate To
Solve
Problem

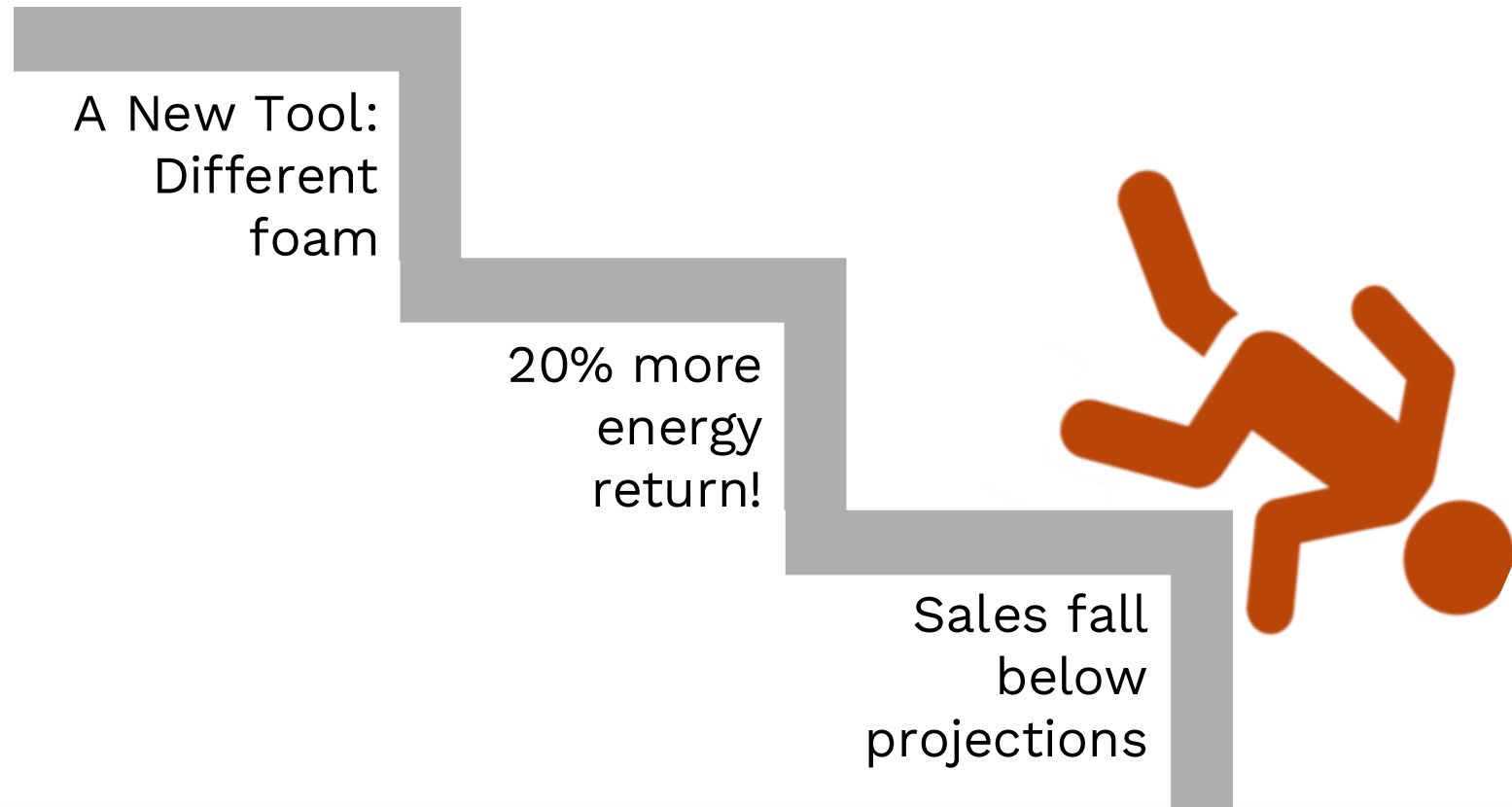
Put A
Number On
The Problem

Examine
Customer
Experience

Why do Chinese basketball players complain about their shoes so much?



Why do Chinese basketball players complain about their shoes so much?



Why do Chinese basketball players complain about their shoes so much?



Ask the
players why?

Fit analysis
shows 20%
tighter fit in
CBA vs NBA

Regional fit
and styles to
↑ comfort =
↓ complaints

True success comes from not how you ask the question.

It's how you prepare for the answers.

Question: What are the fit differences between Chinese and North American Basketball players?

Answer: There is no difference. **Let's keep making shoes the same way.**

Question: What are the fit differences between Chinese and North American Basketball players?

Answer 1: Chinese basketball players have consistently different foot shapes than NA players. ***We need to adjust our lasts and materials for China.***

Question: What are the fit differences between Chinese and North American Basketball players?

Answer 2: Chinese basketball players have a variety of foot shapes. ***We need to find ways to align foot shape with the best fitting shoe.***

Question: What are the fit differences between Chinese and North American Basketball players?

Answer 3: We didn't find the difference in this study. ***We must continue to analyze this problem.***

Performance is not just for athletic shoes.

Performance in footwear is anything that enhances the customer experience.

What if your customer doesn't ask for change? Ugg Pure shows how to innovate on what they already love!



Innovate:
What about
using wool
scraps?

Most customers
think sheepskin
is cotton 😂

Customers love
~~sheepskin~~
comfort



Changing Ugg's
Sheepskin improves
customer
experience AND
saves money.



Lower price,
higher
revenue

Waste wool
attached to
leather ↑ comfort

Customers love
comfort

What if your customer does not know the problem exists?

Leveraging databases, like Aetrex's Foot.com, helps you **quickly find** problems and elevate customer experience.



Is our fit ideal for our customers?

The average foot width is WHAT?!?!?

Change you lasts and fit testers to ↑ comfort

You got it, right?



Innovate To
Solve
Problem

Put A
Number On
The Problem


Examine
Customer
Experience

We have the power to change footwear
to improve our customer's experiences.

What are you going to your power to do
next?

Thank you
for sharing
this time
together!

in Search



Geoffrey Alan Gray ✓
Heeluxe/SmartLast/Bowties/ShoeTesting
Santa Barbara, California, United States · [Contact info](#)

