

# Peer review - A.W.E.S.O.M.E Shoes group

By Music Impro App Group

## Positive:

1. You are trying to harness some of the energy we produce through our movements. This could be used in many positive ways, as you mentioned in your project presentation. Both through health benefits by encouraging more exercise and harnessing energy. But as mentioned in Critical point #5, you might want to focus on one of the directions to get a sellable and clearly understandable product for the potential market.
2. Forward looking. Looking at technologies that probably will be a lot more common in near future and imagining novel uses. These technologies are still only in their infant years, so now might be a great time to make a push for this. But why stop at shoes? Do jackets, pants, backpacks and more!
3. Observation of users in 'natural setting'.
4. Involve participants in future workshop.
5. Great review of existing work! We get a good understanding of the possible and realistic technologies available today.

## Critical:

1. Involving the government and tax-incentives will make the whole thing a political issue and will have to be adopted by political parties, discussed in Stortinget, voted on in elections, etc. The project will be hampered and bound by so much red tape that it will never get off the ground. We recommend making a product that people will want to use. Then, after selling a unit to 20% of the population and gathering lots of data which proves a clear health benefit, it might be possible to convince government to give tax incentives, as a bonus to users.
2. There seem to be a misunderstanding:  
You use a quote from an article which said that a 45 year old man "can save 6.97% of monthly contribution (€5.83)" by engaging in different health activities. You then go on to say that "7% of ones monthly salary can be a lot of money", but this seems to us to be an misunderstanding. If 6.97% "monthly contribution" = €5.83, then 100% "monthly contribution" will be about €83.6. This is nowhere near enough for a full monthly salary in Germany. The OECD Better Life Index (<http://www.oecdbetterlifeindex.org/topics/income/>) states that salaries in Germany ranges between €9000 and €40000 per year, or €850 to €3800 per month. We have not read the article that you refer to, but we suspect that the "monthly contribution" refers to monthly insurance cost (which seems reasonable at a monthly cost of €83.6), not monthly salary.

3. Selling power back to the grid is probably not feasible, as it will involve a massive investment in infrastructure. Also, the construction of infrastructure will take a lot of energy, and this energy will have to be replaced by the system before it can even start to produce a positive contribution to the power supply. The product / system has to prove capable of producing quite enormous amounts of energy before any politician or party will risk an election on an issue like this.

4. Life insurance discounts is an interesting thought, and it could work if the insurance companies established programmes where different kinds of validated secure metrics could be gathered on people's activities. However, insurance fraud is a big concern for insurance companies, and they will want to ascertain who's using the shoe at all times, and how it is being used. We think the demands an insurance company will put on such a product will make it unappealing to consumers.

5. Give users motivation for use, rather than incentives. Motivations are much more appealing than incentives. Motivations = 'I want to..', incentives = 'You should..' This is important to focus on for a lifestyle product like this and will, in our opinion, be critical for its success or failure. You said in your report you were going to look into Nike+ and Adidas MiCoach. We think this could be very useful for you, as these services and products have a lot of really great motivation and reward mechanisms you could take inspiration from.

Also it might be worth making a definite choice in what you want the product to be and focus on that. Either choose the harnessing of energy part, and focus on training/health benefits and utilizing the data you collect in the manner of Nike+, RunKeeper etc. Or choose the path of energy harnessing, and focus on the possibility to for example have a mobile charging station available at all times. This would give you a solid unique selling point, instead of two completely separate directions of incentives.