

RE LOVE
YOUR
SHOES

Exploring Interactions

Design for Happiness

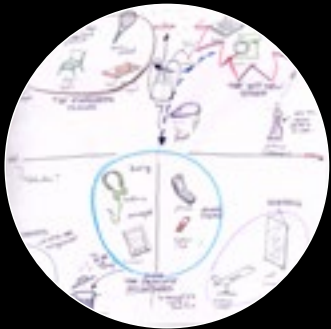
Felix Marschner

Delft Institute of **Positive** Design





Final Cycle
Overview



*Main Insight
Cycle 1*



*Design Goal
& IX Vision*



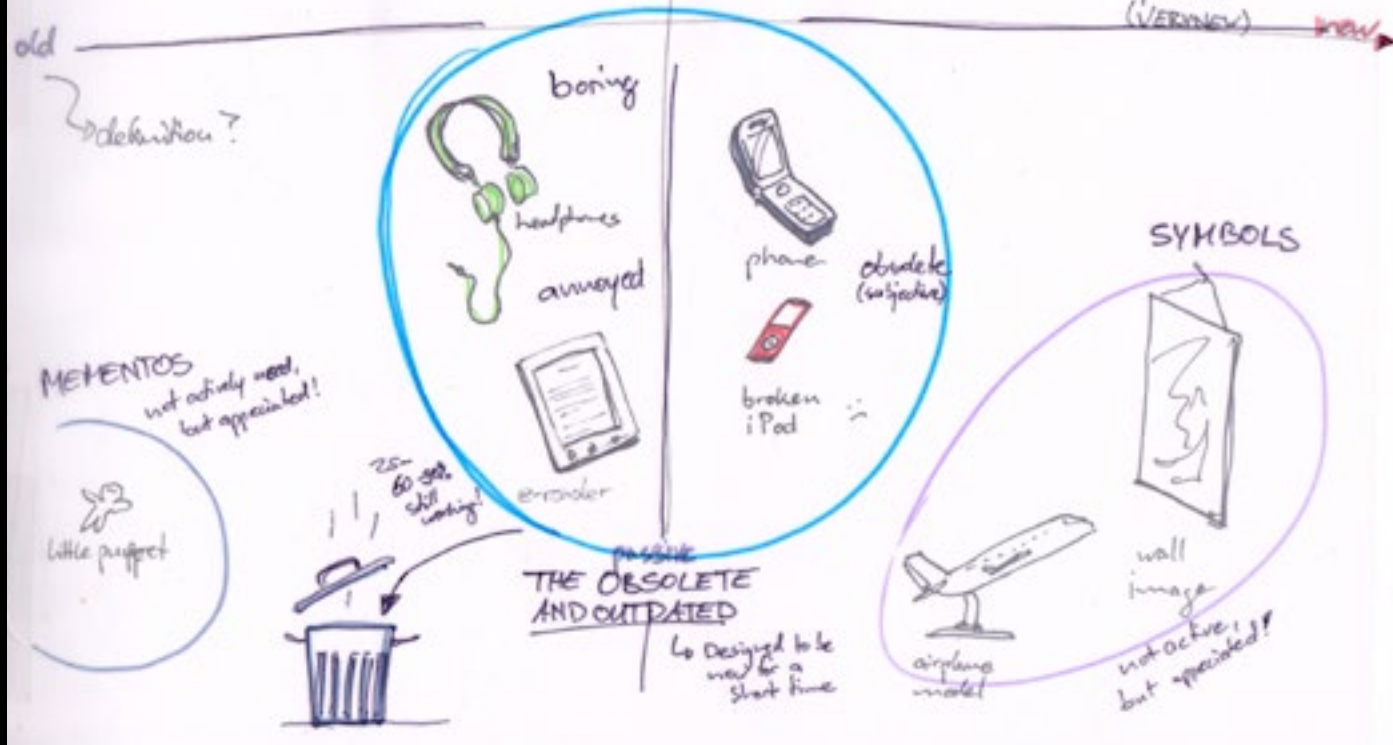
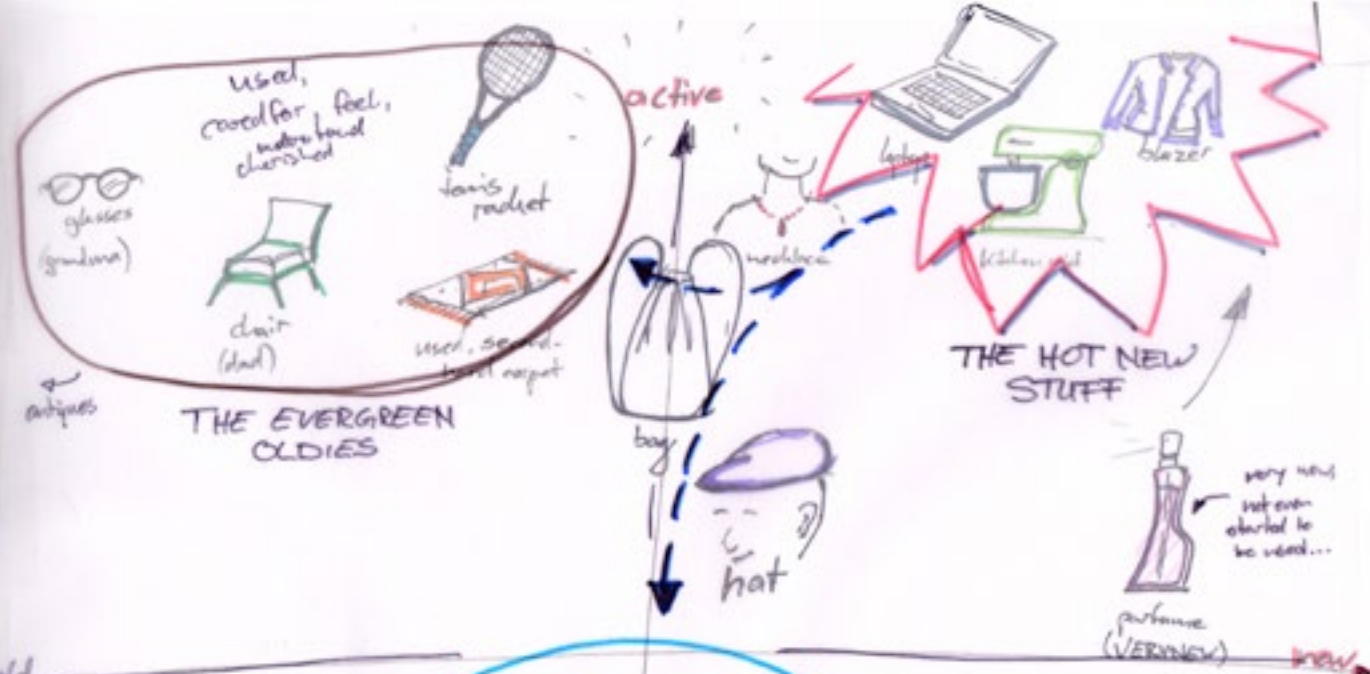
*Main Insight
Cycle 2*



*Prototypes
& Interactions*



*Final
Design*



Design Goal

emotional connection

My goal is to make *young, trend-following adults*, to *build an emotional connection* to their shoes.





Interaction Vision

**intimately, passionate
& committed**

... like taking care of a bonsai
tree and seeing it grow.







A close-up photograph of a person's hands cleaning a brown leather boot. The person is wearing a dark red sweater. They are using a brush with a wooden handle and a grey head to scrub the side of the boot. The boot is placed on a silver, textured mat. To the left of the boot, there is a small, round, light-colored container, possibly containing cleaning product. The background is a dark, textured surface.

cleaning shoes:

positive effect

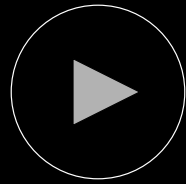
confidently:

"I'm looking forward to wear
them next time."











"Pew, that takes long..."

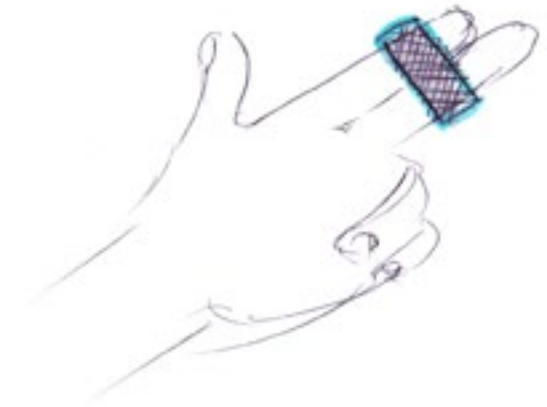
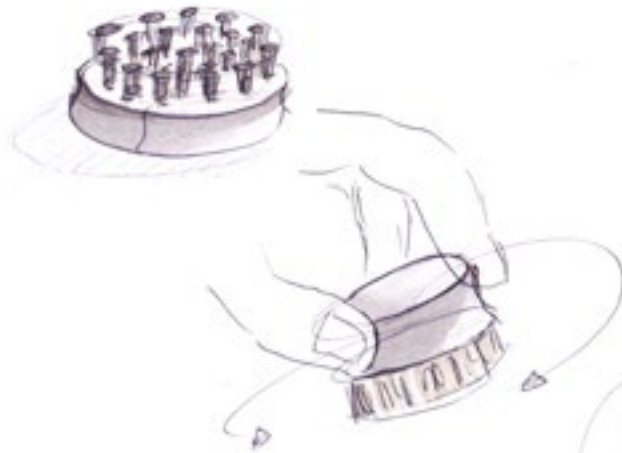
"It feels like something mandatory...
not satisfying."

IX qualities:

annoyed, rough, unmotivated

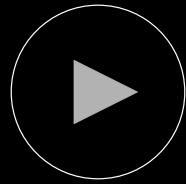
tools for detail lovers

close touch









"It felt very purposeful and engaging."

"It was slower, but also more precise.
I liked the experience of it."

IX qualities:

thoughtful, careful, intimate, dedicated



REMAKE
RELOVE
REUSE

RE LOVE
YOUR
SHOES







LOVE
YOUR
SHOES

REPAIR

REPAIR

REPAIR

REPAIR

REPAIR





RE brush





RE
shine





Wrap Up

All in all...

the re-love caring set is designed for for
young, trend-following adults

the tools evoke intimate and detail
oriented work,
triggers appreciation

...and the intention to wear
the shoes more often

satisfied with what they have
– less desire for new products

makes shoe maintenance a pleasureable,
intentional activity

THANK
YOU

