

# Modular Course B: Creative Design in Shoe Industry

## Unit B1 – Creative Design

### Lecture LB1.1 – Creative Design Methodologies



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DISHOLEA | Improving the digital  
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T2.2 – Development of modular  
courses and training  
material.

D2.2 – Modular Course in  
Creative Design

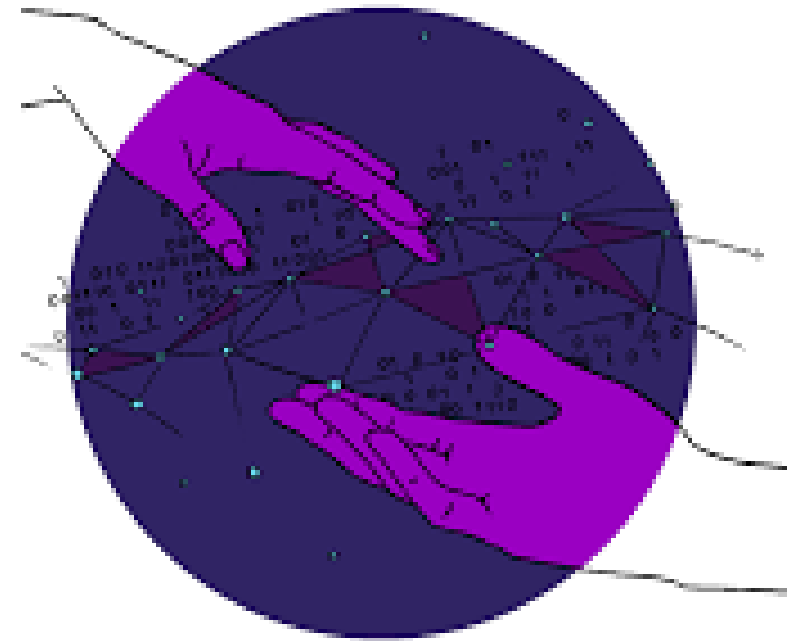


# Contents

- Creative Thinking & Design Innovation
- Design Thinking Process
- Understanding Users
- Customer Journey Mapping
- Evaluation & Concept Selection Tools

# Why Design Thinking Matters

- We live in a world of complex, interconnected systems
- Challenges are dynamic and human-centered.
- Design innovation drives creative, practical, and impactful solutions.
- Embracing design thinking unlocks new possibilities.
- Enables reimagining industries and creating human-centered impact.
- **Design thinking helps structure creativity** and problem-solving.



# The Design Thinking Cycle

A human-centered process for innovation in footwear design

**Empathize** -- Observe, listen, research

- Understand users through observation, interviews, journey maps
- Focus on comfort, style, and lifestyle needs
- Build empathy with customers

**Define** -- Frame the challenge

- Translate insights into clear requirements
- Identify pain points and opportunities

**Ideate** -- Generate concepts

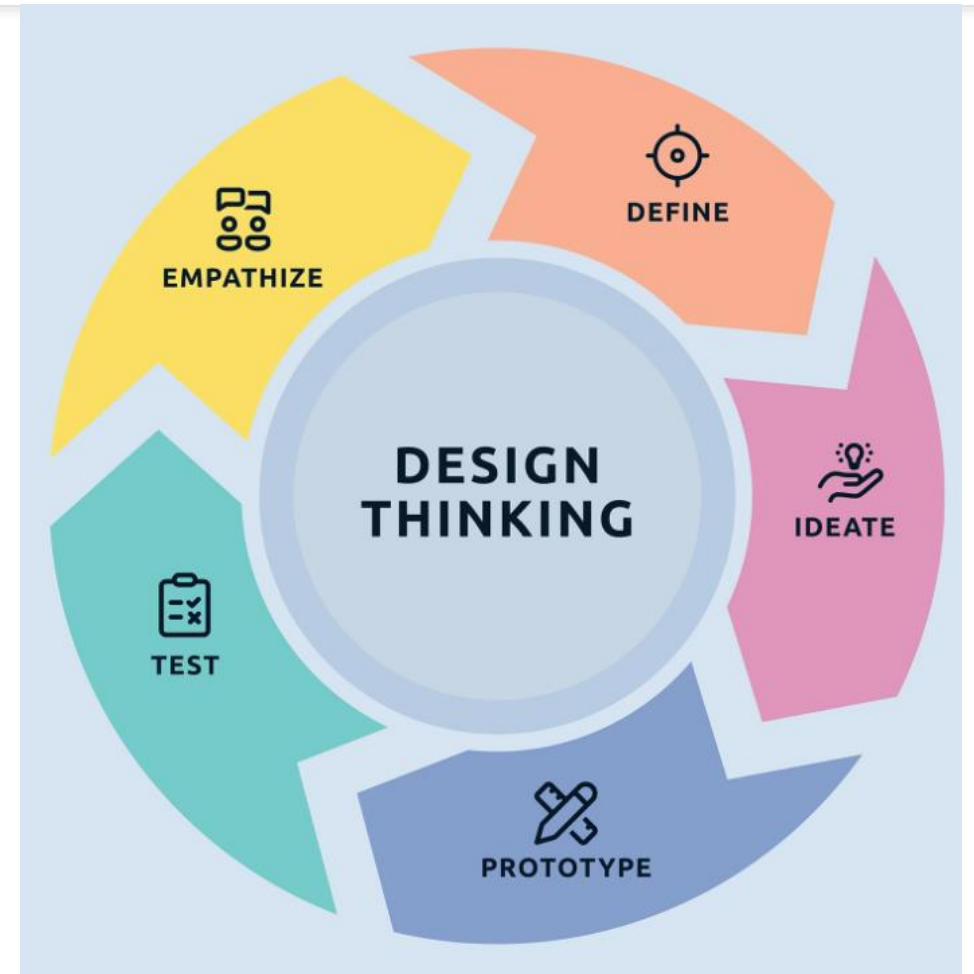
- Brainstorm widely
- Explore alternative solutions

**Prototype** -- Bring ideas to life

- Create simple models
- Visualize and test quickly

**Test** -- Learn from feedback, refine and improve

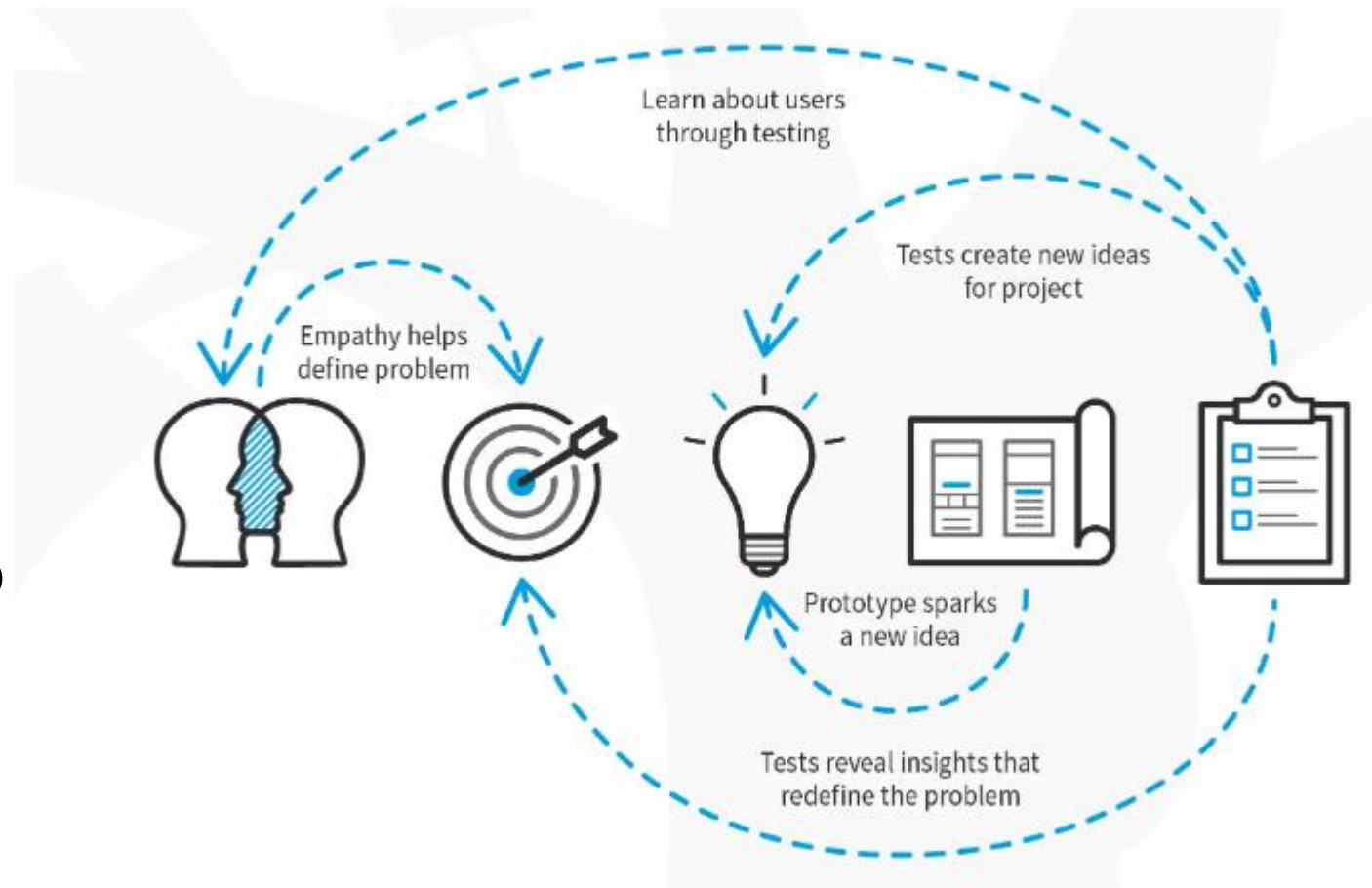
- Share prototypes with users
- Gather reactions and insights



# Design Thinking

## A non Linear Process

- The 5 stages are not always sequential
- Stages may happen in parallel or repeat
- Each stage = a mode of thinking, not a strict step
- Together they contribute to the whole design process



# FOOTWEAR DESIGN EXEMPLAR

**Hands-On Activity:**

- **Everyday, contextual examples**
- **Consider footwear design**
- **\$200 Billion Market**



**Athletic**



**Long-Life**



**Thematic**



**Aesthetic**



**Ergonomic**



**Functional**



**Unique**



**Stylish**



**Reasonable Cost**



**Savvy**

Mini USB for battery charging. This will be used as power plug as well as possible data transfer from the footwear to computer.

OFF button  
Press this button in case you accidentally press the ON button.

ON button  
Press this button in case of an emergency.

Module Cavity, contains Modem, GSM antennae, GMA antennae for (send/receiving) as well as wireless communication system.

Battery Cavity

GPS Antennae



**Helpful**

# From Footwear Inspiration to Understanding Users



- **Clarks** → comfort, timeless style, heritage craftsmanship (esp. leather shoes)
- **Bata** → affordability, accessibility, everyday functional footwear (huge in emerging markets)
- **Camper** → playful, thematic, unique design language; innovation in aesthetics and ergonomics





# Empathize or Understanding Users

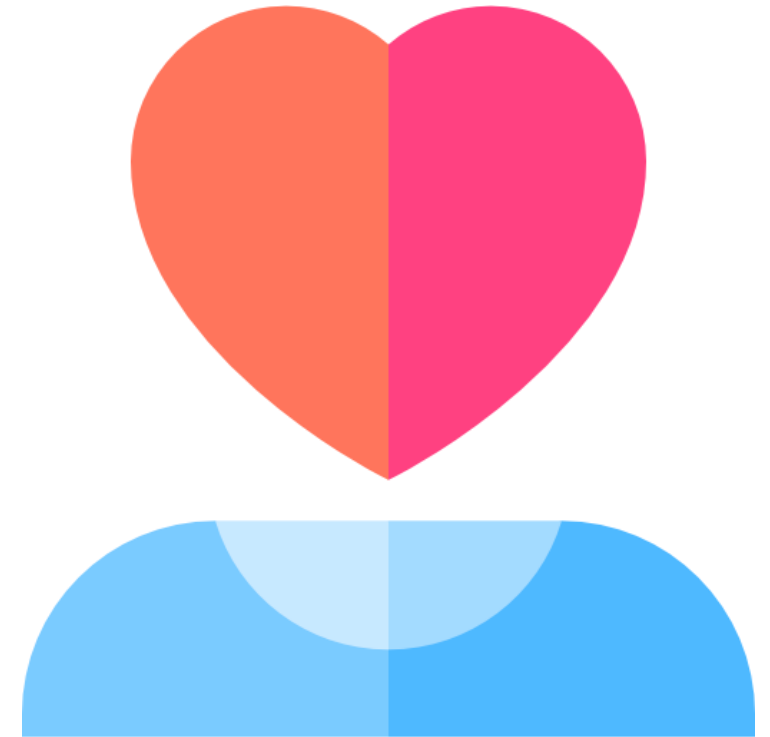
Leatherware isn't just a product - it connects to the body, identity, and values. Design thinking turns empathy into solutions that fit, feel good, and make a difference.

# Use Customer Journey Maps to Uncover Innovation Opportunities

From Creative Thinking to Understanding Users

## Why use it?

- To gain empathy for a person
- Understand one's process through experience
- Consider the details of that process to illuminate areas of potential insights
- An excellent way to systematically think about the steps or milestones of a process



# Journey Mapping for Leather Goods

- A journey map helps you:

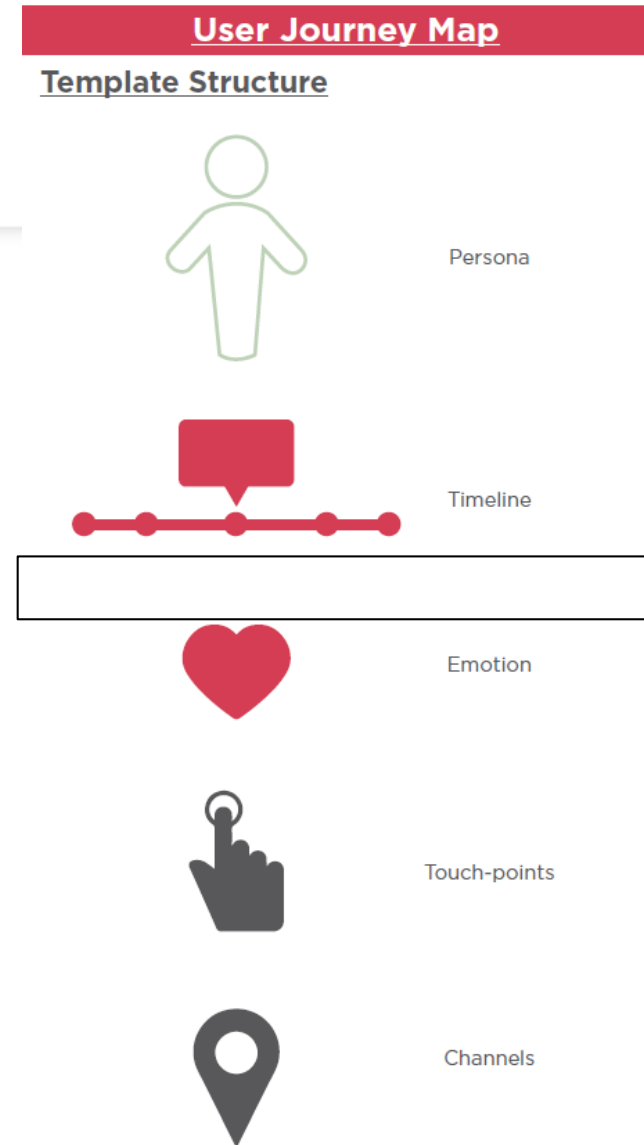
- Think systematically about every step in the user's experience
  - Spot pain points (care instructions, hard-to-repair parts, sizing confusion)
  - Find innovation opportunities (modular straps, sustainable leather, care kits)
  - Use maps to **synthesize interviews** and observations
  - Ask customers to draw their own journey
- We use maps to synthesize what we learn from interviews and observations. (Or, during field research, you can also try asking your end user to map out his or her own journey.)

# USER JOURNEY MAPS

## The process

1. Review Goals
2. Gather Research
3. Ideate and Identify Touchpoints and Channels
4. Create Journey Map

Detailed explanation of each approach can be found at:  
<http://uxmastery.com/how-to-create-a-customer-journey-map/>



# **USER JOURNEY MAPS**

## **The process**

### **1. Review Goals**

- **Consider organizational goals and specific goals**

### **2. Gather Research**

- **Customer interviews, ethnography & contextual inquiry, customer surveys, customer support/complaint logs, web analytics, social media listening, and competitive intelligence.**

# USER JOURNEY MAPS

## The process (cont.)

### 3. Ideate and Identify Touchpoints and Channels

- **As a team, generate a list of the customer touchpoints (customer actions and interactions with the organization) and the channels on which those touchpoints occur today. Then brainstorm additional touchpoints and/or channels that can be incorporated in the future journeys you will be mapping.**

# **USER JOURNEY MAPS**

## **The process (cont.)**

### **4. Create Journey Map**

- **Journey maps are a depiction of the various facets of a user and his or her experiences in a given scenario. The goal is to get a well-rounded sense of how it feels to be that user in this experience, specifically focusing on what they're thinking, feeling, seeing, hearing, saying and doing.**
- **Could be done by applying different scenarios for each user along with the journey map.**

# Leatherware Empathy Journey: Instructions

1. Choose a process or journey that you want to map.
2. Write down the steps. Make sure to include even small steps that may seem trivial. The goal is to get you to consider the nuances of the experience that you may normally overlook.
3. Organize the steps into a map. We usually display the steps sequentially in a timeline. Your map may include branches to show alternative paths in the customer journey. You could also use a series of pictures or whatever method fits your data.
4. Look for insights. What patterns emerge? Anything surprising or strange? Question why certain steps occur, the order they occur in, and so forth. Ask yourself how you might innovate each step.

# Creativity Challenge - Leatherware

## Empathy Journey

- **Key Idea:** Go beyond your product—explore the entire customer journey to uncover pain points and opportunities.
- **Why It Matters:** A wider view of the customer experience leads to deeper empathy and more creative solutions.
- **Your Task:** Step into the shoes of customers, employees, and other users to identify improvement opportunities.

# Creativity Challenge - Leatherware Empathy Journey

- **PARTICIPANTS:** Solo or groups of two to six people
- **TIME:** 1-4 hours
- **SUPPLIES:** Whiteboard or Post-its



# Why Map the Leather Goods Experience

- Say, for example, you design leather bags and accessories.

You could focus narrowly on:

- Better stitching or zipper durability
- Making leather softer or more lightweight

...but you'll find **more opportunities for innovation** if you explore the **whole customer journey**

- Think of every step in buying and owning a leather product
  - Realizing they need a leather product
  - Choosing a style and color
  - Shopping in-store or online
  - Unboxing and first impressions
  - Daily use, maintenance, and repairs

# BENCHMARKING

measures similarities and differences between companies in the same industry using set criteria.

## PURPOSE

Identifies and compares similar situations or solutions and looks at your company's performance against others

## WHY IT MATTERS

- Understand competitor landscape
- Reveal competitive advantages
- Improve performance by adopting best practices



# BENCHMARKING

## The Procedure

1. **Select** situations/solutions to benchmark.
2. **Identify** key performance metrics (e.g. quality, time, cost).
3. **Search** for relevant benchmarks.
4. **Compare** benchmarks.



*Benchmarking just like a ruler  
measuring  
different lengths.*

# Worked Example: Benchmarking in the Leather Goods Industry

Criteria	Luxury Brand (e.g., Louis Vuitton)	Fast Fashion Brand (e.g., Zara)
Product Quality	Handcrafted, premium leather, long-lasting	Mass-produced, mixed materials, shorter lifespan
Price Range	\$\$\$\$ (High, exclusivity-driven)	\$ (Affordable, trend-driven)
Production Speed	Slower, seasonal collections	Very fast, new styles every 2-4 weeks
Sustainability Efforts	Limited but improving (some eco-leather lines)	Increasing (recycled materials, vegan leather trials)
Customer Experience	Exclusive stores, personalization, heritage storytelling	Wide availability, online focus, quick access

# REAL? WIN? WORTH IT?





## The Procedure

1. **Generate** a list of design ideas and collaborate with expert assessors to evaluate and progressively downselect them using key questions
2. **Ask "Is it Real?"** Mark concepts that meet the criteria with an orange sticker and downselect from the original list
3. **Ask "Can we Win?"** Mark concepts that meet the criteria with a green sticker, further downselecting the list.
4. **Ask "Is it Worth doing?"** and mark concepts that meet the criteria with a blue sticker, further downselecting the list.
5. **Discuss** if any ideas can be improved to meet all three criteria.



*Design Team using Real? Win?  
Worth It?  
to discuss their ideas*

# How might we create innovative leather goods while balancing function, style, and sustainability

Functionality	Style	Sustainability	User Experience	
Lightweight and easy to carry	Precise stitching and finishing	Hardware durability	Water-resistant coating (greyed)	Biodegradable packaging
Modular compartments	Hand burnished edges	Use of vegetable-tanned leather	Minimize waste in leather cutting	Inclusive features (easy open/close)
 Real  Win  Worth  Team's Interest Area				

The design team brainstormed ideas for leather goods using Real? Win? Worth it? questions. Stickers were placed on ideas that fulfilled the respective criteria, progressively downselecting from the list. An extra criterion, Team's Interest Area, was added to reflect the team's passion for sustainable

# Guiding Sub-questions

<b>Is it <u>Real</u>?</b>	i. Is the market real?	Is there a need or desire for the PSS? Is there buy-in from the stakeholders?	Is the size of the potential market adequate? Will the customer buy/use the PSS?
	ii. Is the PSS real?	Is there a clear concept? Can the PSS be made?	Is it technically feasible? Will the final PSS satisfy the market?
<b>Can we <u>Win</u>?</b>	i. Can the PSS be competitive?	Does it have a competitive advantage? Can the advantage be sustained?	How will competitors respond?
	ii. Can our company be competitive?	Do we have superior resources? Do we have appropriate management?	Can we understand and respond to the market?
<b>Is it <u>Worth doing</u>?</b>	Will the PSS be profitable at an acceptable	Are forecasted returns greater than costs?	Are the risks acceptable?

## **EXERCISE- Real – Win – Worth Method**

- **Use the “Real-Win-Worth Method to down select your concepts by voting using coloured dots (one color for each of “real” “win” and “worth”).**
- **Discuss in your group until you have agreement on what single concept (or combined concept) to prototype.**

# **Creative Design is a Journey**

- **Creativity starts with open thinking and inspiration**
- **Real examples show how innovation adds meaning and value**
- **Understanding users drives meaningful design directions**
- **Tools like journey maps, empathy tasks, and benchmarking reveal opportunities**
- **Concept evaluation helps select the strongest ideas**