

Sleep Walkers[®]



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Design Brief

-Product Description:

We make shoes that our clients can wear to bed. They provide GPS tracking and are easy to clean.

-Clientele:

Our clients consist of individuals who suffer from outdoor sleepwalking. It is a very dangerous condition.

Q & A

-What are the main services you would like to offer to your clients?

I would like to offer shoes that have the ability to peel off the outermost layer of sole for quick and easy cleaning, and are made from soft materials so as to not tear any bed sheets. I would also like to offer a GPS tracking system that informs the wearer where they are, and also gives them the option to call a shuttle service to pick them up.

-What is the trend of your industry as of now?

The main trend for the shoe industry, as of now, shows little regard for the need to produce shoes that can be worn while sleeping in bed. We would like to change that.

-What is the main goal you hope to accomplish with your product?

We would like for no more people to have to wake up to that terrifying question, "Where am I, and why am I in this bush?"

-How are you currently perceived in your industry?

We are currently looked at as a joke, not to be taken seriously. We can understand that the services our product provides may seem unnecessary to most, but to those who suffer from outdoor sleepwalking, they are very important.

-Why should clients request your services?

People should request our services because it can save a lot of stress, and bed-sheets.