**PROBLEM**

Online shoe shopping experiences currently **fail** to highlight subtle, yet important differences between shoe models, brands, and types. This problem is further compounded when purchasing a specialty shoe type, such as hiking boots.

**SOLUTION**

Through our research we found that a positive boot fitting experience provides **3 critical benefits**:

- Personalize Fit
- Educate User
- Create Confidence

**Personalize Fit - Context**

The user begins by answering some questions about their intended context of use for the boots. These questions help the system determine what boot type and features the user needs.

**Personalize Fit - Foot Shape**

The user is then asked to answer questions about their foot shape. This helps determine what size and shape boot the user needs. Tutorials are offered to help the user quickly obtain accurate measurements.

**Educate User - Summarize**

The system then explains back to the user what information it has gathered, and how that information translates into recommended features. The user can go back and change their answers if they wish, and continue to the recommendation page when ready.

**Create Confidence - Recommend**

The system then gives the user a selection of 3 boots. The blue tags attached to each explain what features from the questionnaire are included in the boot, and the orange tags explain any additional features the boot has.