The problem

I’m 14years old and I like games. When my teacher asked me to do a project related to PE I felt excited. I considered various sports gear used for PE.

I looked at T-shirt, Short pants, shoes, sock and hat. Then I looked at games such as basketball, soccer, baseball, swimming, tennis and skate. I looked at games and what students wear but being a Korean where people are generally short, games like baseball, soccer are more popular than playing basketball. I asked my friends and they said that basketball was a tough game because the player needed to be tall to play the game.

Basketball requires players to be tall enough to shoot baskets. My friends who are short refuse to play basketball with me because they think it is a game for tall people only. That set me thinking as to what I could do to involve my friends who are short play basketball with me as it is one of my favorite games. So I decided that I could create shoes that would enable people of my age play the game without apprehensions even if they are short. The average height of males in Asia is comparatively shorter than their male counter parts in the western countries like USA or countries in Europe.

The relevance

Having asked a few of my friends about the game of basketball and what I could do , I was convinced that creating shoes was the ideal product to encourage basketball amongst my friends who are short interested in the game.

I took up shoes as a problem for people

I looked at various a sports magazines and brochures. I observed the cover page, content page and all the remaining pages. On the cover page of the sports magazine, I noticed that the name of the magazine is on top of the page. The image is placed right down. The logo is below the picture. The most important news heading is placed in the center of the page to lure people to buy the magazine. The month of the issue is below the logo. It is so colorful and attractive.

The magazine goes to the important bookstore and kept in a good place. Business houses have distributors who sell magazine in big stadiums so that people will buy the magazine and their sales go up. Business houses also have a database of other business houses and give them the magazines. This generates revenue to them in the form of advertisement.

The brochures that I looked at were smaller in size and contained fewer pages and less advertisement. Brochures are generally distributed free to people. Though it helps develop business it is expensive.

Reference

<http://www.interbasket.net/news/4385/2009/09/average-height-by-country-males-20-years/>

FORMULA ONE (November 10.2011) AL Nisr Distribution LLC

GERMANY (November 9.2011) AL Nisr Distribution LLC

The sources I have used are magazine that are distributed by Gulf News Paper for their subscribers. Hence it is authentic. Looking at both magazine and Brochures, I have decided to small magazine. A5 size paper is good size, because it is easy to carry. The magazine will contain 10 pages.

The magazine will have a cover page, content page, picture and description of my product and advertisement. The font size I will use is 14 point size. The color of the font is black. There will be many pictures. It will be colorful and attractive.

Design Brief

In basketball height is the name of the game. A player who is tall got more advantage than his short counterpart.

I am going to make a basketball shoes which can be used not only by tall players but most specifically the short ones.

I’ll design the shoes in such a way that it will provide not only comfort but also help for the short players in jumping. They needed to jump higher so as to be equal with their tall counterparts.

I am going to put a spring at the sole of the shoe which when pressure is given will help the player jump higher. I will use a strong spring so that it can last long. I will also design the shoes to be lighter. I will use materials which will provide comfort but strong, pliable and elastic.