THE STORY STRATEGY BLUEPRINT

Created for __Nike Flyease*__   Date __July 2, 2015__

1. STORY

3. PRODUCT

CUSTOMER

COMPANY

Has a physical disability, wants autonomy and independence.

"I can be totally self-sufficient. I am independent."

Completely dressing himself.

Independence. Feels capable. More confident around peers.

Some simple things, like tying shoelaces by himself, limit self-sufficiency.

More disabled people can put their shoes on by themselves. Dressing oneself is 100% doable. Foot slides in.

Flyease shoes with wrap zippers. An easy-entry shoe.

Create a product that empowers disabled people & enriches their capacity for autonomy.

Feels frustrated, limited and embarrassed.

4. EXPERIENCE

2. INSIGHT

*For illustrative purposes