Feedback Loop

Demmy

Running Coach

Running Coach is just a pair of running shoes.

- This idea is to urge people to better achieve their running plans.

- Add a micro-chip on the sole of the running shoe, which can measure our body weight.

- When we put on our shoes, the shoes can feel the the pressure of our weight and could measure the weight with an accurate data. Just like we stand above a weight meter.

- Shoes can upload the data of the weight to the software 'NIKE plus' on iphone via Bluetooth or other means to synchronize. The software will generate a detailed running plan (just like how many miles we have to run each day) for users, depend on the data of weight. And then the information of the plan will send to the micro-chip of the shoes.

When we put on shoes and ready to start running, open the switch on the shoes, then the LED light around the switch will turn to red. From now on, the shoes will record how many miles we have run.

When we complete our daily running plan (completed the miles we have to run each day), the LED light on the shoes will turn to green. If the LED light does not turn in green, it means that we have not achieved the target yet. So this could supervise people to complete the target (see the green light, victory!)

- When we have completed the daily goals, the result will be recorded in the NIKE + software(by turn off the switch on the shoe, the information and the result will upload to the software via Bluetooth or something else), when we complete all the running plans, we will get some reward (if NIKE willing to provide).

- So that, when we are running, we do not need to wear or bring our ipods or iphones anymore. All we need is just a pair of shoes, and it could help us to achieve our running, fitness and weight loss plans.

Thank you！

谢谢!

（The Chinese version of 'Thank you'）