in Your

"Souls Finding Soles: A Technology Infused Sneaker Con"



Megan Fee

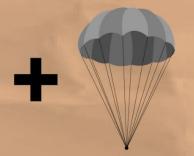
Madison Phelan



What is KIYK?



Diverse Sneakerhead Community



Immersive Technology



Guest Speakers



KIYK

Digital Value Map

Wants & Needs

Chase the thrill getting new sneakers

Have an emotional need for self-expression

Want to collect limited edition sneakers for clout

Want to resell sneakers at a profit

Pains

Hypebeasts feel annoyed when they don't get a drop, confused by complicated lingo and lost trying to keep up with sneakerhead culture

Retired lurkers feel overwhelmed with the evolution of sneaker culture, long for the old in-person drop experience and are frustrated with the hypebeast persona

Gains

Satisfied when they get a new pair of limited edition sneakers

Hypebeasts feel excited when they are able to access a drop

Retired lurkers feel appreciative of sneaker history

Motivations

connecting with other sneakerheads

Mastering sneakerheads culture, history and lingo Collecting different type: of sneakers

purpos

The sneakerhead community i becoming a divisive grou

KIYK provides human connection and the opportunity to get new sneaker

Pain Relief

Removing online groupthink by hosting an in-person event

No bots or drop stress, only luck from a raffle

Conversation centered around sneakers

Gains

Allowing them to try on sneakers through AR

Mirror Creativity expressed through customizing own sneaker

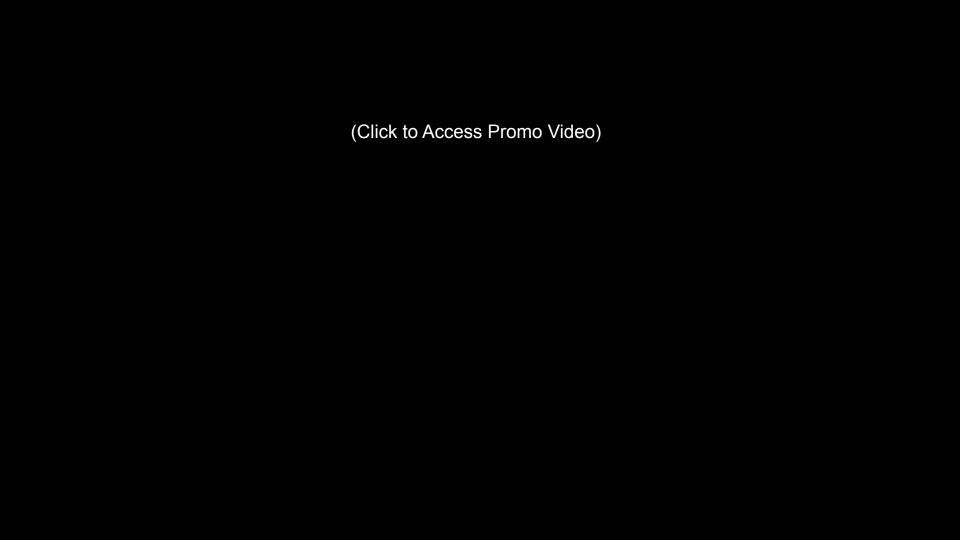
Low-stress activities like shooting hoops

roducts & Se

Belongingness:
with the help
of the Sole
Scan and
facilitating
conversations
with others at
the event

Esteem: through the loose schedule and freedom to choose

Cool shoes: sneakerheads want to see and own cool shoes



Registration & Website

Event name badge





Link to online mockup

GARY SMITH

Hey y'all! I'm Gary. I've been a sneakerhead for about 6 years now. I lean towards nike, but don't discriminate against others. I'm more active on my instagram than ebay, so Imk if you see something you like or want to trade!

HAVE:



WANTS:





CONTACT

INSTAGRAM: @GARYRS
FACEBOOK: GARY SMITH
EBAY: @GARYSELLSNKRS
WEBSITE: GSSNKRS.COM

ADD FRIEND

TWITTER: @GSMITH93
WEARING RN:

NIKE SB X CARPET CO.

Convention Activations

Free Time/Play Time

Trading

Immersive experiences

Keynote Speaker: Michael Jordan Raffle

Winning custom sneaker
Limited edition sneakers
Sneaker Cleaning Service



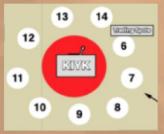
Look and Feel



NBA Court Style Flooring



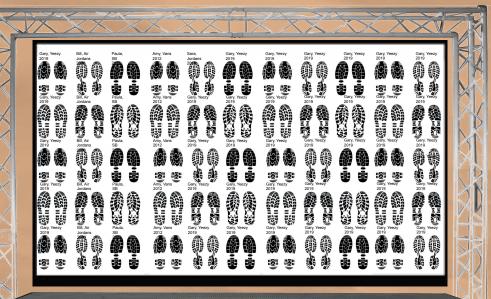
Open + Well Lit Convention Space



Trading Area Seperated by Shoe Size



Soul Scan





Scan your sneakers apon entry

Explore a real-time visualization of ALL shoes at KIYK

AR Mirror

Try on other attendee's Sneakers in AR:





Seamlessly integrated into a full body mirror:



Design Your Own Sneaker



Use digital drawing stations to customize iconic sneakers

then

Send your design to the AR Mirrors to try them on!

KIYK Transmedia Experience

Beautiful

Mends the two opposing personas of hypebeasts and retired lurkers

Unique

Unlike every other Sneaker Con that is chaotic, transactional, and not appreciative of sneakers

Authentic

Fosters real conversations surrounding a love of sneakers between all types of sneakerheads

Inspiring

Inspires hypebeasts to learn and appreciate the history of sneakers Inspires retired lurkers to mend the tarnished relationship between both groups

Welcoming

Very low barrier to entry — just need one pair of sneakers One—of—a—kind experiences (guest speaker, immersive technology, etc.) welcome all types of sneakerheads

Thank You

Any Questions?

