

# Development of an individual Dachstein hiking shoe.

609 suggestions  
with new ideas



## Product Development

### Objective:

Hiking footwear is what determines whether a tour is successful or not. If the shoe is uncomfortable the carefree experience quickly ends. Yet no foot is alike, and each sports enthusiast has different requirements for his or her equipment. This is the reason why Dachstein wants to develop a shoe that is flexible enough to adjust to the variety of requirements each individual user has.

### Solution:

Over 450 international enthusiastic outdoor athletes and consumers developed together with Dachstein the individual hiking shoe within three phases. In the first phase a poll collects consumers' expectations. What are the capabilities expected from a personal hiking shoe? During the second phase the top ideas were substantiated and improved. The third phase of the project dealt with marketing options for the shoe. What type of story could be told to promote the hiking shoe?

### Project results:

By involving the community Dachstein received clear and useful suggestions and will be able to integrate these ideas into the ongoing development process for the perfect hiking shoe.





### The project in numbers:

**450+ people** actively participated in the project  
**1,200+ comments** on suggestions  
**750+ votes and likes** for the best suggestions and uploaded 140 photos



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