Problem

75% - 80% of adults suffer from serious foot problems in their lifetime

Improperly fitted shoes can lead to injuries and foot ailments such as inflammation, muscle pain, and even circulatory problems.

People are uninformed about the condition of their feet such as arch support, width, cushioning, and even shoe condition. This can have a drastic impact on foot and overall health.

Feet diagnostics should be readily available to empower the user to make educated decisions about purchasing footwear.

3 out of 4 people wear shoes that fit improperly

Solution

Fito is a dashboard that utilizes sensors embedded in the insole to collect raw accelerometer and pressure data. The data is analyzed to construct data visualizations and provide feedback about the user’s fitment. This empowers them to find shoes that provide proper support and comfort.

Process

Collect Data

Analyze Metrics

Find Your Fit

Features

Interactive Data Visualizations
Track Data Over Time
Comprehensive Foot Diagnostics