



Great Feet! by Stride Rite
&
The Computer Museum



Great Feet! Overview

Great Feet! is a new concept for the Stride Rite corporation. Today, parents look for exciting and rewarding shopping experiences when shopping with their children. Stride Rite's goal is to strengthen their long-standing image as America's premier Children's footwear resource, as well as create a more stimulating, captivating environment for their customers. Their *Great Feet!* concept and design provide a fresh, dynamic perspective to Children's footwear retailing.

The Role of The Computer Museum

The Computer Museum plays an important role in these stores by acting as a resource for fun, engaging and educational exhibits. The Computer Museum has been invited to develop interactives for the two prototype *Great Feet!* stores to be opened late this summer. There is potential to work with Stride Rite as they open more *Great Feet!* locations and in their continuing efforts to update their existing locations. This is a tremendous opportunity for TCM and Stride Rite.

How The Computer Museum Benefits

The Computer Museum's involvement in this project will impact several goals of the Museum. This project will not only provide a direct revenue stream for TCM, but will benefit its mission in several other areas.

Marketing and Public Relations

The interactive exhibits designed by TCM will be prominently labeled with TCM's logo and by-line. The two stores in this prototype project will each have significant floor traffic.

	Purchases/year	Potential Floor Traffic/year
Natick	30,000	100,000
New Jersey	40,000	125,000

In addition, media potential in a variety of areas is also a strong consideration in this project.

Industry Relationships and Development

These exhibits, as with exhibits housed inside TCM provide opportunities for the computer software and hardware industries to promote their products. In fact, the market groups most

likely to visit *Great Feet!* are coveted by the computer industry. Apple Computer has shown heightened interest in this project and has pledged use of equipment in prototype development. Although this type of cross-marketing is new to Apple, they are open to the possibility of expanding their involvement. Stride Rite has participated in co-operative marketing with Little Tykes Toys, so they believe in this type of promotion and would like to explore this possibility further.

TCM's involvement by bringing together these diverse groups, creates a "Win-Win" situation. This increased visibility within the computer and retail industries will assist TCM in the development of other projects.

Opening Relationships

Continuing development and implementation of interactive software exhibits with Stride Rite will promote a long term relationship. The new relationship between TCM and Stride Rite has already re-activated the Stride Rite Foundation's sponsorship with the Museum. A continuing relationship will lead to a possible increase in donations and other sources of support.

Investigation of Potential

This project will act as a pilot in within the *Great Feet!* project at Stride Rite, it will also serve as an assessment of the potential of creating similar relationships with other retailers. TCM seeks to increase its national and international exposure in non-traditional locations by acting as a provider of educationally sound interactives .

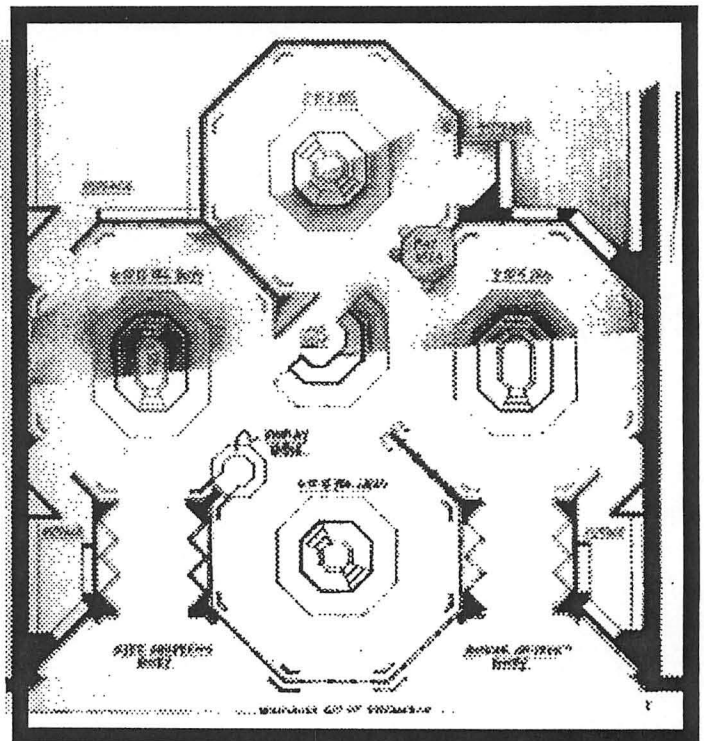
Sharing Resources

Learning about implementation problems will help Stride Rite and TCM learn about how to do this job better. Stride Rite's work to design standard cabinetry will be shared with TCM and used in subsequent projects.

Stride Rite's success with this project will create an entry in the retail marketplace for TCM. Stride Rite's position as an industry leader will further enhance TCM's efforts.

Store Layout

The *Great Feet!* prototypes will be divided into specific sections servicing an age group and/or gender group. The interactive station in each section is designed to appeal to the interests of each particular group. The hardware for each station is designed to provide a maximum of flexibility and usefulness. Specific hardware requirements are listed later in this document. The proposed interactive software



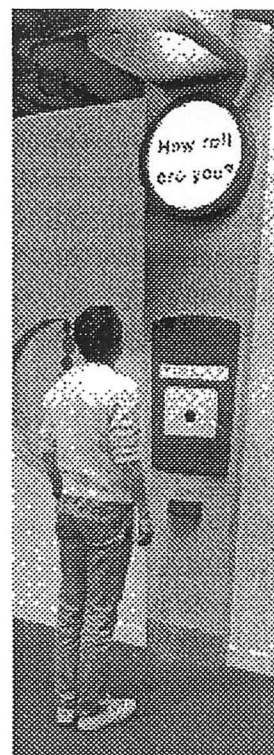
for each station is described as follows:

General

TCM's popular How Tall Are You? exhibit is the centerpiece for this area. This engaging exhibit invites shoppers to stand and let a computer measure their height. Shoppers of all ages delight in fooling the computer and learning how it works. The software for this exhibit is customizable for a variety of tasks and is also translated into Spanish, as well as operating in metric units of measurement.

Infants

This section has an interactive based on Jeff Pisciotto's foot technology presentation. Jeff is Stride Rite's biomechanists technologist and has worked on the design of their infant shoes. The presentation is targeted at parents and intends to inform them about the research and technology behind the design of Stride Rite shoes. This interactive focuses on delivering information and directing parents toward shoe models that meet the needs of their child. This presentation was originally developed as an in-house training package for Stride Rite. The store presentation will be adapted using Macromedia's MacroMind Director.



Toddlers

The interactive in this section is McGee, published by Lawrence Productions. This program allows a child to control the actions of the McGee character as he makes his way around his house. Children simply point at an object to initiate an action - no reading is required. This interactive will provide knowledge of the computer, a sense of control over the machine, confidence, a sense of discovery and learning for the fun of it.

6-12 Year Boys

This section of the store is designed to provide an atmosphere. The interactive is designed to provide informal education as well as provide informal education. The interactive is produced by Knowledge Revolution. Shootout allows the user to shoot a virtual basketball in a simulated environment. Users get instant feedback on their shot for better accuracy. Sound effects highlight successful shots, as well as missing shots and "airballs".



signed to reflect a school yard basketball court designed in accordance with this theme, as well as a virtual basketball in a simulated environment and can change the angle and velocity of their shot. Interactive Physics will be used in this station. Basketball Shootout allows the user to shoot a virtual basketball in a simulated environment and can change the angle and velocity of their shot. Effects highlight successful shots, as well as missing shots and "airballs".

6-12 Year Girls

This section of the store is designed to recognize the pointed fashion requirements of girls this age, and reflect their social structure and needs. Draw on the Wall contains a series of outline pictures and a simple set of coloring/drawing tools and palette for users to create their own artwork. The pre-drawn outline pictures will include issues important to this group: friendship, ecology/nature, fun foods and fantasy/pretend. Users will select drawing tools and colors from a palette on the screen and create their pictures by touching the screen.

Hardware Specifications

These systems are designed for economy, durability and expansion. Each store has a 6-7 year life expectancy, therefore these systems need to meet the long term needs of Stride Rite.

Stride Rite will be able to easily change software as well as maintain each machine through out the projected life of each store.

How Tall Are You?

Macintosh Classic (4MB RAM, 40 MB Hard Drive)

HTAY? Sensor array (Designed by TCM)

External Speaker

Interactive Stations

Macintosh Quadra 610 (8MB RAM, 100 MB Hard Drive, CD-ROM Drive)

Touch Screen Monitor

Keyboard

Mouse

These specifications may change to adapt to availability of hardware, or to meet the availability of manufacturer-supplied resources.
