

# Project Brief

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How to **help housewife moms deal with and reduce their foot pain**, which they experience through various activities, so they are relaxed, leading to well-being and mental peace for them.



# Market Study

- Orthotic Insoles
- Arch Supports
- Compression Socks
- Foot Massagers
- Foot Rollers



# Idea Cards

massaging chair, sitting  
can sit and do activities like chopping vegetables

experiencing the effect while sitting

massager vibration technique inside footwear, bouncy motion effect:

SIDE VIEW

massager roller inside bed so can lie down & rest

side view

vibration massage effect inside bed

inclined surface

Playful pillow with rollers/massagers in it

comforting unit inside pillow

inclined

Playful stickers

some visually appealing graphics

graphical stickers

Unit having arc supports inside it, as soon as you place your feet, music is generated

Play notes

inclined

multiple foot arcs in one unit

one single unit

wearable clothing, socks, paints having cooling, balm like effect

Family members can paint on it

Spray paint

Tiles/with balls inside it Floor

Floor

Mat for walking & relaxing feet

have different textures & surfaces

multisensory

Wearable socks to reduce pain

cooling balm effect with socks

Rollers to put on the legs

cooling effect inside

vibration effect

some texture inside rollers

Wearable pant to reduce pain

Customisable Footwear

Interchangeable soles of different textures

soles of different textures

Adjustable massager

adjustable breath, circumference

Interactive mat

various positions on mat

digital solution to track the completion of exercises

update activity system

Receive coupons on completion

Interactive product with family members

Play notes

massage by family members

sequence 1 2 3 3 2 1 2 3 5

## Final Idea

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The primary therapy used in the product is **foot massage ball therapy**. The **rolling effect** of the balls under the feet relaxes the muscles and provides comfort.

## Benefits



Relieves stress



Decreases Anxiety



Relieves pain



Prevents injury



Improves circulation



Supports sleep

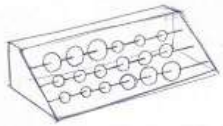


Lowers blood pressure

# Market study(Ball massage therapy products)



# Idea Cards

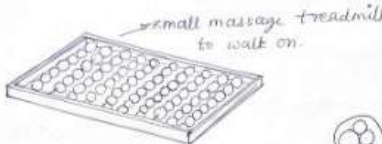
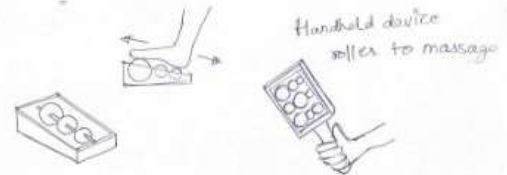
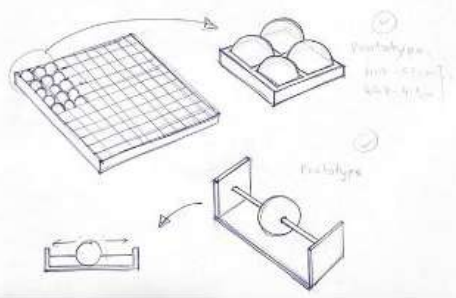
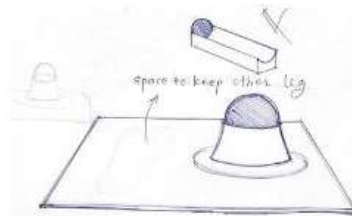
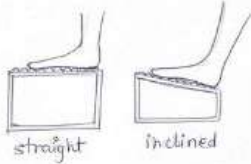


- Wall mounted
- Portable
- Attachable to chair, pillow, bed
- Attach to leg

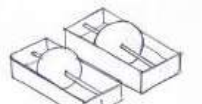
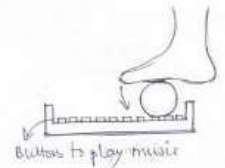
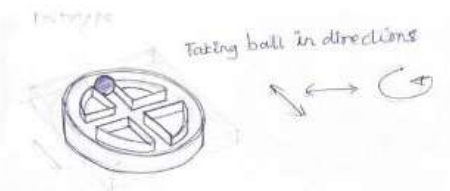
Additional features - could add small rollers automatically through legs - digital timer



Shelf come massager



- Keeping count of number of movement
- music & balls
- relaxing point in feet
- colour effect
- Game with colour coded balls



Sound will be created as it strokes the surface

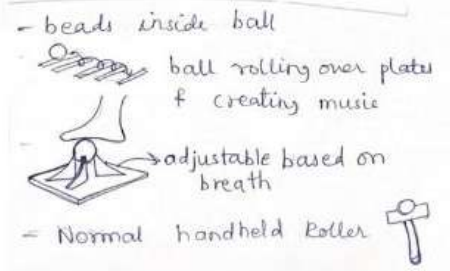
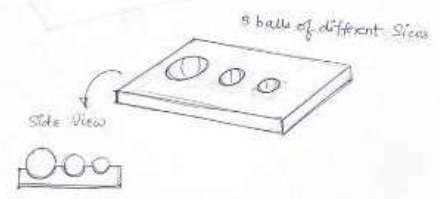
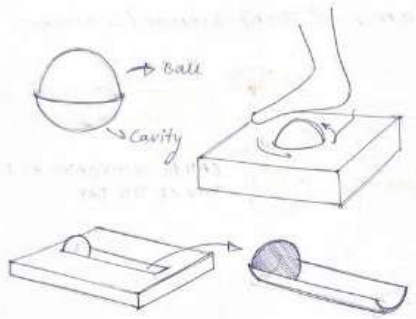
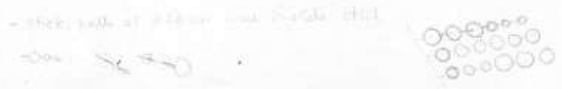
- Music will be generated because of movement -> like gramophone

- Colour changing ball, colour changing surface  
- as colour of surface will keep changing, ball will speed up movement

- Balance mechanism added to footwear



- Adjustable strips
- Can insert balls of different sizes

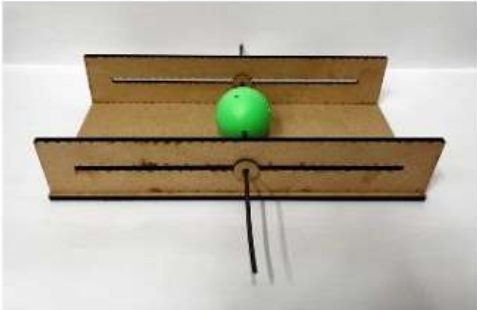


- Normal handheld roller

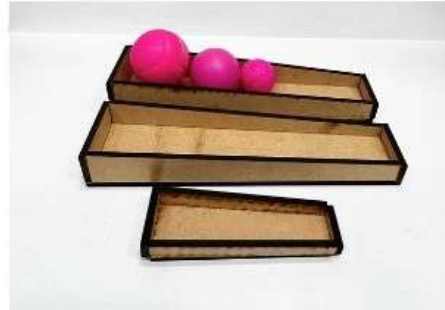
# Prototype Trials

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1.



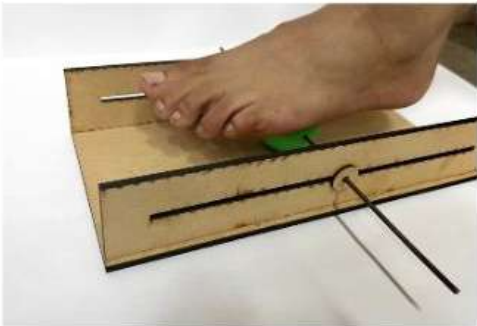
2.



3.



4.



# User testing

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## User Feedback

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- The unit should be fixed to something to avoid moving
- Straight movement in the second prototype was better than the other ones.
- The second prototype is better in terms of usability.
- The length of the second prototype should be shorter.
- Something should be there to hold the ball.
- When three balls are used, the whole leg gets covered while the user has to apply less pressure.
- Three balls should be placed together in the second prototype and move freely.
- Single-ball therapy is better in the third and fourth units.
- In the third and fourth prototypes, where the ball is rotating in any direction, there is no worry about where the ball will go.

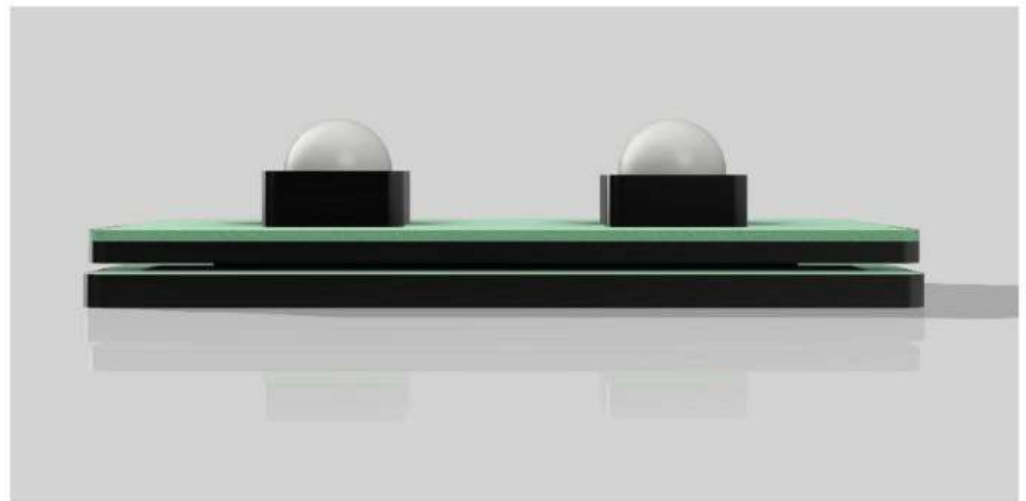
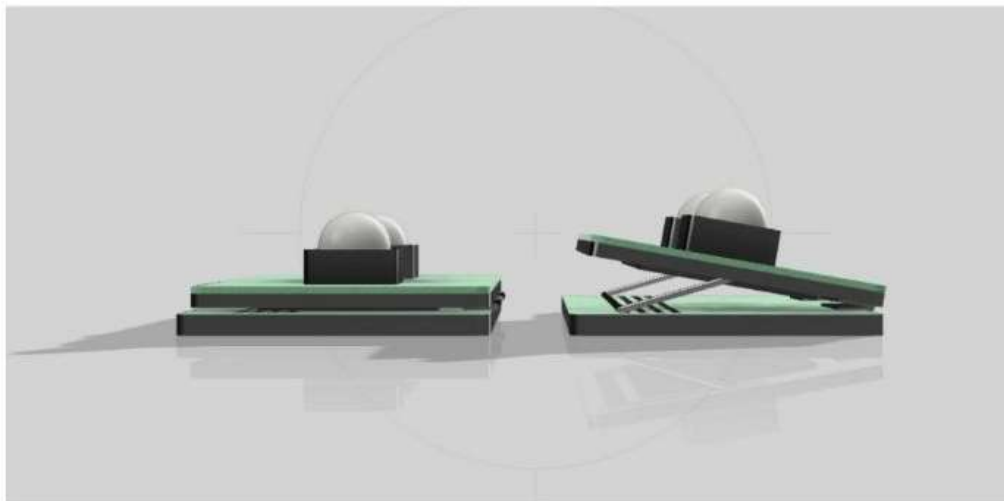
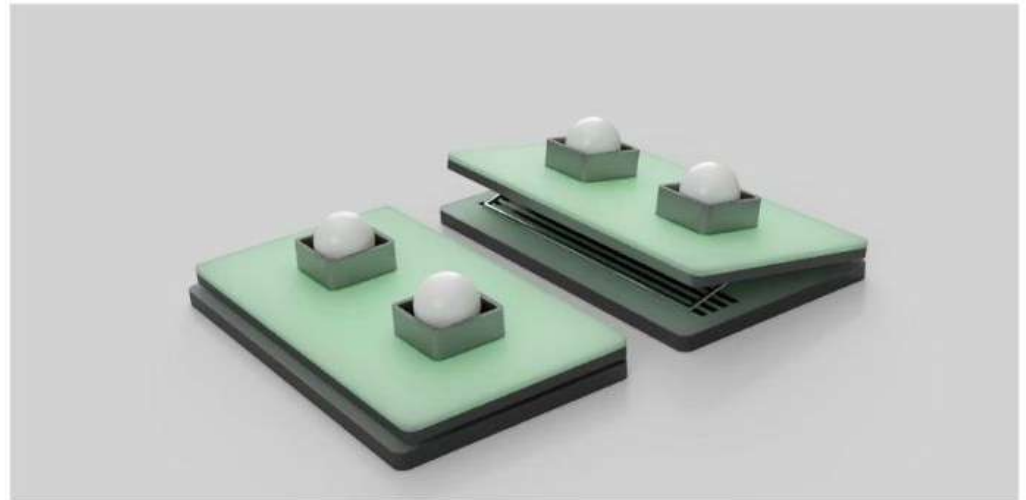
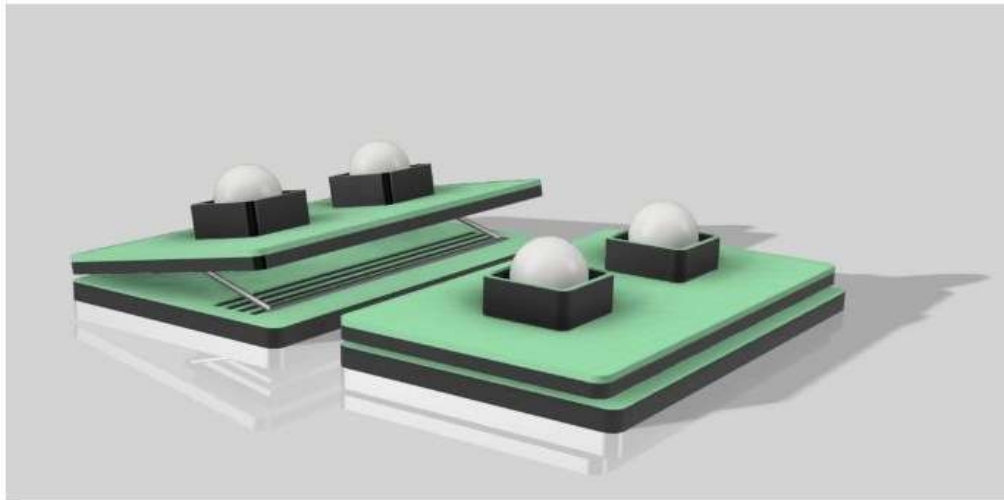


**Considering the feedback, new prototype was developed which has therapy using one ball.**

# FoMa

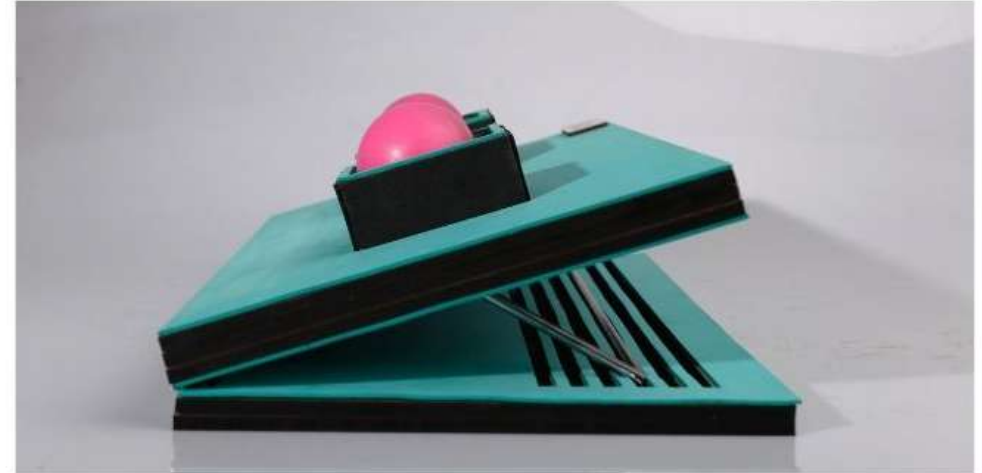
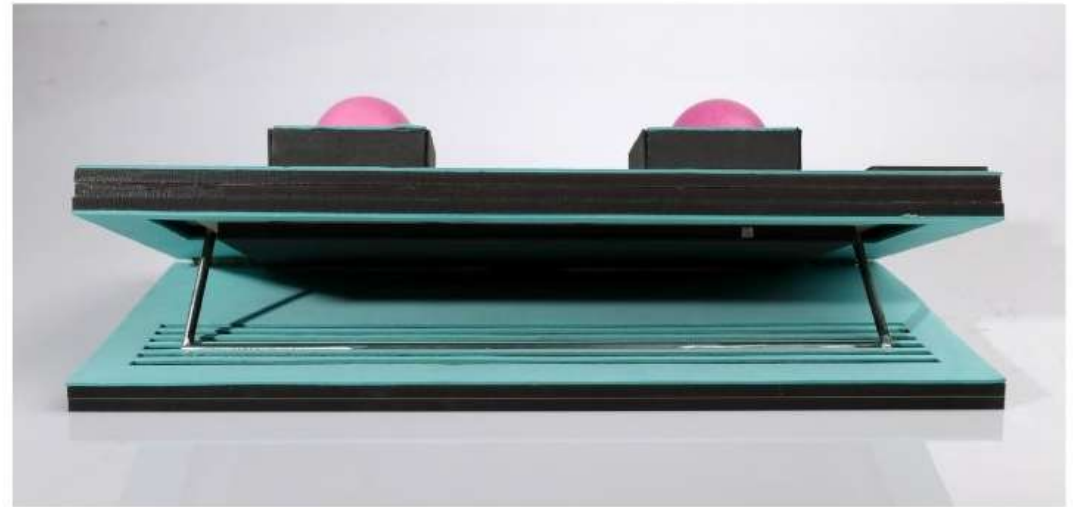
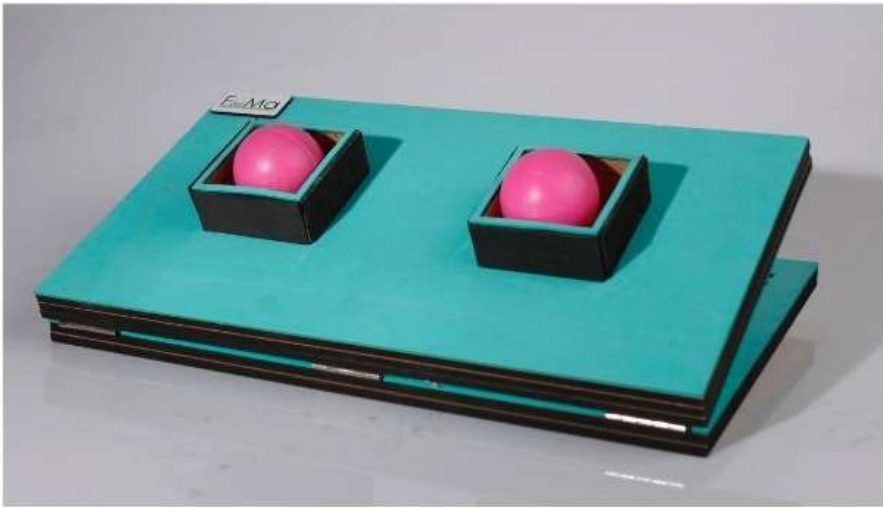
## Feet relaxation unit for Indian housewives

(**Fo**: foot, **Ma**: massage, Ma: means **mother** in Hindi)



# Final Prototype

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- It helps housewives relax from their daily routine.
- Relaxes feet and reduces pain
- Releases the tightening of muscles & tissues inside feet.

## Features

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- 360-degree ball rotation massage
- Ergonomic design: product angle can be adjusted based on the user's comfort

- You can use the product in standing as well as sitting position.
- Can comfortably use the product while doing sitted household activities
- Pastel colours for a calm and relaxed feeling

