

HOW YOUR MOBILE APP DESIGN FITS THE BRIEF:

Sneaker culture in India is a thriving market, sneakerheads are willing to pay thousands of lakhs to cop a pair. Ownership of sneakers is matter of status and serves as initiation into an exclusive community of likeminded individuals.

Leveraging our affluent TA's desire to express their individuality via footwear, our app aims to raise awareness and funds for Rotary Club Mulund Valley Mumbai by inspiring empathy for Club Foot amongst those likely to donate.

Our app answers the brief with an e-commerce app selling a line of uncomfortable sneakers modelled after four deformities of clubfoot: **Talipes Varus, Talipes Valgus Talipes Equinus and Talipes Calcaneus**, to humanize the defect and put our TA in their shoes.

Using a sneaker e-commerce app as a springboard we make it easier for our target demographic to donate and join Rotary.

The app name- **Sole Purpose**- communicates Rotary's mission: "Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves."

HOW SOLE PURPOSE WILL DELIVER ON OBJECTIVES THROUGH YOUR DESIGN:

Creative idea:

Sole Purpose is a platform which embodies Rotary's mission by putting our TA in the shoes of a club foot sufferer.

Execution:

For awareness the home page educates our TA on the various types of club foot catching their attention with wrapped sneakers modelled after the types of club foot defects.

At checkout rather than buying a pair of sneakers our TA are prompted to make a donation for our cause.

The app also includes a timeline which shows donors the impact of their donation with stories of children benefitting from the donation.

The app also includes an AR filter where people can witness for themselves the limitation of club foot by trying on sneakers impossible to walk and function with.

The Profile Page serves as a digital wallet for donors to keep track of their donations, see the impact of Rotary International worldwide and refer others to join Rotary.