Tyco Retail Solutions – Non-Marking Shoe Tag

Overview
Current security tags utilized in retail are only capable of protecting shoes that have holes or straps. The design that Tyco has already tested damaged shoes which discouraged the customer from purchasing them. Tyco needs an innovative hard tag solution which will protect shoes that the current solutions do not guard.

Objectives
Design a new shoe tag which will protect shoes that do not have an eyelet or strap, and will not damage them in any way. The customer also needs to be able to try on the shoe without the newly designed tag interfering.

Approach
- Worked with Tyco to refine project deliverables and project statement.
- Researched existing solutions and patents.
- Developed design specifications in accordance to Tyco’s needs.
- Generated concepts.
- Sent concepts to Tyco, whom chose seven concepts that they believed were most feasible.
- Used concept screening to eliminate two concept ideas.
- Utilized concept scoring to identify final design.
- Refined final design.
- Tested the contour of several different clip shapes.
- Refined final design further.
- Sent SolidWorks files to Tyco to be prototyped in Florida.
- Received pieces and built prototype.

Outcomes
- Generated a new security tag device that can be used on shoes that do not have the ability to be protected.
- Supplied Tyco with 16 additional concepts to be considered.
- Successfully collaborated as a global team.
- Completed all deliverables as agreed upon by Tyco (SolidWorks Models, Prototype, Concepts).
- Presented project deliverables to industry professionals.