



## Pioneering online children's foot measuring tool

### Challenge

SYS Consulting Ltd, the consulting arm of the School of Computing Sciences at the University of East Anglia, has responded to a challenge set by Start-rite Shoes and developed a cutting edge way of measuring feet at home to allow children's shoes to be bought on line.

Since the launch of startriteshoes.com in July 2008, which was the first UK website to offer children's fitted footwear for sale online, Start-rite has gone from strength to strength offering parents across the country a quick, easy and convenient way to buy their children's shoes.

### Solution

SYS Consulting Ltd developed a photographic fitting tool, which is available to use on the Start-rite website. The tool, which is accompanied by an instructional video and notes, enables parents to upload photos of their child's feet into the Click'n'Fit tool, in order to obtain sizing information within seconds that can be used as the basis for purchase from the site.

Dr George Smith, Director of SYS Consulting and project leader, said "Start-rite presented us with a real challenge of how to measure feet and fit shoes on-line. We are very pleased with the outcome of the project and have developed what we believe is a unique solution to a very difficult problem, namely getting an accurate foot measurement in reasonable time from a small number of images for each foot.

The uniqueness of the solution is significant because the new techniques interpret the photos without knowing the distance and position of the camera relative to the foot and provides a shoe fitting accuracy similar to using a proper foot gauge in a shop."

SYS Consulting's image processing specialists developed this technically advanced online system which is easy to use. Peter Lamble, chairman and MD, Start-rite Shoes, said: "Start-rite has always prided itself on being at the leading edge of developments in children's fitted footwear and we are really excited about this latest addition to our website.

The Click'n'Fit tool provides parents who are buying shoes for their children online with the best measuring option currently available. Consumers who shop online are looking for ease and convenience without compromising on quality, and that's what we're giving them with our transactional website and the measuring options that it offers. "

Start-rite is recognised in more than 35 countries for superior quality, style and fit and SYS Consulting technology has helped Start-rite maintain and grow their world leader status, opening many new opportunities within the international market.

Tel: +44 (0) 1603 591574 Email: [business@uea.ac.uk](mailto:business@uea.ac.uk) Web: [www.uea.ac.uk/business](http://www.uea.ac.uk/business)