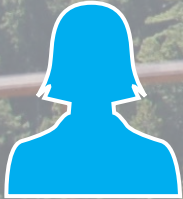


# HYBRIDLIFE

CREATE  
PLAY  
CARE



"They're definitely a family shoe."  
- Roll employee



"Parents will come in looking for Keens for their whole family."  
- Nordstrom employee



"Moms. Lots of soccer moms"  
- Dick's employee

research

Underlying Keen's HybridLife exist the 3 concepts of Create, Play, and Care. All of these components paired with the quality of Keen products create a family experience. Focusing on the family HybridLife, Keen takes the opportunity to increase family outdoor play. Families use Keen products in a variety of



Men's  
Products



Kid's  
Products



KEEN

IT'S A FAMILY  
EXPERIENCE



Women's  
Products

ways with the most popular being summer sandals, hiking shoes, water shoes, and school shoes. An array of design opportunities were evident by concentrating on the family weekend. The intent of my product development is to improve the family's wellbeing and safety during weekend activities.