

# Sorel Women's Caribou® & Hunter Women's Original Tall Gloss

## A Design Language Analysis



# A Design Language Analysis: Overview

The purpose of this report is to analyze the form and functional requirements of two simple, everyday objects. This analysis will compare two different pairs of boots: Hunter rain boots and Sorel snow boots. These are two very useful pairs of boots especially in unideal or harsh weather conditions.



# Formal Analysis

Here we analyze the differences of physical characteristics including the weight, color, size, material, text, and overall look between the two boots. These physical characteristics are determined through simple observation of the boots.



Black and white

COLOR

Black with gloss finish

Bulky, height reaches mid-calf.

SIZE

Slim, height reaches right below the knee.

Heavy

WEIGHT

Medium weight

Vulcanized rubber shell.  
Felt inner boot

MATERIAL

Vulcanized rubber with gloss finish and polyester lining

Small white logo with polar bear on top side of boot

TEXT

White box with red outline and black "Hunter" logo

Sorel provides a bulky and comfortable overall look

OVERALL

Hunter provides a sleek and slim overall look

# Functional Analysis: Hunter

The functional analysis will analyze the differences in the functionality of each of the boots. To do this we will look deeper into the purpose, usability, and features that may or may not provide value.

## PURPOSE:

From looking at these boots, you can tell they are rain boots and the purpose is to keep your feet dry when it's raining or wet outside.

## USABILITY:

These shoes are meant to be used in rainy or wet weather. They allow you to walk in rain and through puddles without having to worry about soggy socks. They also keep your feet warm with the polyester lining.

## BEST FEATURE:

The best feature of these boots is how they look and feel on. They are very slim and sleek, and the hunter brand has become a fashion statement. Also, you can purchase stylish socks separately to make even more of a statement.

## WORSE PART:

The worst part about these shoes is for people with shorter legs they can be too tall for people to bend their legs. Also they can get really hot because there is no ventilation in the shoe.



# Functional Analysis: Sorel



## PURPOSE:

By looking at these boots you can see that they are more heavy duty and intended for harsher weather conditions. From the bulky design and the rubber bottoms you can see that the boots are designed to be waterproof. From the fuzzy white top and insole, you can see that they are intended for cold weather in order to keep your feet warm.

## USABILITY:

These shoes are best for heavy snow conditions. They will protect your feet from snow and water, create traction when walking on ice, and keep your feet warm.

## BEST FEATURE:

The best feature is the removable felt inner boot. This allows you to provide more warmth when needed and have a way to wash the inner shoe to prevent unwanted smells.

## WORSE PART:

The worst part of the shoes are how big and heavy they are. It makes it more difficult to walk fast and makes you very aware you have large shoes on.

# Conclusion

While each of the shoes have their own distinct qualities for the different weather conditions, based on aesthetic and functionality reasons I prefer the Hunter Rain Boots. First off, I prefer the slim and sleek look of the Hunters over the big bulky look of the Sorel boots. The Hunter boots are also lighter weight than the Sorel boots, so they are easier to walk in. The final reason that I prefer the Hunter rain boots is are not only good for rainy weather but can also be efficient in snowy weather if you pair them with warm socks.

# Reccomendation

## HUNTER

My recommendation to Hunter would be to make different boot height options based on the length of peoples legs. This way, customers with shorter legs are able to get the “tall” style boot and this customization would make the expensive price of the Hunter boots much more worth it.

## SOREL

My recommendation for Sorel would be to explore with different rubber materials that are a lighter weight and to remake the design of the boot, so they are not as bulky. While this might be difficult to change and still keep all of the functionality, if they succeed, the boots would be much easier for customers to wear on a daily basis rather than only when you’re specifically doing activities in the snow.

# References

Hunter Women's Original Tall Gloss Rain Boots. Retrieved January 26, 2020, from [https://www.hunterboots.com/us/en\\_us/womens-tall-rain-boots/womens-original-tall-gloss-rain-boots/black/789](https://www.hunterboots.com/us/en_us/womens-tall-rain-boots/womens-original-tall-gloss-rain-boots/black/789)

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