

ABSTRACT

Diadora is a casual shoe brand managed by the MAP Active company. Diadora presents casual shoe designs with a combination of sports functions and fashionable aesthetics that compete with other brands. This creates competitive competition from various types of leading shoes by brands that sell innovative value in their products. In Pramita's research (2020), it was stated that Diadora had a 9% decline in sales each year while the MAP Active company wanted to expand Diadora's market reach by aligning product features and consumer expectations, Diadora aims to increase brand loyalty and market presence. It is hoped that the insights gained from this study will guide future design iterations, ensuring that each new product release aligns with the target consumer while maintaining the brand's core values. This study aims to identify the problems faced by the Diadora brand using a descriptive qualitative research type with the research and development method and design using the morphological force connection method to create product innovation. The study results are in the form of Diadora shoe designs whose designs are adjusted to consumer needs but still consider comfort, functionality, and aesthetics. A series of studies were conducted to expand the reach of product sales to compete with competitor brands.

Keywords: *Diadora, Research and Development, Morphological Force Connection, Consumer Needs.*