

Product: Nike

Competitors: Adidas, Under Armour, Puma, etc.

Market: Sports apparel

Archetype: Athletes, all ages, all genders, influencers, fashion bloggers, celebrities

Media Type: Photos

Persona

Functions: Nike's primary function of their products is to create shoes, clothing, and accessories that are comfortable, stylish, and overall functional in their respected purpose.

The screenshot shows the Adidas website's product listing page for 'SHOP SHOE & CLOTHING DEALS' [3760]. The top navigation bar includes links for 'MEN', 'WOMEN', 'KIDS', 'SALE', 'NEW & TRENDING', 'help', 'orders and returns', 'gift cards', and 'join adiClub'. A search bar and a shopping cart icon (with 1 item) are also present. The main content area displays four items of women's track pants:

Image	Price	Product Name	Original Price	Category
	\$80	3-Stripes Flared Firebird Track Pants	\$99	Women's Originals
	\$75	Adicolor Classic Firebird Loose Track Pants	\$99	Women's Originals
	\$75	Adicolor Classic Firebird Loose Track Pants	\$99	Women's Originals
	\$28	Essentials 3-Stripes Fleece Pants	\$59	Women's Sportswear

A 'FILTER & SORT' button is located in the top right corner of the product grid. A vertical 'FEEDBACK' button is on the far right.

COLOR PALETTE: #767677, #000000 #EDE732 #FFD200

FONTS: Helvetica, Arial, AdineuePRO. AdihausDIN, SIZES: 40x, 16x, 14.4,

MEDIA: Photos, including gifs, and animated photo gallery

FUNCTION: According to Addias their product function is to give athletes as well as the average consumer sustainable, comfort, credible, and inclusive sports apparel



#000000
RGB (0, 0, 0)

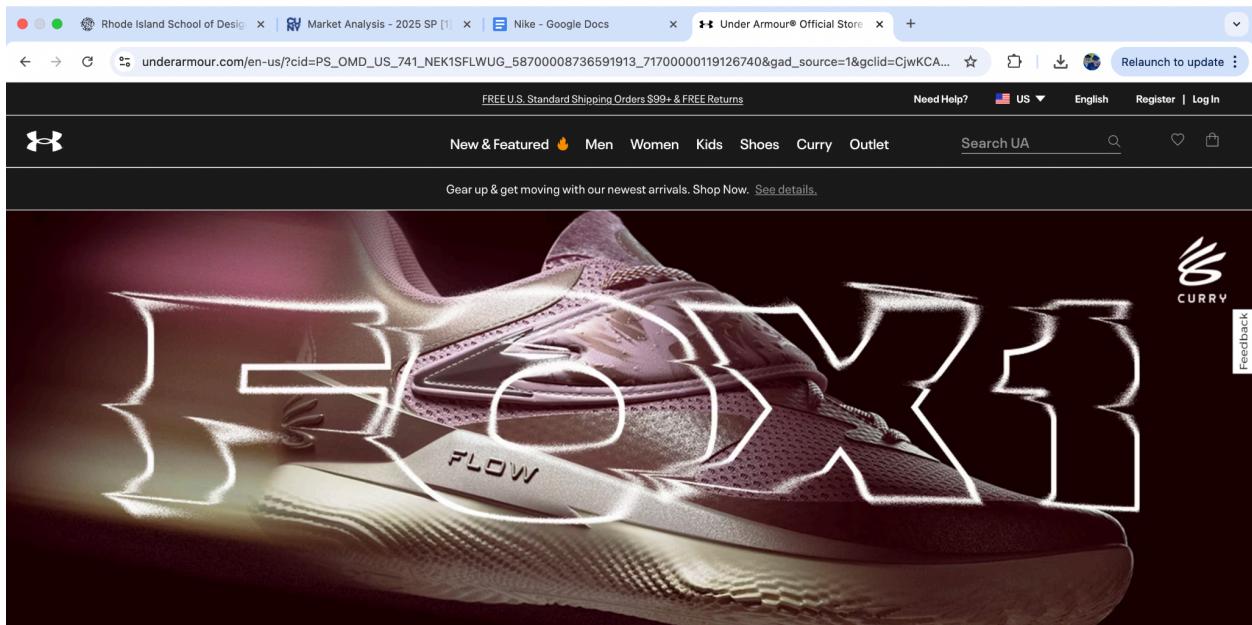
#767677
RGB (118, 118, 119)

#EDE734
RGB (237, 231, 52)

#FFD210
RGB (255, 210, 16)

#FFFFFF
RGB (255, 255, 255)

Under Armor



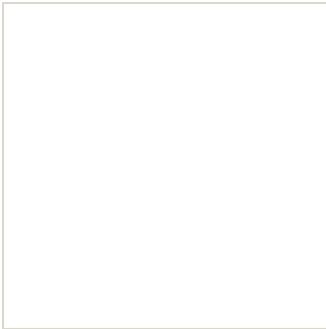
D. FOX 1

'REIGN ROSE'

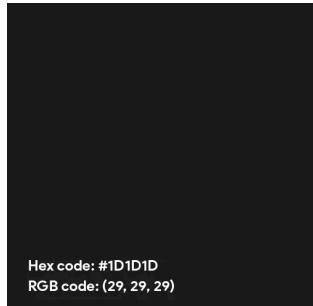
Learn about your data rights. Click here to opt out of certain cookies
<https://www.underarmour.com/en-us/c/dearon-fox-shoes-and-clothing/>

X

Color Palette:

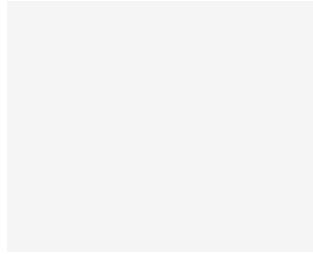


--color-white: #fff;



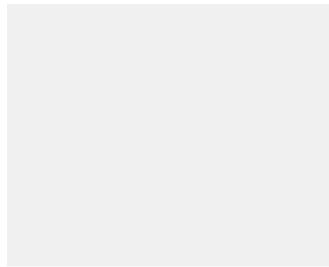
Hex code: #1D1D1D
RGB code: (29, 29, 29)

--color-black: #1d1d1d;



#F7F7F7
RGB (247, 247, 247)

--color-grey-1: #f7f7f7;



#F0F0F0
RGB (240, 240, 240)

--color-grey-2: #f0f0f0;



#DODODO
RGB (208, 208, 208)

--color-grey-3: #d0d0d0;



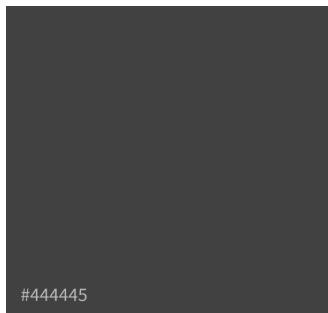
#949494
RGB (148, 148, 148)

--color-grey-4: #949494;



#5f5f5f
RGB (95, 95, 95)

--color-grey-5: #5f5f5f;



#444445

--color-grey-6: #444;



#B4B4B4
RGB (180, 180, 180)

--color-grey-7: #b4b4b4;



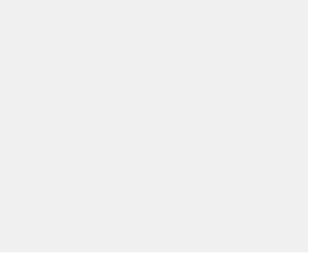
#8C8C8C
RGB (140, 140, 140)

--color-grey-8: #8c8c8c;



#CCCCCC

--color-grey-9: #ccc;



#F3F3F3
RGB (243, 243, 243)

--color-grey-10: #f3f3f3;



Dark Gray

#A3A3A3

--color-grey-11: #a3a3a3;



#969696
RGB (150, 150, 150)

--color-grey-12: #969696;

--color-red: #dc0019;
--color-red-1: #e51b24;
--color-red-2: #ff2a29;
--color-red-3: #fab2ba;
--color-red-4: #e93e51;
--color-ghost-option: #190c0c;
--color-green: #00834b;
--color-dark-green: #008850;
--color-mint-green: #e5f3ed;
--color-amber: #ffc700;

Fonts:

Sans serif

-font-size-legal: calc(10rem / 16)
-font-size-subtext: calc(12rem / 16)
-font-size-body: calc(14rem / 16)

Media:

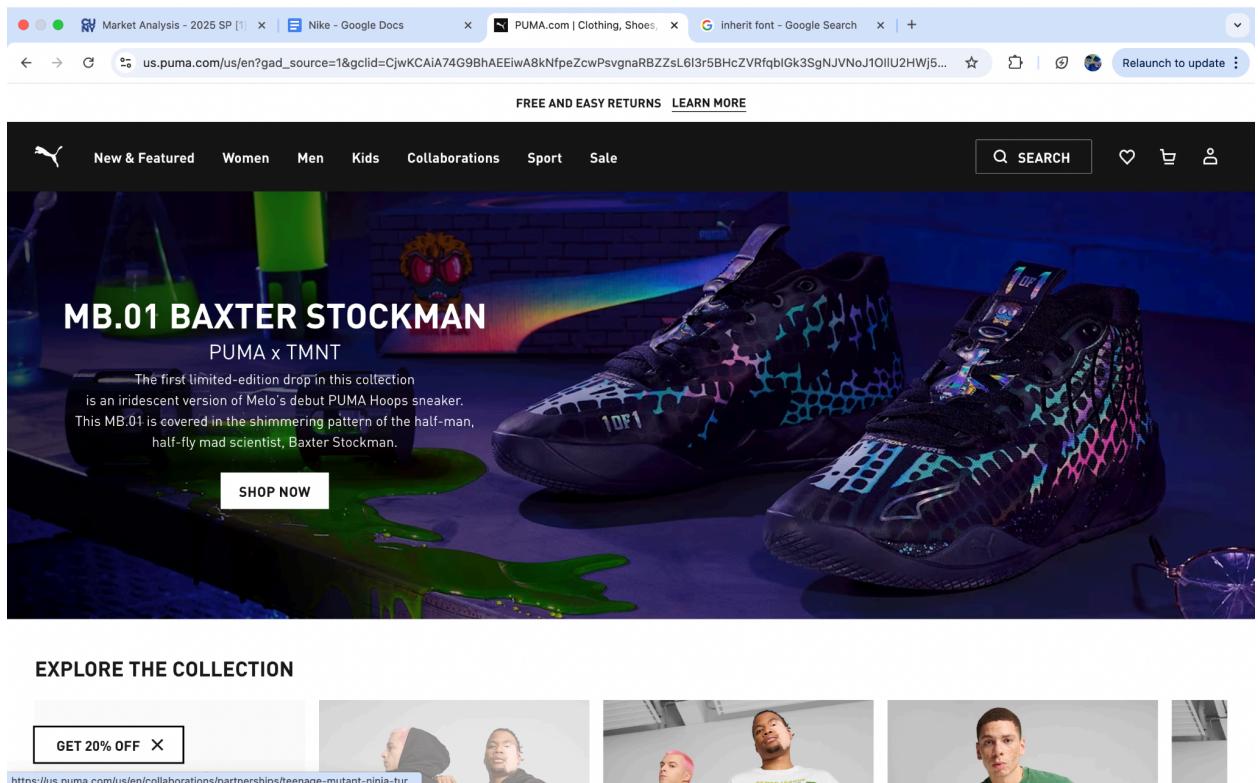
-Images

Function of Products:

- Comfort
- Sustainability
- Focus on performance
- Innovation

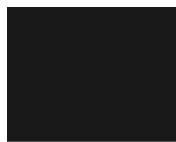
Persona

Mike
Family of 3
College athlete
Middle Class
Basketball
Track

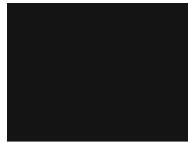


Color Palette:

--color-black: #191919
--color-white: #FFFFFF
--color-black: #181818
--color-gray: #676D75
--color-gray: #A1A8AF



#FFFFFF
RGB (255, 255, 255)



Fonts:

- “inherit”
- “Segoe UI”
- “Roboto”
- “Helvetica Neue”
- “Arial”
- “Sans-serif”

Font Sizes: 28px, 18px, 14px,

Media: Images

Function:

According to Puma, they are passionate about designing, developing, selling and marketing their products. Since 1948, Puma has made history as a creator of extraordinary product designs for the fastest athletes on the planet. They achieve to be the “Fastest Sports Brand in the World”.