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# Nike

## 1. What is your market?

The market is producing sportswear, specializing in shoes. This market is ideal for a target audience, including but not limited to: men, women, children, athletes, those who are into sports or getting into fitness, people with a sporty fashion sense, sneaker fans and/or people who need proper fitness gear, in case their old gear got damaged.

## 2. Who is your user?

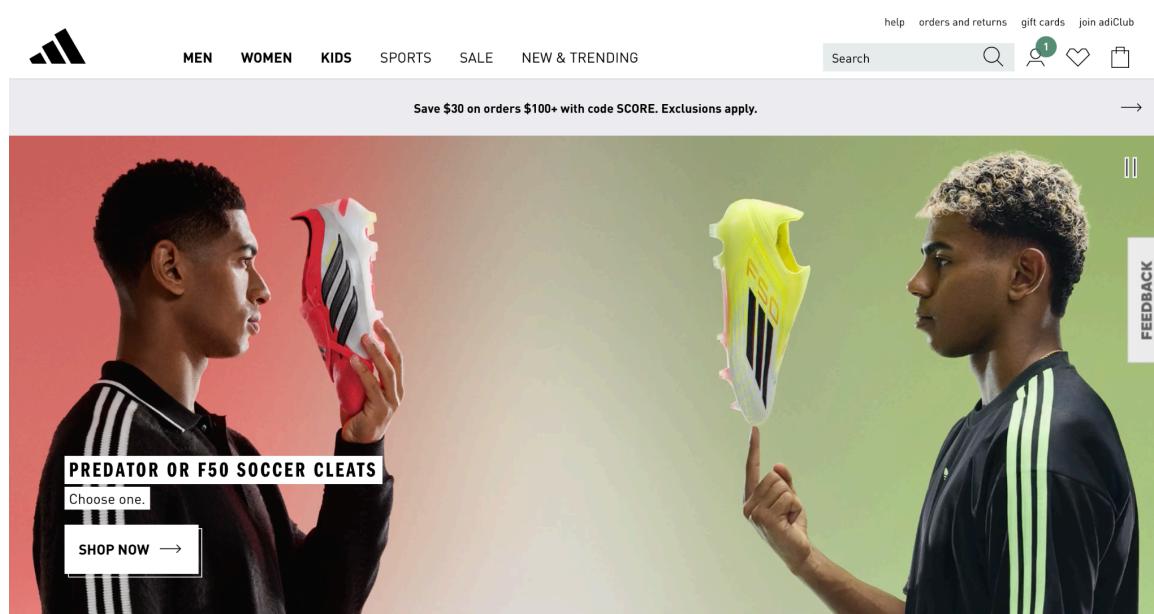
Kevin Levy, 25, has a passion for basketball and NBA. Has been on the basketball team since middle school and hopes to join the NBA. He lives in Queens, likes to look nice, and all his basketball equipment is damaged, so he is looking for a place with good products, like new sneakers or leg/arm warmers, etc. He likes Nike because it is minimalist, simple yet also neon and cool as a design.

## 3. Who are your competitors?

Adidas, Supreme, New Balance, Puma, Vans, Converse, Sketchers

## Visual Audit

Adidas



**Color Palette: Black & White** (The only color is in the pictures they showcase on their website)

**Dark Green - #408267**

**Typefaces:**

- **AdihausDIN**
  - **46px**
  - **14px-20px**
- **AdineuePRO**
  - **40px**

**List of Media Types Used:**

- **Images**
- **Ads/sponsorship**
- **Bottom resources**
- **Alternating Carousels (Campaigns/Images)**
- **Online Shop**
- **Logo**
- **Drop-down Menus**
- **Interactive Linked Words/Buttons**

**Primary functions of their product:**

- **Online shopping**
- **Seamless checkout**
- **Product navigation (browse through different categories)**
- **Brand marketing (new releases, collaborations)**
- **Order management**
- **Customer support**
- **AdiClub membership management**

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Sneakers and Activewear | adidas.com/us

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