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| my Proposal  Edition 1 | Abstract  Nike, your brand's innovation shines in my proposal, blending athletic spirit with user-friendly digital excellence.  Mokete Mantjane  WEDE5020 |

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# 1. Organisation Overview:

Name**:** Nike Inc.

Brief History:

Founded in 1964 as Blue Ribbon Sports by Bill Bowerman and his former student Phil Knight, the company initially distributed Japanese running shoes. In 1971, the company was officially rebranded as Nike, Inc., named after the Greek goddess of victory and introduced its iconic "Swoosh" logo. Since then, Nike has grown from a running shoe company into a global powerhouse, pioneering athletic footwear and apparel and becoming a leading manufacturer of sports equipment. The company's history is marked by a relentless pursuit of innovation, high-profile athlete endorsements and memorable marketing campaigns like "Just Do It."

Mission and Vision Statements:

* + **Mission:** "To bring inspiration and innovation to every athlete\* in the world." With the clarifying asterisk, Nike defines "athlete" with a powerful and inclusive statement: "If you have a body, you are an athlete." This mission statement guides the company's commitment to creating products that empower all individuals to reach their full potential, regardless of their athletic ability or background. (Nike, Inc., 2025)
  + **Vision:** "To do everything possible to expand human potential." This vision reinforces Nike's dedication to transcending the role of a simple sports apparel company and becoming a catalyst for human achievement and well-being.

Target Audience:

Nike's target audience is broad and multifaceted, encompassing individuals aged 15 to 45 and beyond. The brand primarily appeals to men and women who are intensely interested in sports, fitness and health-conscious lifestyles. This includes professional and amateur athletes, fitness enthusiasts and casual wearers who appreciate the "athleisure" trend. Nike also specifically targets various demographics through its product lines, including children, teens and older adults who want to stay active. Geographically Nike's audience is global with a strong focus on urban centres and markets in North America, China and Western Europe.

# 2. Website Goals and Objectives:

Goals:

* + Enhance the overall e-commerce experience to drive online sales.
  + Strengthen brand loyalty and engagement through personalized content and services.
  + Improve the user experience across all devices, particularly on mobile, to align with user traffic trends.
  + Increase user sign-ups for the Nike Membership program.

Key Performance Indicators (KPIs):

* + Website conversion rate (sales): Increase the overall website conversion rate by 10% within the next 12 months. Average order value (AOV).
  + Average order value (AOV): Increase the average order value by 5% in the next 6 months.
  + Customer lifetime value (CLV) of members: Increase the average CLV of new members by 15% within the next year.
  + Website traffic from organic search, paid ads and direct sources: Increase total website traffic by 20% within the next 9 months with a specific goal of increasing organic search traffic by 25%.
  + Mobile traffic share and mobile conversion rate: Increase the mobile conversion rate by 15% within 6 months and increase the mobile traffic share to 60% of total website traffic within the same period.
  + Bounce rate and average session duration: Decrease the overall website bounce rate by 5% and increase the average session duration by 10% within the next 6 months. (Stainton, 2024)

# 3. Current Website Analysis (if applicable):

Strengths:

* + **Strong Visuals:** The website is highly visual, featuring professional, high quality images and videos of athletes and products that effectively tell a brand story.
  + **Clear Segmentation:** The site is well segmented by gender (Men, Women, Kids) and by sport/category which allows users to quickly navigate to relevant products.
  + **User Experience (UX):** The website is highly interactive and provides a seamless user journey from discovery to purchase. Features like instant colour previews on product grids and videos that play on hover enhance the user experience. (DesignRush, 2025)
  + **Customization:** The ability for users to customize products (e.g., shoes) is a significant strength that drives customer involvement and loyalty.

Weaknesses:

* + **Content Overload:** While rich in content some pages can feel cluttered and the sheer volume of products and information might be overwhelming for some first-time users.
  + **Navigation Complexity:** Despite clear segmentation, the multi-level navigation can sometimes feel complex, especially for users not familiar with Nike's specific product categories.
  + **Product Reviews:** While the site allows for reviews, there could be more prominent display and community-driven features to enhance user interaction and trust.

Areas for Improvement:

* + Streamline the navigation to reduce the number of clicks required to reach a specific product.
  + Improve filtering and sorting options on product listing pages for a more granular search experience.
  + Integrate a more robust community feature where users can share content product reviews and engage with the brand.

# 4. Proposed Website Features and Functionality:

Essential Features:

* + **Homepage:** A dynamic landing page with a large hero banner promoting the latest product drops and campaigns. Features a clear visual hierarchy, showcasing key product categories, athlete endorsements and calls-to-action (CTAs).
  + **E-commerce Functionality:** A robust shopping cart, secure checkout process and order tracking features.
  + **Product Pages:** High-resolution product images (including 360-degree views), detailed descriptions, size guides, customer reviews and a clear "Add to Cart" button.
  + **Nike Membership Portal:** A personalized dashboard where members can access exclusive products, track orders, view their purchase history and manage their preferences.
  + **Search Bar:** A prominent and intelligent search bar with predictive text to help users find products quickly.
  + **Blog/Inspiration Section:** A content hub featuring articles on athletic performance, brand stories and product innovation to engage users beyond a transactional relationship.

Desired Functionality:

* + **Personalization:** The website should use user data (e.g., browsing history, past purchases) to recommend products and content.
  + **Augmented Reality (AR):** An AR feature to allow users to virtually try on shoes using their mobile device's camera.
  + **Live Chat Support:** An integrated live chat function for immediate customer service inquiries.

# 5. Design and User Experience:

Overall Design Aesthetic and Branding:

The design will be modern, minimalist and performance oriented. The aesthetic will be clean with a heavy emphasis on high impact photography and videography to convey a sense of energy, athleticism and innovation. The branding will be consistent with Nike's global identity using the iconic Swoosh logo and the "Just Do It" slogan.

Colour Scheme:

* + **Proposed Colour Palette:** The primary palette is a minimalist and effective combination of Black, White and various shades of grey.
    - Primary: #000000 (Black) - Represents power, elegance and sophistication.
    - Neutral: #FFFFFF (White) - Provides a clean spacious backdrop that makes products and content pop.
    - Accent: The colour palette will be flexible, incorporating vibrant and dynamic accent colours (e.g., Volt, Infrared, or Royal Blue) to match specific product campaigns and seasonal collections. These pops of colour will be used for CTAs and to highlight key information.

Typography:

* + **Font Choices and Hierarchy:** Nike is known for using a version of the Helvetica Neue family for its brand identity.The website will likely use a similar clean sans-serif typeface to ensure a consistent look and feel.
    - **Headings:** Bold and condensed sans serif fonts will be used for headlines to create a strong impactful presence.
    - **Body Text:** A highly legible sans-serif font will be used for all body copy, ensuring clarity and readability.
    - The typographic hierarchy will be clear and logical guiding users through the content easily. (Nash, [s.a.])

Layout and Design:

The layout will be a flexible, responsive grid-based design. The design approach will prioritize mobile first, given the high percentage of mobile traffic to the site. Ample white space will be used to create a premium feel and prevent the site from appearing cluttered. The layout will be highly visual, with products and models taking centre stage.

User Experience Considerations:

* + **Navigation:** A simple sticky top navigation bar and a clear footer.
  + **Layout:** Intuitive layout with clear sections and visual dividers to break up content.
  + **Colour Scheme:** The black, white and accent colour scheme will be used to create a strong visual hierarchy drawing attention to products and key CTAs.

Low-Fidelity Wireframes:

[Includes **annotations** in wireframes (e.g., label "Hero Section" in the sketch)]

* + **Homepage Wireframe:**
    - **Top Bar:** A small bar for promotions or brand messages.
    - **Header:** Logo on the left primary navigation (Men, Women, Kids, New & Featured, Sale) in the centre and search, cart and account icons on the right.
    - **Hero Section:** Full width image or video with a headline and prominent CTA button.
    - **Product Carousels:** Scrollable sections showcasing "New Arrivals", "Trending Products" and "Best Sellers."
    - **Featured Categories:** Blocks with images and links to specific sports or collections (e.g., Running, Basketball, Air Max).
    - **Footer:** A multi column footer with links to company information customer support and social media icons.
  + **Product Page Wireframe:**
    - **Breadcrumbs:** A navigation trail at the top to show the user's path.
    - **Product Gallery:** A series of large images and a video on the left side of the page.
    - **Product Details:** On the right, display product name, price, star ratings and a dropdown for size selection.
    - **CTA Section:** A prominent "Add to Cart" button along with options for "Find in Store" or "Add to Favourites."
    - **Detailed Information:** Tabs or accordions for product description, specifications and reviews.
    - **Areas for Improvement:** Include annotations in wireframes (e.g., label "Hero Section" in the sketch).

# 6.Technical Requirements

The project requires specific technical solutions for building and running the new website.

* **Hosting and Domain Name:** For a large scale e-commerce site like Nike’s, you would need a very powerful and reliable hosting solution that can handle a lot of traffic and keep the site online at all times. A dedicated server a cloud hosting service (like AWS or Google Cloud) or a content delivery network (CDN) would be best. The domain name nike.com is already owned by the company. (AWS, [s.a.]) (Cloudflare, [s.a.])

For example:

Domain Name Change: Nike is considering a significant rebranding and will be changing its primary domain from (nike.com) to (justdoit.com). This is a complex process that requires careful planning to minimize disruption and avoid loss of traffic and search engine ranking. The process will include:

* Acquiring the new domain: The domain justdoit.com would need to be legally acquired and registered.
* Redirects: A critical step is to implement permanent 301 redirects from every page on the old nike.com domain to its corresponding page on the new justdoit.com domain. This ensures that users who have old bookmarks or click on existing links are seamlessly forwarded to the new site. (Mmeje, 2025)
* SEO Migration: Google and other search engines will need to be notified of the domain change using tools like the Google Search Console's "Change of Address" tool. The SEO team will need to closely monitor performance to ensure a smooth transition and mitigate any temporary drops in organic traffic.
* Communication: The change must be clearly communicated to all customers and partners through multiple channels including email newsletters, social media and on site banners.
* **Programming Languages and Frameworks:** To create the proposed features a mix of programming languages and frameworks would be used.
  + **Frontend (what the user sees):** HTML for the structure of the pages, CSS for the design and layout and JavaScript for interactive features like the product carousels, instant colour previews and the augmented reality (AR) try on feature.
  + **Backend (the server-side logic):** A language like Python (with a framework like Django) or Node.js would be needed to manage user accounts, process payments and handle the e-commerce functionality.
  + **Database:** A robust database like PostgreSQL or MongoDB would be used to store information about products, customers and orders. (Nawghare, 2024) (Kamunya, 2025)

# 7. Timeline and Milestones



# 8.Estimated Budget

This is a general estimate and the actual costs could be higher or lower depending on the specific features and complexity.

* **Development Costs:** This is the largest part of the budget and includes the work of designers, developers and project managers.
  + Low Estimate: $100,000 - $300,000 for a custom built website with essential features. (Davey, 2025)
  + High Estimate: $500,000 - $1,500,000+ for a complex high end e-commerce platform that includes advanced features like augmented reality (AR) and strong personalization based on user data. (Georgiou, 2025)
* **Hosting Costs:** This is the ongoing cost to keep the website running and accessible to users.
  + Estimated Amount: $2,000 - $10,000 per month for a large scale e-commerce site with high traffic including a content delivery network (CDN) to ensure fast loading times globally. (L., 2025)
* **Maintenance Costs:** This is the ongoing cost for fixing bugs, adding new features and keeping the website secure and updated.
  + **Estimated Amount:** $5,000 - $20,000 per month which is typically about 15-20% of the total development cost per year. This includes updates for security, new product launches and general site improvements. (Izazaga, 2024)

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