Mokete Mantjane

WEb  Edition 2

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# 1. Organisation Overview

Name: Nike, Inc.

Our Story:

* Our journey began in 1964 with a simple idea: to help athletes perform at their best. We started by selling running shoes from a car trunk driven by a passion for sports and innovation. Over the years we've grown into a global company famous for our athletic shoes, clothing and gear. We believe everyone with a body is an athlete and we're dedicated to creating products that help people feel inspired and confident no matter what their sport is.

Our Mission and Vision:

* + **Mission:** To bring inspiration and new ideas to every athlete in the world.
  + **Vision:** To do all we can to help people reach their full potential.

Our customers: Our customers are people of all ages who love sports, fitness and living an active life. They are athletes who train hard people who enjoy staying fit and anyone who wants comfortable and stylish gear. Our audience is worldwide from busy city streets to sports fields everywhere. (Nike Inc, [s.a.])

# 2. Website Goals and Objectives

Goals for Our Website:

* + **Grow Our Online Store:** We want to make it easy for people to buy our products online and increase our sales.
  + **Build Our Community:** We want to connect with our customers and build a strong online community around our brand.
  + **Share Our Story:** We want to show people our latest products new ideas and the stories of the athletes who inspire us.
  + **Make Shopping Simple:** We want to make sure everyone has an easy and fun time finding what they need on our website. (Staff, 2025)

How We Will Know We Are Successful (Our Key Numbers):

* + How many products people buy from our website.
  + The number of new people who sign up for our Nike Membership program.
  + How many visitors use our site from their phones.
  + How long people stay on our website and how much time they spend on a product page. (R, 2025)

# 3. Current Website Analysis

What We Do Well Now:

* + We use amazing pictures and videos of our products and athletes.
  + It's easy to find products by category like "Men", "Women" or "Kids".
  + Our website looks modern and powerful just like our brand.

What We Can Make Better:

* + Sometimes there's a lot of information on a page which can be confusing.
  + The site can feel a little complex to new users who might not know all our product names.
  + We can make the product review and community sections easier to find and use.

Our Plan for Improvement:

* + We will make the website cleaner and simpler so you can focus on the products you love.
  + We will make the search and filtering tools more user friendly to help you find the perfect item faster.
  + We will make it easier for people to share their thoughts and connect with other Nike fans. (KIJO, 2024)

# 4. Proposed Website Features and Functionality

Important Pages and What They Do:

* + **Home Page:** A powerful welcome page that shows off our newest shoes and clothing. It will have a clear call to action to "Shop New."
  + **Product Pages:** A page for each product with large clear pictures a simple description and easy to select sizes.
  + **Nike Membership:** A special area for members to get early access to products and exclusive offers.
  + **Find a Store:** A simple map that helps you find a Nike store near you.
  + **Journal/Stories:** A place to read about the people who wear Nike and the new ideas we're working on.
  + **Support Page:** A place for answers to common questions and a simple way to contact us.

What Our Website Will Do:

* + **Easy Shopping:** You can add items to your cart remove them and change sizes without any trouble.
  + **Simple Checkout:** The process to buy will be quick and secure.
  + **Personalised Experience:** The site will show you products we think you'll like based on what you've looked at before.
  + **Live Chat:** You can talk to a real person from our support team if you need help while shopping. (Nike Inc., [s.a.])

# 5. Design and User Experience

Our Look and Feel:

Our website design will be bold, clean and energetic. It will use a lot of open space and professional photos to make our products the main focus. We want the site to feel strong and inspiring just like our brand.

Our Colours:

* + **Proposed Colour Palette:** We will use our classic brand colours along with a few others to add a pop of energy.
    - **Main Colours:** Strong **black** and clean **white**.
    - **Friendly Colours:** Bright colours like **red** or **orange** will be used for buttons and headlines to draw your eye.

Our Fonts:

We will use fonts that are simple, easy to read and modern. The words will be clear and direct with bold fonts for titles that grab your attention.

Our Layout and Design:

The layout will be simple and organized like a grid. This will make it easy to look at and find what you want on any device especially on your phone.

How It Will Feel to Use the Website:

We want shopping at Nike.com to feel as simple and exciting as putting on a new pair of shoes. Everything will be easy to click, easy to read and easy to understand. The whole experience will feel fast and powerful. (DesignRush, 2025)

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