Content Research and Sourcing

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section 3 of part 1

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# 3. Content Research and Sourcing

Our research is a critical step in building a strong and meaningful website for Nike. We are not just collecting information we are gathering the building blocks that will help us create a website that feels true to the brand and is truly useful for our customers.

Gathering meaningful information from various places:

* **From the Main Nike Website:** The current Nike website is our most important guide. It shows us what a big company like Nike values. We will go through the site like a map to understand its purpose. We will look at:
  + **Product Pages:** We will study how Nike talks about its products. This helps us learn their style of language for example: if they use words like "lightweight", "strong" or "innovative." We will use this knowledge to write a new and powerful descriptions.
  + **Corporate Pages:** We will read pages like the "About Us" and "Newsroom" sections. The information here tells us about Nike's beliefs and its big goals like caring for the planet or supporting communities. This helps us make sure our website feels honest and stands for the same things. (Nike, inc., [s.a.])
* **From social media:** social media is like a window into what the Nike brand is doing right now and how people feel about it. It’s a place to listen to the customer.
  + **Visual Stories:** We will find the best photos or videos that people love. These visuals often show us what kind of look and feeling our customers respond to most.
  + **Community Voice:** We will pay attention to the comments and how people talk about Nike. This helps us understand the language our audience uses so we can make our website feel friendly and like a part of their world.
  + **Trends and Campaigns:** By looking at recent social media campaigns we can see what stories Nike is telling right now. This makes sure our website feels up to date and connected to the brand's latest messages. (Instagram, n.d.)
* **From Public Websites with Free Content:** While most of Nike's content is owned by them, we need to think about every small detail of the website. Public sites are a good resource for simple but important design parts.
  + **Design Details:** We can find free icons for things like a shopping cart or a user profile. These small symbols make it easier for people to find their way around the site. We will choose these to match Nike's clean and modern look.
  + **Legal Safety:** We will check the rules for every free picture or icon we use. This is a very professional step that protects our project and makes sure everything we use is allowed. (Zhang, 2020)
* **Creating Our Own Content:** The most meaningful part of our research is knowing when to create something new. This is how we will make the website special.
  + **A Unique Welcome:** We can write a personal welcome message for the homepage that makes a new visitor feel excited and understood from the very first moment.
  + **Better Product Descriptions:** We can take basic information about a shoe or shirt and write a new, more exciting story about how it can help you feel better or train harder.
  + **Thoughtful Navigation:** We will use our research to create clear words for our buttons and menus. Our goal is to make a website that is so easy to use, it feels like it reads your mind and takes you exactly where you want to go. (Oracle, [s.a.])

By using these steps our research becomes more than just a list of sources. It becomes the deep understanding we need to build a website that is truly professional, powerful and ready for customers.

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