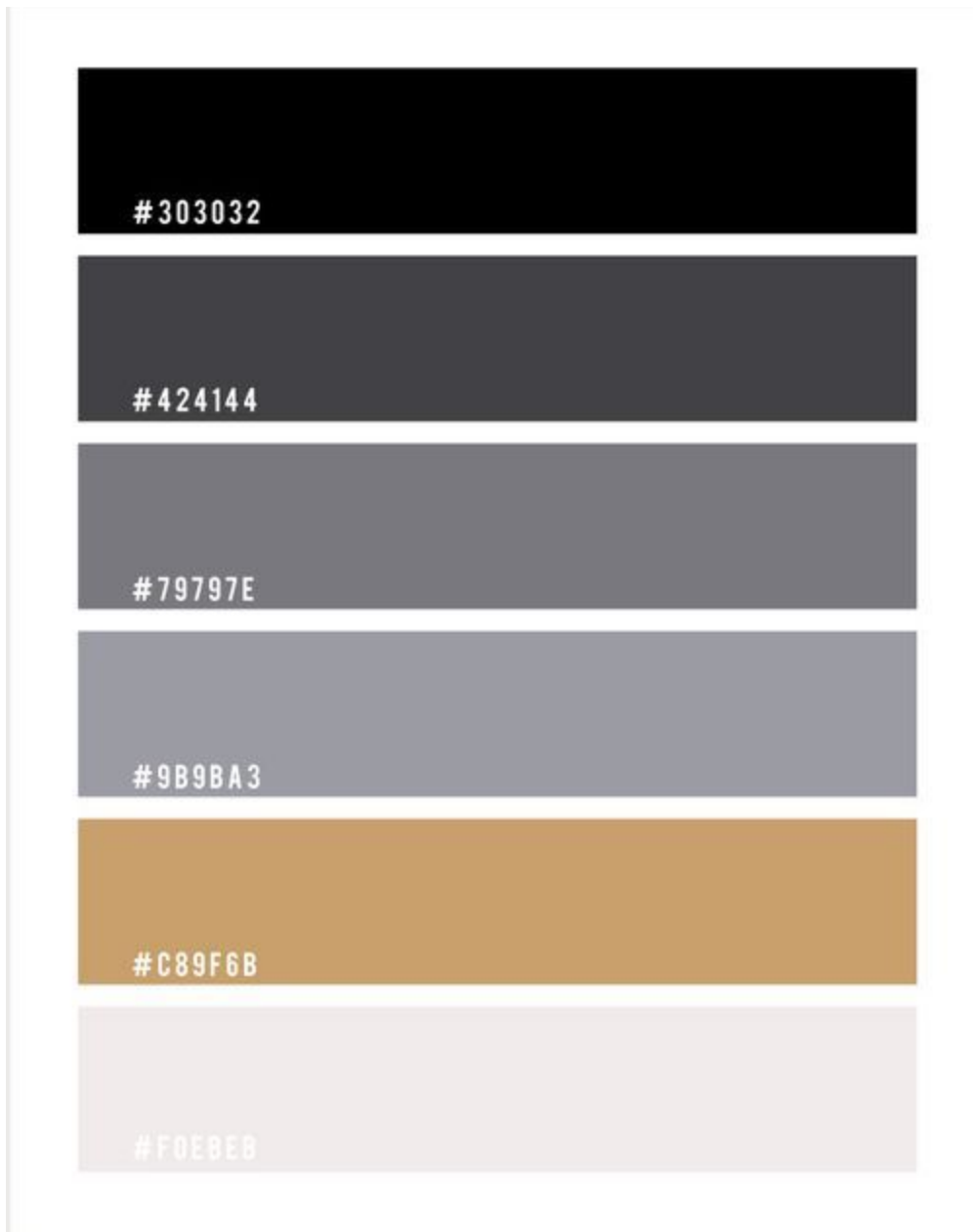


FORMATIVE 2.2 - JUAN CAMILO CARO RODRIGUEZ

COLOUR PALETTE: I've chosen these colours because they bring a nice contrast with each other, I believe these colours are going to look classy and luxurious when designing the website, therefore implementing such colours and playing around with white space will definitely stand up for my viewers.

For my typography I'm planning to stick with Gold tones, paragraphs and subheaders will be black and gray. keeping it simple and minimal so the shoes can pop up highlighting their colours and different shapes.



COMPETITOR ANALYSIS

NIKE: <https://www.nike.com/nz/t/air-max-97-shoe-z3TlrIVN/921826-101>

STRENGTHS: The website is looking really good, it has a nice design as well as imagery, Layout is really catchy and the white space is well placed, in terms of content it has a lot of information and interesting options like (customize with nike by you), which allows you to customize your own sneakers by changing the colours and accessories. (Sustainable Material), this section shows clothes that were made of sustainable material therefore eco-friendly which really caught my eye.

WEAKNESSES:

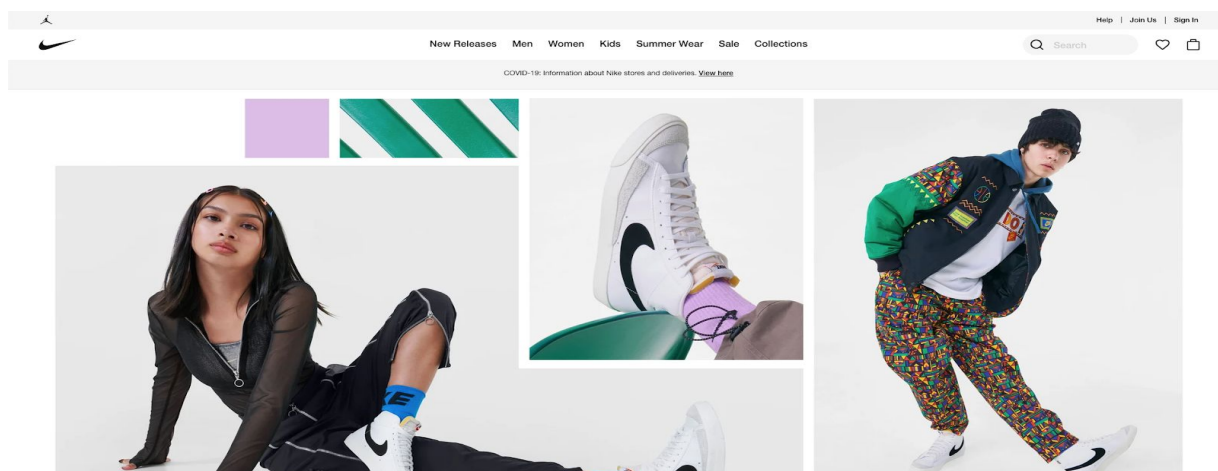
I feel like the logo is really small and can be bigger, also the second gray nav-bar is unnecessary as the same info can be added in the main one.

The Jordan logo is quite a popular section but the logo is really small and a bit hard to see. Therefore clients will miss the content on it.

Icons in the nav could be more playful by hovering them with vibrant tones.

OPPORTUNITIES: I would like to see a bit more of colours although the chosen tones are a good fit for the brand and website in general, I believe adding some small vibrant tones will make each and every section more unique and stylish.

THREATS: Simplicity might be a threat if it's not applied properly given the right elements. I believe it can get monotonous and not visually appealing for some customers. Some sections lack creativity and that's something that Nike is always talking about. Therefore it's irrelevant for the brand.



PUMA: <https://nz.puma.com/>

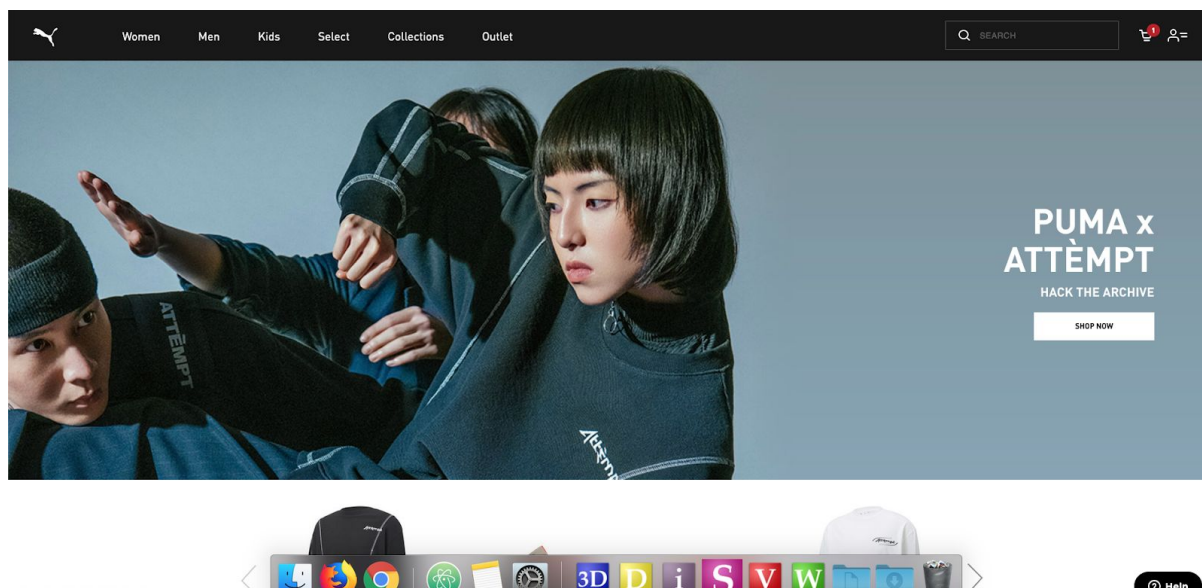
STRENGTHS: Layout is visually appealing and consistent which makes it readable and quite fun to get to know each section. Imagery is what I was expecting from this brand, showing colorful tones but keeping it simple as well as bringing innovative shapes and including design principles. They got a well polished product photography which made the whole experience quite enjoyable.

WEAKNESSES: If you go to (select your country) you will have trouble clicking on the different options, it's like there's a bug that's blocking the user to continue. Also some images lack hd resolution even in full screen size.

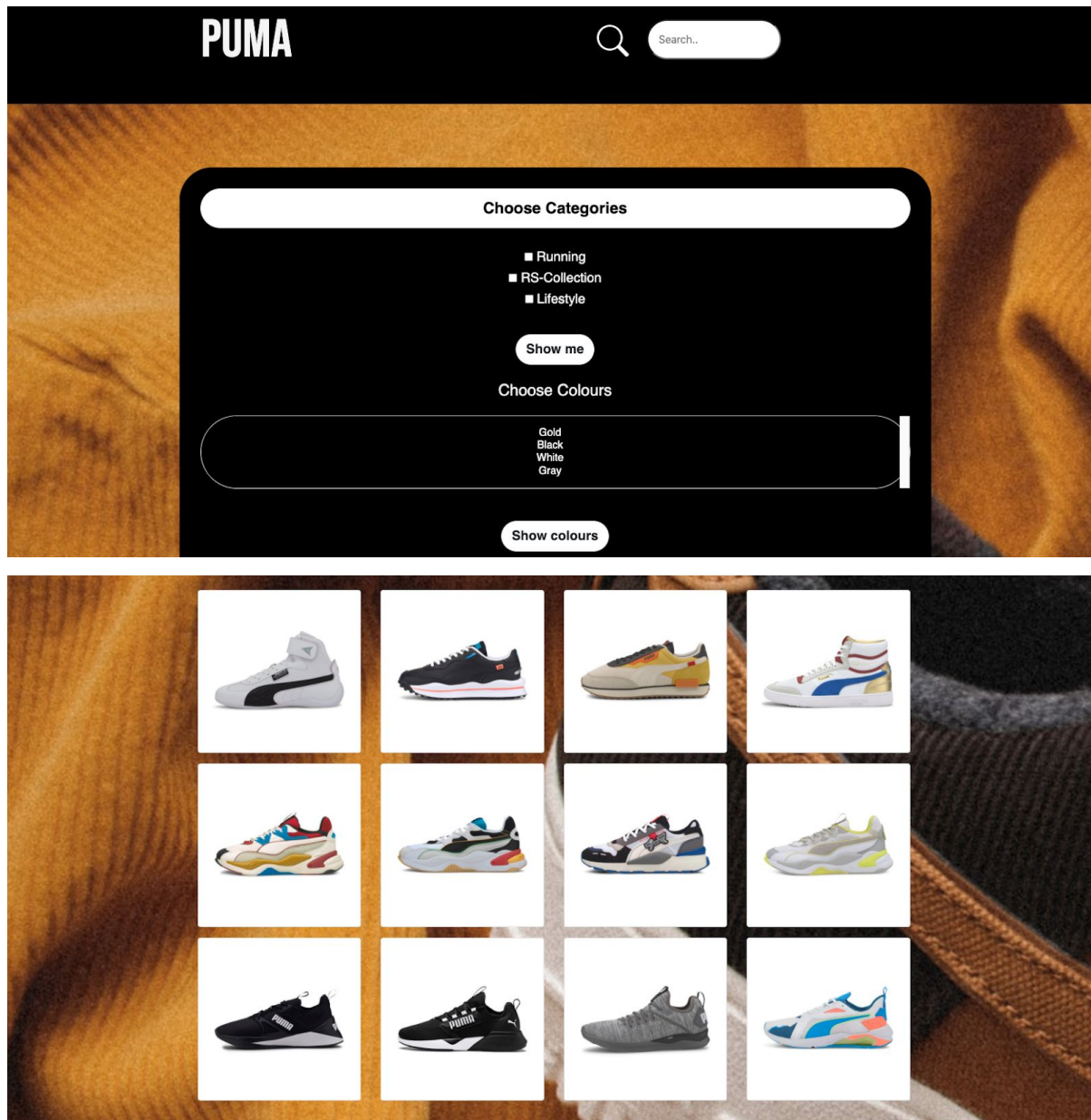
OPPORTUNITIES:

I would like to see more animations related to sports and also having more guests featuring athletes like they did with Neymar Jr, it can inspire more people to buy their products and actually grow their business organically.

THREATS: the background colour for the drop-down menu would be nice as black rather than white, I believe is too bright for the customers and also it may bring some nice contrast between design elements.



SCREENSHOTS



GITHUB LINK:

<https://github.com/JUANCA99COL/shoesFilter.github.io>

MEN'S RUNNING SHOES

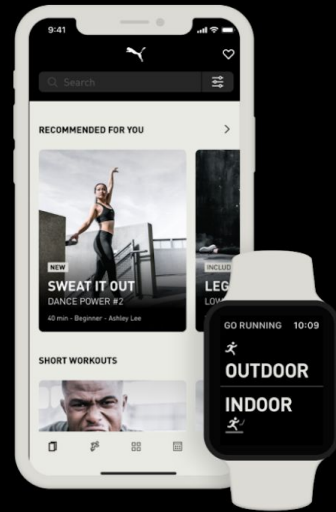
Beat those personal bests with men's running shoes online from Rebel Sport. Shop running shoes from renowned running brands like Nike, adidas and more. These sports shoes are packed with new technology to ensure you get the most out of your runs.

With a wide range of shoes for a variety of arch types and running styles, you'll have no trouble finding the best athletic shoes for your feet. Order men's running shoes online with confidence, with our price beat guarantee and flat \$5* delivery fee.

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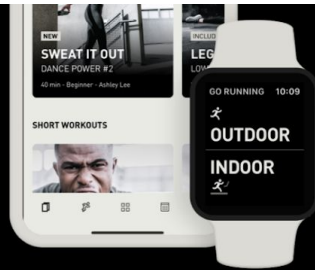
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