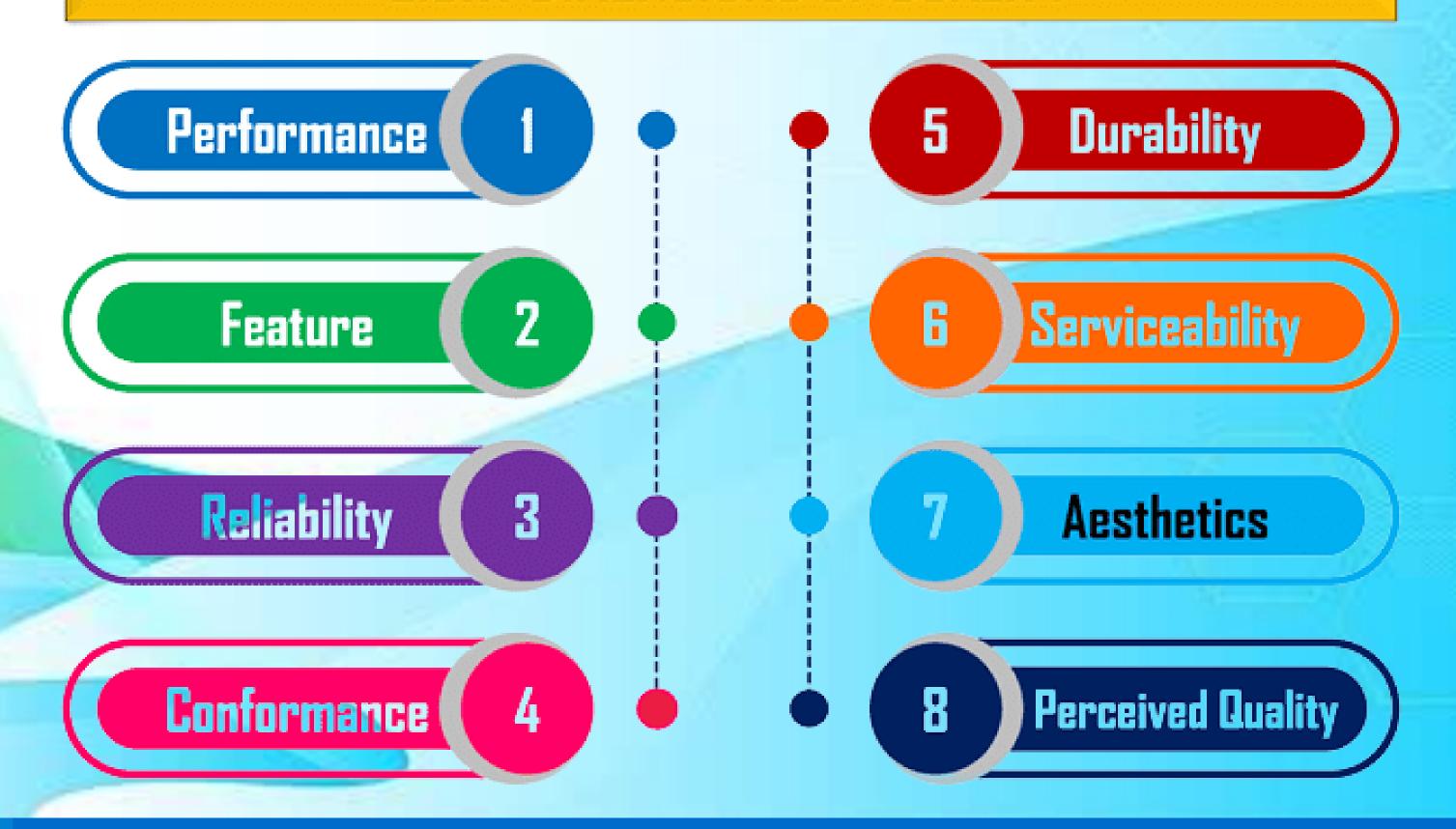


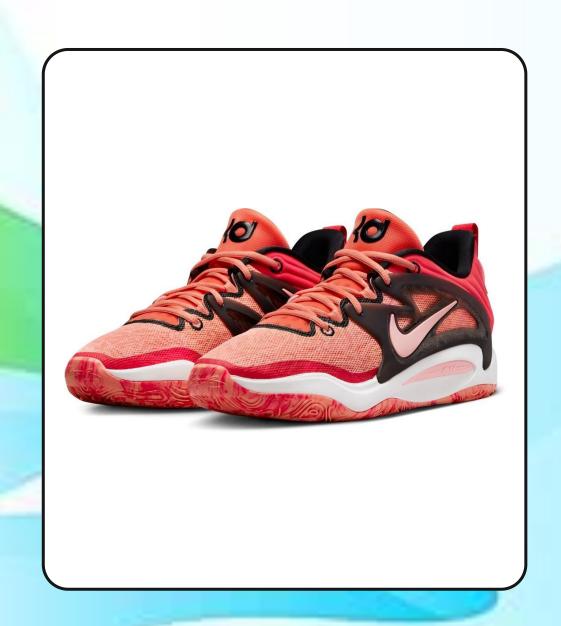
### EIGHT DIMENSIONS OF QUALITY





## PERFORMANCE

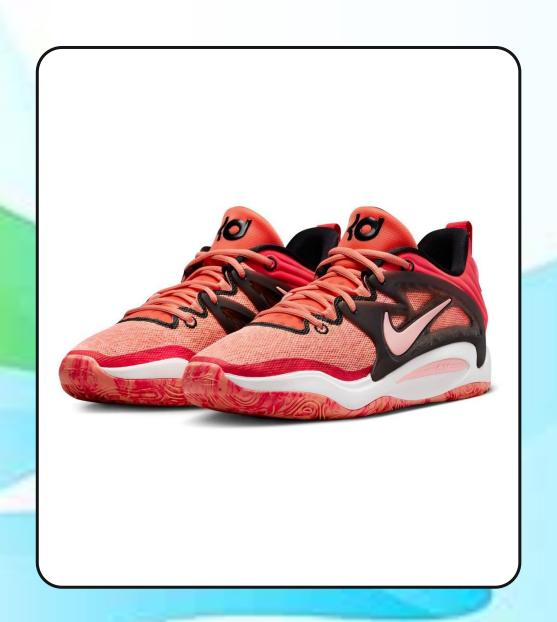
A product's primary operating characteristics.



The KD 15 delivers top-tier on-court performance with responsive Zoom Air cushioning, offering explosive bounce and energy return ideal for quick cuts and jumps.

#### FEATURES

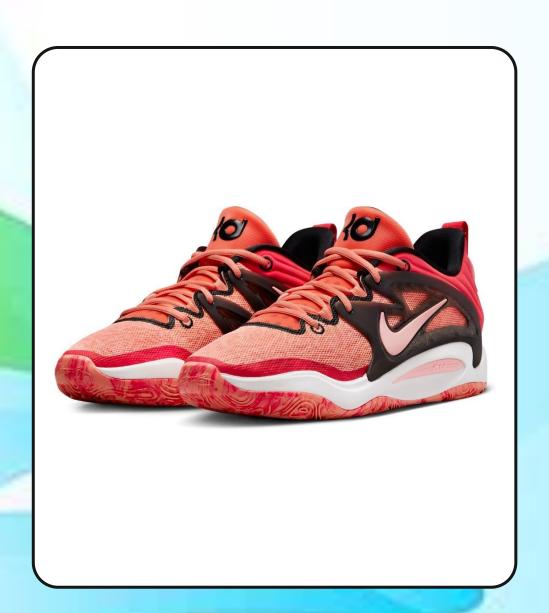
Characteristics that supplement basic functioning.



Equipped with a lightweight mesh upper, full-length Air Zoom Strobel unit, and midfoot containment system, enhancing agility and comfort.

#### RELIABILITY

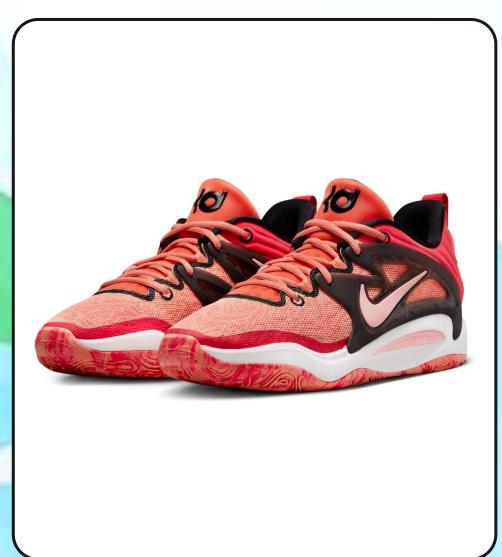
Probability of a product malfunctioning within a specific time period



Engineered for durability, the shoe maintains consistent performance through intense gameplay and long-term use.

### CONFORMANCE

 The degree to which a product's design and operating characteristics meet established standards



Meets Nike's strict quality standards for materials, craftsmanship, and sizing, ensuring each pair aligns with design specs.

#### DURABILITY

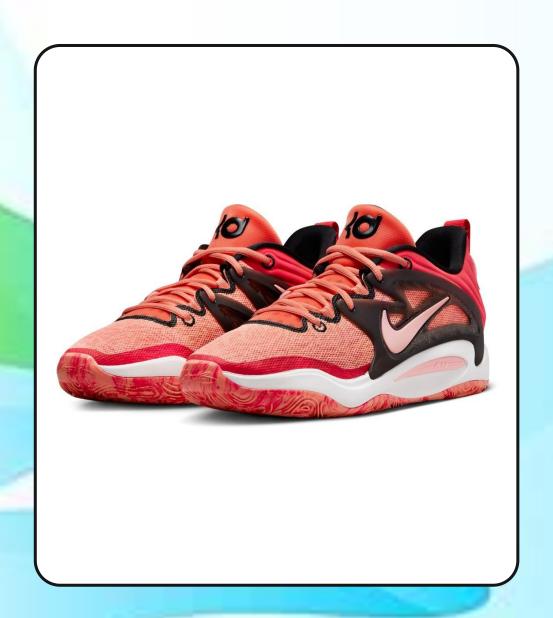
#### **Expected Product Life**



Built with reinforced overlays and strong outsole traction, the KD 15 withstands rigorous wear on both indoor and outdoor courts.

### SERVICEABILITY

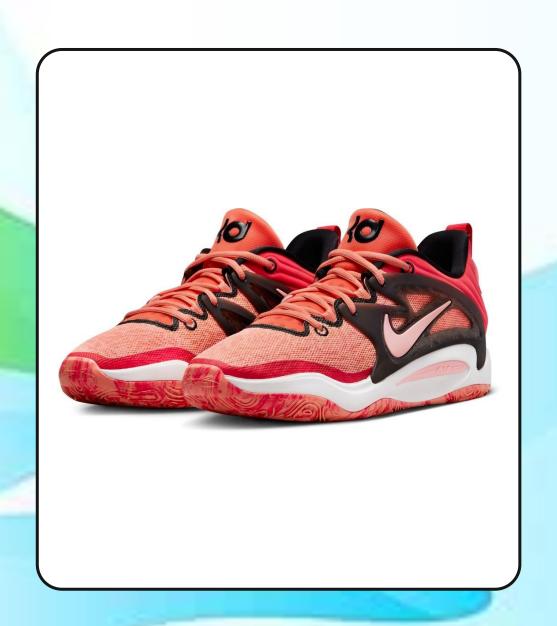
Speed, courtesy, competence and ease of repair



Easy to clean and maintain with quality materials that resist excessive wear, extending product life.

# AESTHETICS

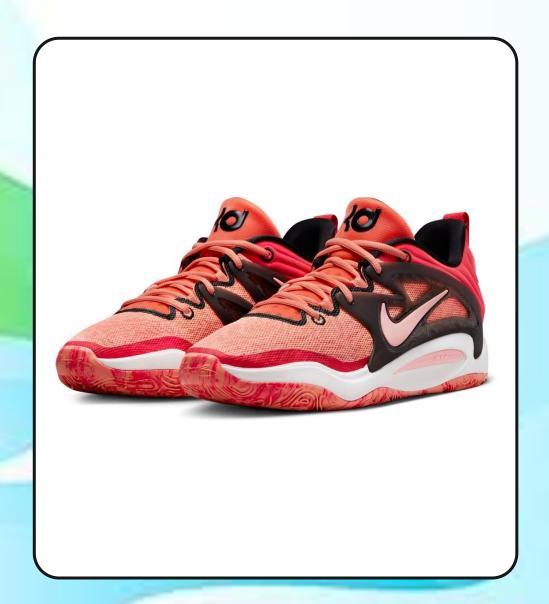
How a product looks, feels, sounds, tastes or smells



Sleek, modern design with bold colorways and signature Kevin Durant branding, appealing to athletes and sneaker fans alike.

# PERCEIVED QUALITY

Reputation and other indirect measures of quality



Highly regarded among basketball enthusiasts for its blend of performance, style, and brand trust, boosting user confidence and satisfaction.