

Client: Nike

- What is your market?

Sportswear

- Who is your user? Create a user archetype.

Athletes

Eric

Male

Age 22

Lives in Queens

Plays basketball, volleyball, and runs marathons

Follows Athletes on social media platforms such as Instagram

Watches professional sports such as the NBA

Sweats a lot

- Who are your competitors? Put together a list of (at least 3) competitors.

New Balance

Under Armour

Puma

- Create screenshots of your competitors website homepages.

The screenshot shows the New Balance website homepage. At the top, there are navigation links for 'US' and 'Select a Store', and language options for 'English' and 'Help'. Below the header, there's a search bar and a user icon. The main visual features a close-up of a person's legs wearing the ABZORB 2000 shoes, standing in front of a convenience store. The store has a sign that reads 'OFF LICENCE' and 'OPEN 6AM - 11PM 7 DAYS A WEEK'. A banner for 'SUMMER SPECTACULAR' is visible. Below the main image, there are two buttons: 'Shop now' and 'Shop all ABZORB'. A small caption says 'As worn by Eberechi Eze.' A promotional banner at the bottom left says 'Unlock 20% off' with a link to 'https://www.newbalance.com/abzorb-2000?CID=hp_hcb_pcp_feb_2000_nb5250_mw'. On the right side, there's a 'Trending now' section with a small thumbnail image.

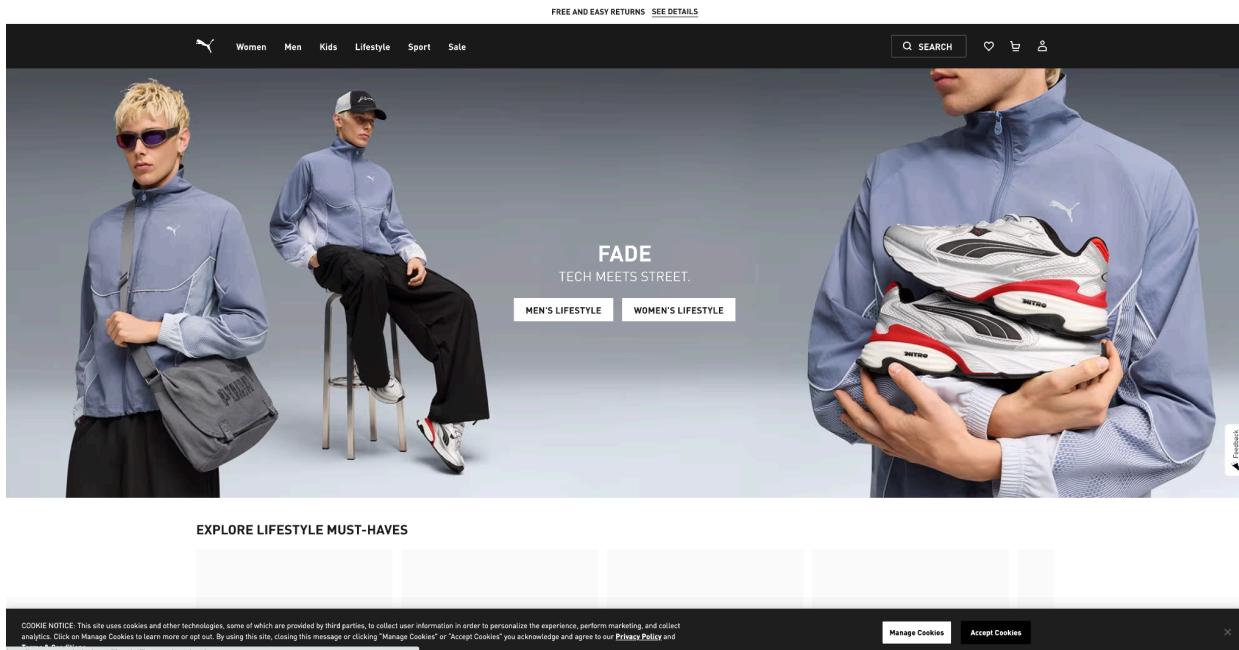
The screenshot shows the Under Armour website homepage. At the top, there are navigation links for 'New & Featured', 'Men', 'Women', 'Kids', 'Shoes', 'Curry', 'Outlet', and a search bar. There's also a 'Need Help?' link, a language selection for 'US', and a 'Log In or Join' button. A banner at the top says 'Gear up & get moving with our newest arrivals. Shop Now. See details.' The main visual features a baseball player in mid-swing, wearing a blue shirt and cap. The Under Armour logo is in the top left corner. To the right, the text 'UA VANISH' is displayed in large, bold, blue letters. At the bottom left, it says 'ATHLETE: BLAKE BOWEN SPORT: BASEBALL'. At the bottom right, it says '2026 © UNDER ARMOUR' and 'DESIGNED IN BALTIMORE, USA'. A small 'Feedback' link is in the bottom right corner.

BEAT YOUR BEST

Get an edge on every movement and every session with the ultra-light, quick-drying, super-stretchy UA Vanish Collection featuring our best-fitting shorts yet.

[Shop Vanish](#)

[Shop Baseball](#)



- Create a color palette.

Orange (#FF7334) And Black (#111111)

- Identify the typefaces used (names, sizes, hierarchy).

Helevatica Now,

- List all the media types used (images, videos, audio, interactive embedded assets).

New Balance and Puma had Images on front home page

Under Armour had Video Media on front home page

- Identify their primary functions of their product

Clothing, Sneakers, Accessories for Sports Use