

## **Names: Belkees Almajanahi, Michael Strelkovski, Paris Parish**

### **Instructions**

In teams of 2-3, choose one of the companies below to be your “client.” Do a market analysis (define their product, purpose, and users) for the selected company and then do a visual audit of at least one of your “clients” competitors homepage.

Choose a client below:

- R/GA
- Frog Design
- Method
- New York Times
- The Guardian
- RISD
- Cooper Hewitt
- dribbble.com
- Nike
- Apple

Answer the following:

- What is your market?

Higher end shoes and clothing market

- Who is your user? Create a user archetype.

-People interested in trendy fashion and sports

-Athletes

-Men/Women of a broad age range from kids, teens, and adults

-Generally upper income bracket, shoes can be upwards of \$200 or more

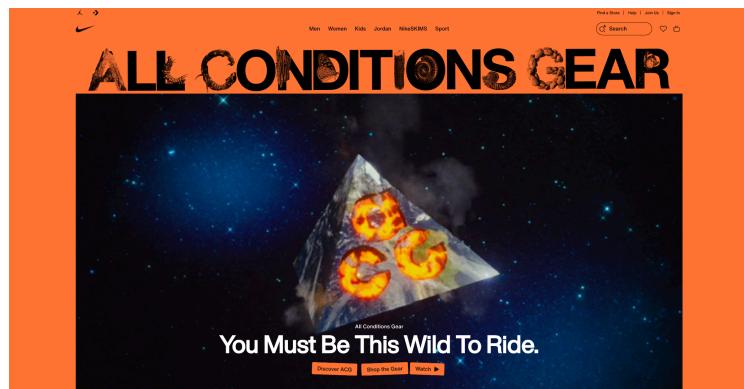
User Archetype:

Aiden is a 26 year old tennis player. He plays competitively and earns plenty of money from sponsors and tournaments. He practices with a group of friends on weekends. His shoes have worn down a bit, not enough that replacement is necessary, but a new line of shoes have been released and he wants to buy a new pair that would impress his friends while being practical for the sport.

- Who are your competitors? Put together a list of (at least 3) competitors.
  1. Puma
  2. Converse
  3. Adidas

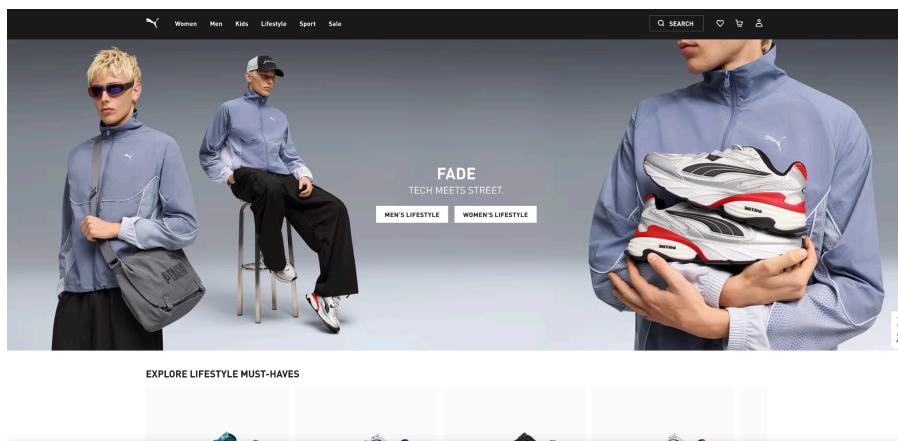
and provide a visual audit

Nike



- Create screenshots of your competitors website homepages.

Puma



Converse

CHUCKS  
IN LOVE

Valentine's Day collection is back.

[Shop](#)

→ HIGH TOPS  
LOW TOPS  
PLATFORMS  
CUSTOM

## Adidas

PREDATOR OR F50 SOCCER CLEATS

[Choose one](#)

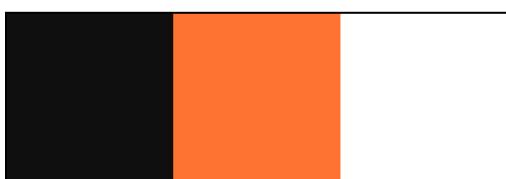
[SHOP NOW →](#)

## Nike

Color Palette:

Primary:  
Onyx #111111, Atomic Tangerine #FF7334

Accent:  
White #FFFFFF



Typefaces/Fonts:

Helvetica Now Text Medium, Helvetica Now Text, Sizes 12, 14, 16

Larger text is custom, uses images instead of listed fonts

Media type:

Images, interactive embedded, video

**Puma:**

Color Palette:

Carbon Black #191919

White: #FFFFFF



Typefaces/Fonts:

FFDINforPuma - Custom Font - Bold and Unbold Versions - Sizes 12, 16, 18, 20, 24, 32

Text in photos appears to have a lighter variant of the same font

Media Type:

Image, interactive embedded

**Converse:**

typefaces/ fonts

Proxima nova 14px , proxima-nova 44.7102 px , helvetica, arial, san-serif

Media type:

Image, gif , interactive embedded

Color pallet:

Black: #000000

White: #FFFFFF



## Adidas:

Typefaces/fonts:

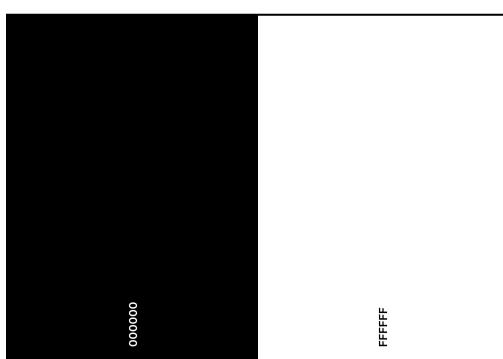
AdidasFG, Size 30, 38, 46

AdihausDIN, Bold and Unbold, Sizes 12, 14, 16

Media type:

Image, interactive embedded

Color pallet:



- Identify their primary functions of their product (Applies to all 4)

To help users navigate between their needs such as looking and purchasing shoes or clothing based on the category of the buyer's needs.