MULTIMEDIA WEB DESIGN

Formative Assessment 1

NADINE NAUDE
20230395
29 August 2025, 16:00

NadineNaude_20230395

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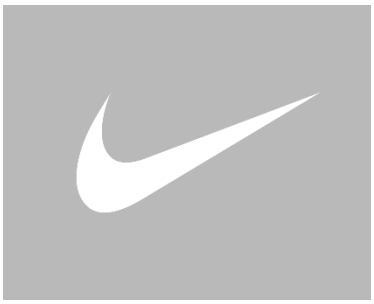
1. Research Report

Nike Branding

Logo



Colors

#000000	#ffffff	#4d4d4d	#bce88d	#c0c0c0

Typography

BEBAS NEUE

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Montserrat Bold

The quick brown fox jumps over the lazy dog

Montserrat Regular

The quick brown fox jumps over the lazy dog

Futura Condensed Extra

The quick brown fox jumps over the lazy dog

Trade Gothic

The quick brown fox jumps over the lazy dog

Tone and Identity

Nike's brand tone is bold, energetic, and motivational. The way they communicate is always about inspiring people to push themselves, using simple but powerful messages like "Just Do It". It's direct and confident, speaking to people who want to achieve more.

The brand identity focuses on performance and empowerment. Nike uses clean, minimal design with strong contrasts, often black and white with a single accent color. The swoosh logo is iconic and instantly recognizable, showing speed and movement. Their typography is modern and impactful, using fonts like Montserrat and Futura that feel strong and athletic.

Together, the tone and identity create a style that is both minimal and powerful, which is why my app design follows the same approach: clean layouts, bold headlines, and a motivational look that matches Nike's overall image.

Fitness App Trends

In today's market, fitness apps are moving towards more personalised experiences. Users expect the app to track their progress, adapt workouts to their fitness level, and give reminders to stay consistent. Another big trend is integration with wearables like smartwatches and fitness bands, so that heart rate, sleep, and steps can all sync automatically.

People also want community features, like challenges, leaderboards, or the ability to share results with friends for extra motivation. Nutrition guidance is another growing trend, with many apps combining workout plans and meal advice in one place.

User Expectations

When people use a fitness app, they want it to be easy to use and quick to understand. The navigation should be simple, with clear icons and buttons so they don't waste time figuring things out. Users also expect the app to be personalised, meaning workout plans, diet tips, and progress tracking that actually fit their own goals.

Another big expectation is motivation. The app should encourage users with achievements, progress badges, or reminders that keep them on track. At the same time, the design must be clean and professional, with no clutter or unnecessary steps.

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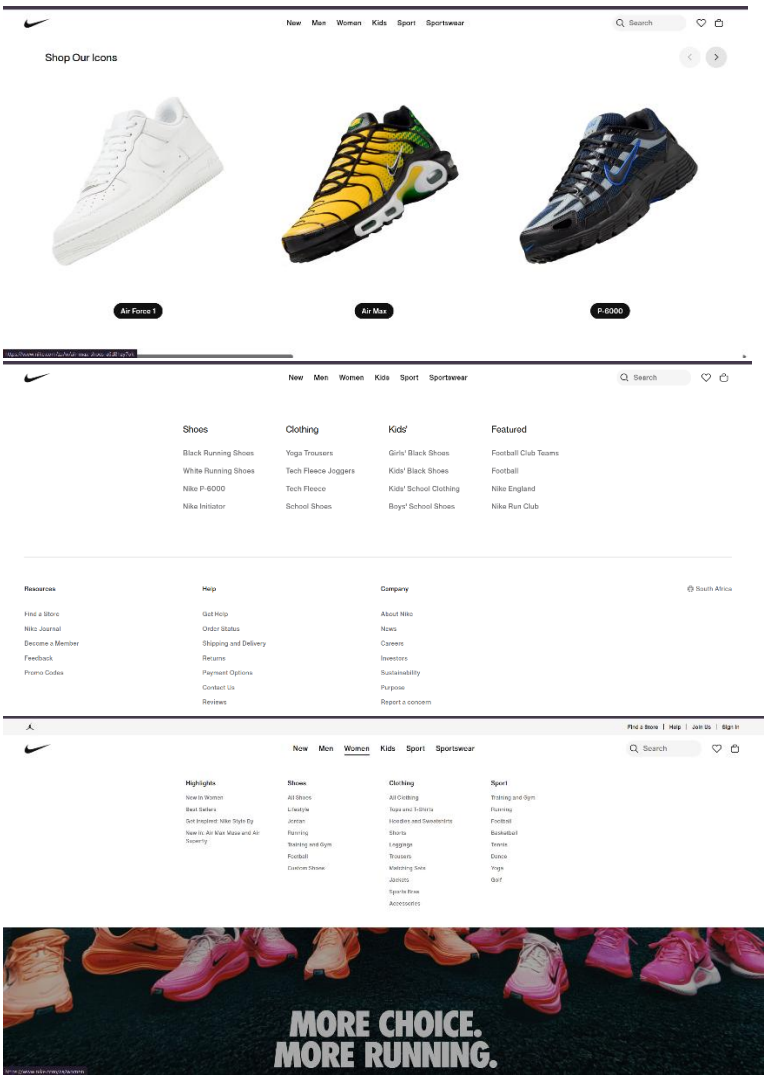


For inspiration and research, I used official Nike resources and examples of their branding and products. These references helped guide the tone, layout, and style of my prototype to make sure it stays consistent with Nike's identity.

Nike Official Website – Branding and Products

https://www.nike.com/za

Nike Online Store – Shoe Collections (Air Force 1, Air Max, P-6000)

https://www.nike.com/za/w/air-max-shoes-a6d8hzy7ok

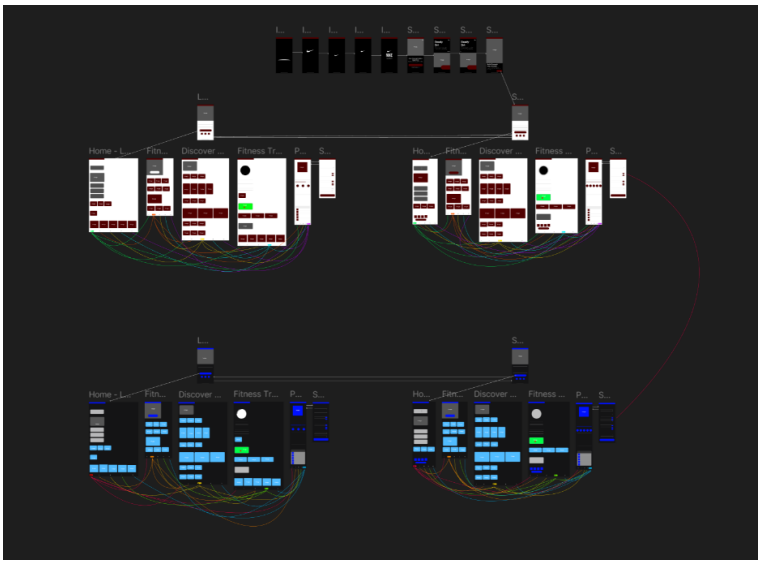
Nike Women's Section – Product Layout and Navigation

https://www.nike.com/za/women

2. Prototype Design Concepts

Concept 1 – Minimal Black & White

Concept 2 – Bold Color Accent

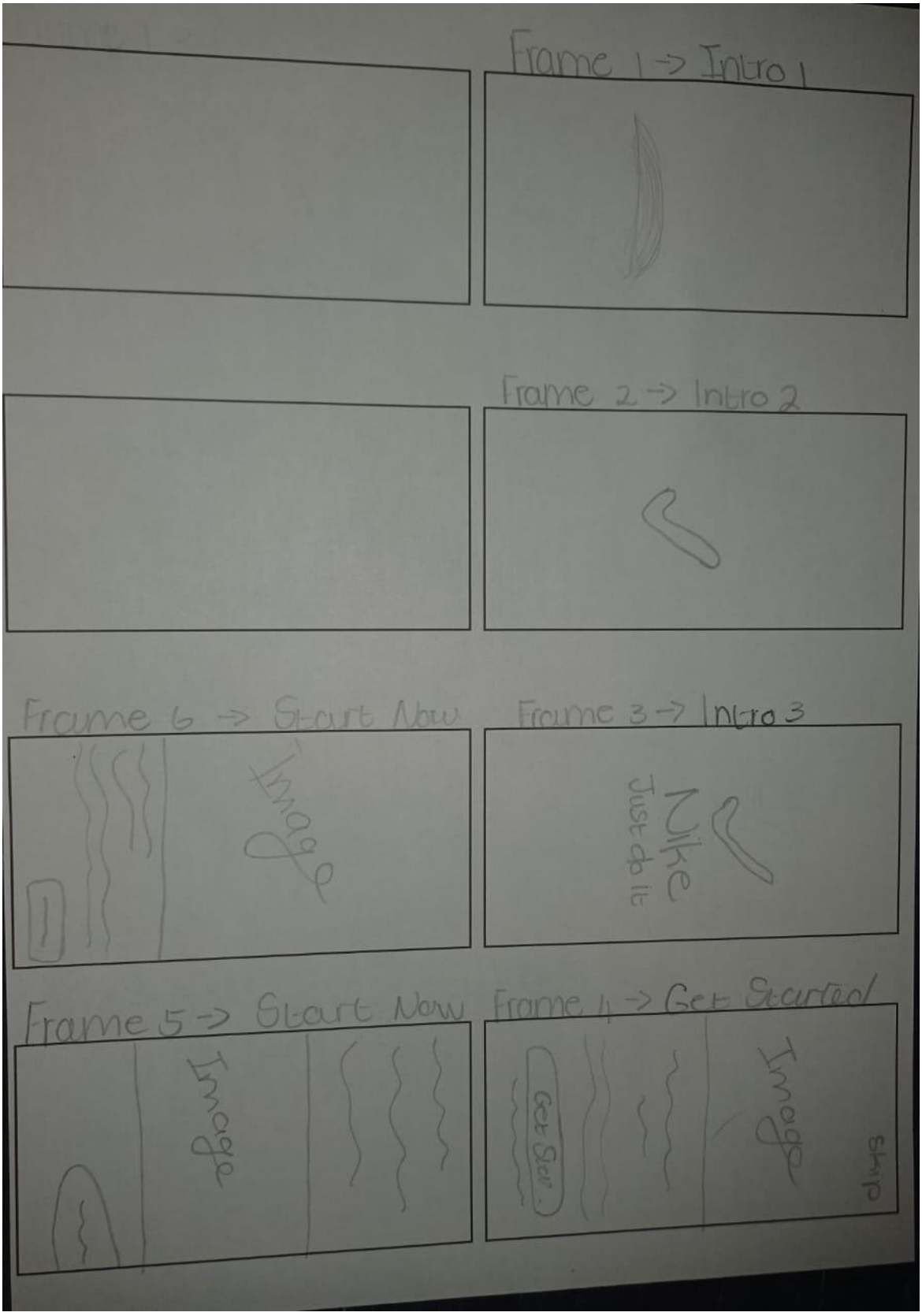


Chosen Concept

I chose Concept 2 – Bold Color Accent because it balances Nike's minimal identity with a strong motivational vibe. The simple layout keeps it clean and easy to use, while the accent colors add energy and focus on action buttons. This makes the app both user-friendly and inspiring, which matches the expectations of a Nike fitness app.

https://www.figma.com/design/rbEl0abxSb1OVQzN0Yjtka/FA1---WireFrame?node-id=0-1&t=2vDpEe4F3ioIZhRG-1

3. Preliminary Work (Sketches)



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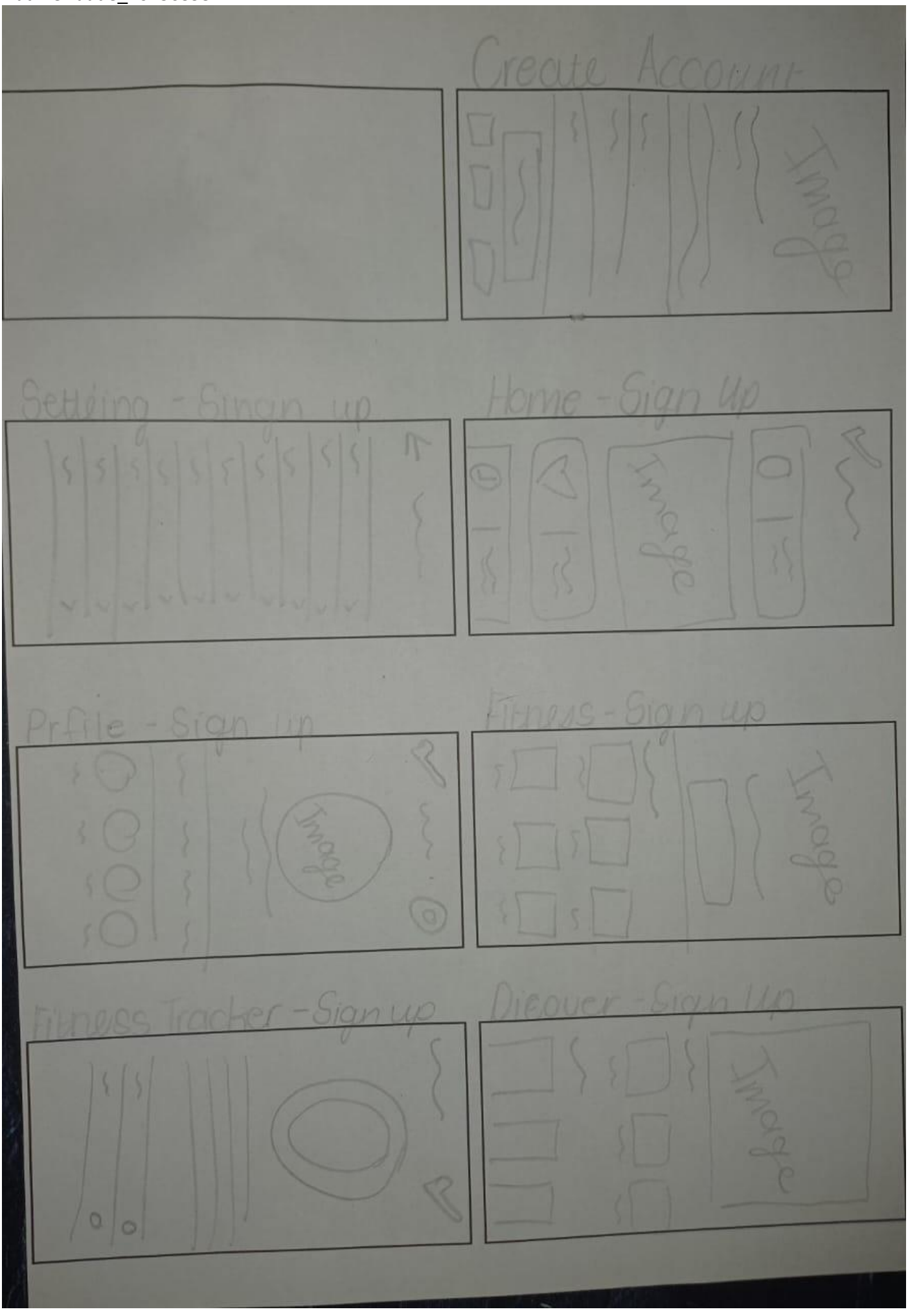

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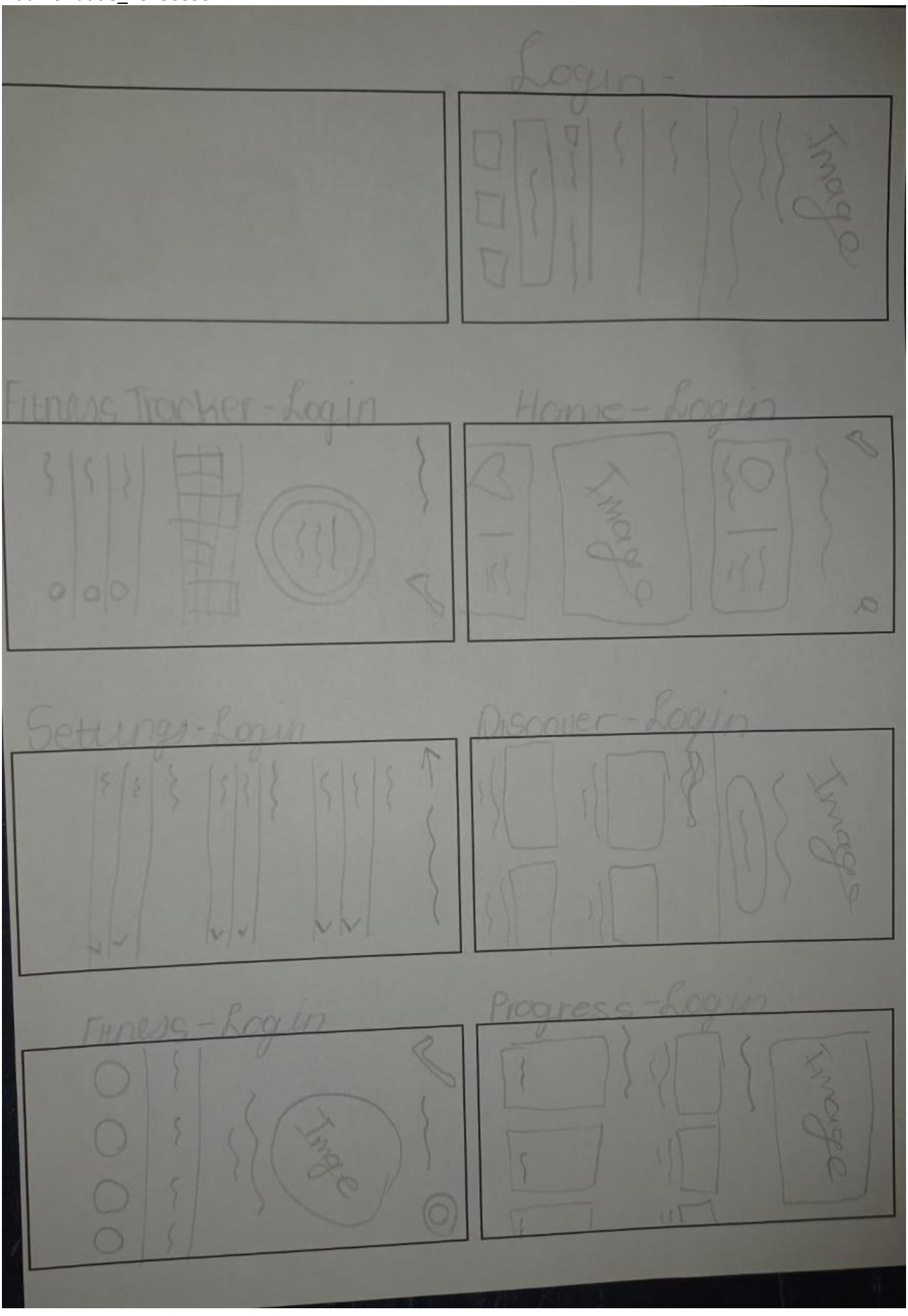
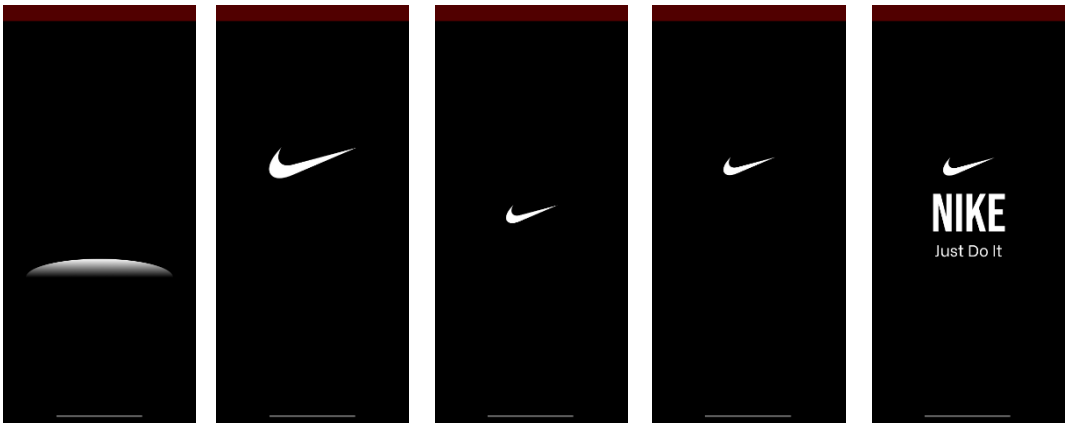
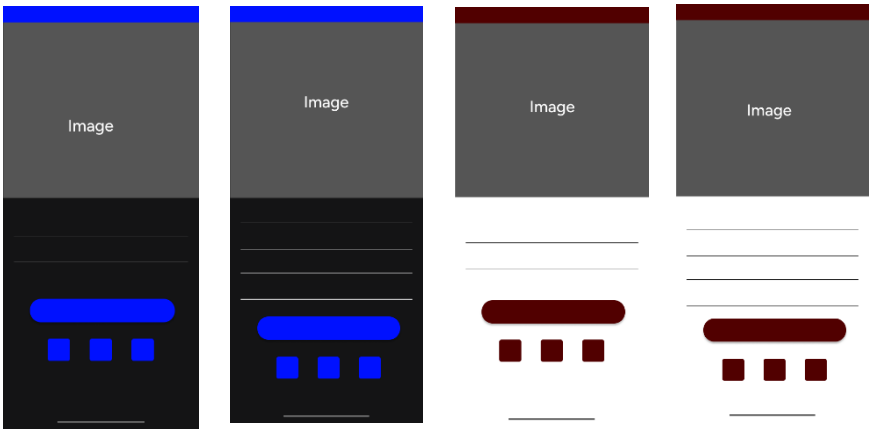


4. Low-Fidelity Wireframes

Splash



Login & Sign Up



Login – Dark / Sign up Dark

Login – Light / Sign up – Light

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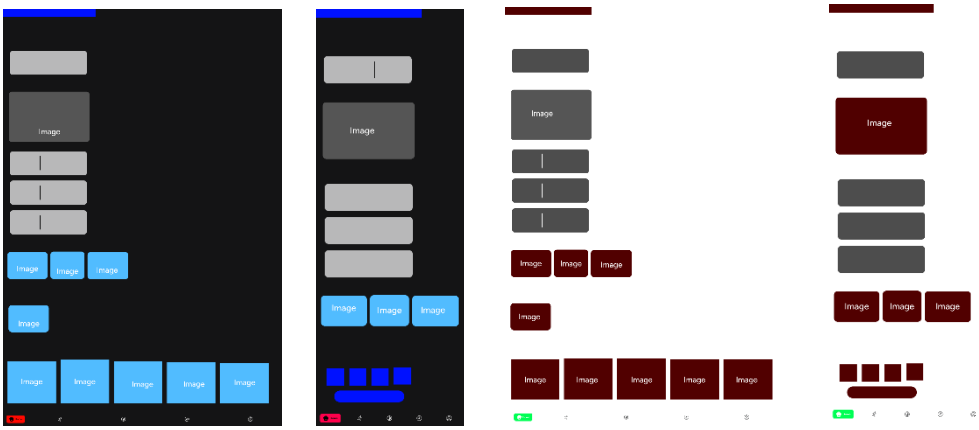
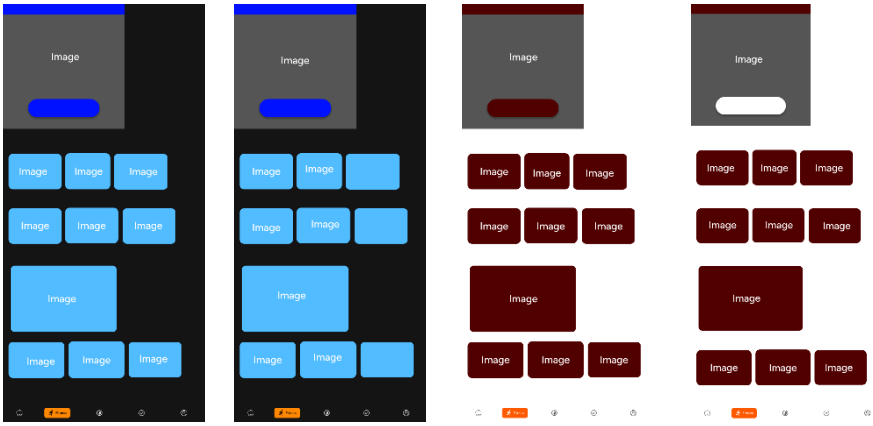
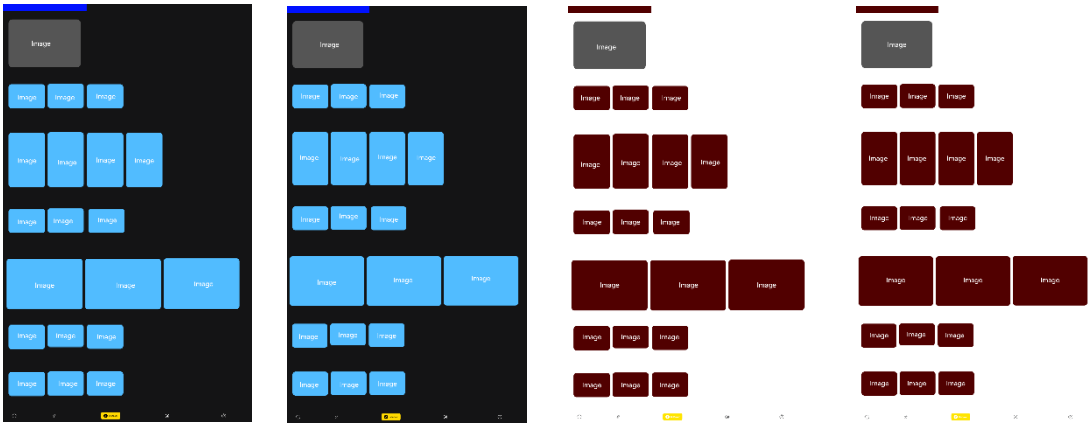
Home



Exercise



Discover



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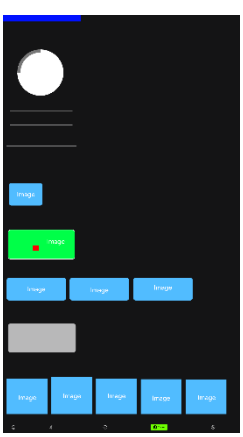
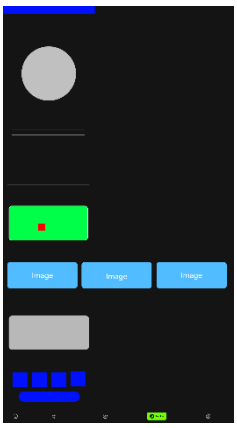
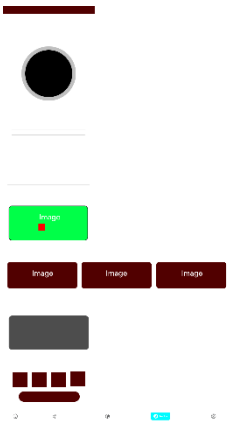
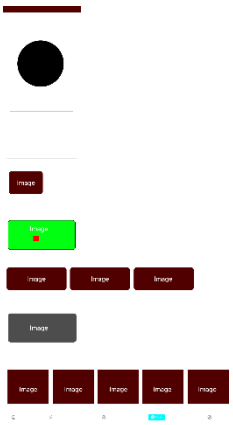
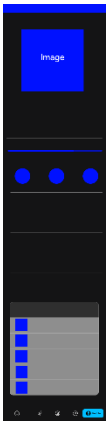
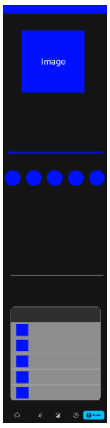
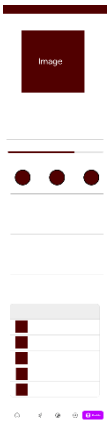
Fitness Tracker

My health / Profile

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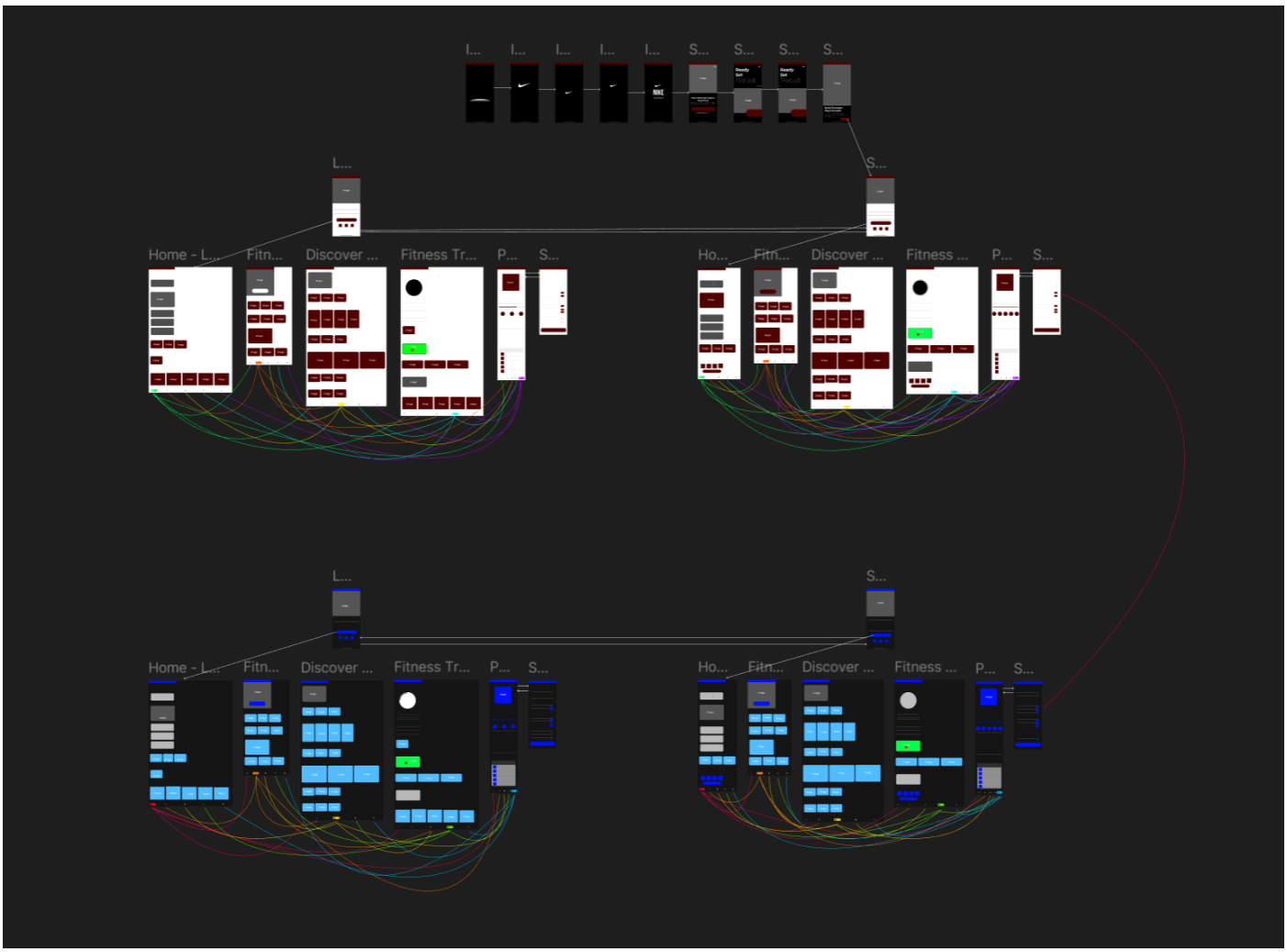
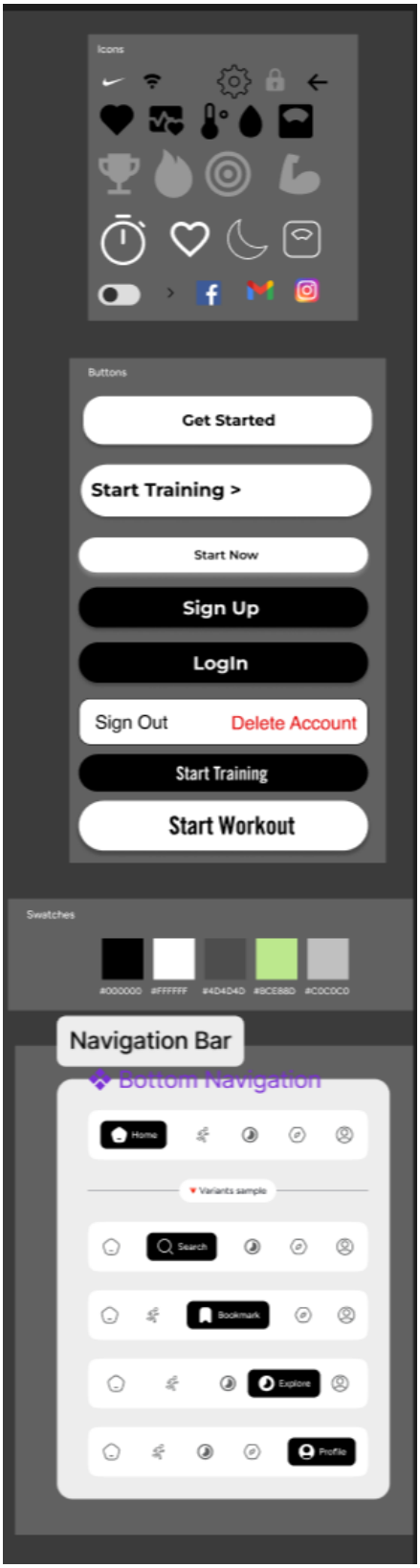
Navigation



5. UI Elements Artboard



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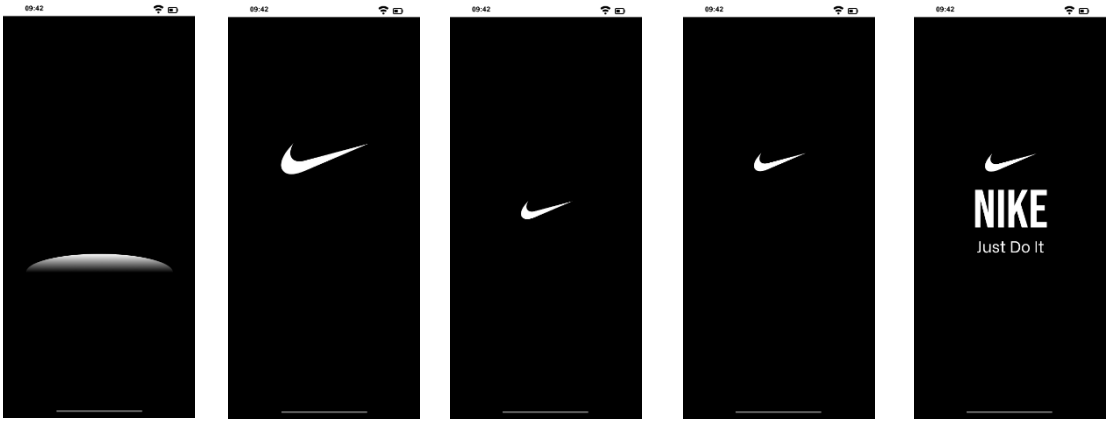
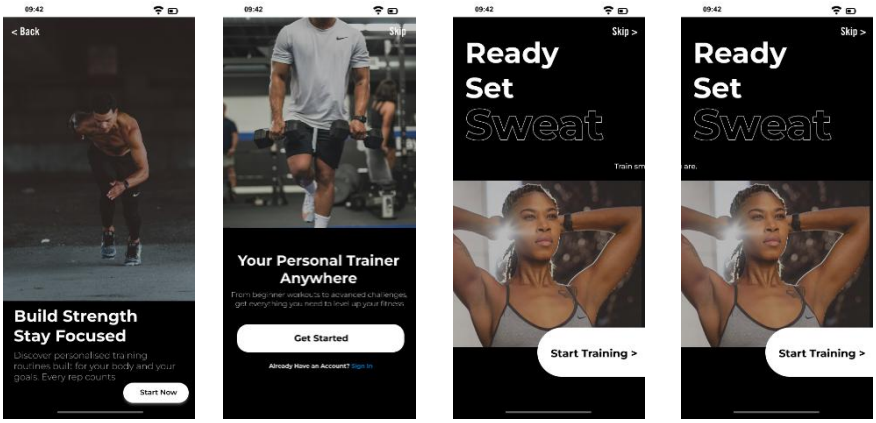
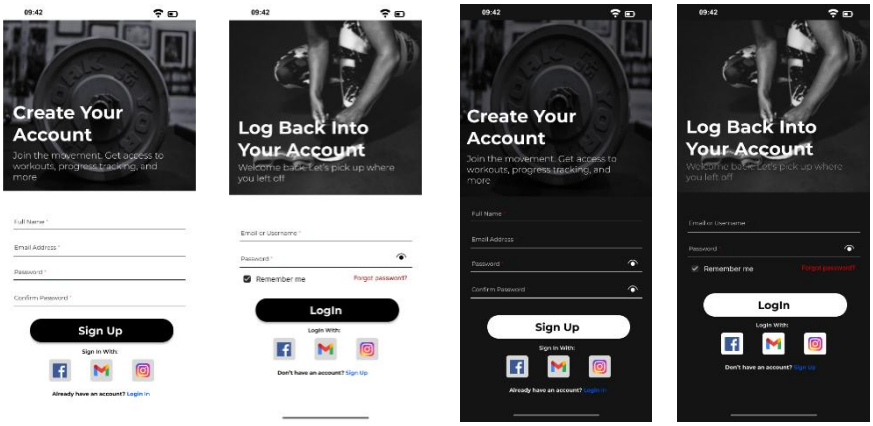
6. High-Fidelity Wireframes

Splash page





Login & Sign Up



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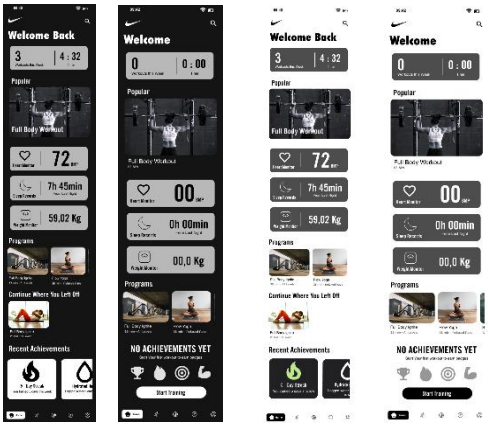
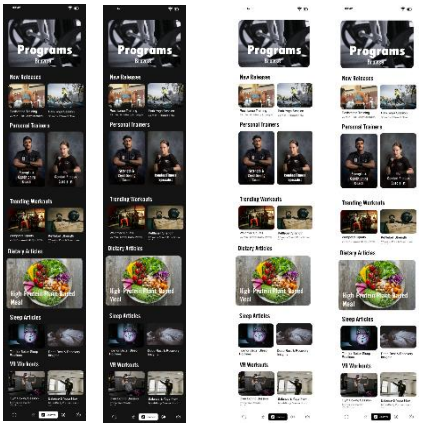
Home



Exercise

Discover



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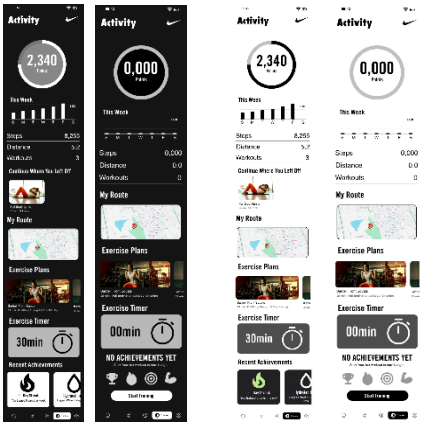
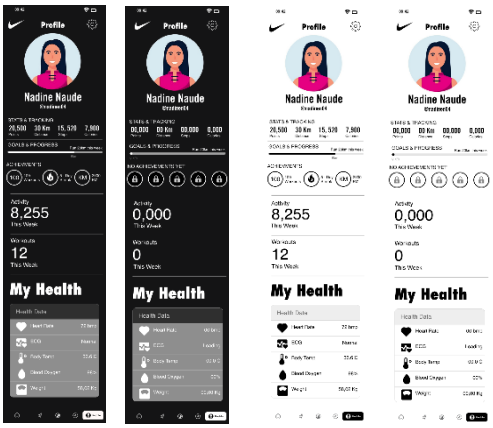
My Health



My health / Profile



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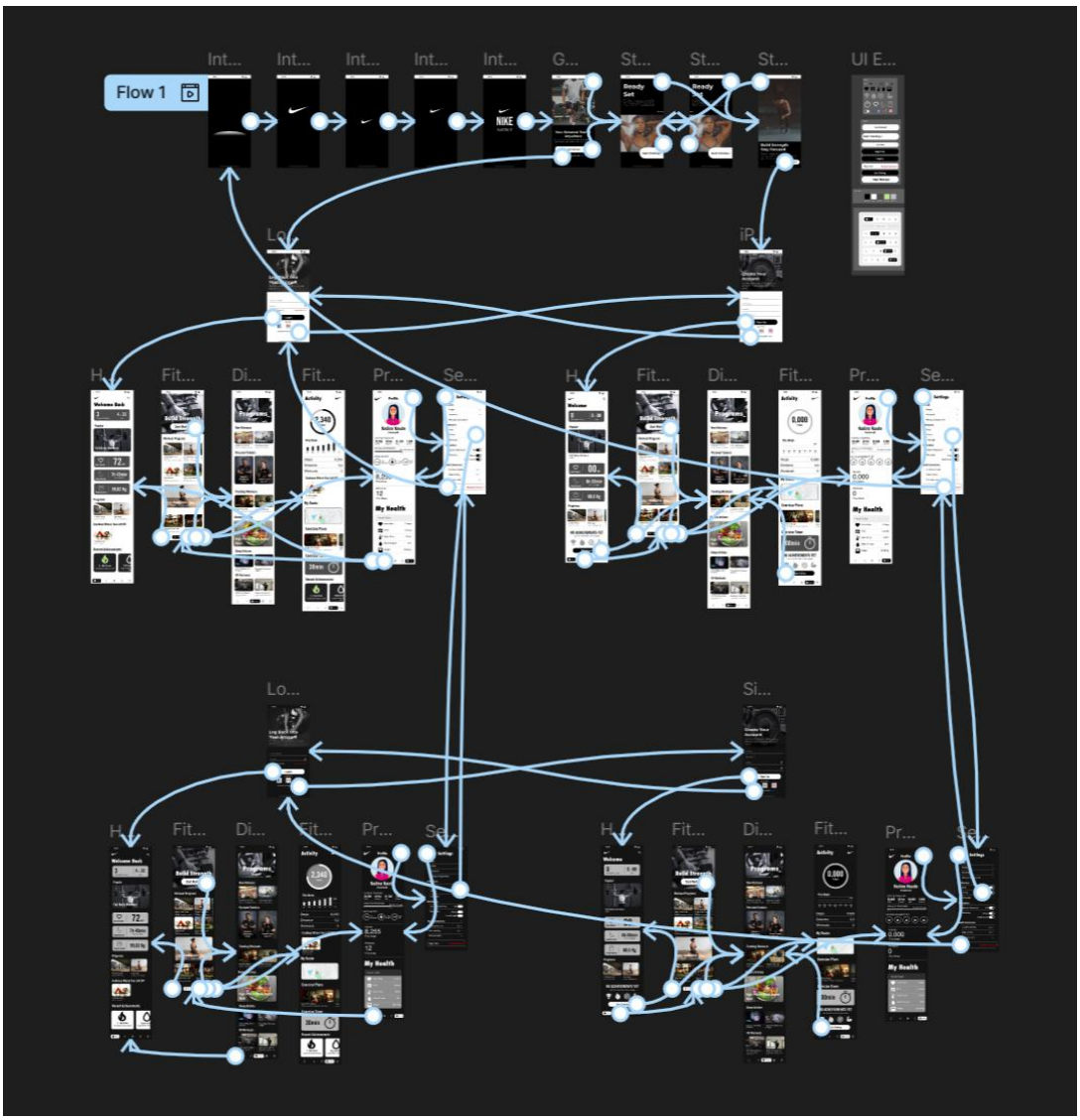
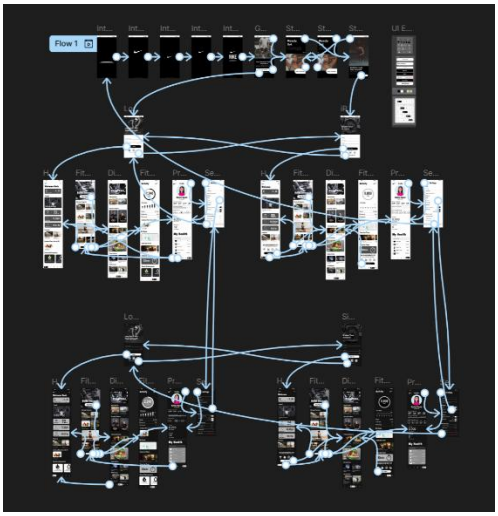
Navigation



7. Prototype Overview

Interactions



The prototype was built in Figma with full navigation and interactive elements. Each screen is connected so the user can move smoothly through the app journey. The design includes both “After Delay” transitions and “On Click” interactions to simulate a real app experience.

Short Flow Explanation:

Splash screen fades after a short delay → takes the user to the Login page.

Login & Sign Up pages are interactive, including buttons and password toggle.

Navigation bar allows switching between the four main sections: Home, Exercise, Discover, and My Health.

Home page connects to trackers for exercise, heart monitor, sleep records, and weight monitor.

Exercise page links to My Route (map integration), workout plans, and timer.

Discover page shows articles on diet, sleep, and exercise.

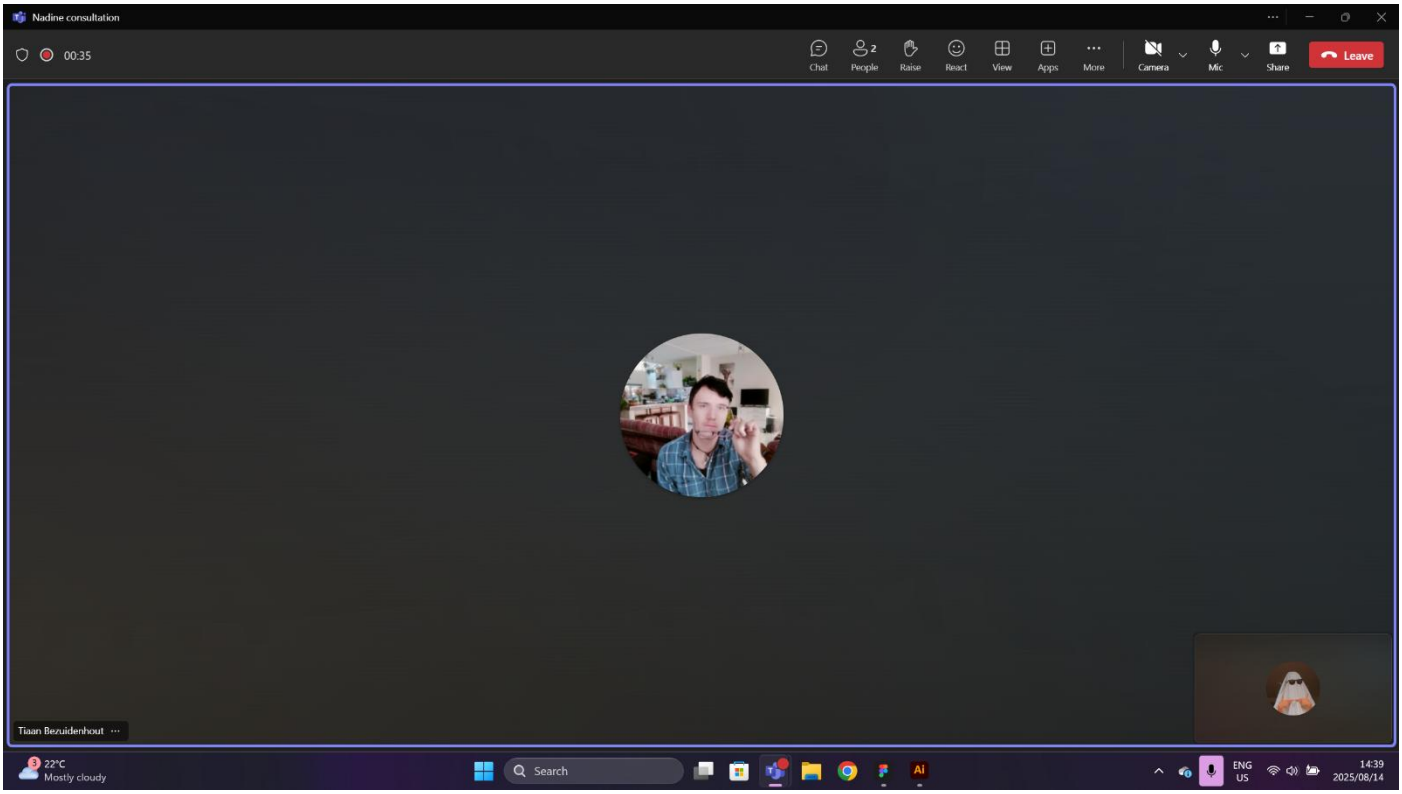
My Health page displays health data, achievements, settings, and help.

Prototype Link:

https://www.figma.com/design/UjCKj7ojkZ49A7QiV7qLTr/FA_1?node-id=0-1&t=rM9TOpQt5rbxSium-1

8. Consultation Records

Facilitator feedback



Recap: Nadine consultation Thursday, 14 August | Meeting | Microsoft Teams

Notes

Moon icon was fixed incorrectly in the frame

Fix: Adjusted the moon icon so it scrolls correctly with the page instead of staying fixed.

Progress and Discover pages were switched in navigation

Fix: Updated the navigation bar so that Progress and Discover are correctly placed and open the right screens.

Screen was not fixed when previewing the prototype

Fix: Resized the frames properly and ensured all content is contained inside each frame so screens display correctly in preview mode.

9. Final Reflection

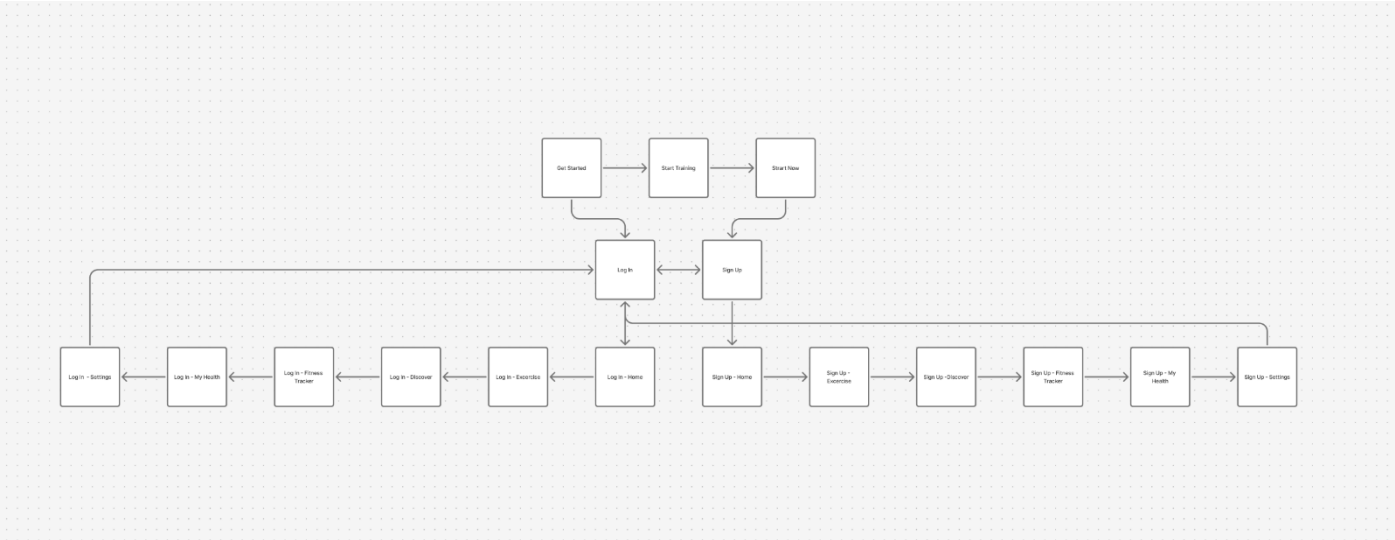
This project gave me a deeper understanding of the full design process and how each step connects. Starting with sketches made me realise the value of putting down ideas quickly before committing to digital layouts. Moving into low-fidelity wireframes in Figma helped me plan the structure and navigation clearly, without getting distracted by colors or details. Once I refined everything into high-fidelity designs, I saw how much branding choices like fonts, colors, and imagery shape the overall look and feel of the app.

Prototyping also taught me how important interactions are. Even small details like “after delay” transitions, password toggles, or smooth navigation can completely change how the user experiences the app. I also learned how to troubleshoot problems, fix navigation issues, and make sure all frames work properly in preview mode.

10.Progression

Phase	Description
Preliminary Sketches	Started with quick hand-drawn sketches to explore layout ideas and user flows. This helped me test multiple directions before moving into digital work.
Low-Fidelity Wireframes	Built basic wireframes in Figma using simple shapes and grayscale. Focused only on structure, layout, and navigation without detailed styling.
High-Fidelity Wireframes	Refined the wireframes by applying Nike branding, bold typography, clean layouts, and color accents. Screens became polished and visually consistent.
UI Elements Board	Created a dedicated artboard in Figma with reusable components (buttons, icons, color swatches, input fields, and navigation items) for design consistency.
Prototype Setup	Linked all screens in Figma with interactive flows. Added features like the animated splash screen, login/signup toggles, and full navigation between Home, Exercise, Discover, and My Health.
Feedback and Fixes	Consulted with facilitator and peers. Applied changes such as fixing navigation mix-ups, adjusting frame sizes, and correcting scroll settings for icons.
Final Prototype	Finalised a fully interactive and functional prototype in Figma. Polished transitions, tested usability, and prepared documentation, video demo, and references for submission.

Flow diagram



Link

https://www.figma.com/board/StlVQtdvuspN0oWAjNdFb6/Wireframe?node-id=0-1&t=TDH0BCxa36GLXoYI-1

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