

# NIKE VISUAL AUDIT

BY ILDAN, TASNOVA, JASON



# PURPOSE

The need, desire, or fundamental reason for something to exist.

- We build diverse, equitable, and inclusive teams and champion a transparent, responsible supply chain so people can thrive. We create opportunities for kids and communities to access resources so they can excel. And we innovate and scale more sustainable solutions to help protect our planet.



# MARKET ANALYSIS

Affordable Active / Everyday Wear

All-season wear

Clothing

Gear

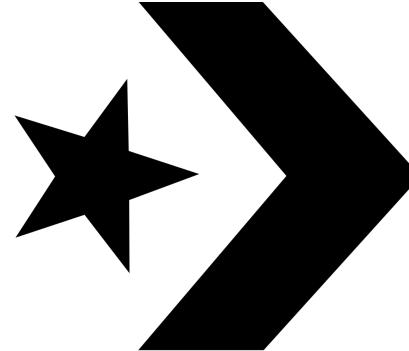


# Mark Jones

- **Gender** - Mark Jones
- **Age** - 40
- **Location** - Brooklyn, NY
- **Interests** - Football, Hiking
- **Occupation (if any)** - Banker
- **Background info** - Has 3 kids
- **Hobbies** - Playing catch with kids
- **Preferences** - Not have more than 2 pairs of shoes at all times
- **Wants and needs** - Comfort and Flexibility



## NIKE COMPETITORS



CONVERSE



new balance



# ADIDAS

#000000

#FFFFFF

#FFD200

#EDE734



MEN WOMEN KIDS SALE NEW & TRENDING

help orders and returns gift cards join adiClub

Search



1



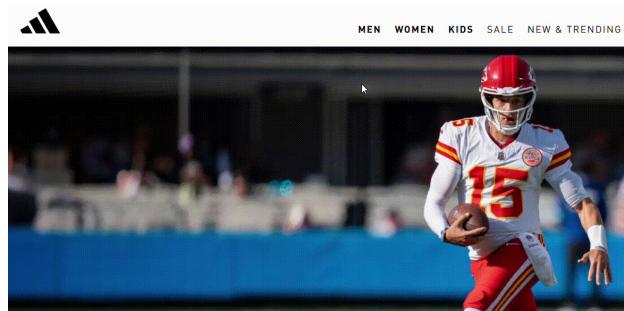
New Arrivals

Best Sellers

VIEW ALL

# ADIDAS MEDIA USED

- **Graphics / Images**
  - JPEG, PNG, GIF, SVG
- **Interactive Embedded Assets**
  - primary HTML
  - styling CSS
  - interaction Java



## RELATED RESOURCES



### How To Clean Shoes

Get down and dirty with adidas and learn how to clean your sneakers the right way.



### The adidas Samba Size Guide

Discover classic adidas heritage through the fit and feel of the one and only Samba.



### Ace The Looks: How to Style a Tennis Skirt

Are you ready to serve? Learn how to style your tennis skirt outfits with adidas.



### How To Style A Soccer Jersey

From sporty to flirty to polished, the soccer jersey is a surprisingly versatile wardrobe hero. Get inspired on how to style a jersey i...

## Popular right now

### ultraboost 5x

### soccer

### samba

### gazelle

### campus

### spezial



# ADIDAS MEDIA USED 2

- Videos
  - MP4
- More Interactive Embedded Assets
  - primary HTML
  - styling CSS
  - interaction Java



The Adidas website homepage for the "adidas x Mercedes-AMG PETRONAS F1" collection. It features the Adidas logo and the Mercedes-Benz logo. The text "THE RACE BEGINS" is displayed above a button labeled "SHOP NOW". The text "The new adidas x Mercedes-AMG PETRONAS F1 collection. A new chapter for racing." is also present. The "Official Team Partner" badge is visible on the right.

A product landing page featuring four main sections: 1. A man working out with the text "THE EVOLUTION CONTINUES..." and "Adilenum is back.", with a "SHOP NOW" button. 2. A close-up of a shoe with the text "BUILT FOR SPEED" and "Speed up the basepaths in ADIZERO Electric+ and Impact+ baseball cleats.", with a "SHOP NOW" button. 3. A portrait of Anthony Edwards with the text "BELIEVE" and "ANTHONY EDWARDS 1", with a "SHOP NOW" button. 4. A person lifting weights with the text "MADE FOR STRENGTH" and "Power through each lift.", with a "SHOP NOW" button.

The image shows the classic white 'adidas' logo on a solid black square background.

**A AdineuePRO - 40px**  
**H1 AdidasFG Bold - 30px**

**H1 AdineuePRO - 36px**

**H2 AdineuePRO - 24px**

**H2 AdineuePRO - 22px**

**H4 AdineuePRO - 20px**

**H5 AdineuePRO - 18px**

**P AdihausDIN - 22px**

**P AdihausDIN - 16px**

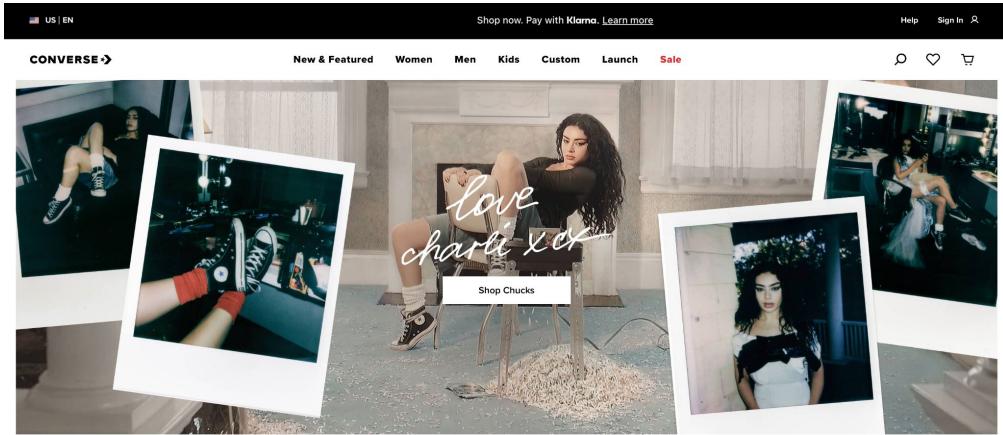
**P AdihausDIN - 14px**

**P AdihausDIN - 12px**

**P AdihausDIN - 11px**

**Typefaces: AdidasFG, AdidasFG(Bold),  
AdineuePRO, AdineuePRO (Bold),  
AdineuePRO (Thin)**

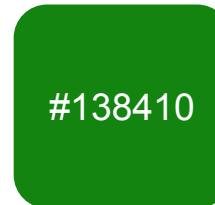
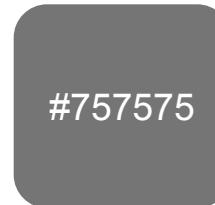
# Converse



→ **HIGH TOPS**  
**LOW TOPS**  
**PLATFORMS**  
**CUSTOM**



## Color Pallet



**Typeface:**  
Proxima Nova

# Typeface: Proxima-Nova

**H1 Proxima Bold - 60px**

**H2 Proxima Semibold - 36px**

**H3 Proxima Semibold - 24 px**

**H4 proxima Semibold - 18px**

**H5 Proxima Normal - 16px**

**H5 Proxima Normal - 15px**

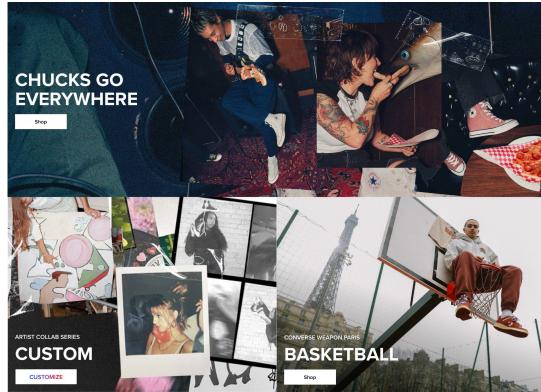
**H5 Proxima Normal - 14px**

**H6 Proxima Normal - 12px**

# CONVERSE MEDIA USED

- **Graphics / Images**
- Images, videos, buttons, interactive slides, promotional banners, liked items.
  - JPEG, PNG, GIF, SVG
- **Interactive Embedded Assets**
  - primary HTML
  - styling CSS
  - interaction Java

Help Sign In 



## Trending

Explore Kids  
Best Sellers  
New Arrivals  
Top Rated  
Classic Chucks  
Shoes \$50 & Under  
Sale

## By Age / Gender

Baby & Toddler (Ages 0-4)  
Little Kids (Ages 4-8)  
Big Kids (Ages 8-12)  
Boys  
Girls  
Kids' Size Guide

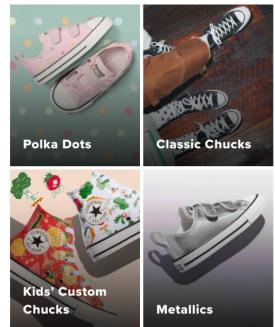
## Shoes

All Shoes  
 High Tops  
 Low Tops  
 Platforms  
 Boots  
 Slip-Ons  
Easy-On / Easy-Off  
Kids' Prints

## Clothing & Accessories

All Clothing & Accessories  
Tops & T-Shirts  
Jackets & Sweatshirts  
Pants & Shorts  
Matching Sets

## Featured Collections



## Custom Shoes

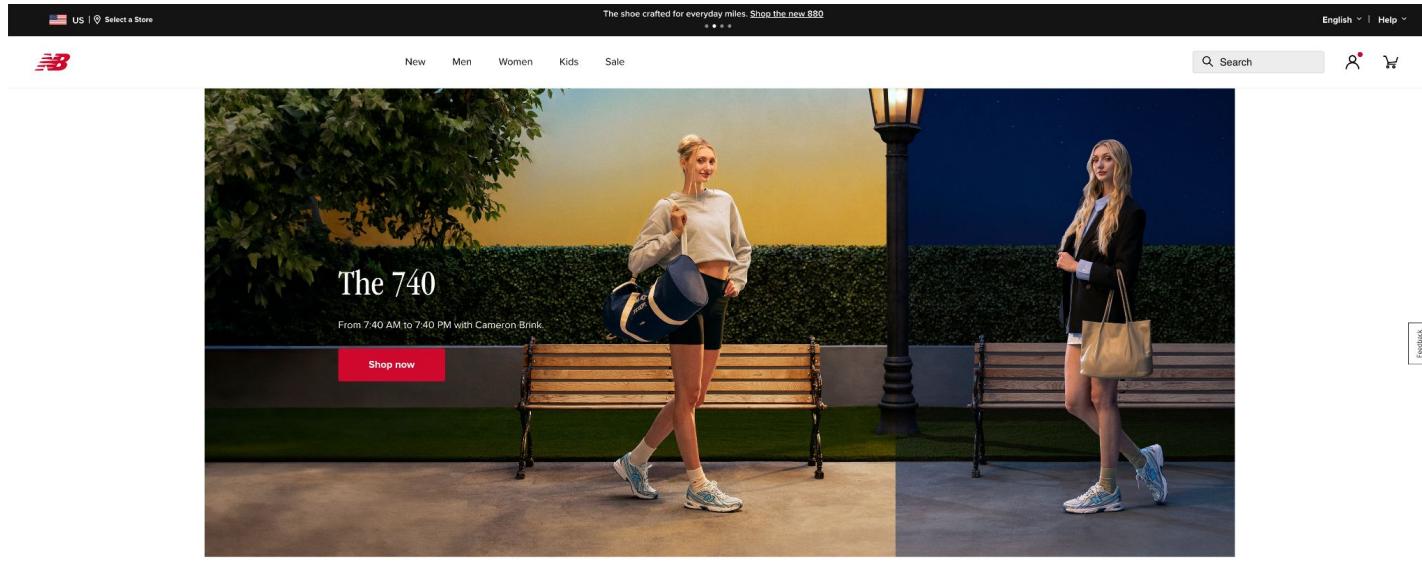
All Custom  
Prints  
Match Your Mini  
Start From Scratch

## Explore Converse

→ All Womens	→ All Mens	→ All Kids	→ Chuck Taylor All Star	→ Boots	→ Platforms
			→ Chuck 70	→ Custom	→ Launch

# NEW BALANCE

Typeface  
Proxima Nova W01



#000000

#FFFFFF

#CF0A2C

#B36205

Typeface: Proxima Nova

**H1 Proxima Nova W01-  
24px**

**H2 Proxima Nova W01- 24px**

**P Proxima Nova W01- 16px**

**P Proxima Nova W01- 14px**

**A Proxima Nova W01- 14px**

# NEW BALANCE MEDIA USE

## GRAPHICS/IMAGES

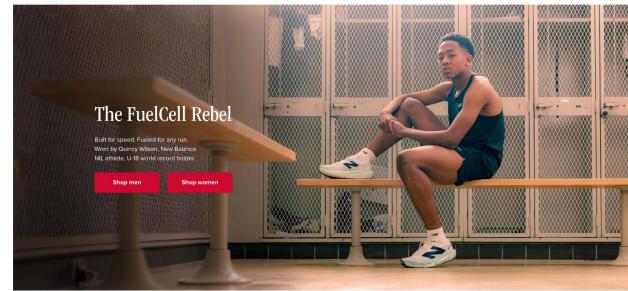
-JPEG,PNG,(IMAGES, BUTTON, LINK)

## INTERACTIVE EMBEDDED ASSETS

-PRIMARY HTML

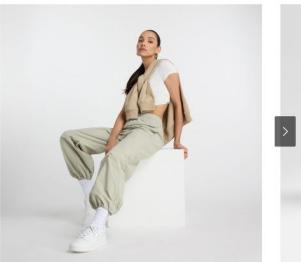
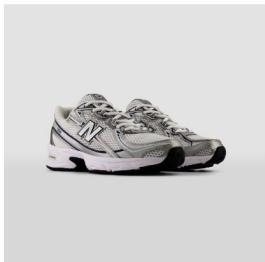
-STYLING CSS

-INTERACTION JAVA

 Search

Help	Shop	About Us	For You
Contact us	Find a store	Our purpose	Special discounts
Start a return	Gift cards	Responsible leadership	Idea submission
Track your order	Shipping information	New Balance Foundation	Affiliate program
Become a member	Sale exclusions	Careers	Counterfeit products
Size guide	Custom uniforms	The TRACK at New Balance	Accessibility statement
FAQ	Reconsidered	Press box	Medical Plan Information
How early access works			

Shop by category



Accessories

# **Media Type**

- Images - Product images, banners and campaign images.
- Video - highlighting product features, brand stories and collaborations.
- Interactive Elements - Customizations

## **Primary Functions**

- The primary function of Converse products, particularly their footwear, is to provide stylish, comfortable, and durable sneakers for casual wear, sports, and self-expression.

# Audience

Active Community

People of All ages and backgrounds

Low-income

Person with Disabilities, LGBTQIA+

Younger Generation

Men and Women

Runners

Athletes

Hikers

# Goals

Creating a digital marketplace platform that will be accessible for people of diverse backgrounds, no matter of their technical skills, with focus on non-tech savvy people and NBU (Next Billion Users), to access resources so they can excel

Specific

- Actionable
- Measurable
- Time based
- 

<https://www.nike.com/kids>

# **Questions to Help Define Purpose and Goals**

**What are we trying to accomplish?**

Making everyday wear sustainable, affordable, long-lasting

**Who is involved?**

Manufacturers, Designers, Product Developers

**How can I accomplish this** (tech needed, skills available, etc.)

By making design equitable, sustainable, and keeping the community informed

**Is it relevant? Not redundant? Actually meeting a need?**

**When can it be done?**

# Measures of Success

Community - Questionnaire of how Nike helped the current situation of the user

Diversity -

Inclusivity - follows WGAC guidelines, Features Men and Women, and members of LGBTQIA+ communities the same amount

Demand for sustainable solution to their everyday wear

# User Persona 1