

Product Teardown

Push Notifications

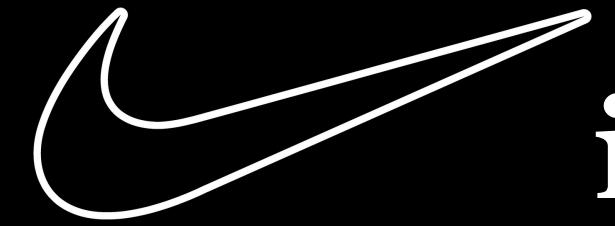


Mohammed Aamir

What is NIKE

Nike, Inc. is an American multinational association that is involved in the design, development, manufacturing and worldwide marketing and sales of apparel, footwear, accessories, equipment and services.

It is a major producer of sports equipment and one of the world's largest suppliers of athletic shoes and apparel.



in Numbers



Total visits (desktop & mobile) in August 2023: 150.9M

(Source: <https://www.similarweb.com/website/nike.com/#overview>)

Target User Segment

- Millennials (24–39-year-olds) and Gen Z (9–24-year-olds).
- Professional Athletes and Sports Enthusiasts.
- Urban High-Income Groups.
- Globetrotters (International Shoppers).
- Loyalist and Repeat Buyers

Key Value Proposition

- Innovation and Quality.
- Brand and Status.
- Environmental Sustainability.
- Diversity, Inclusion, and Community Impact .
- Accessibility and Wide Product Range.
- Empowerment and Inspiration.

User Persona



- **Jessica** is a 25-year-old fitness enthusiast.
- From San Francisco, California.
- Works part-time as a fitness trainer.
- Has a YouTube channel where she reviews sports gear and workout routines.
- Frequently buys sportswear and accessories for herself and her family.



- **Justin** is a 45-year-old businessman.
- From Scottsdale, Arizona (known for its numerous golf courses and golfing culture).
- An avid golfer and enjoys weekend matches with his colleagues.
- Likes to sport the latest golf apparel and gear, often shopping for new releases.
- Not tech-savvy but uses the internet to check reviews before making big purchases.

User Needs

- Honesty in Reviews: She's always looking for genuine feedback from real customers to ensure the products she buys are durable and effective.
- Comparative Feedback: "Sneaker Stats" - Side by side comparisons of similar Nike products based on reviews.
- Product Lifecycle Reviews: Feedback about how the product lasts over time, especially when used rigorously.

User Needs

- Simplicity in Writing Reviews: A straightforward platform where he can quickly provide feedback without navigating complex interfaces.
- Visual Assistance: "Picture Perfect Reviews" - Ability to view user-uploaded images of the product in real-life scenarios.
- Categorized Reviews: Justin looks for specific feedback, like "performance on wet golf grounds" or "comfort during summer".

Pain Points

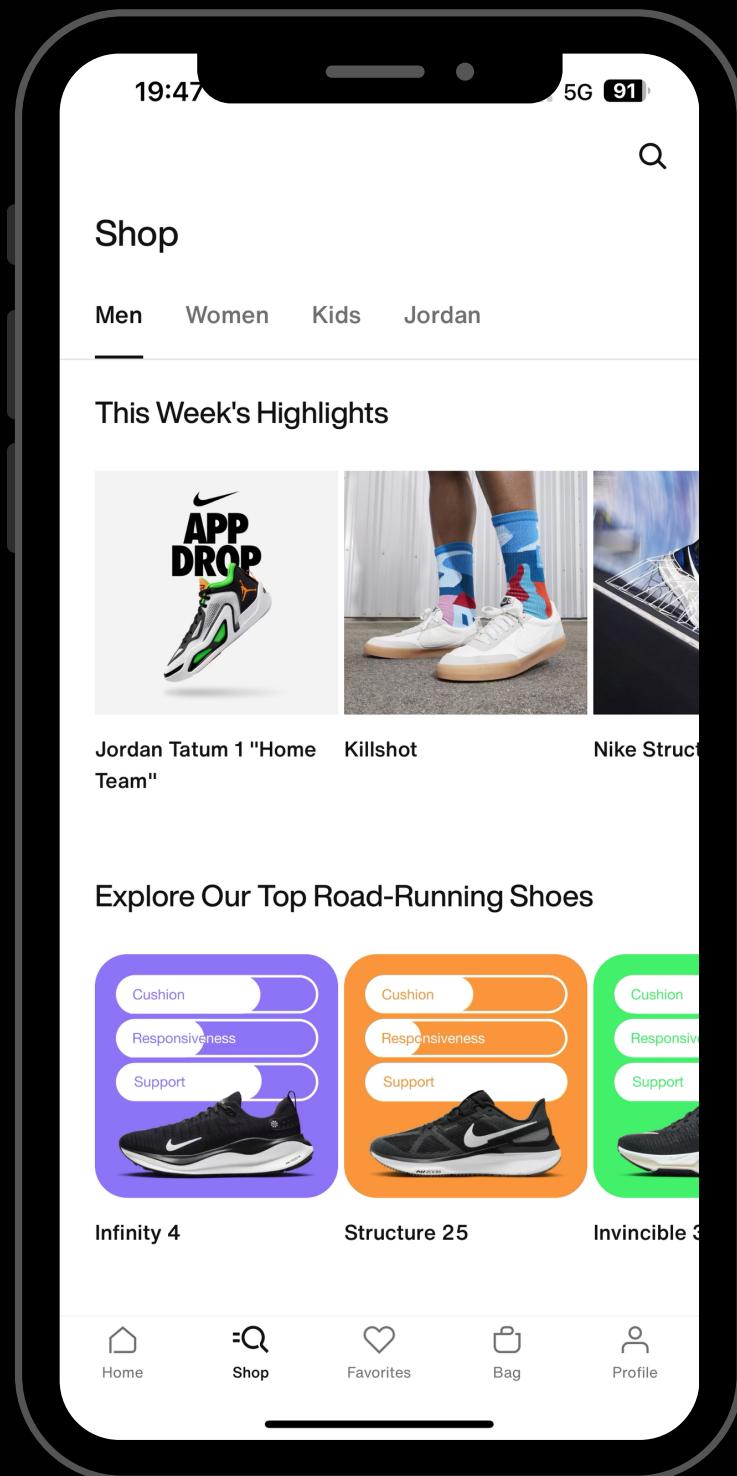
- Quality Assurance: Jessica's biggest concern is investing in sportswear that doesn't last. She relies heavily on reviews to gauge the product's durability.
- Inconsistent Sizing: While shopping online, she often finds that sizing varies across products, leading to returns or exchanges. She looks for reviews addressing fit and comfort.
- Filter Flaws: A lack of filters to narrow down reviews based on specific needs, like "suitable for hiking" or "comfort for long runs".
- Non-Verified Reviews: Hesitant to trust reviews that aren't from verified buyers, as they could be biased or false.

Pain Points

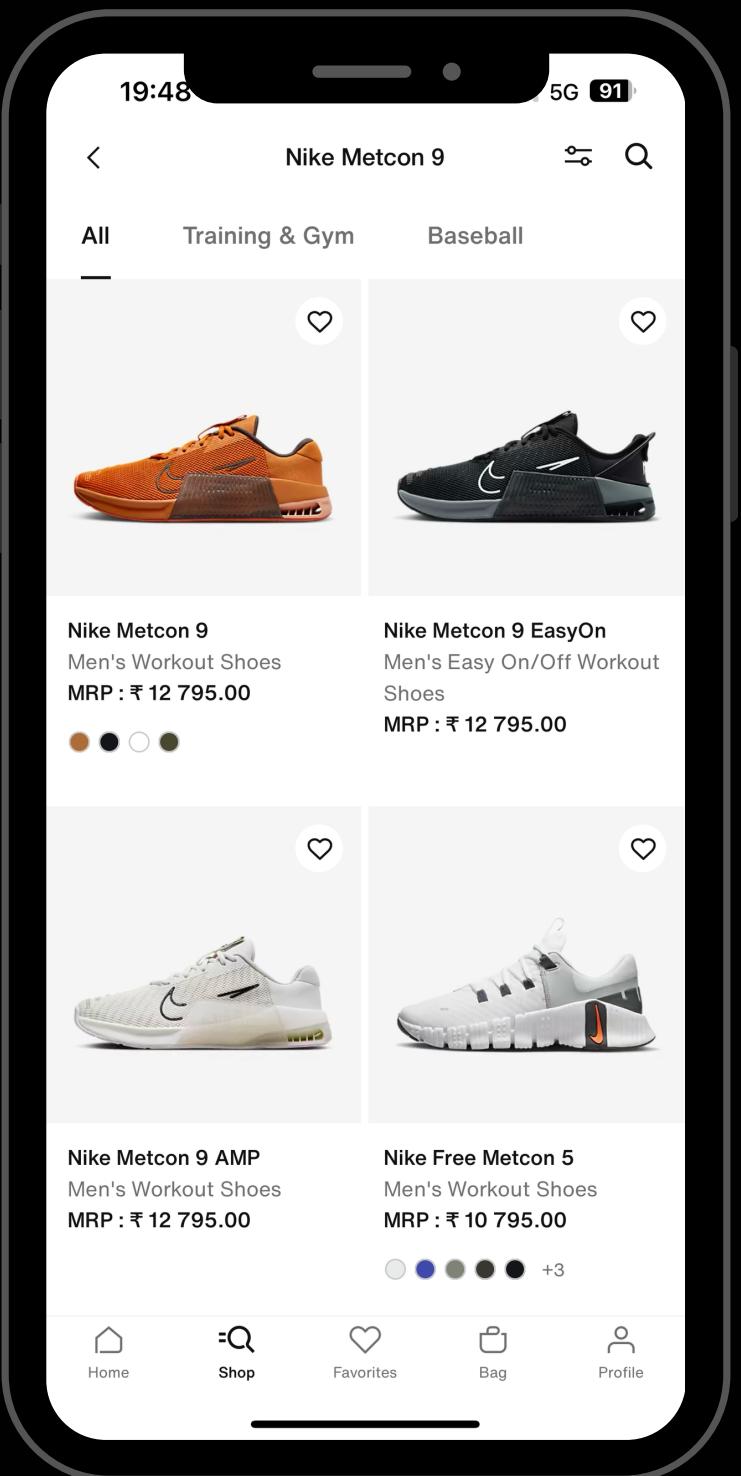
- Tech Troubles: Sometimes finds it difficult to locate the review section or understand how to rate a product due to a complex website layout.
- Delayed Display: Writes reviews but they don't show up immediately, making him doubt if they got submitted at all.
- Overwhelming Information: Too many reviews can be a lot to sift through. He'd appreciate a summary or a "most helpful review" feature.
- Irrelevant Feedback: Finds reviews that are more about delivery or packaging than the actual product.

User Journey

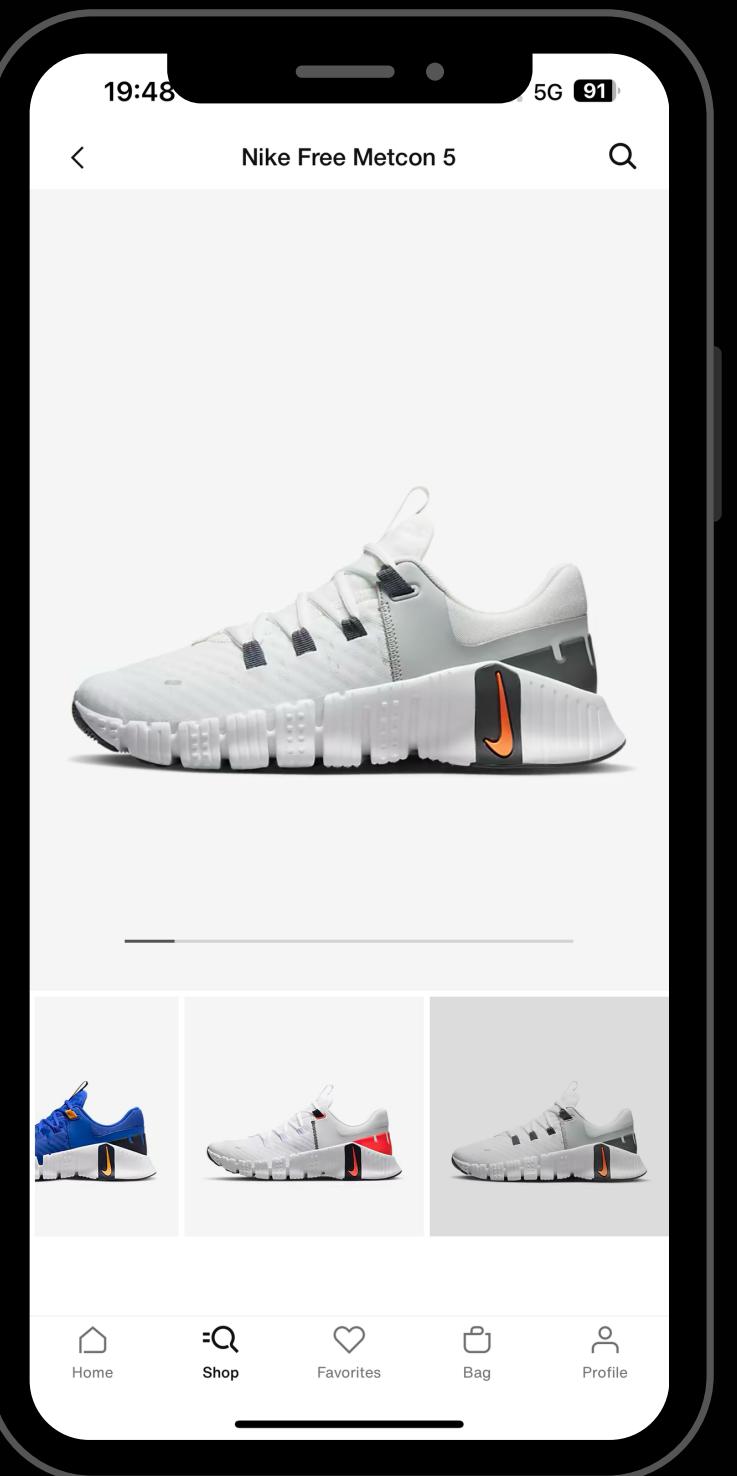
Step 1



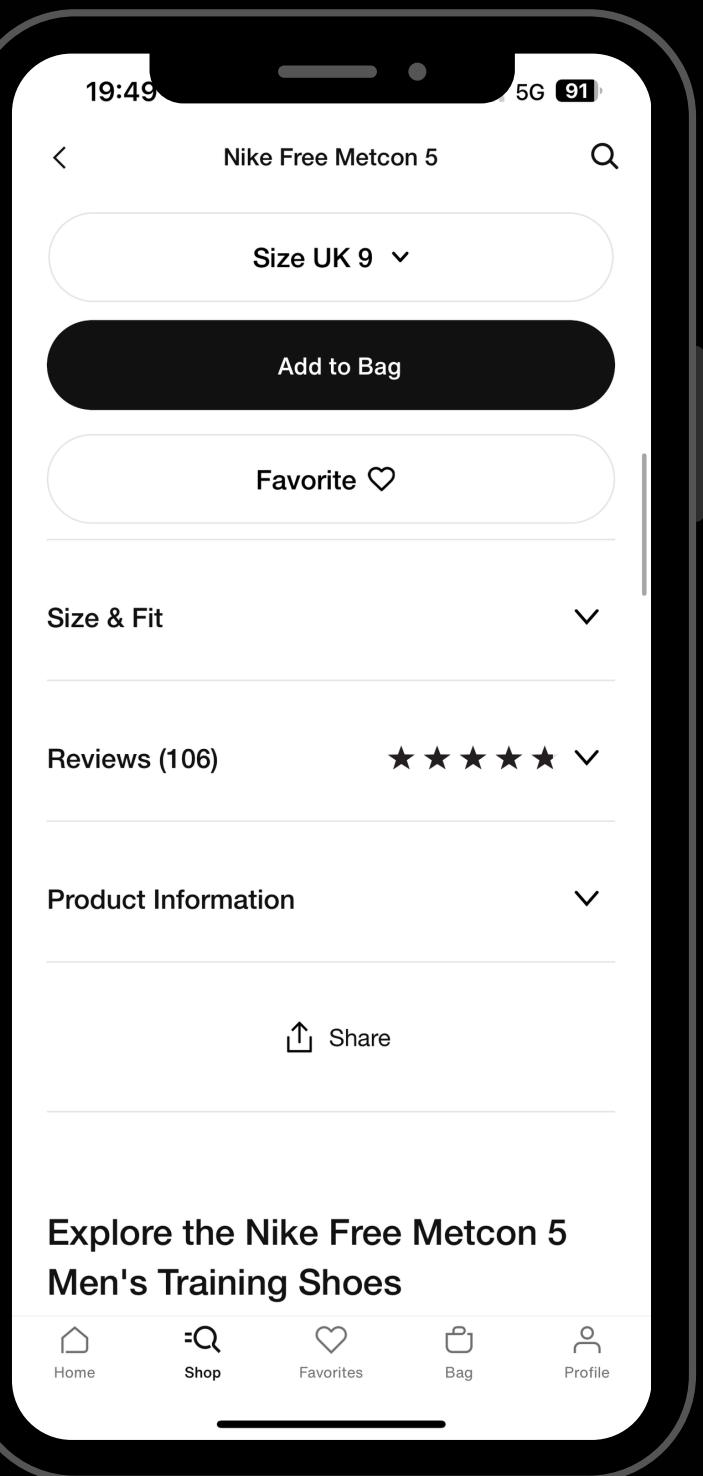
Step 2



Step 3



Step 4



1) User opens the App.

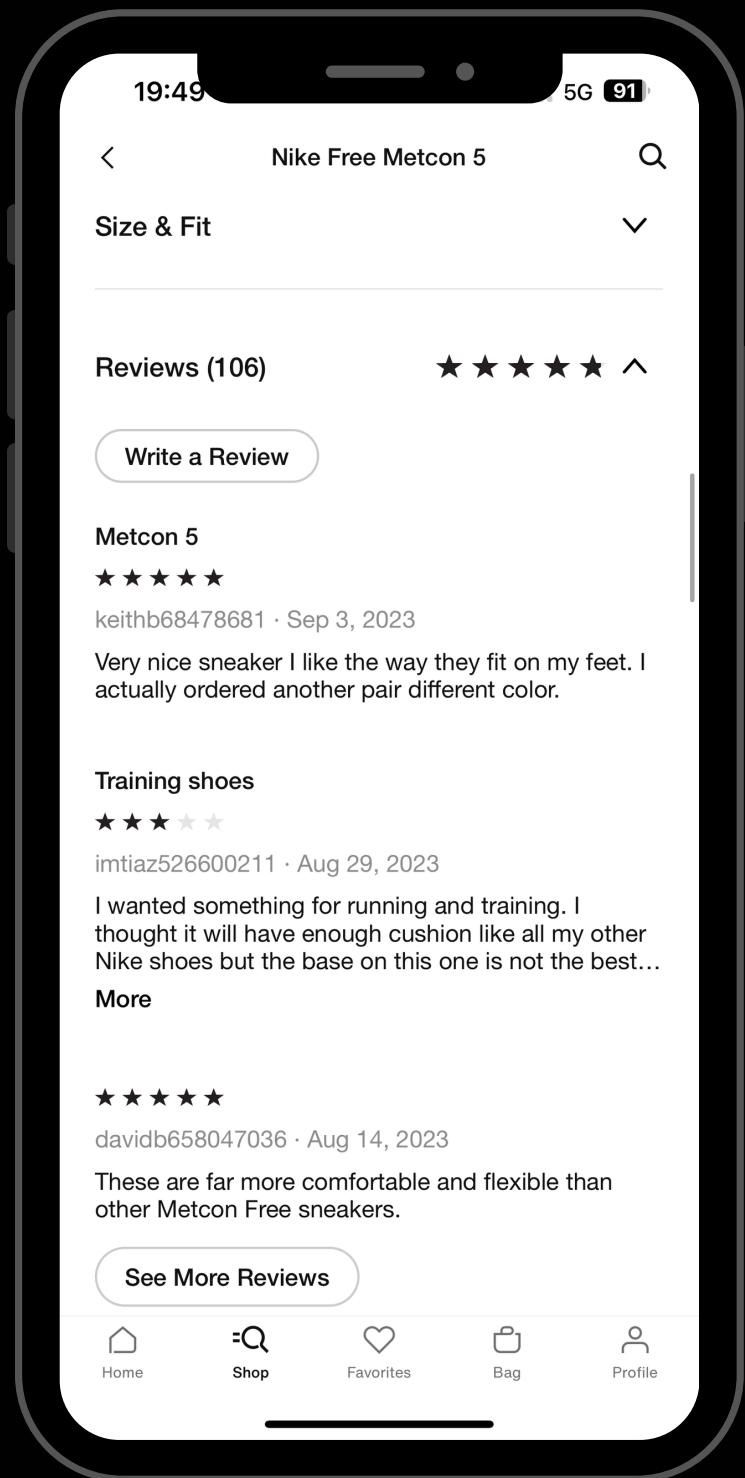
2) User searches for their desired product.

3) User selects the desired product.

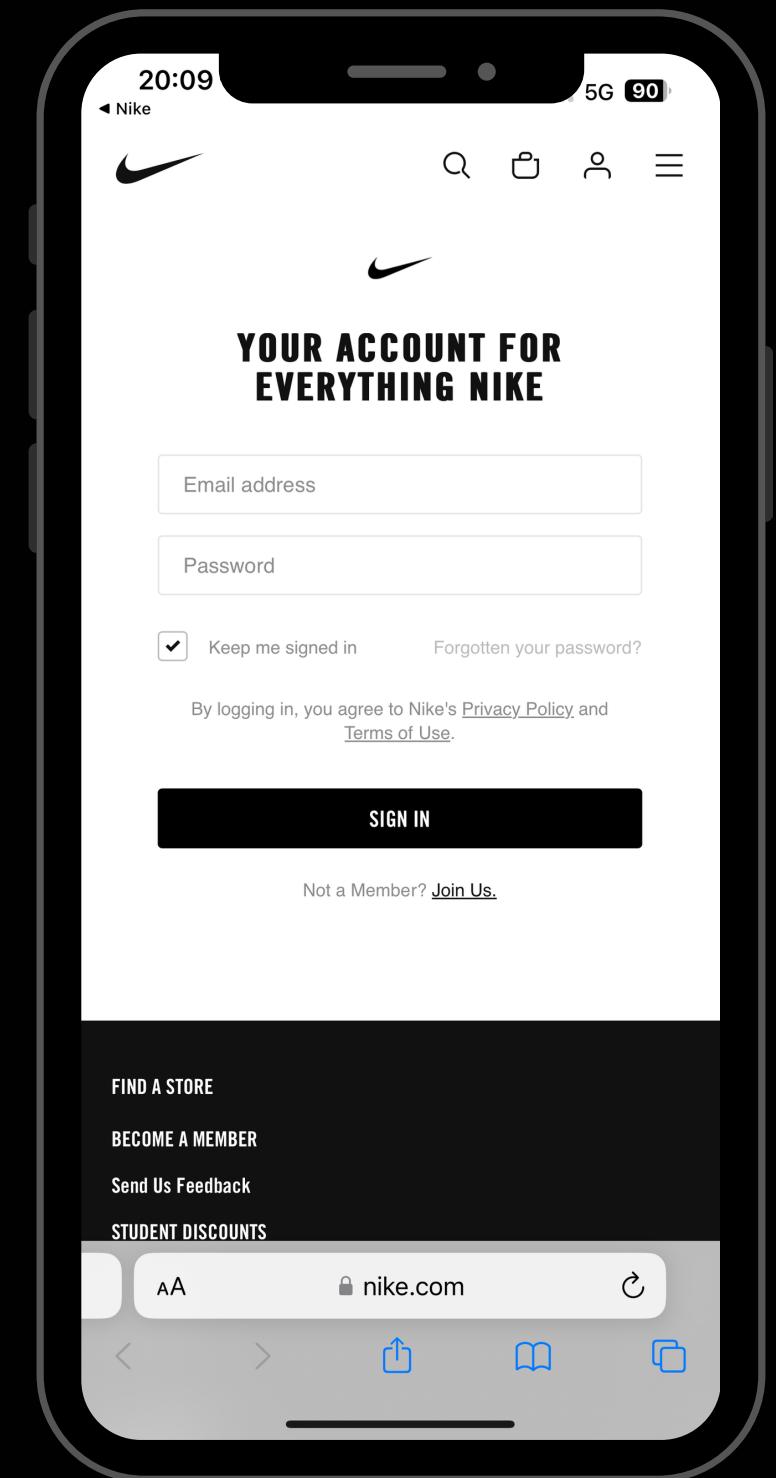
4) User searches for product reviews.

User Journey

Step 5/6



Step 7



A screenshot of a product detail page for the Nike Metcon 5. The page features a large image of the shoe, a 'Highly Rated' badge, and a list of reviews with names, dates, and ratings. There are also sections for 'New & Featured', 'Men', 'Women', 'Kids', 'Sale', and 'SNKRS'. The bottom of the page shows a 'More Reviews' button and a navigation bar with icons for Home, Shop, Favorites, Bag, and Profile.

5) User reads the product reviews.

6) User proceeds to write a product review

7) User is directed to the website..

User Journey

Step 8

WRITE A REVIEW
Please share your experience

Overall rating *

★ ★ ★ ★ ★

Review *

① Make your review great: Describe what you liked, what you didn't like, and other key things shoppers should know (minimum 5 characters)

Review title

① Your overall impression (150 characters or less)

Size

Runs Small Just Right Runs Big

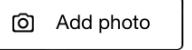
Comfort

Uncomfortable Average Very Comfortable

Durability

Not Durable Average Very Durable

Photos or videos

 Add photo  Add video

① You may add up to five photos or videos

Country

Select one ▾

State / Province / Region

City

By clicking Submit, I agree to [Privacy Policy](#), [Terms of Use](#), and [Terms of Service](#).

SUBMIT

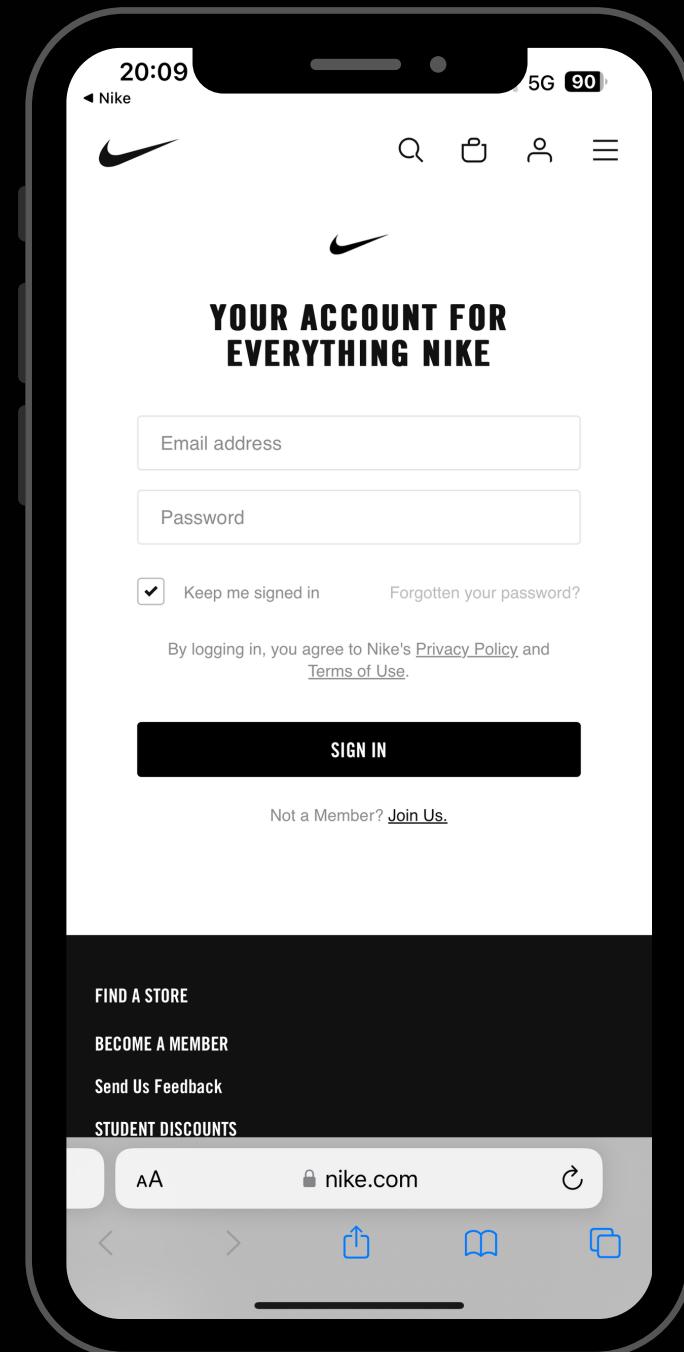
8) User writes the review..

User Journey Map

Phase	App/Homepage	Product Search	Product Details	Reading Reviews	Submit Review
ACTIONS	User opens the app to buy a new pair of shoes.	User types in specific shoe model or browses through categories.	User clicks on a desired shoe to view its details.	User scrolls down to the review section to see what others are saying.	After using the product, user returns to submit their own feedback.
THOUGHTS	Let's see what new shoes Nike has.	I hope they have the model I'm looking for	These specs seem good, but I wonder what others think?	These reviews are mostly positive. It seems like a good choice.	I should share my experience to help others.
PAIN POINTS	None	Overwhelming number of choices or not finding the desired model.	Lack of clear information on materials.	Reviews not sorted by relevancy or most recent.	Complex review submission process or character limit too short.
EMOTIONS					
TOUCH POINTS					

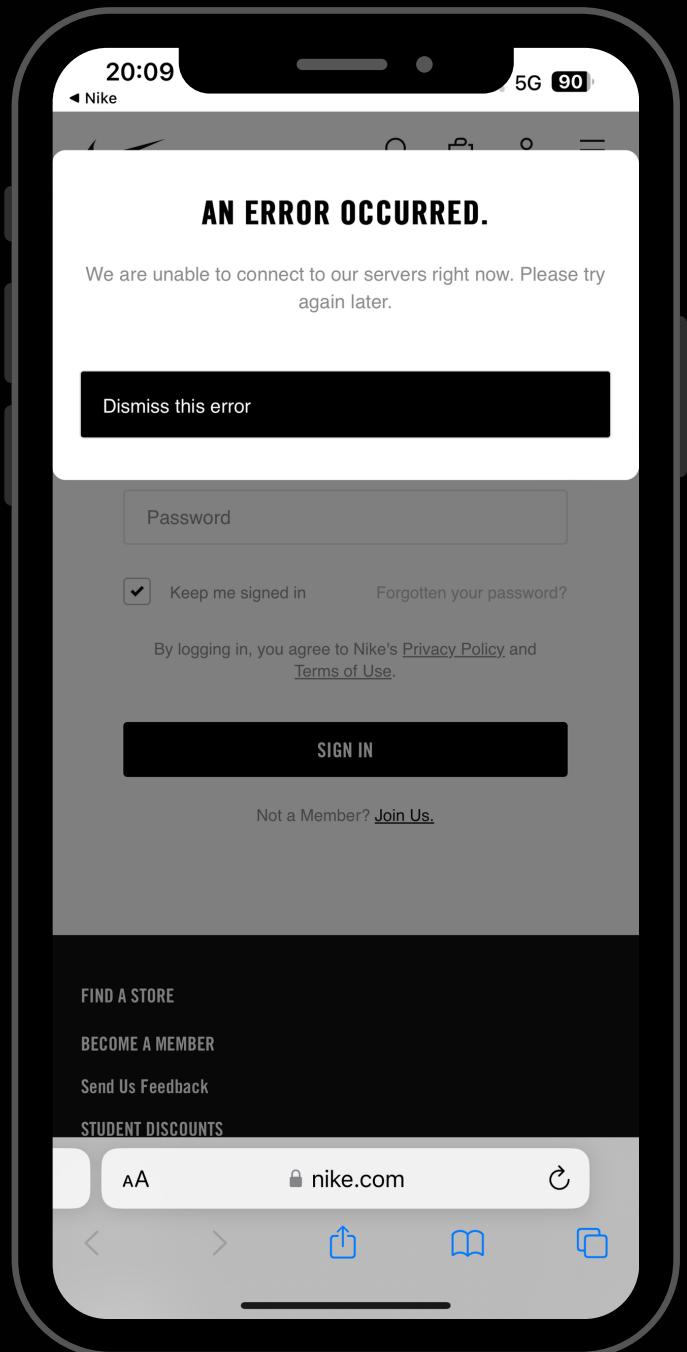
Key Navigation & Access Issues

1) Redirection to Nike's Website



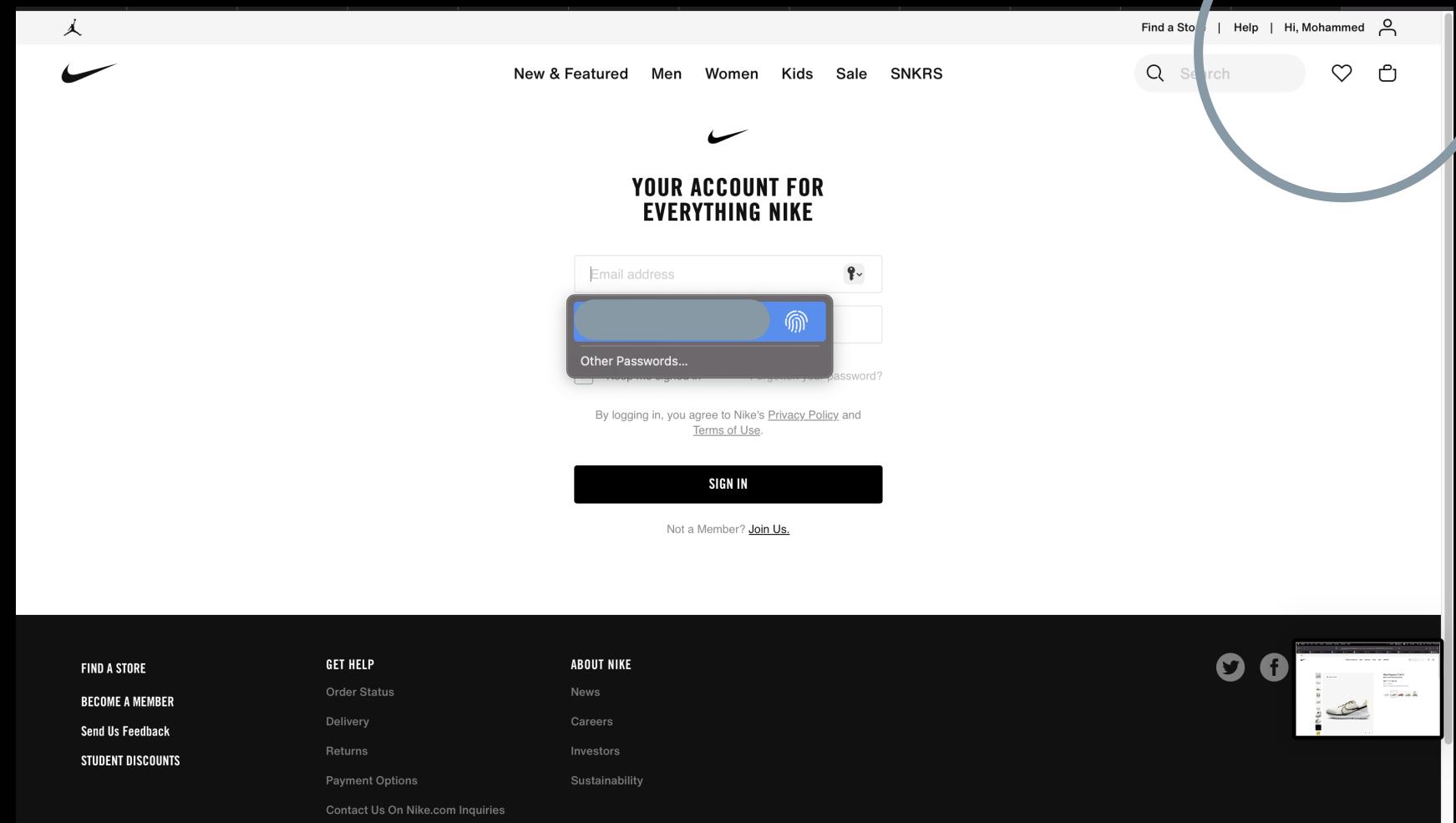
Clicking "Write a Review" unexpectedly redirected me to Nike's main website

2) Mobile Login Difficulty



Unable to log in when accessing the site via mobile.

3) Website Login Ambiguity



Despite successfully logging in on the website, the login page persisted, causing confusion. Only realized I was logged in when I spotted the "Hi Mohammed" greeting in the top right corner.

WHAT GOT RIGHT

- 1) **Structured Feedback:** The categorization of size, comfort, and durability ensures precise and actionable feedback.
- 2) **Visual Insights:** The option to include photos or videos allows for richer testimonials, setting the stage for potential buyers to get an authentic glimpse of the product.

Areas for Enhancement

- 1) **Information Overload:** While detailed feedback is valuable, too many fields might deter a quick reviewer.
- 2) **Location Privacy:** Asking for detailed location might be perceived as intrusive. Consider making this optional or broadening the categories.
- 3) **Ambiguity in Submission:** The presence of multiple terms like Privacy Policy, Terms of Use, and Terms of Service just before the 'SUBMIT' button might cause confusion. Simplifying this or providing clear distinctions could help.

Metrics

1) L1 Metric :

- **Review System Engagement Rate:** Measuring total user engagement with reviews - from reading to writing, adding media, or even unfinished drafts. Captures user value and interaction within our review ecosystem.

2) L2 Metrics :

- **Review Submission Rate:** The percentage of users who start writing a review and successfully submit it.
- **Review Read Rate:** The percentage of users who read reviews on a product page.
- **Photo/Video Attachment Rate:** Percentage of reviews that contain attached photos or videos, adding richness to the feedback.

3) North Star Metric:

- **Conversion Uplift Due to Review Interaction:** This metric tracks the percentage increase in purchase decisions directly influenced by interactions with the review system (reading, writing, or engaging with reviews in any form). A higher conversion rate would indicate that users trust and value the reviews on Nike's platform, leading to more confident purchase decisions.



Thank You

Reach out to me on LinkedIn:

<https://www.linkedin.com/in/gloryyali/>

