

PRVVEN.com

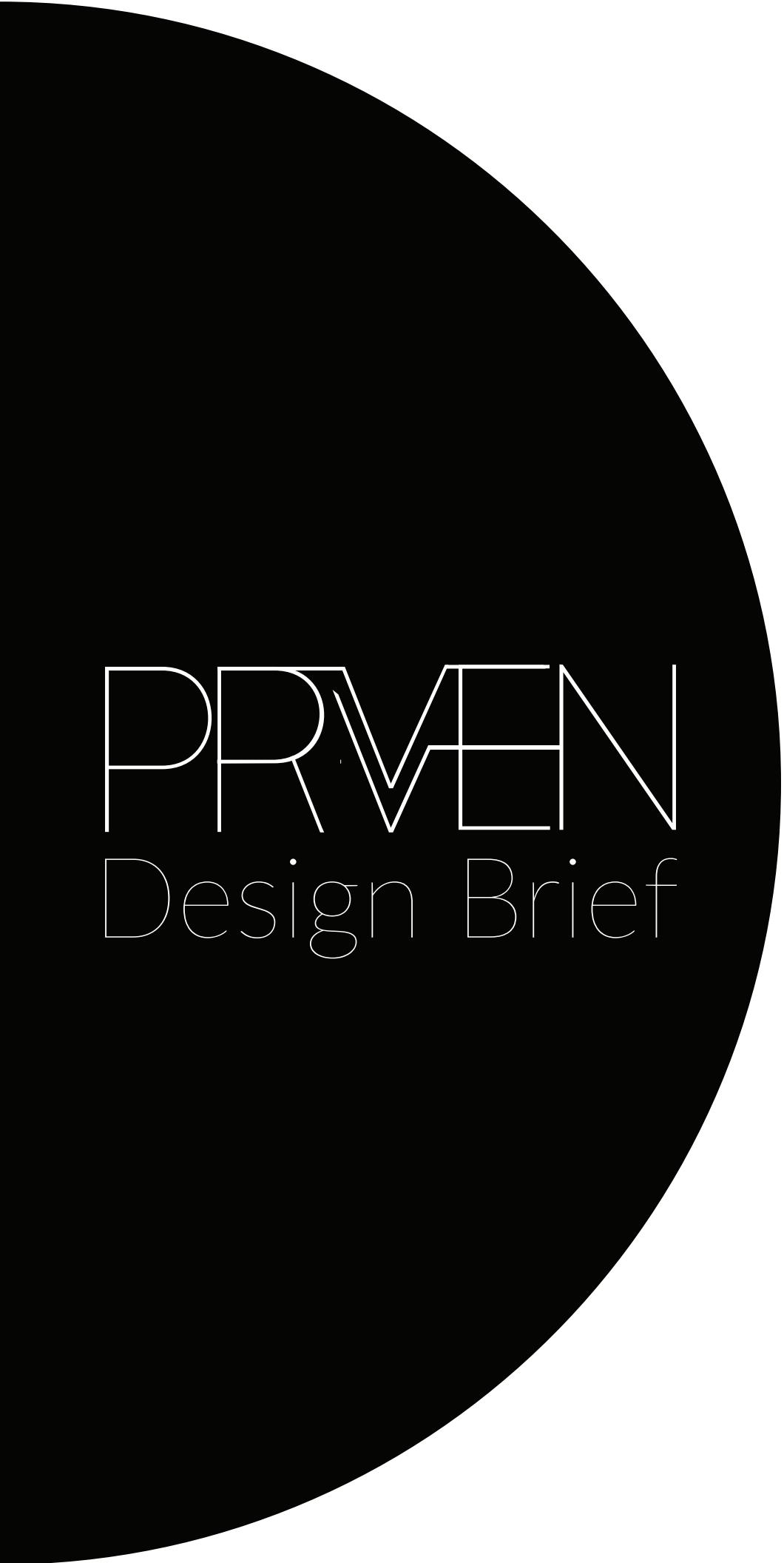
About the Company

Prvven is a website that allows user to review sports sneakers with star rating, and pros & cons comments.

Prvven will compete with other websites such as solecollector.com, weartesters.com and kicksologists.com.

Prvven differentiates from its competitors because:

- 1. Prvven** will not have extensive, long full-page article type review. All reviews are based on star rating and comments made by other user.
- 2. The review comments** will be divided into pros and cons, for easier user experience.
- 3. The main idea** is to provide only the important key factors abou the product, in the most simple, easy-to-understand way.



PRVVEN
Design Brief

PRVEN

Design Brief

Primary Audience:

- Men
- Age 14-30
- Anyone who is interested in sports & fashion
- High school students to young working professionals.

Primary audience is individuals who are interested in buying sport sneakers for fashion, sports activity and comfort.

With all the innovative technology that is being integrated to different types of sneakers, consumers will want to know about actual user feedback, versus what the brands are promoting.

Secondary Audience:

- Men and Women
- Age 18-35
- Anyone who is interested in sports & fashion
- High school students to young working professionals.

People who are trying out new sports, and has very little to no knowledge. It is difficult to pick the right product when you first start, and most of people will start their research through Internet search. Prvven will provide, simple, easy to comprehend, and multiple opinions and reviews from various users.

OBJECTIVE

Successfully launch a complete website that reviews various sports sneakers.

Make prvven the go-to place for offering reviews on sports sneakers.

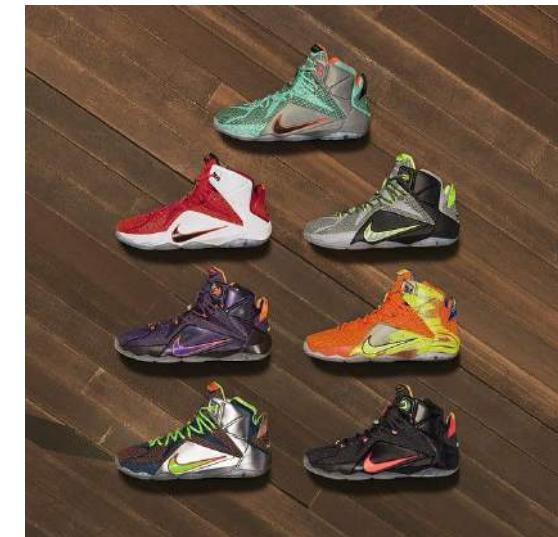
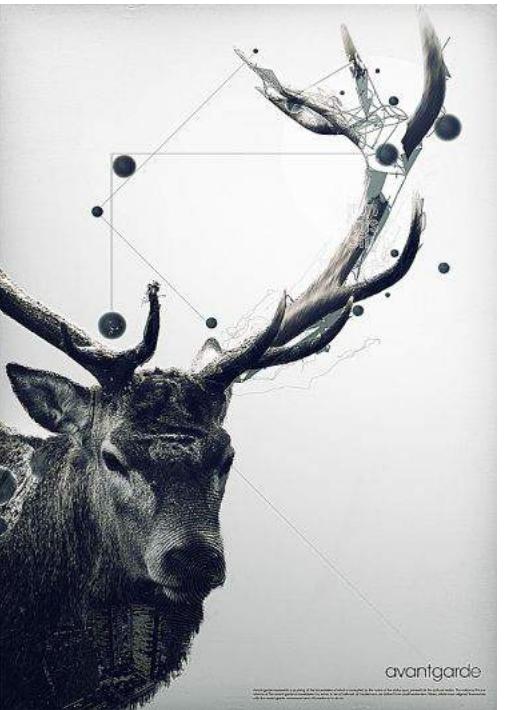
STRATEGY

Promote the launched website to potential users through **SSN** and **EMAIL BLAST**, to convince them to use the website for resources and review.

Using simple, modern design to Encourage users to interact with the website.
Design that promotes easy-to-read and easy-to-review, by prioritizing review contrast on the user interface.

PRVEN

Design Research

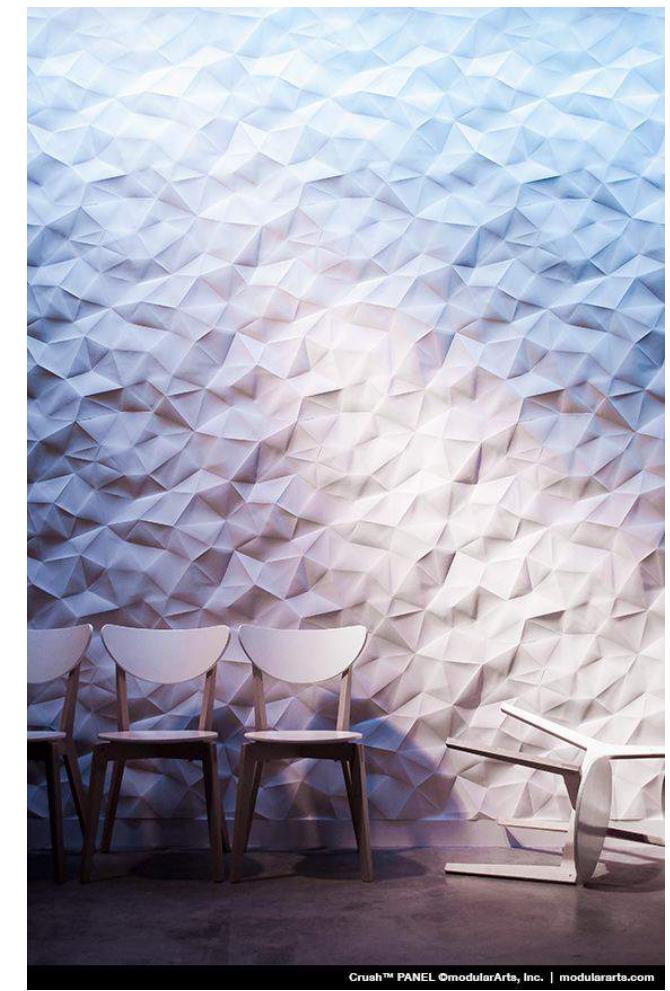
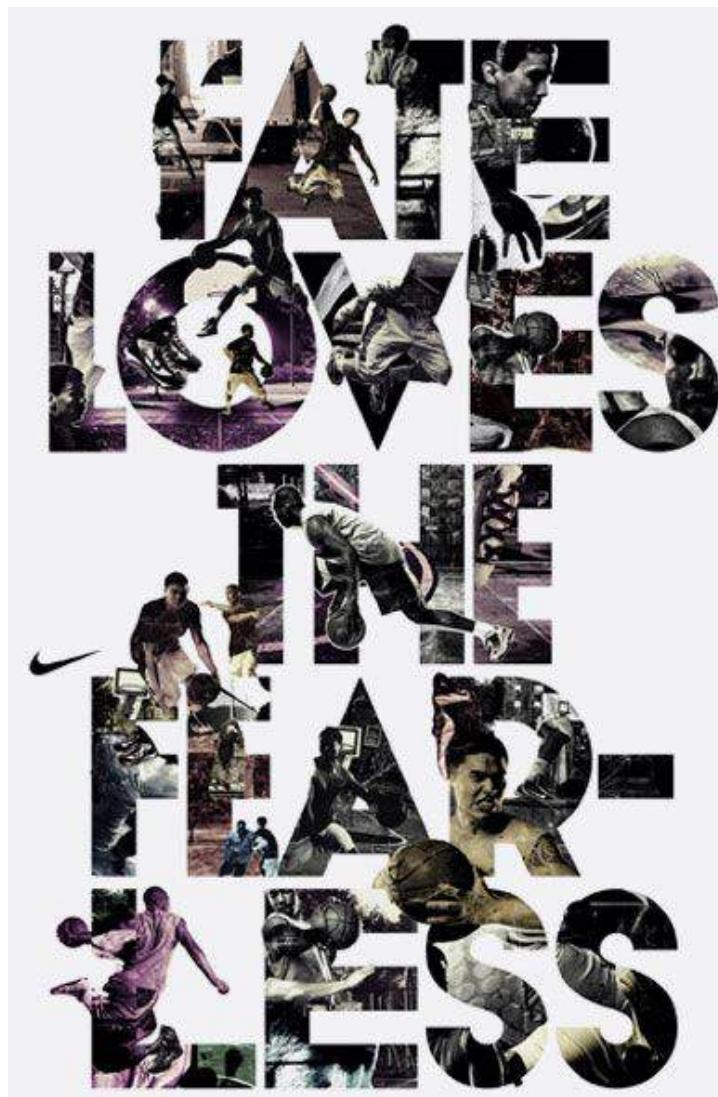


New Modernisms

Modernism
– evolution of an idea

Sean Latham
and Gayle Rogers

BLOOMSBURY



Crush™ PANEL ©modularArts, Inc. | modulararts.com

PRMEN

Design Research

KICKSLOGISTS.COM

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LATEST NEWS → JORDAN 1 HARE LOW \$89 | SNEAKER DE... LATEST

ADIDAS D LILLARD 1 'PDX CARPET' by Steven Quach May 19, 2015 News

EASTBAY COUPON: SAVE 10% OFF ORDERS OF \$50+ DEAL by Steven Quach May 19, 2015 Deals The Athletic SportSource

WANGO TANGO SATURDAY, MAY 9TH AT STUBHUB CENTER KANYE'S ORDINARY NEW KICKS SELLS OUT | CELEBRITY KICKS by Roy Chen May 19, 2015 Celebrity Kicks

JORDAN 1 HARE LOW \$89 | SNEAKER DEAL by Steven Quach May 19, 2015 Deals

UNDER ARMOUR CURRY TWO PREVIEW by Jefferson May 19, 2015 Under Armour

BESHOEVNR SHOE CLEANING KIT | CHALLENGE ME SHOEVNR by Jefferson March 19, 2015

NIKE KOBE X BLACKOUT | FIRST IMPRESSION by Jefferson March 14, 2015

UNDER ARMOUR CURRY 1 | FIRST IMPRESSION VIDEO by Jefferson March 5, 2015

UNDER ARMOUR CURRY ONE | FIRST IMPRESSION by Jordan Wong February 16, 2015

WEARTESTERS
SNEAKER PERFORMANCE REVIEWS | PERFORMANCE PRODUCT REVIEWS | SNEAKER NEWS

CONTACT

PERFORMANCE REVIEWS | PERFORMANCE PRODUCT REVIEWS | TOP PERFORMANCE PICKS | SHOP

JORDAN RELEASES

In the Spotlight: NIKE HYPERCHASE PERFORMANCE REVIEW

Nike Hyperchase Performance Review by Nightwing2303 in Kicks On Court Budget friendly hoop shoes are stepping their game [...] 32 Comments

Kicks On Court | Kicks Off Court

Latest Articles: Nike Air Max Audacity, Nike Air Tech Challenge 2 'Pinstripes' - Available Now, FDRA Recognizes Reebok as Digital Marketer of 2014, Is There a Nike Flyknit Racer 2 On the Way?, Li-Ning Way of Wade 3 'College' - Release Date

weartesters.com

LOGIN / SIGN UP

SOLE COLLECTOR NEWS RELEASE FORUMS MARKETPLACE

SUPER LIMITED PHARRELL X ADIDAS ORIGINALS COLLECTION RELEASE DATE: MAY 2015

SELLING MORE SNEAKERS THAN ADIDAS PINNACLE AIR JORDAN 1 GETS A RELEASE DATE, AS THE MOST EXPENSIVE SNEAKER COLLECTORS DISRESPECTED A ...

PEOPLE ARE BOYCOTTING NIKE BECAUSE IT GAVE A DISCOUNT TO COPS

VIEW MORE AT: COMPLEX.COM/TV

TOP DISCUSSIONS

10 DECADE

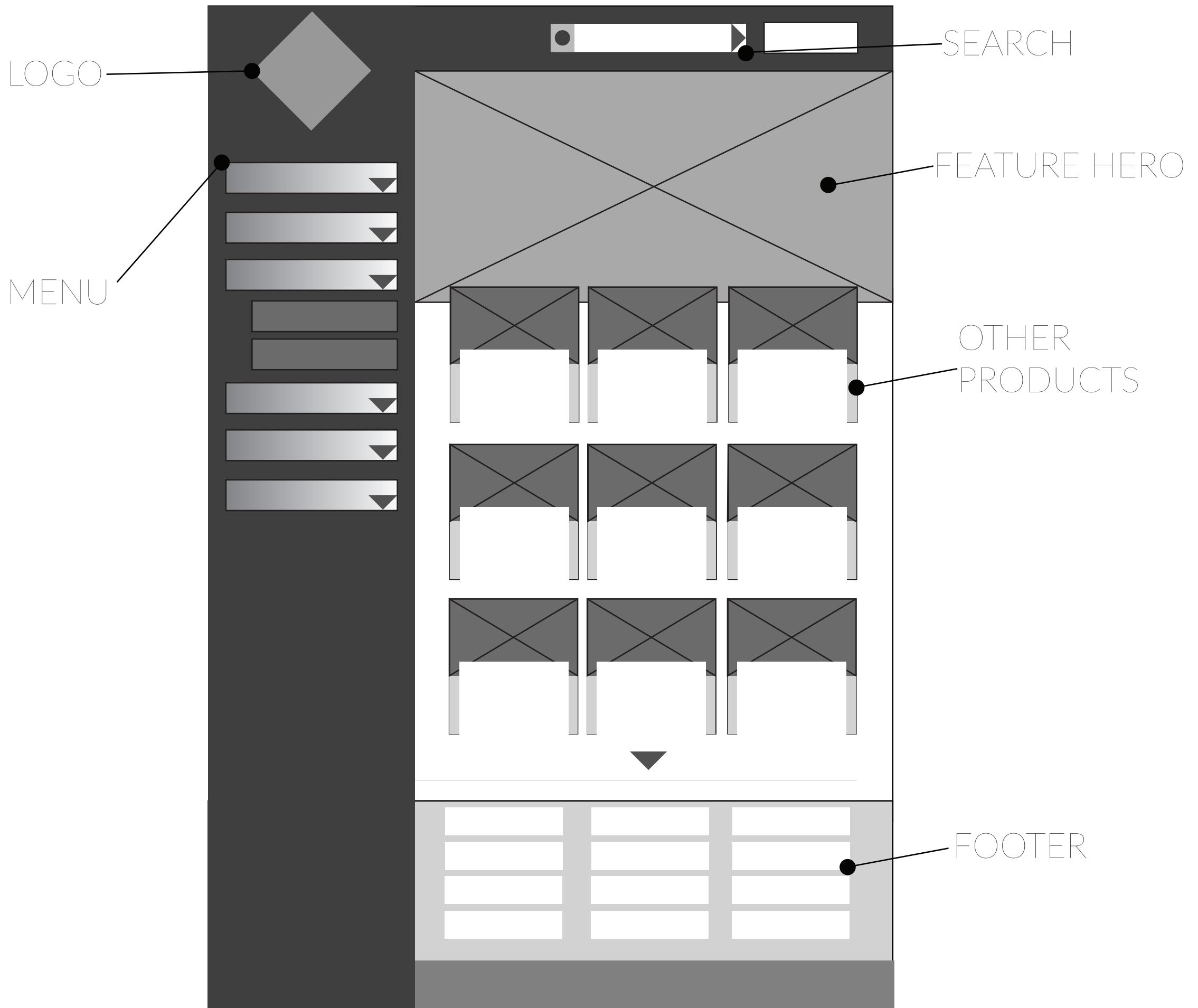
POSTED May 19, 2015 - 2 hours ago Nike Uses Graphics Again for Air Huaraches WORDS BRENDAN DUNNE

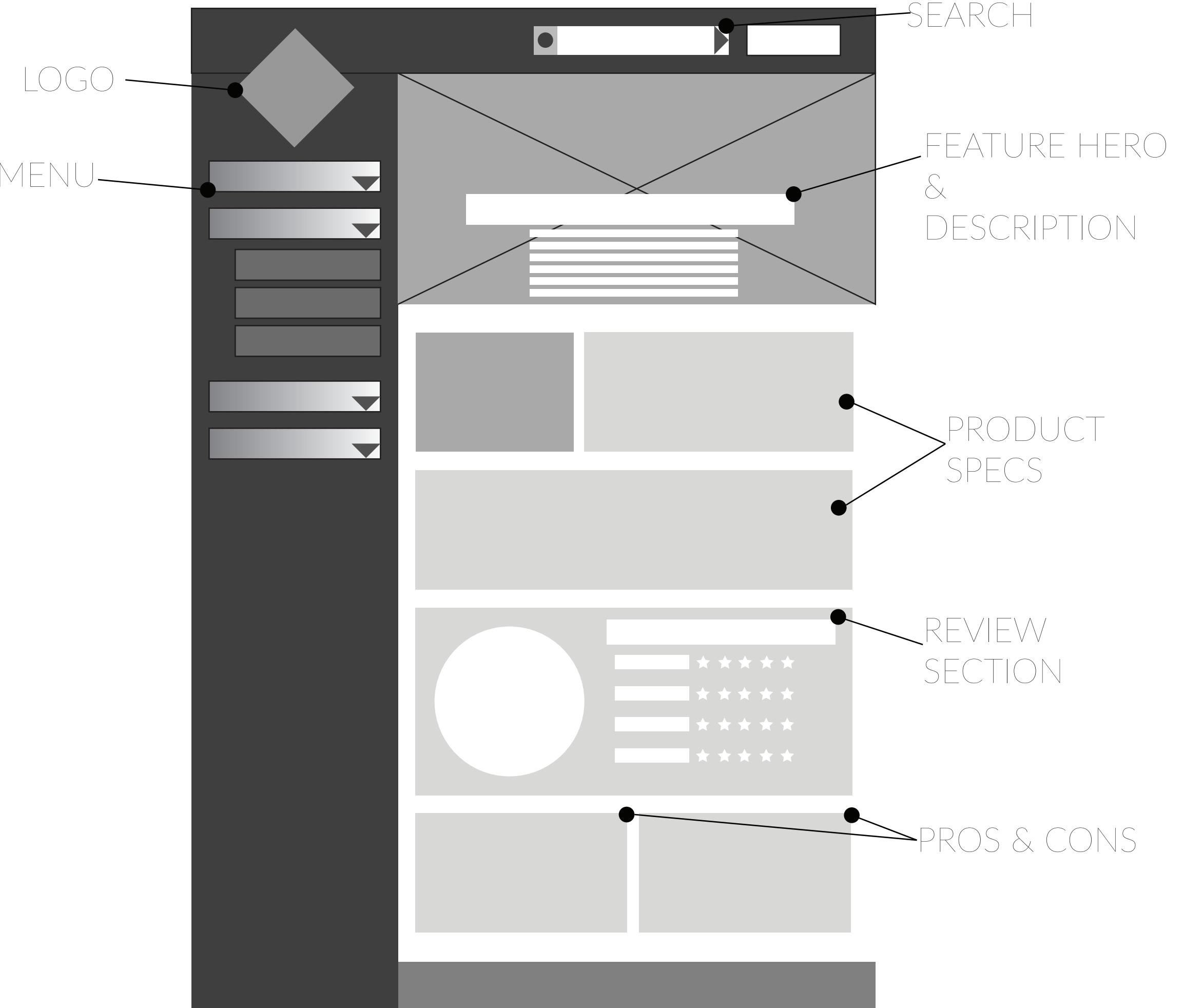
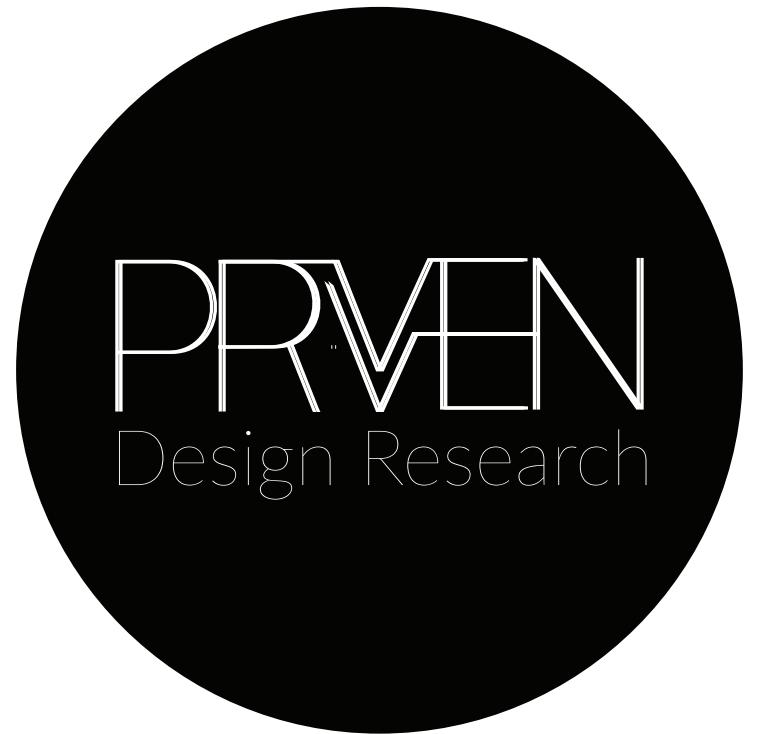
POSTED May 19, 2015 - 3 hours ago Can You Spot What Nike Changed on This Charles Barkley Classic? WORDS BRENDAN DUNNE

POSTED May 19, 2015 - 4 hours ago Sole Decade // The 10th Anniversary Google Hangout

kicksologists.com.

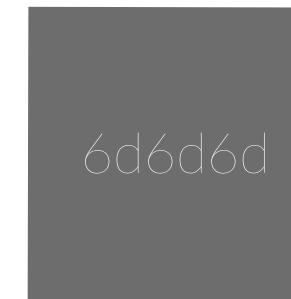
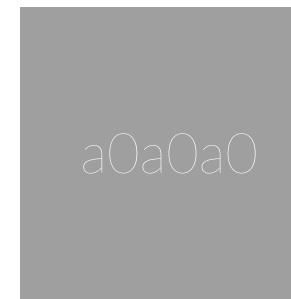
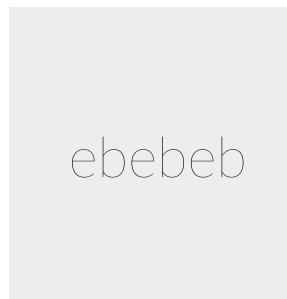
solecollector.com





COLOR SCHEME

Simple color palette to display variety of tone and shade within same color scheme.



Typeface color



TYPEFACE

Nike Lebron 12 AS

Lato Bold

Nike Kobe X AS

Lato Regular

Review Basketball Nike Lato Hairline

Nike Lebron 12 AS

Playfair Display Bold

From the Brand

Playfair Display Regular

The Lebron12 AS Men's Basketball Shoe pays homage to the mid-season showcase in New York City with bold details, exceptional support and ultra-responsive,

Playfair Display Regular



PRMEN



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Lato Bold

Nike Kobe X AS

Lato Regular

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Lato Hairline

Nike Lebron 12 AS

Playfair Display Bold

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Playfair Display Regular

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Playfair Display Regular

BUTTONS

CLICK

CLICK

hover

COLORS



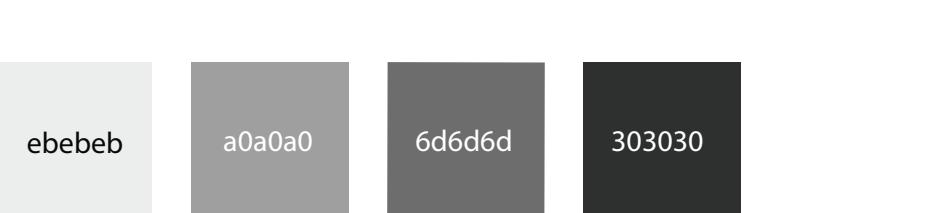
Basketball



Running

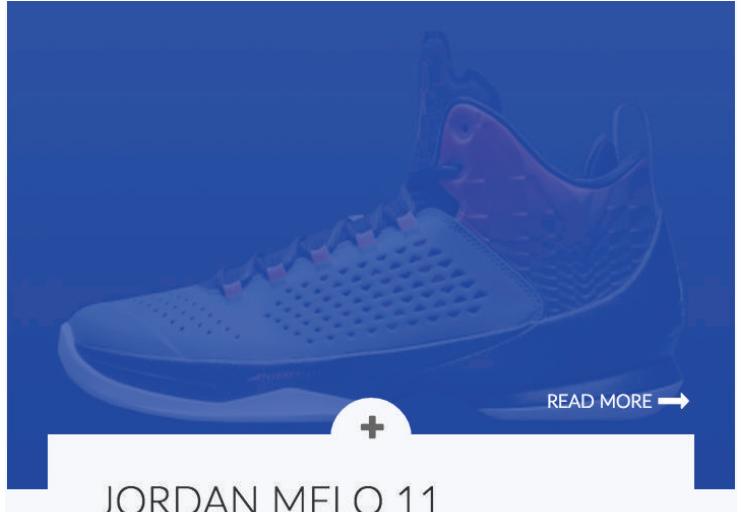


Training

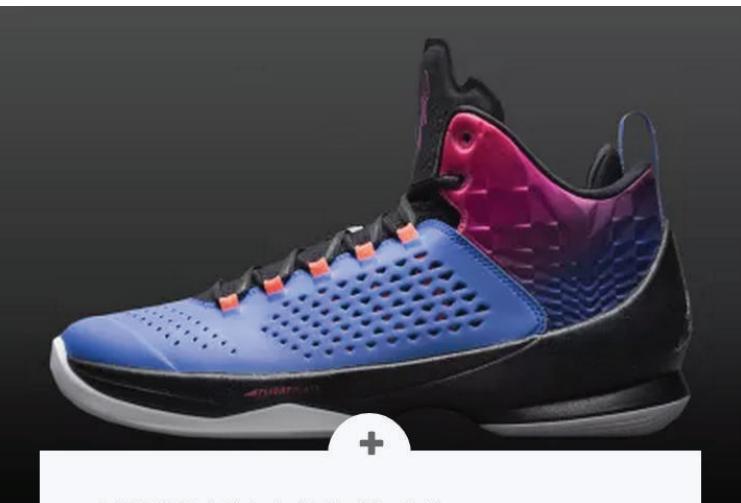


Typeface color

HOVERS

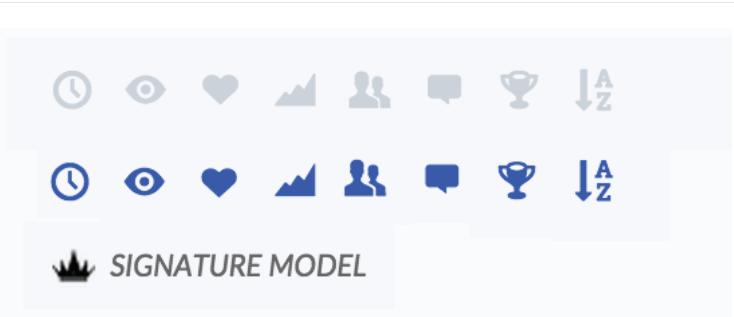


JORDAN MELO 11
HOVER



JORDAN MELO 11
DEFAULT

ICONS



SIGNATURE MODEL

24 NEW ➔

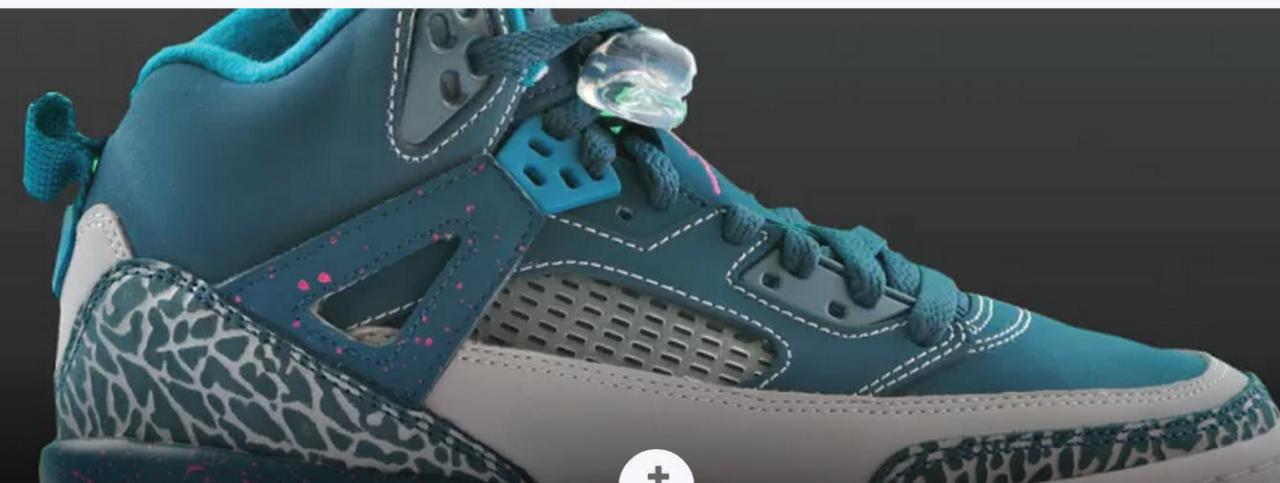


NAVIGATION

REVIEWS

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JORDAN SPIZIKE

REVIEW



REVIEW ⭐



JORDAN AIR JORDAN XX9



JORDAN MELO 11



JORDAN FLIGHT RUNNER 2

REVIEW ⭐



NIKE LEBRON XII LOW

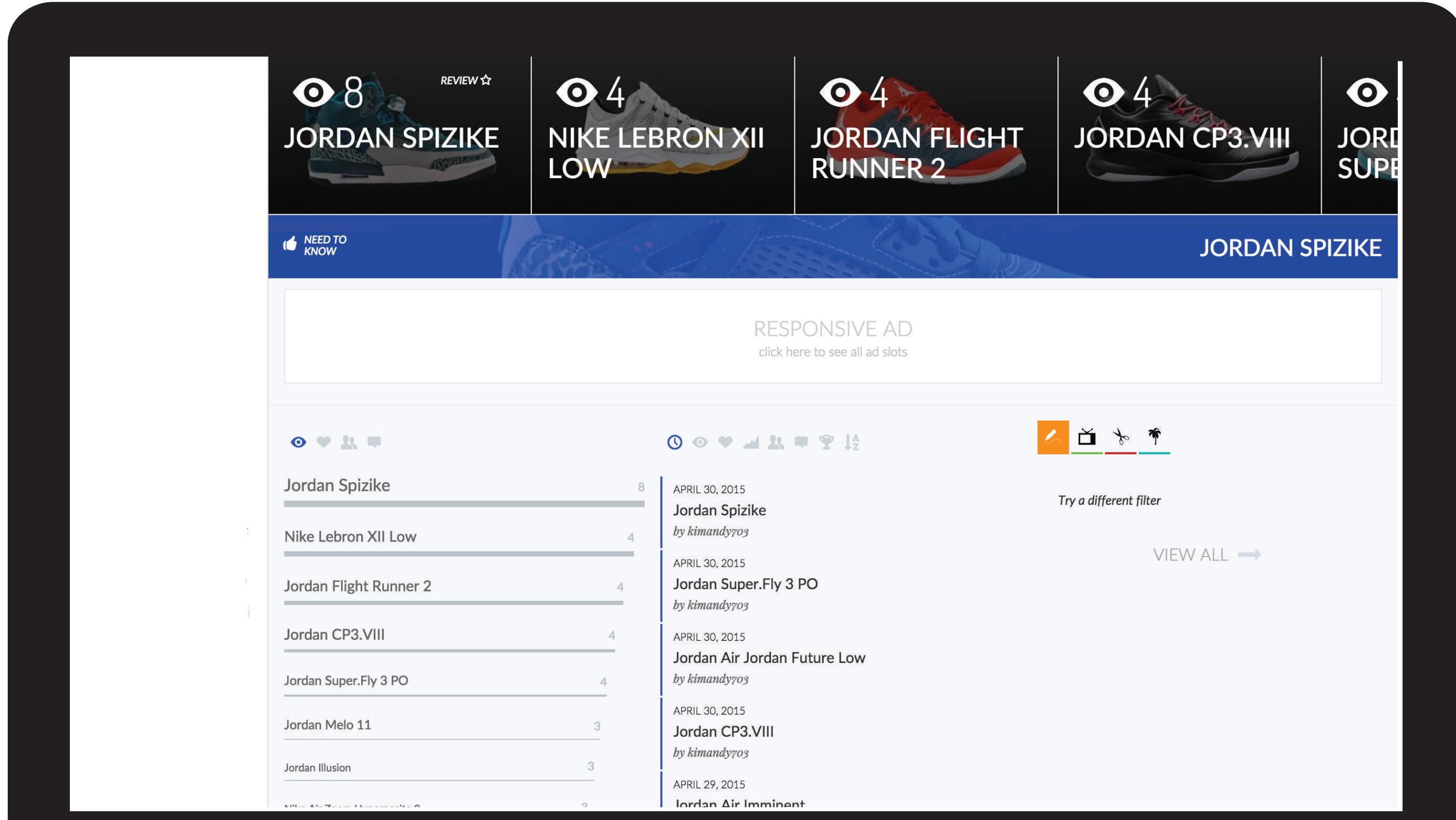


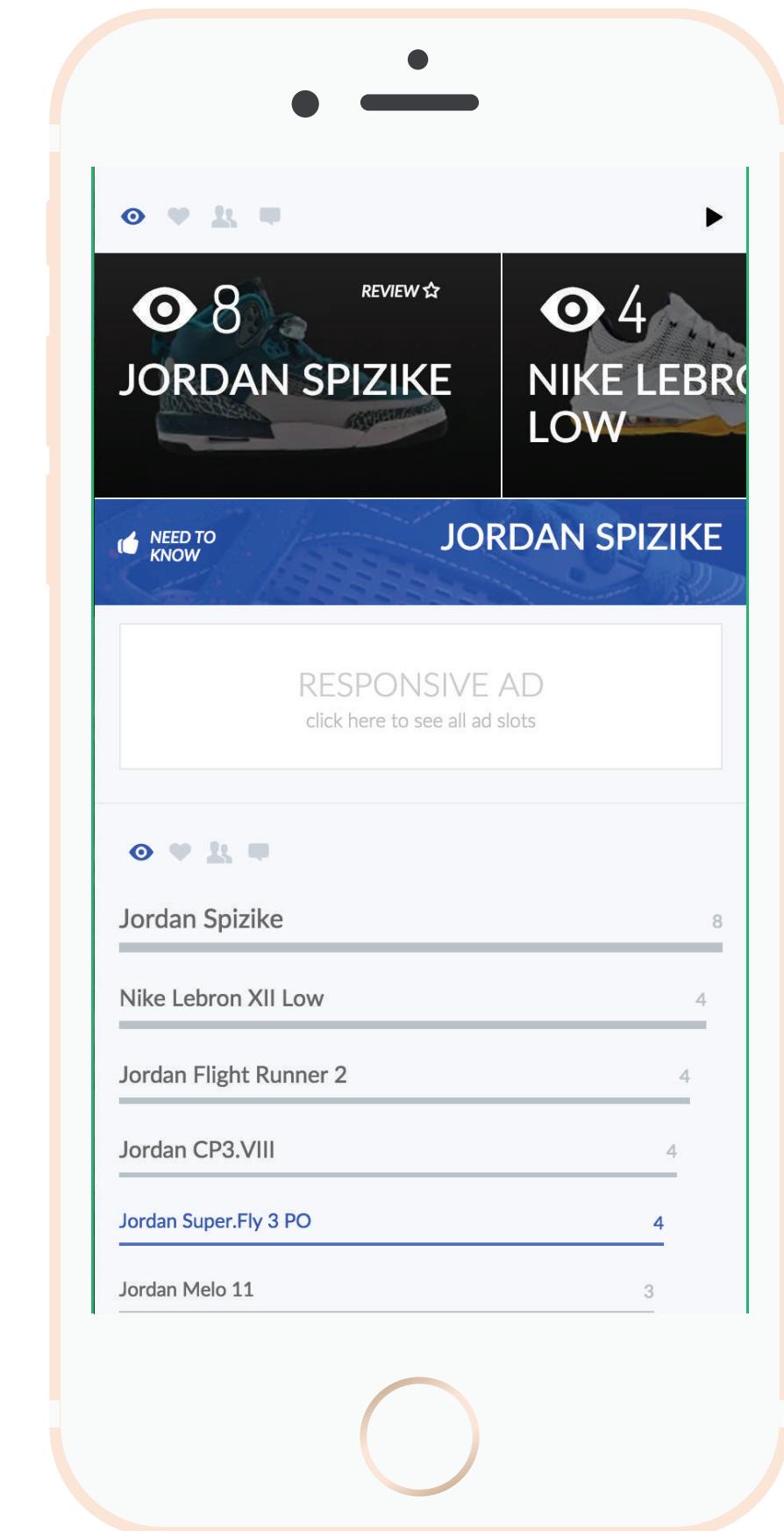
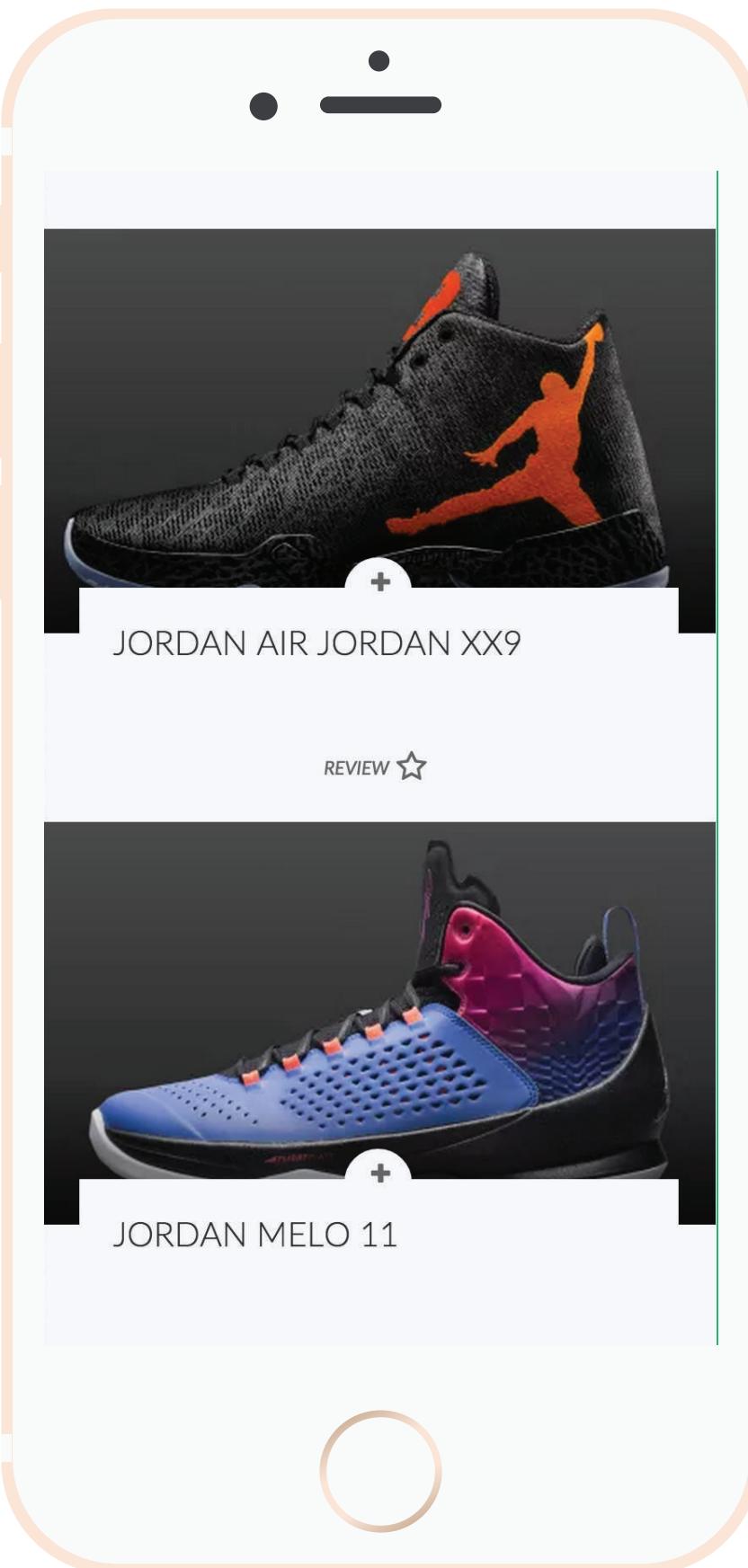
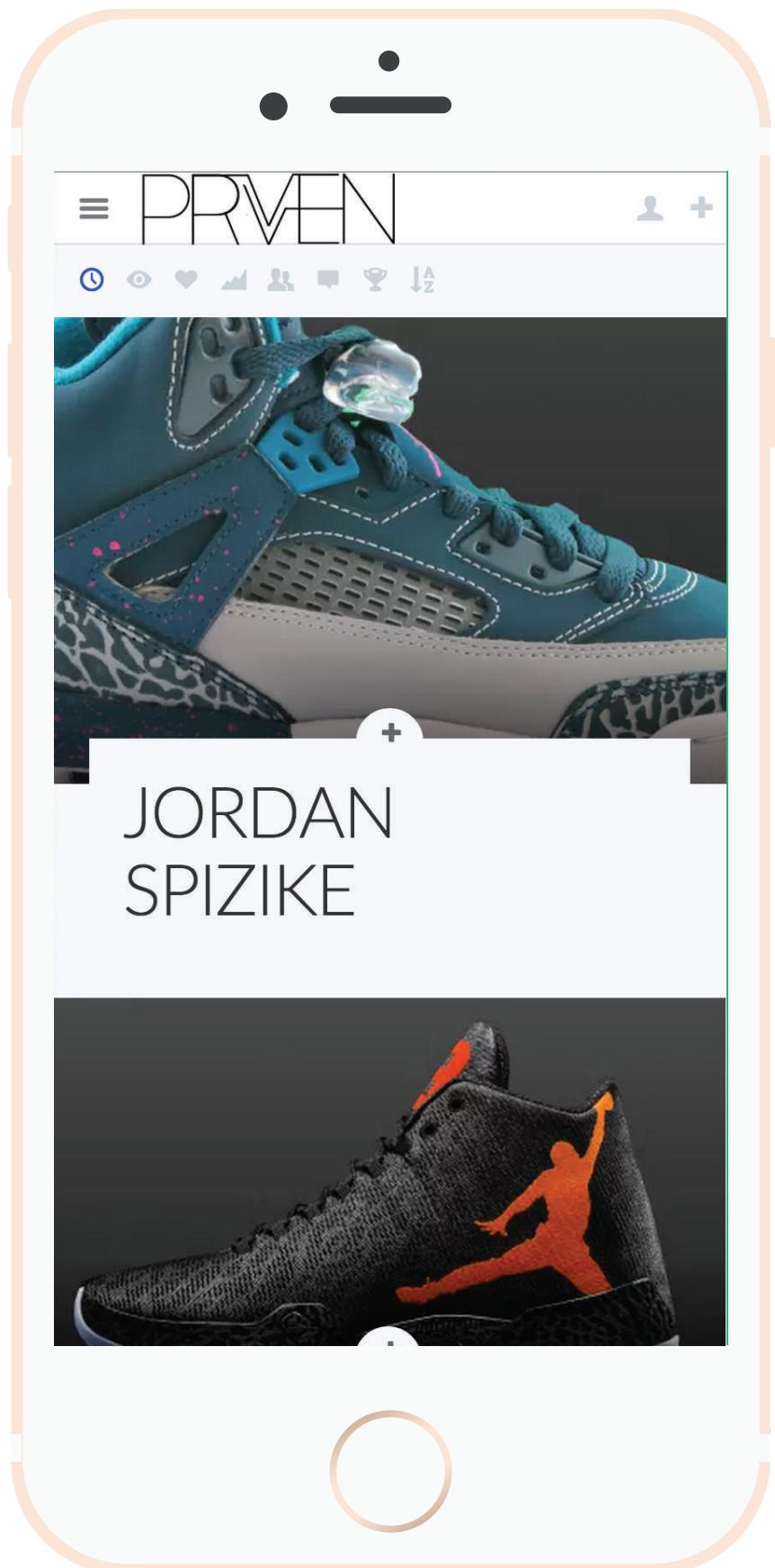
NIKE KOBE X ELITE



NIKE KD7 ELITE







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APRIL 30, 2015

Jordan Spizike

by *kimandy703*

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Jordan Super.Fly 3 PO

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Jordan Air Jordan Future Low

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Jordan CP3.VIII

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Jordan Air Imminent

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Jordan Eclipse

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