

PRVVEN.com

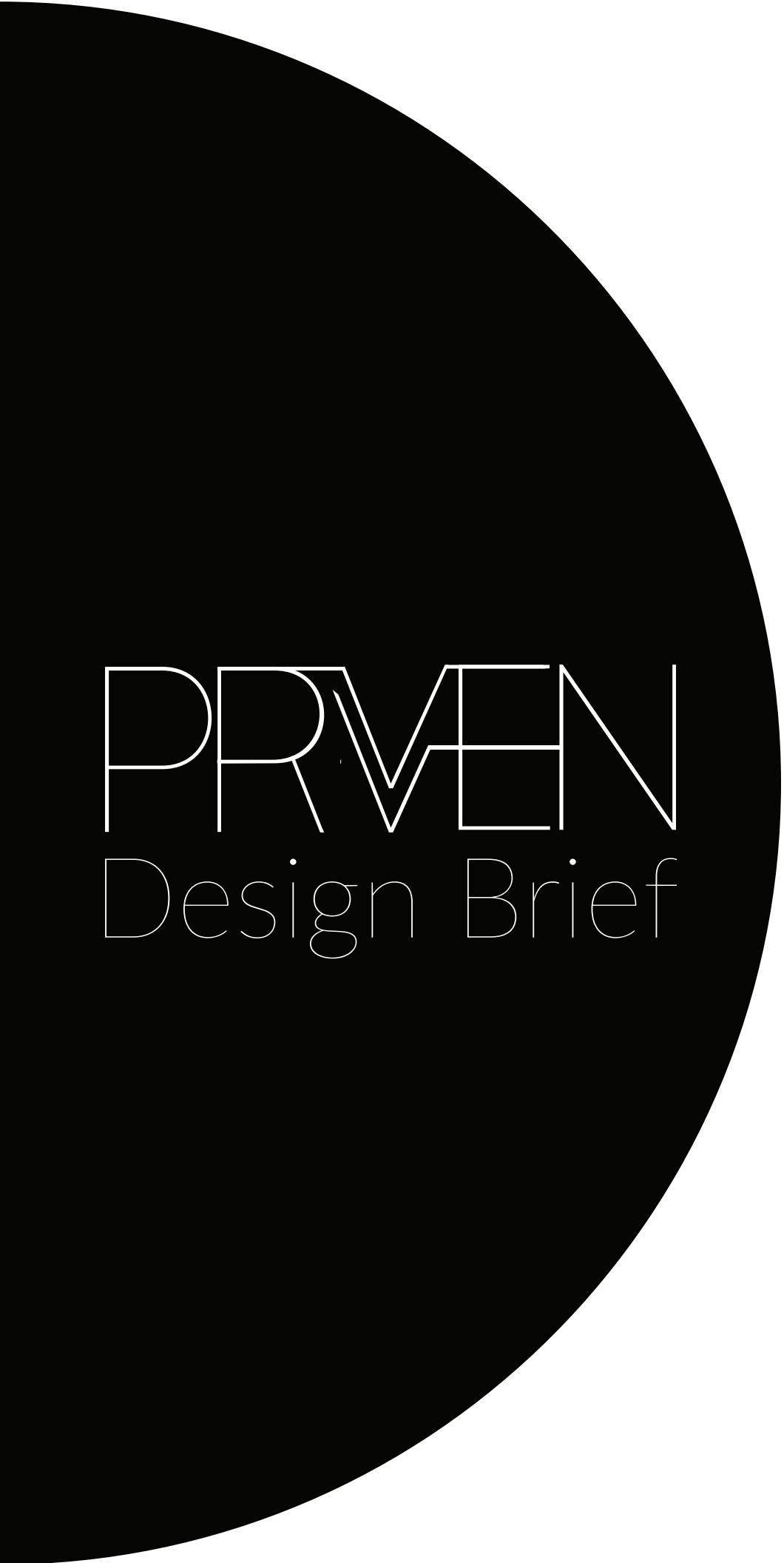
About the Company

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.

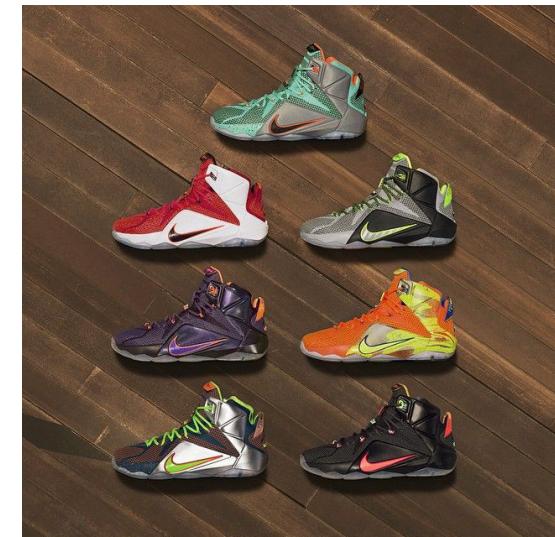
STRATEGY

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

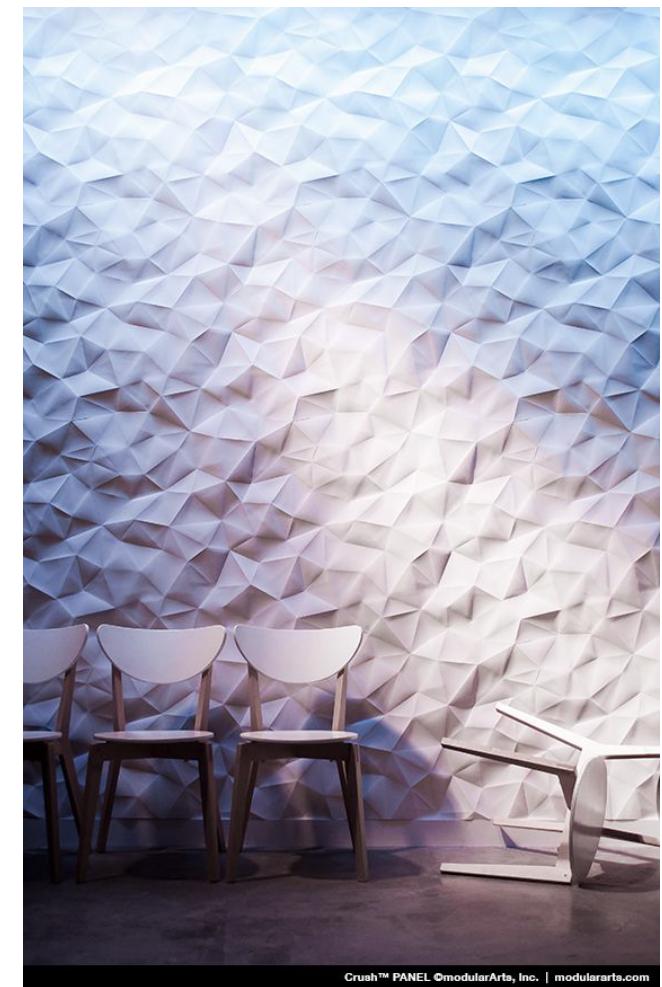
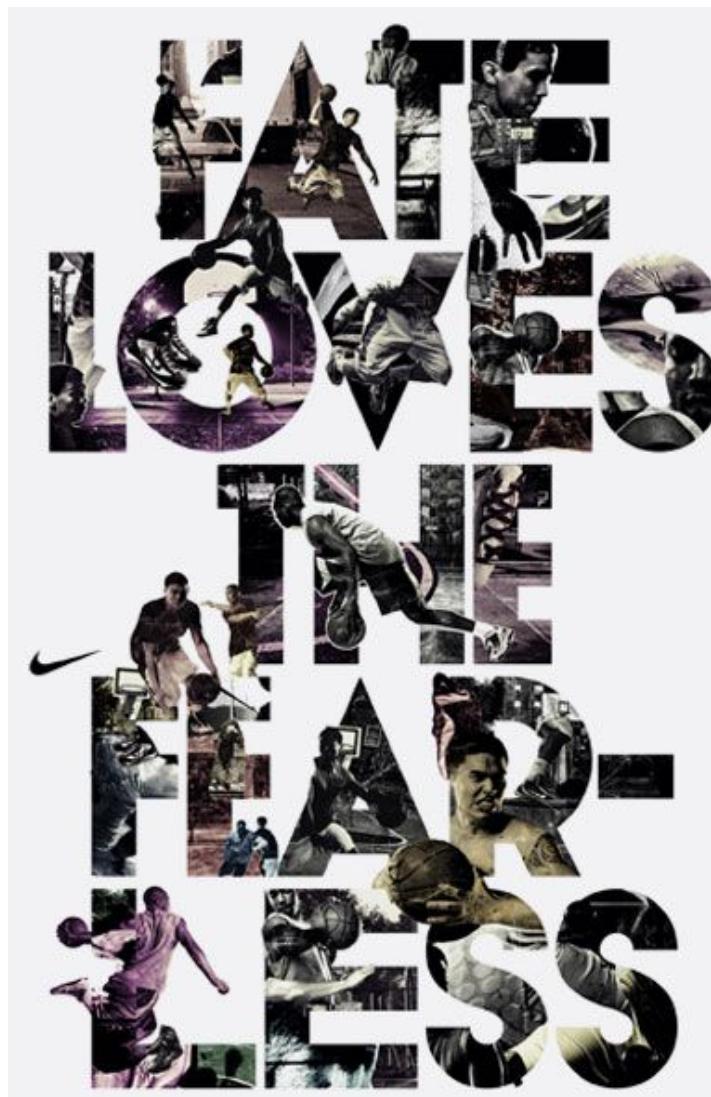


New
Modernisms

Modernism
– evolution of an idea

Sean Latham
and Gayle Rogers

BLOOMSBURY



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

PRMEN

Design Research

Kicksologists.com is a website dedicated to sneaker news, reviews, and deals. The homepage features a top navigation bar with links to Home, Deals, Gift Guide, News, Release Dates, Best Signature Shoes, About Us, and Privacy. A search bar is also present. Below the navigation, there's a banner for 'See for yourself!' with a video thumbnail of a person named 'newton'. The main content area includes a 'LATEST' section with several news items:

- 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
- 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
- THE ATHLETIC SPORTSOURCE**
- UNDER ARMOUR CURRY TWO PREVIEW** by Jefferson (May 19, 2015) - Under Armour
- BESHOEVNR SHOE CLEANING KIT | CHALLENGE YOURSELF** 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)

kicksologists.com.

Weartesters.com is a website focused on sneaker performance reviews, product reviews, and news. The homepage features a large logo with the word 'WEARTESTERS' and a subheader 'SNEAKER PERFORMANCE REVIEWS | PERFORMANCE PRODUCT REVIEWS | SNEAKER NEWS'. A navigation bar includes links to Performance Reviews, Performance Product Reviews, Top Performance Picks, and Shop. Below the navigation, there are sections for Jordan Releases and Latest Articles.

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
- FDA 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

SoleCollector.com is a website for sneaker enthusiasts. The homepage features a 'LOGIN / SIGN UP' bar with links to Sole Collector, News, Release, Forums, and Marketplace. A large banner for 'Sports Illustrated YOUR SNEAKERS' is prominently displayed.

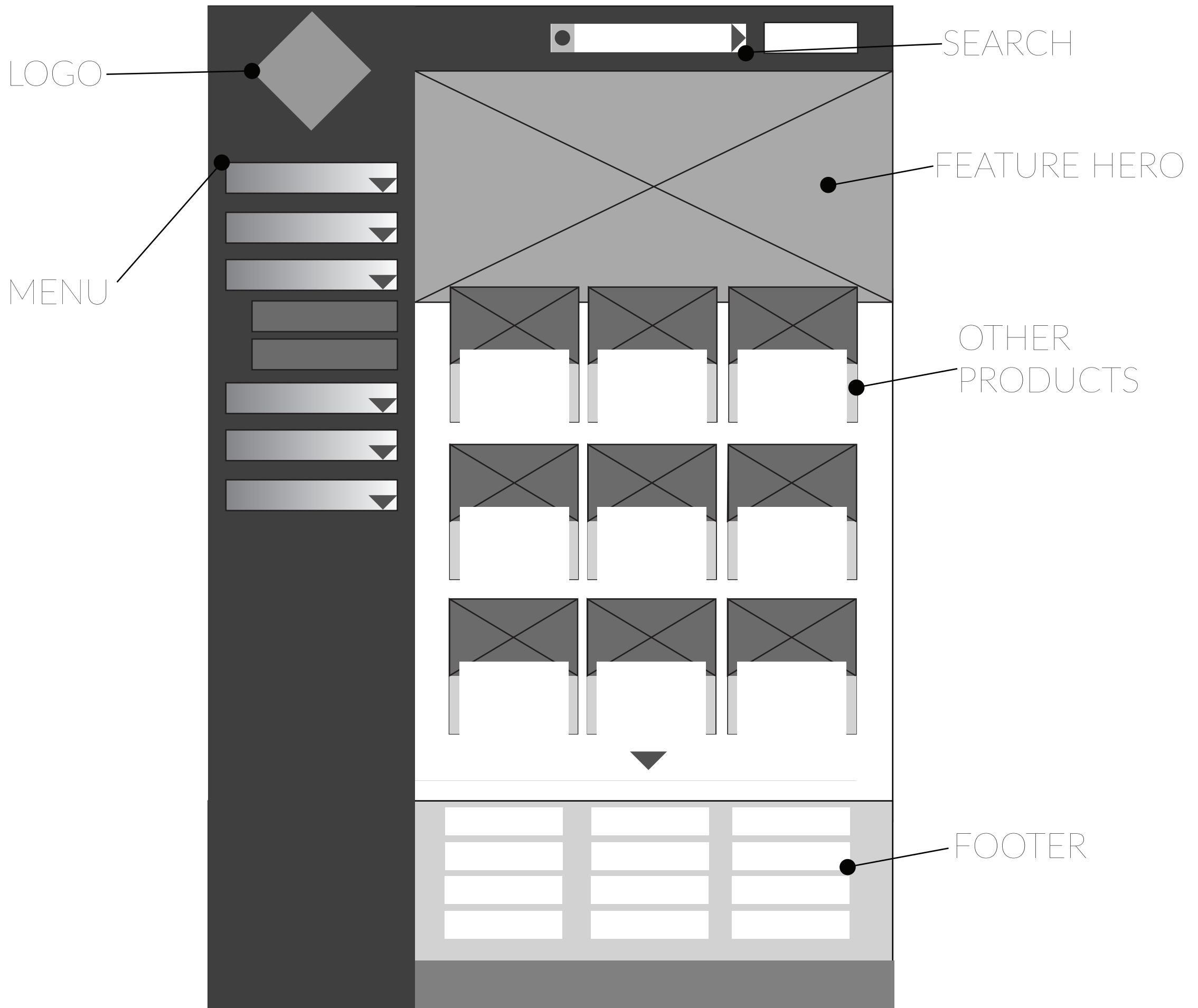
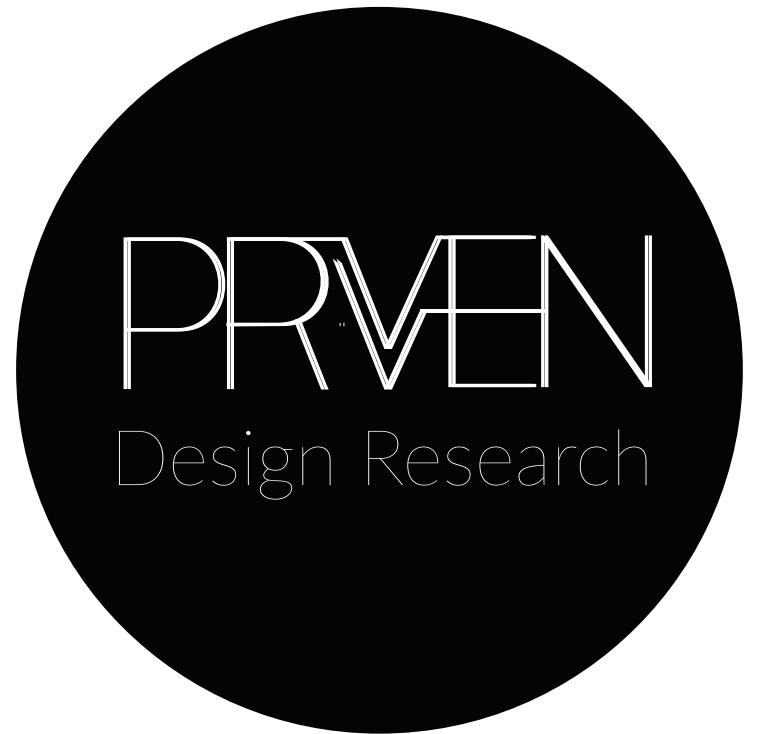
LATEST NEWS:

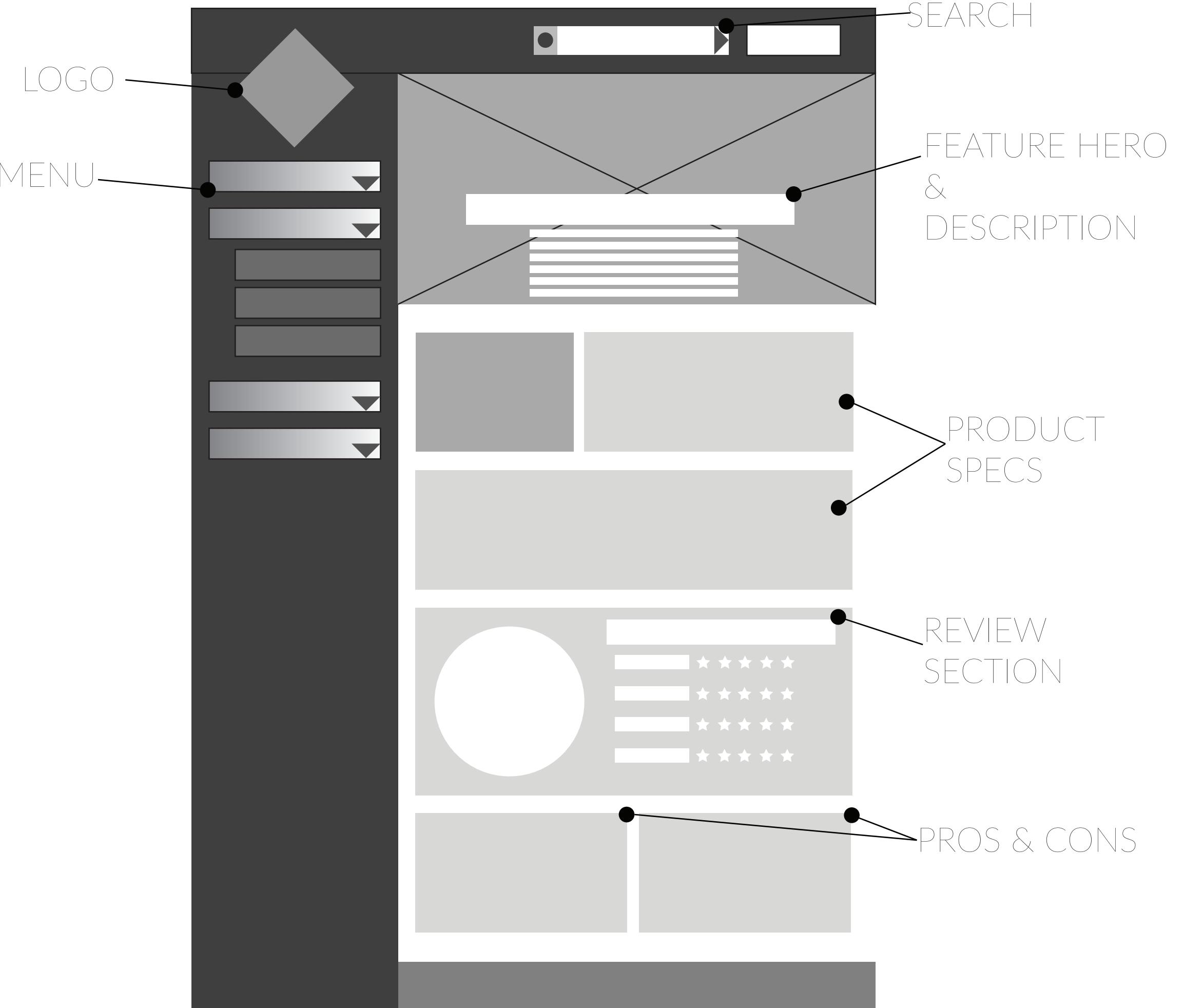
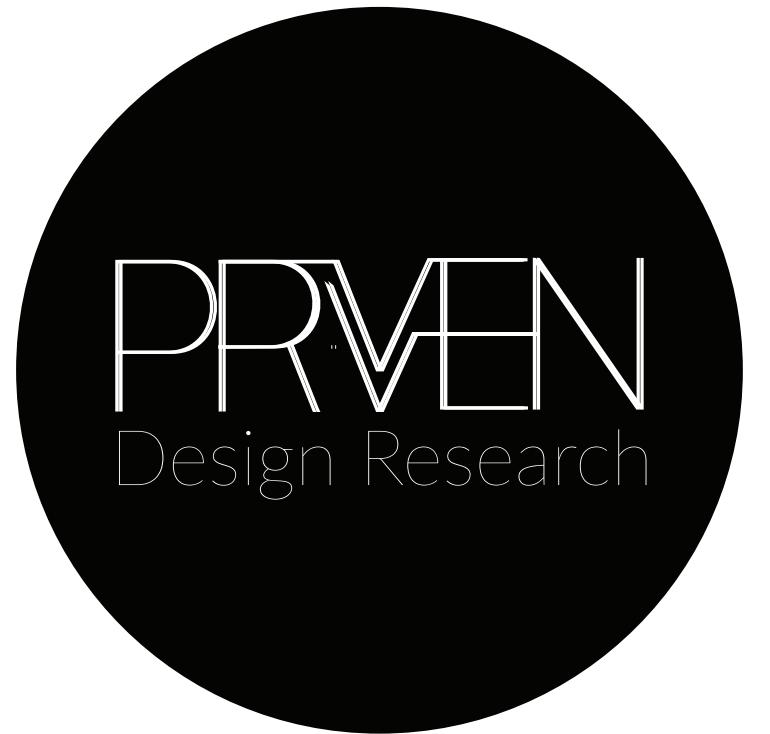
- POSTED May 19, 2015 - 2 hours ago** Nike Uses Graphics Again for Air Huaraches
- WORDS BRENDAN DUNNE**
- POSTED May 19, 2015 - 3 hours ago** Can You Spot What Nike Changed on This Charles Barkley Classic?
- WORDS BRENDAN DUNNE**
- POSTED May 19, 2015 - 4 hours ago** Sole Decade // The 10th Anniversary Google Hangout

TOP DISCUSSIONS:

- 10 DECADE**

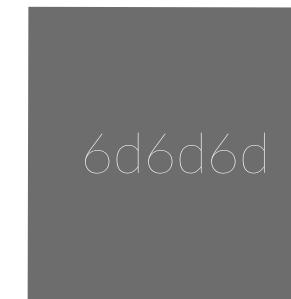
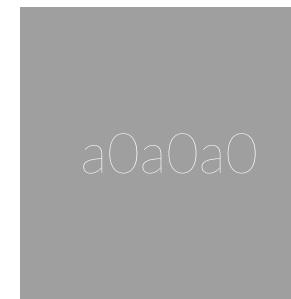
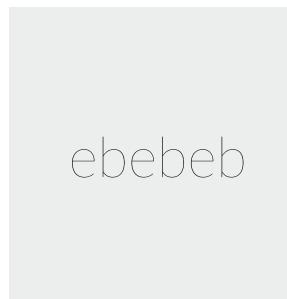
solecollector.com





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

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Playfair Display Bold

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Playfair Display Regular

BUTTONS



hover

COLORS



Basketball



Running

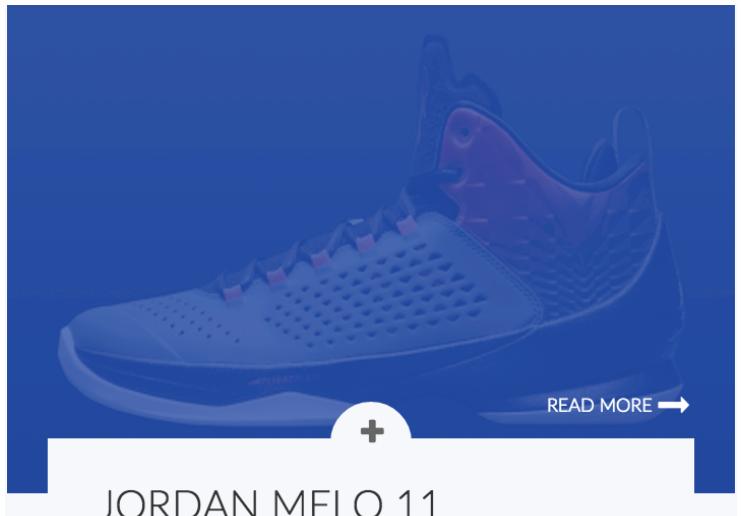


Training

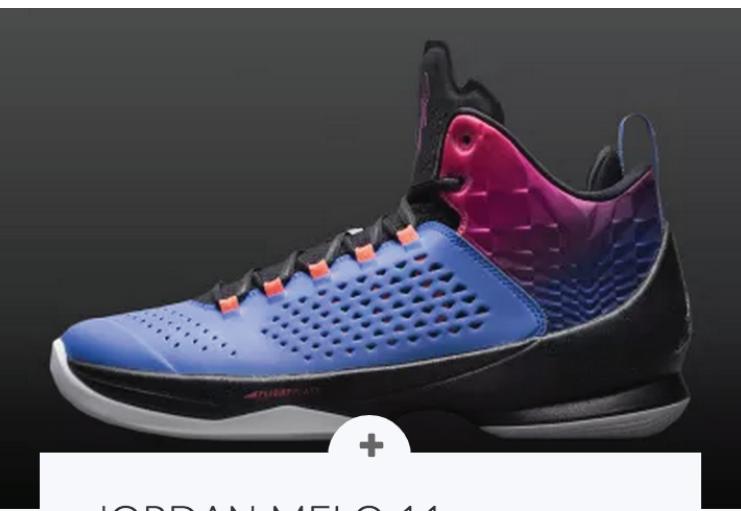


Typeface color

HOVERS



JORDAN MELO 11
HOVER



JORDAN MELO 11

DEFAULT

ICONS



24 NEW ➔

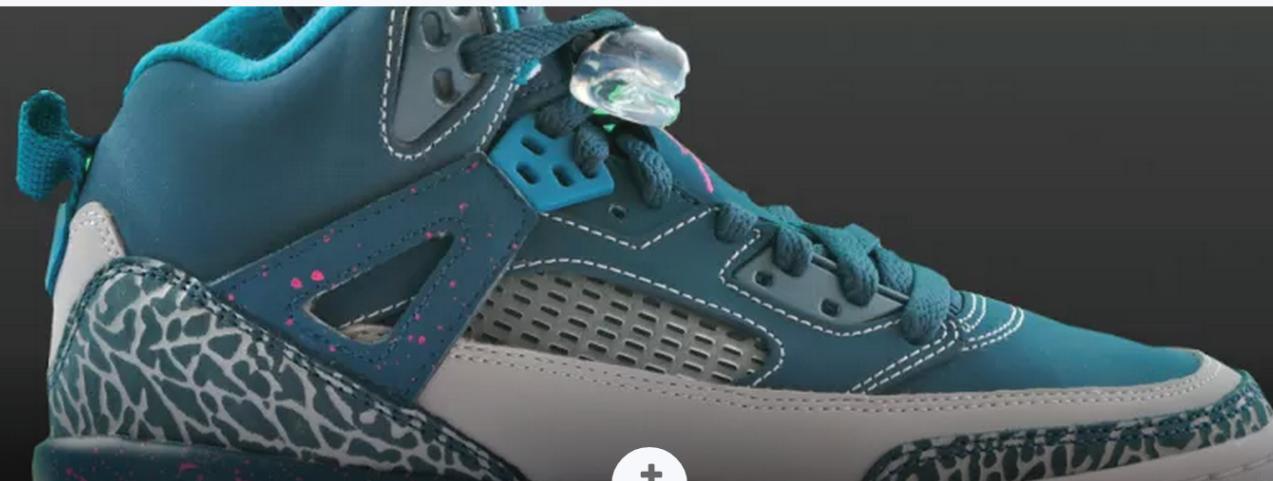


NAVIGATION

REVIEWS

GET IN TOUCH

ENTER YOUR E-MAIL



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





REVIEW☆

JORDAN SPIZIKE

NIKE LEBRON XII
LOWJORDAN FLIGHT
RUNNER 2

JORDAN CP3.VIII

JORDAN
SUPER.FLY 3 PONEED TO
KNOW

JORDAN SPIZIKE

RESPONSIVE AD

click here to see all ad slots



Jordan Spizike



APRIL 30, 2015

Jordan Spizike

by kimandy703

4

APRIL 30, 2015

Jordan Super.Fly 3 PO

by kimandy703

4

APRIL 30, 2015

Jordan Air Jordan Future Low

by kimandy703

4

APRIL 30, 2015

Jordan CP3.VIII

by kimandy703

3

APRIL 29, 2015

Jordan Air Imminent

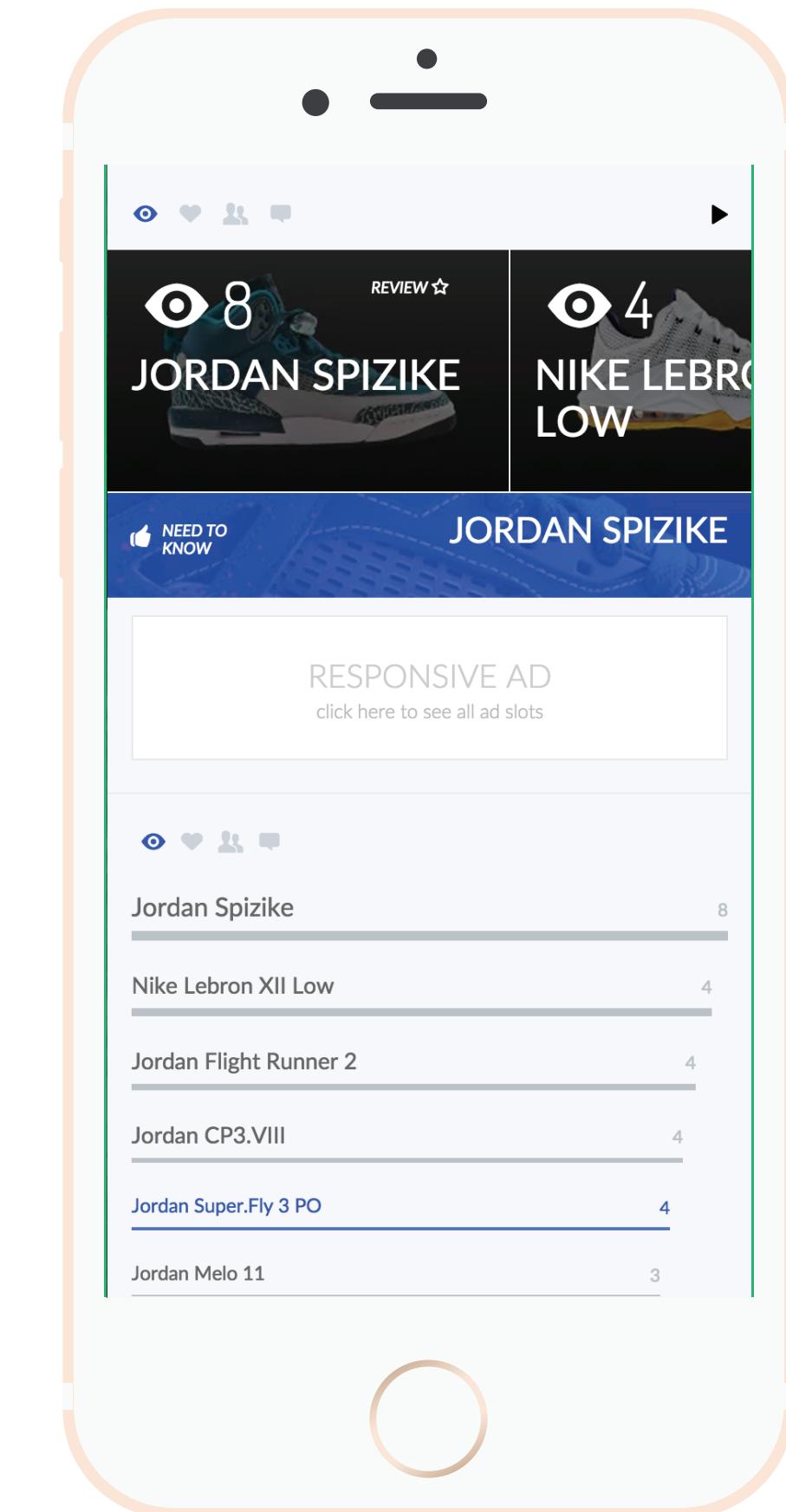
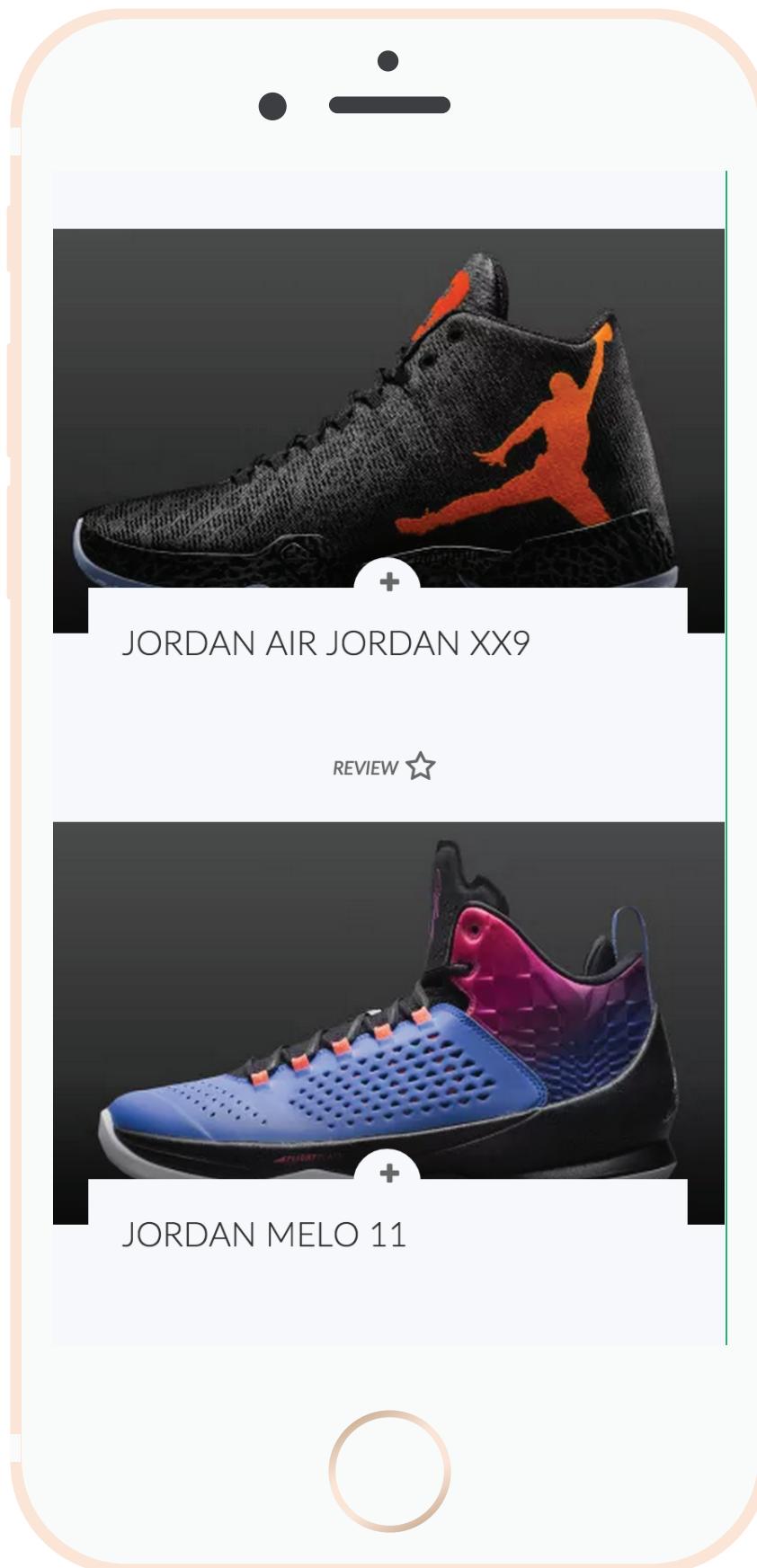
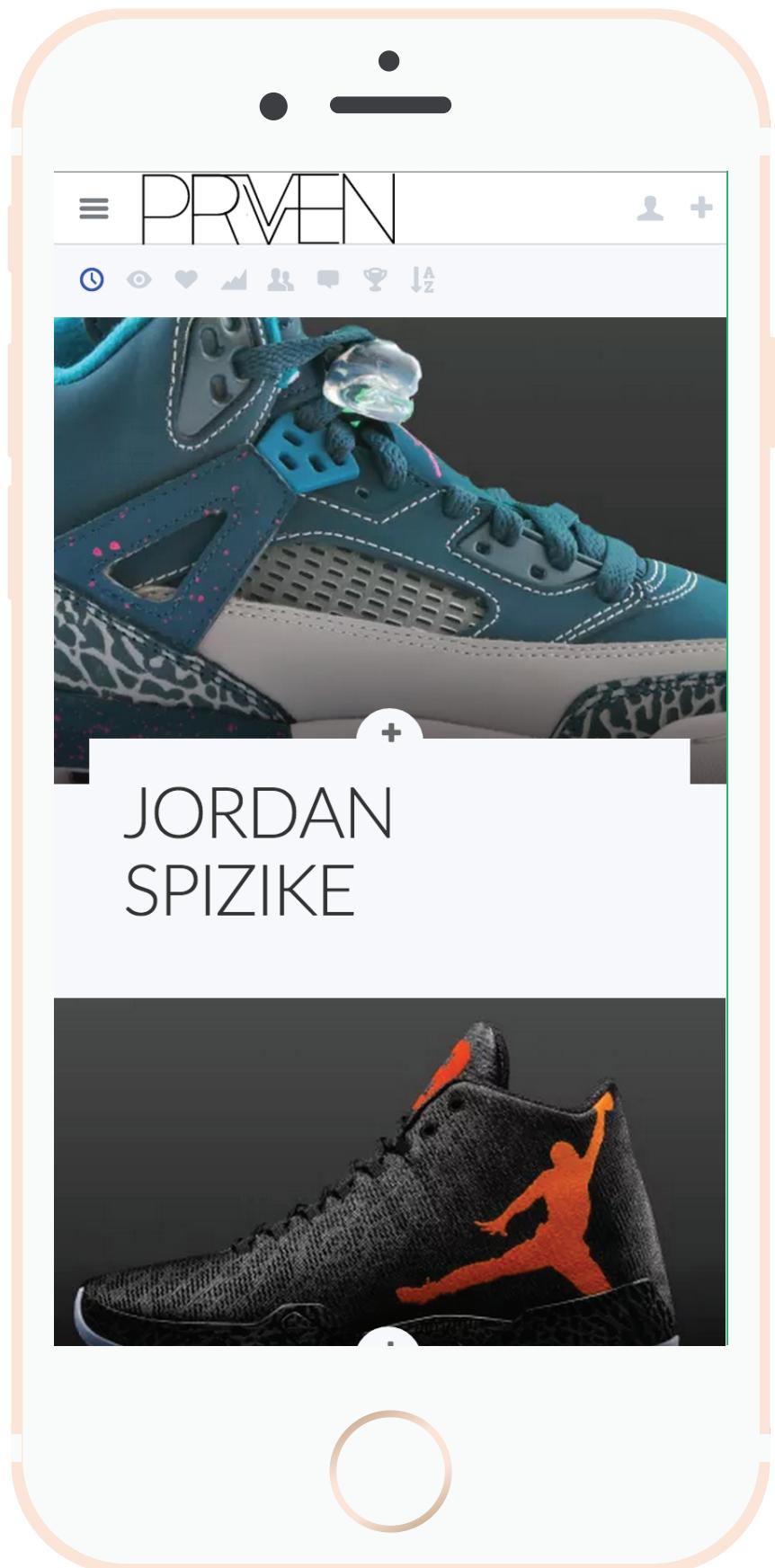
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APRIL 30, 2015

Jordan Spizike

by *kimandy703*

APRIL 30, 2015

Jordan Super.Fly 3 PO

by *kimandy703*

APRIL 30, 2015

Jordan Air Jordan Future Low

by *kimandy703*

APRIL 30, 2015

Jordan CP3.VIII

by *kimandy703*

APRIL 29, 2015

Jordan Air Imminent

by *kimandy703*

APRIL 29, 2015

Jordan Eclipse

by *kimandy703*

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