

Case Study #3

Nike HoloID

The challenge

At Microsoft we were asked to come up with a PoC for the HoloLens experience. With this proposal I imagined to clear the frustration of selecting and customise your favourite sneaker model from the comfort of your couch.

The solution

Thanks to the HoloLens device I envisioned an intuitive interaction model that allows an easy customisation of the sneaker's parts. Also, along with a simple access to relevant menus and stats, I came up with a smooth interaction pattern that enables the user to rotate the product on different axis and facilitate the viewing.





- VAMP
- QUARTER
- SWOOSH
- MUDGUARD
- HEEL
- AIRBAG
- OUTSOLE
- PERSONAL ID

- MESH
- LEATHER
- SOFT SUADE
- METALLIC LEATHER