

Color Palette for Nike Website:

#757575 - gray

#fff - White

#111 - Black

Typefaces:

Helvetica Neue

Helvetica

Arial

Sans Serif

Media types:

Videos

Images

1. What is your market?

Nike is a clothing and footwear company that is designed for sports and casual wear. It markets its products towards athletes and those who are interested in fashion.

2. Who is your user? Create a user archetype.

Users consist of athletes, gift givers, coaches, teams, etc.

User Archetype 1: John Appleseed

-male

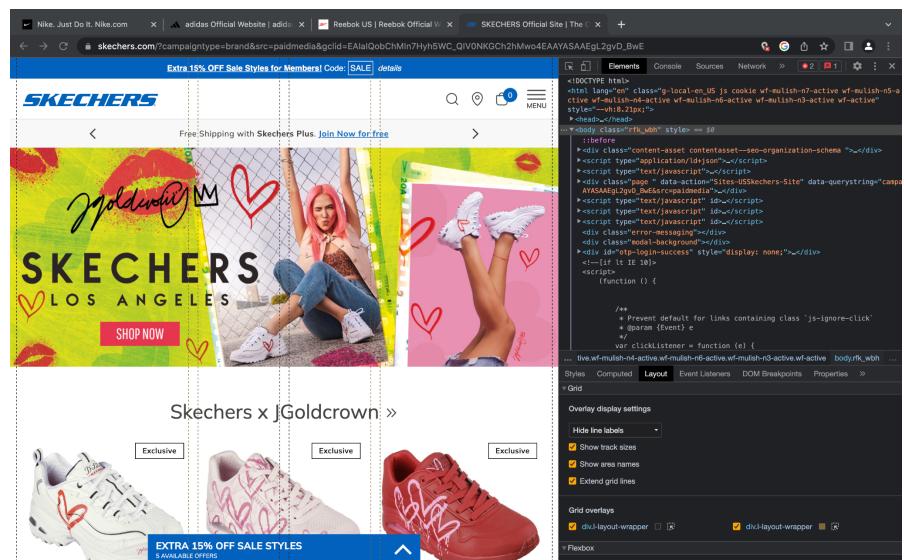
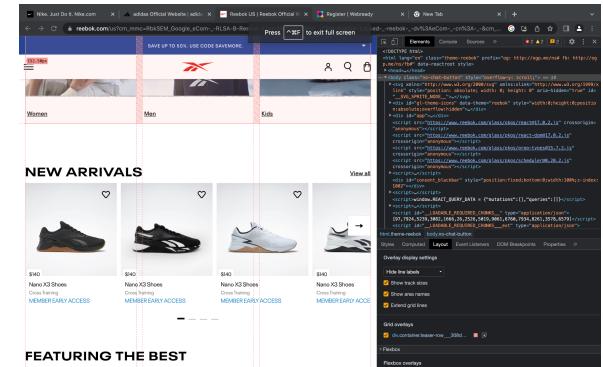
-18 years old

-plays basketball

-has practice every other day

-needs long lasting clothes and shoes that are comfortable when playing basketball

-also wants his clothes and footwear to be in style and be fashionable



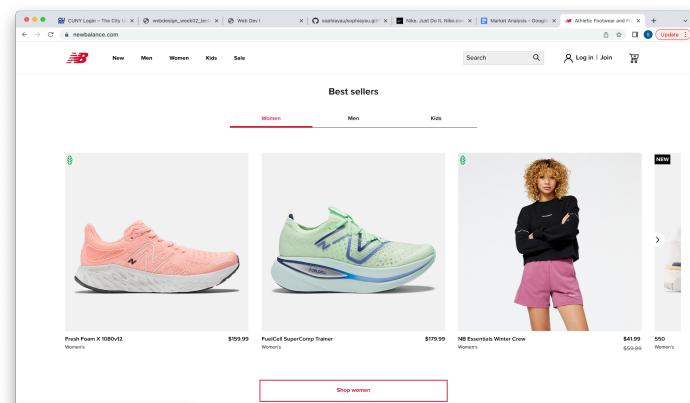
3. Who are your competitors? Put together a list of (at least 3) competitors.

-Adidas

-New Balance

-Reeboks

-Skechers



New Balance website screenshot showing a search results page for Women's Shoes. The page displays three shoe models: Fresh Foam X 980v4, STX Core, and Women's Little. Each item has a price of \$199.99, a star rating, and a 'Save 20% on styling & accessories with any shoe purchase' offer.

New Balance website screenshot featuring a large image of the FuelCell SuperComp Elite v3 shoe. Below the image, text reads "Introducing the FuelCell SuperComp Elite v3. Built for race day." with "Shop women" and "Shop men" buttons.

Adidas website screenshot showing a grid of various sneaker models. A search bar at the top allows filtering by gender (Men, Women, Kids) and category (Sneakers, Running, Basketball, etc.).

Adidas website screenshot featuring a large image of a person wearing white sneakers. Text overlay says "CRUSHING ON COMFORT" and "Feel the love this Valentine's Day in a new collection of can't-miss looks." Buttons for "SHOP WOMEN", "SHOP MEN", and "SHOP KIDS" are shown.

Nike website screenshot showing a grid of Nike Fleece items for Spring. The page includes a search bar and navigation links for New & Featured, Men, Women, Kids, and Sale.

Nike website screenshot featuring a large image of a person wearing a grey hoodie. Text overlay says "Why Wait? Try Store Pickup" and "Buy online and find a store near you for pick up in less than 2 hours. \$20.00."