

Client: Nike

What is your market?

Sportswear

Who is your user? Create a user archetype.

Our users are athletes

Eric

Male

Age 22

Lives in Queens

Plays basketball, volleyball, and runs marathons

Follows Athletes on social media platforms such as Instagram

Watches professional sports such as the NBA

Sweats a lot

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

New Balance

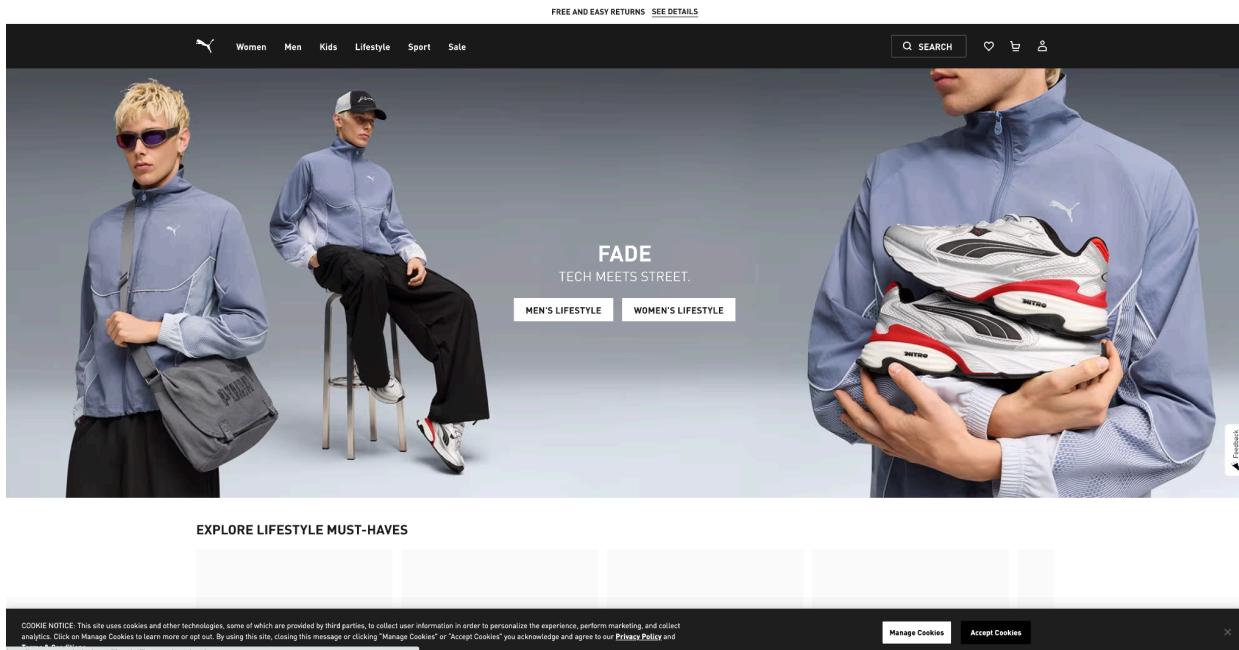
Under Armour

Puma

Create screenshots of your competitors' website homepages.

The screenshot shows the New Balance website homepage. At the top, there's a navigation bar with links for 'US' (selected), 'Select a Store', 'English', and 'Help'. Below the navigation is a search bar and a user account icon. The main banner features a close-up of a person's legs wearing New Balance ABZORB 2000 sneakers and socks, standing in front of a store entrance. A man in a blue tracksuit is standing outside the store. The banner includes the text 'ABZORB 2000' and 'As worn by Eberechi Eze.' Below the banner are two call-to-action buttons: 'Shop now' and 'Shop all ABZORB'. The background shows a storefront with a sign that reads 'OFF LICENCE' and 'OPEN 8AM - 11PM 7 DAYS A WEEK'. The URL in the address bar is https://www.newbalance.com/abzorb-2000?CID=hp_hcb_pcp_feb_2000_nb5250_mw.

The screenshot shows the Under Armour website homepage. At the top, there's a navigation bar with links for 'FREE U.S. Standard Shipping Orders \$50+ & FREE Returns', 'Need Help?', 'US', 'English', 'UA Rewards', and 'Log In or Join'. Below the navigation is a search bar and a user account icon. The main banner features a dark background with a baseball player in mid-swing. The Under Armour logo is in the bottom left corner. On the right side of the banner, the text 'UA VANISH' is displayed in large, bold, blue letters. Below the banner, there's a section for 'ATHLETE: BLAKE BOWEN SPORT: BASEBALL'. At the bottom, there's a call-to-action button for 'BEAT YOUR BEST' and two smaller buttons for 'Shop Vanish' and 'Shop Baseball'. The URL in the address bar is https://www.underarmour.com/ua-vanish-blake-bowen-baseball.



Create a color palette.

Orange (#FF7334) And Black (#111111)

Identify the typefaces used (names, sizes, hierarchy).

Helvetica Now Text

font-size: 16px, 12px

List all the media types used (images, videos, audio, interactive embedded assets).

New Balance

- Images
- Black (#151415) and White (#FFFFFF)
- Font: Proxima Nova W0
- Font-size: 14px

Puma

- Images
- Black (#191919), (#676D75) and White (#FFFFFF)
- Font: FFDINforPuma
- Font-size: 16px, 14px

Under Armour

- Video Media
- Black (#1d1d1d) and white (#fff)
- Font: MadSansFill and Sans serif
- Font-size: 16px

Primary Functions

1. Let customers browse and search Nike products
2. Provide product information, sizing, and availability
3. Allow for online purchases for pickup and shipping
4. Handle customer support, returns, and exchanges
5. Allow creation of accounts to keep track of orders and members' benefits