

# 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

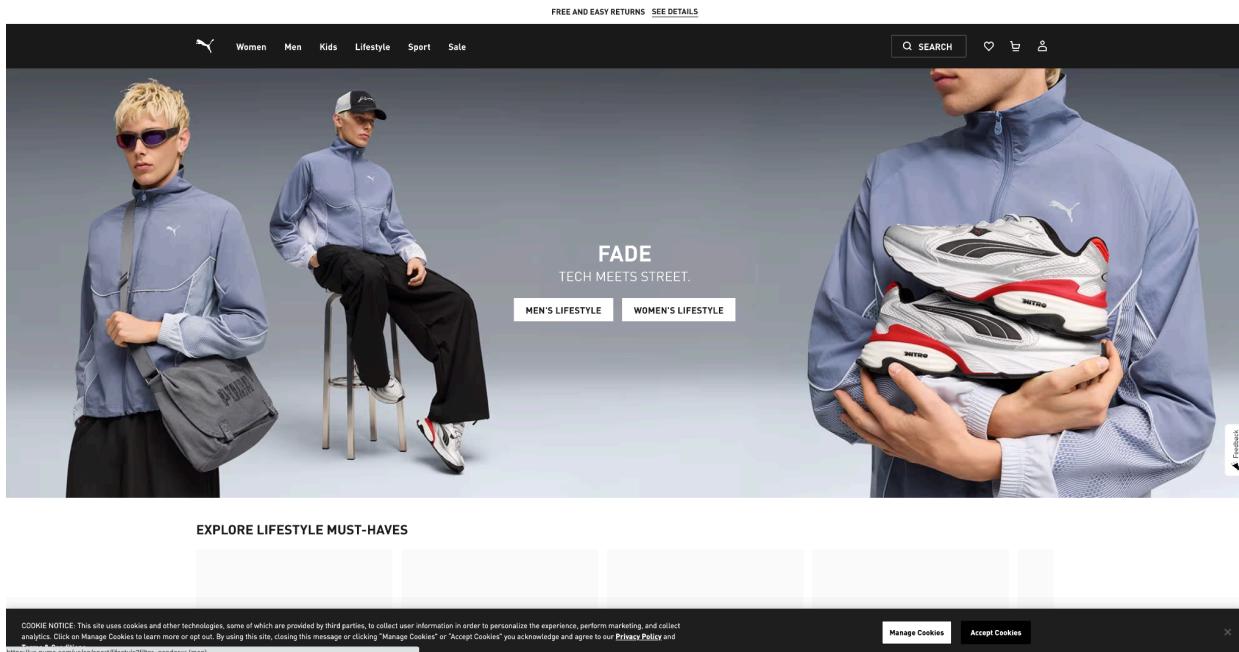
Under Armour

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' and '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 text: 'ABZORB 2000', 'As worn by Eberechi Eze.', 'Shop now', and 'Shop all ABZORB'. The store entrance has a sign that says '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](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 'New & Featured', 'Men', 'Women', 'Kids', 'Shoes', 'Curry', 'Outlet', 'Search UA', and 'Log In or Join'. 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: 'BEAT YOUR BEST' with a subtext: 'Get an edge on every movement and every session with the ultra-light, quick-drying, super-stretchy UA Vanish Collection featuring our best-fitting shorts yet.' There are two buttons: 'Shop Vanish' and 'Shop Baseball'. The URL in the address bar is [https://www.underarmour.com/ua-vanish-baseball?CID=hp\\_hcb\\_pcp\\_feb\\_2000\\_nb5250\\_mw](https://www.underarmour.com/ua-vanish-baseball?CID=hp_hcb_pcp_feb_2000_nb5250_mw).



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

Identify the primary functions of their product

Clothing, Sneakers, Accessories for Sports Use