**Competitive Analysis of E-commerce Sites**

**1. Introduction**

This report evaluates and compares two competing e-commerce websites to determine which provides a better user experience, functionality, and alignment with business strategy. The selected companies are **Nike and Adidas**, both major players in the athletic footwear and apparel industry.

**2. Website Evaluation Criteria**

We analyze the websites based on the following factors:

* **Functions**: E-commerce features such as payment options, product display, and additional tools.
* **User-friendliness**: Ease of navigation, design, and accessibility.
* **Performance**: Page load speed and responsiveness.
* **Personalization**: Tailored user experiences based on preferences.
* **Business strategy alignment**: How well the website supports the company’s marketing and branding goals.

**3. Website Comparison**

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| **Criteria** | **Nike (nike.com)** | **Adidas (adidas.com)** |
| **Functions** | Augmented Reality (AR) for shoe try-on, multiple payment options (Apple Pay, PayPal) | AI-powered chatbot, seamless checkout integration |
| **User-friendliness** | Modern but slightly complex navigation | Minimalistic design, easier to browse |
| **Performance** | High-quality images slow down load time | Optimized loading, faster site speed |
| **Personalization** | AI-driven product recommendations, Nike Training Club integration | Adidas Creators Club loyalty program |
| **Business strategy alignment** | Focus on technology-driven experiences and customization | Community-driven approach, emphasizing fashion and culture |

**4. Analysis and Conclusion**

**Which website performs better?**

* **If prioritizing personalization & tech features** → **Nike’s website excels** due to AR and AI-driven recommendations.
* **If prioritizing ease of use & speed** → **Adidas provides a more seamless browsing experience** with a minimalist design.

**Which website needs improvement?**

* **Nike**: Needs better page load optimization to reduce wait time.
* **Adidas**: Could benefit from adding AR tools for a more interactive shopping experience.

**Alignment with Business Strategy**

* **Nike’s site reflects its focus on innovation and technology**, enhancing its brand as a leader in cutting-edge performance gear.
* **Adidas’ site aligns with its emphasis on lifestyle and community engagement**, appealing to fashion-conscious consumers.

**5. Recommendations for Improvement**

* **Nike** should improve page load times by optimizing images and videos.
* **Adidas** should incorporate **interactive features like AR** to compete with Nike’s engaging technology.

**6. Final Decision**

**Nike’s website is more advanced in technology and personalization, while Adidas provides a smoother user experience.** The best website depends on user priorities—Nike for innovation, Adidas for simplicity.

**7. Presentation Outline**

For the class presentation, the following slides are recommended:

1. **Introduction** – Overview of the comparison.
2. **Website Functions** – Key e-commerce features of each site.
3. **User Experience & Performance** – Speed, accessibility, and navigation.
4. **Business Strategy Alignment** – How each site supports its brand’s goals.
5. **Recommendations & Conclusion** – Which site is better and why.

By presenting these findings, we aim to provide a clear assessment of Nike and Adidas' e-commerce strategies and areas for improvement.