

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

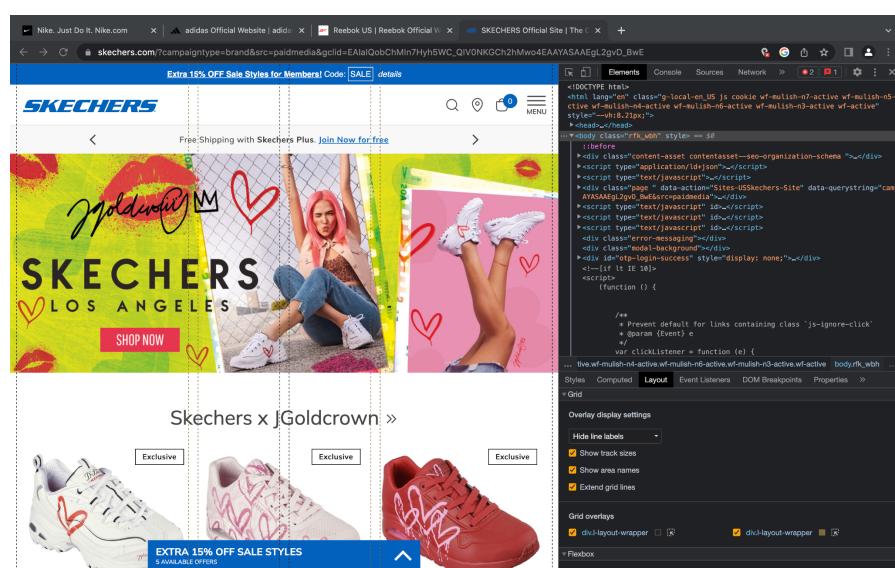
3. Who are your competitors? Put together a list of (at least 3) competitors.

-Adidas

-New Balance

-Reeboks

-Skechers



Nike Just Do It: Nike.com | adidas Official Website | adidas | Reebok US | Reebok Official | Register | Webready | New Tab

Press **↑↓F** to exit full screen

SAVE UP TO 50%. USE CODE SAVEMORE.

452.50px

Reebok logo

Women Men Kids

NEW ARRIVALS

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| | \$140 | Nano X3 Shoes | Cross Training | MEMBER EARLY ACCESS |
|--|-------|---------------|----------------|---------------------|
| | \$140 | Nano X3 Shoes | Cross Training | MEMBER EARLY ACCESS |
| | \$140 | Nano X3 Shoes | Cross Training | MEMBER EARLY ACCESS |
| | \$140 | Nano X3 Shoes | Cross Training | MEMBER EARLY ACCESS |

FEATURING THE BEST

Ton new items, sales, collabs and collections available now and coming soon

html.theme-reebok body.o-chat-button" style="overflow-y: scroll;" id="main-content" data-reactroot="true">

script src="https://www.reebok.com/glass/nkgs/react@17.0.2.js" crossorigin="anonymous">

script src="https://www.reebok.com/glass/nkgs/react-dom@17.0.2.js" crossorigin="anonymous">

script src="https://www.reebok.com/glass/nkgs/nprop-types@15.7.2.js" crossorigin="anonymous">

script src="https://www.reebok.com/glass/nkgs/scheduler@0.20.2.js" crossorigin="anonymous">

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script src="https://www.reebok.com/glass/nkgs/react@17.0.2.js" crossorigin="anonymous">

script id="__LOADABLE_REQUIRED_CHUNKS__" type="application/json">[97,792,523,382,1666,26,2525,5019,9851,6768,7934,8261,3578,6579]

script id="__LOADABLE_REQUIRED_CHUNKS___ext" type="application/json">

html.theme-reebok body.o-chat-button

Styles Computed Layout Event Listeners DOM Breakpoints Properties

Overlay display settings

Show line labels

Show track sizes

Show area names

Extend grid lines

Grid overlays

Flexbox

Flexbox overlays

CUNY Login – The City U | webdesign_week02_jecl | Web Dev I | sophayau/sophayau.github.io | Nike Just Do It: Nike.com | Market Analysis - Google Sheets | Athletic Footwear and Fashions

newbalance.com

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| | Fresh Foam X 1080v12 | \$159.99 | FuelCell SuperComp Trainer | \$179.99 | NB Essentials Winter Crew | \$41.99 |
|--|----------------------|----------|----------------------------|----------|---------------------------|---------|
| | Women's | \$159.99 | Women's | \$179.99 | Women's | \$41.99 |
| | | | | | | |
| | | | | | | |

[Shop women](#)

https://www.newbalance.com/pq/nb-essentials-winter-crew/W123517.html