NIKE FOOT ID

AR Solution

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Nike FootID

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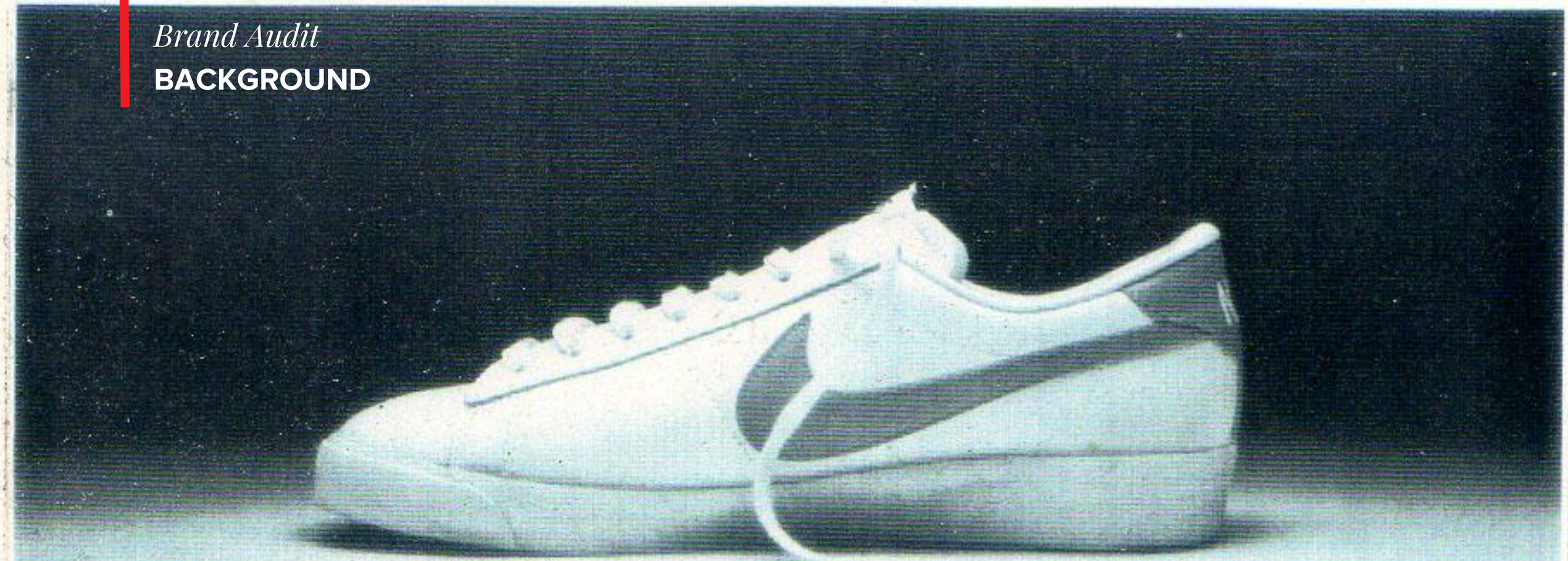
Nike FootID

BRAND AUDIT

Brand Audit

BACKGROUND



Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near Beaverton, Oregon, in the Portland metropolitan area. It is the world's largest supplier of athletic shoes and apparel and a major manufacturer of sports equipment, with revenue in excess of US$24.1 billion in its fiscal year 2012 (ending May 31, 2012). As of 2012, it employed more than 44,000 people worldwide. In 2014 the brand alone was valued at $19 billion, making it the most valuable brand among sports businesses. As of 2017, the Nike brand is valued at $29.6 billion.

Brand Audit

SWOT ANALYSIS

STRENGTHS

- Strong global brand
- Low Cost Manufacturing
- Strong Research & Development

WEAKNESSES

- Ongoing perception of poor labor practice
- High Prices

OPPORTUNITIES

- Emerging Markets
- AR + VR Technology
- Innovative products

THREATS

- Competition
- Currency Fluctuations (Overseas)

It is crucial for NIKE to invest in new forms of technology and innovation to remain relevant in a saturated market.

- Develop new ways to incorporate augmented reality within their online/retail market
- Make it more convenient for consumers who have trouble finding shoes to find their size
- Feet health awareness
- Increase Nike's customer satisfaction
- Increase their sales online + offline
- Makes buying process unique + fun

CONSUMER REVIEWS

Top critical review

See all 111 critical reviews ›

Not happy

By Coco Medina on June 25, 2017

I love these sneakers bit I have to say I got them for my boyfriend for a gift and he said is small on him.. he didn't want to send it back so he gave it away to his son.. but I don't like this because is say true to size and that's not true so no I'm not happy with my with purchase..

A very poor fit.

By Robert R. Parshall on December 7, 2017

Size: 12 D(M) US | Color: Midnight Navy/White | Verified Purchase

Returned this product. A very poor fit.

Comment | Was this review helpful to you? Yes No Report abuse

Two Stars

By Amazon Customer on November 16, 2015

Size: 10.5 D(M) US | Color: Pure Platinum/Black-white-gum Light Brown | Verified Purchase

Back part of shoe doesn't fit right

Comment | Was this review helpful to you? Yes No Report abuse

A very poor fit.

By Robert R. Parshall on December 7, 2017

Size: 12 D(M) US | Color: Midnight Navy/White | Verified Purchase

Returned this product. A very poor fit.

Comment | Was this review helpful to you? Yes No Report abuse

Two Stars

By Amazon Customer on November 13, 2017

Size: 10.5 D(M) US | Color: Red | Verified Purchase

Shoes were nice, but way too big

Comment | Was this review helpful to you? Yes No Report abuse

Nike FootID

MARKET ANALYSIS

7 Points of the proper shoe fit

Have your feet measured

Most people have one foot that is larger than the other.

Make sure it fits comfortably

The shoe should have enough depth to fit your toes

It is helpful to get measured at the end of the day when your feet are the largest.

Just like clothes, the size marked inside the shoe may be different depending on the brand.

Stand up and make sure there is 3/8" or 1/2" (about the width of your finger)

Comfort is the way to go

A comfortable, well-fitted shoe offers you the best chance of:

- Relieving pain in the foot or toe that is caused by a deformity or joint problem.
- Preventing a foot or toe problem from getting worse.
- Preventing a toe joint problem from returning after corrective surgery.

People spend about 4 hours on their feet and take 8,000-10,000 steps a day

Because the feet are very small compared with the rest of the body, the impact of each step exerts tremendous force upon them. This force is about 50% greater than the person's body weight.

The foot is a complex structure of 26 bones and 33 joints, layered with an intertwining web of more than 120 muscles, ligaments, and nerves. It serves the following functions

UNIVERSITY of MARYLAND MEDICAL CENTER

Competitive Analysis

VFIT

Make vFit your first stop when shoe shopping, virtually try the shoes on and then buy from the retailer who you feel comfortable buying from.

Just like Google, we offer vFit technology FREE to you because our retail partners pay us a small fee to fit you into the right shoes and then deliver you “comfortably” to their websites. Our retail partners and YOU are happy when shoes fit right the first time!

SOURCE

Market Analysis

TARGET AUDIENCE

Target Audience

USER PROFILES

1

MEET *Audrey*

LIFE-CONSCIOUS MILLENNIAL

Audrey's a 27-year-old yoga instructor with a passion for health and wellness as an essential component of her life. Audrey has always had problems finding the correct shoe size for her wide feet. She usually buys her shoes 2-3 sizes bigger to make up for the lack of size selection from her favorite brand, NIKE.

2

MEET *Frank*

WHITE COLLAR WORKER

Frank is a 38-year-old executive who hits the gym daily. When he was younger, he was a nationally ranked swimmer, and his active lifestyle remains his key motivator. He's has problems finding shoes which make up for his flat feet, and has to invest in 3rd party gel pads to keep his back from hurting.

Target Audience

USER PROFILES + DEMOGRAPHICS

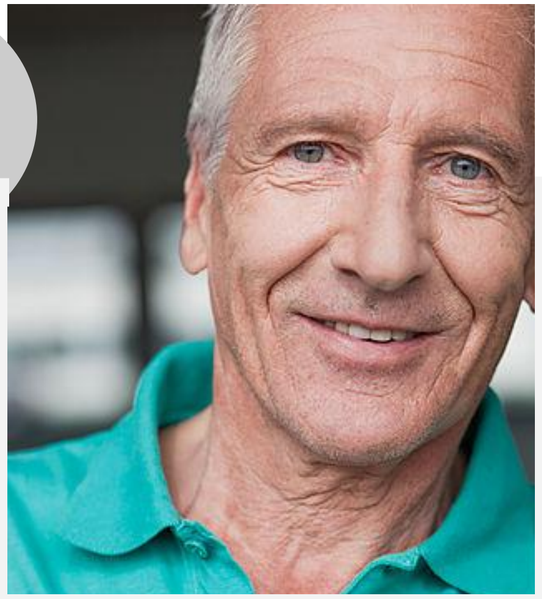
3

MEET *Yuki*

INTERNATIONAL TRAVELER

Yuki is a 55-year-old executive from Japan who travels frequently to California for both business and pleasure. Due to always being on the move, Yuki is interested in trying on different styles of shoes while she is on the go, at the convenience of her cell phone.

4



MEET *Lyle*

ACTIVE BABY BOOMER

Lyle is a 65-year-old retired lawyer whose main passions are golfing and his grandkids. Lyle never got into big shoe brands such as nike, but is interested in finding new athletic wear before he goes golfing

Nike FootID

THE BIG IDEA

“NECESSITY IS THE MOTHER OF ALL INVENTION.”

ALBERT EINSTEIN

BIG IDEA*

NIKE FOOT ID #sizeyourbeast

Nike Foot ID is one of the first augmented reality ecommerce experiences which combines convenience, technology, and comfort. Make an account, size your feet, try it on, save your measurements, all from your mobile phone.

ID

ID

SIZE YOUR BEAST.

ANDROID APP ON Google play

Available on the App Store

#SIZEYOURBEAST

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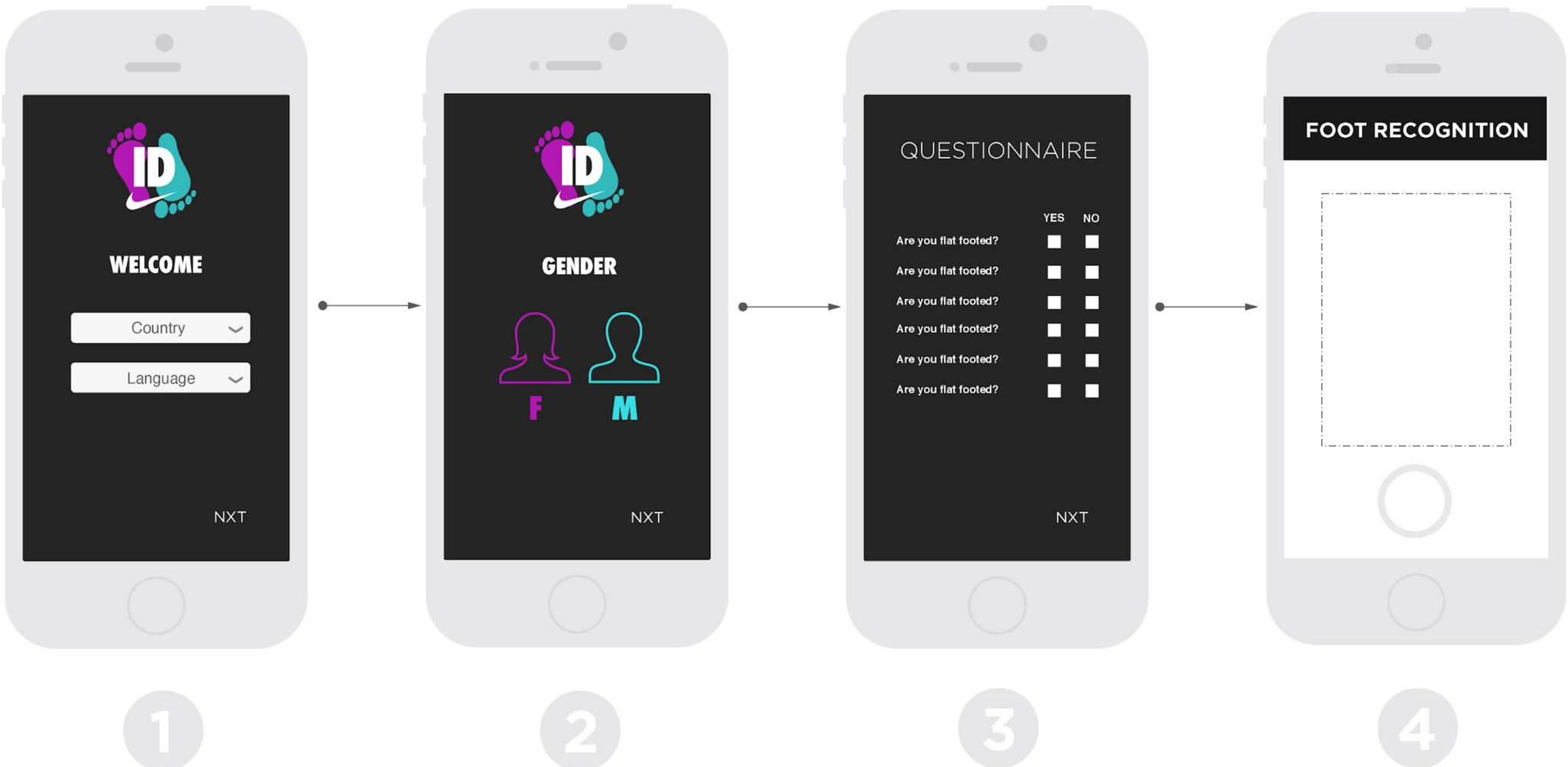
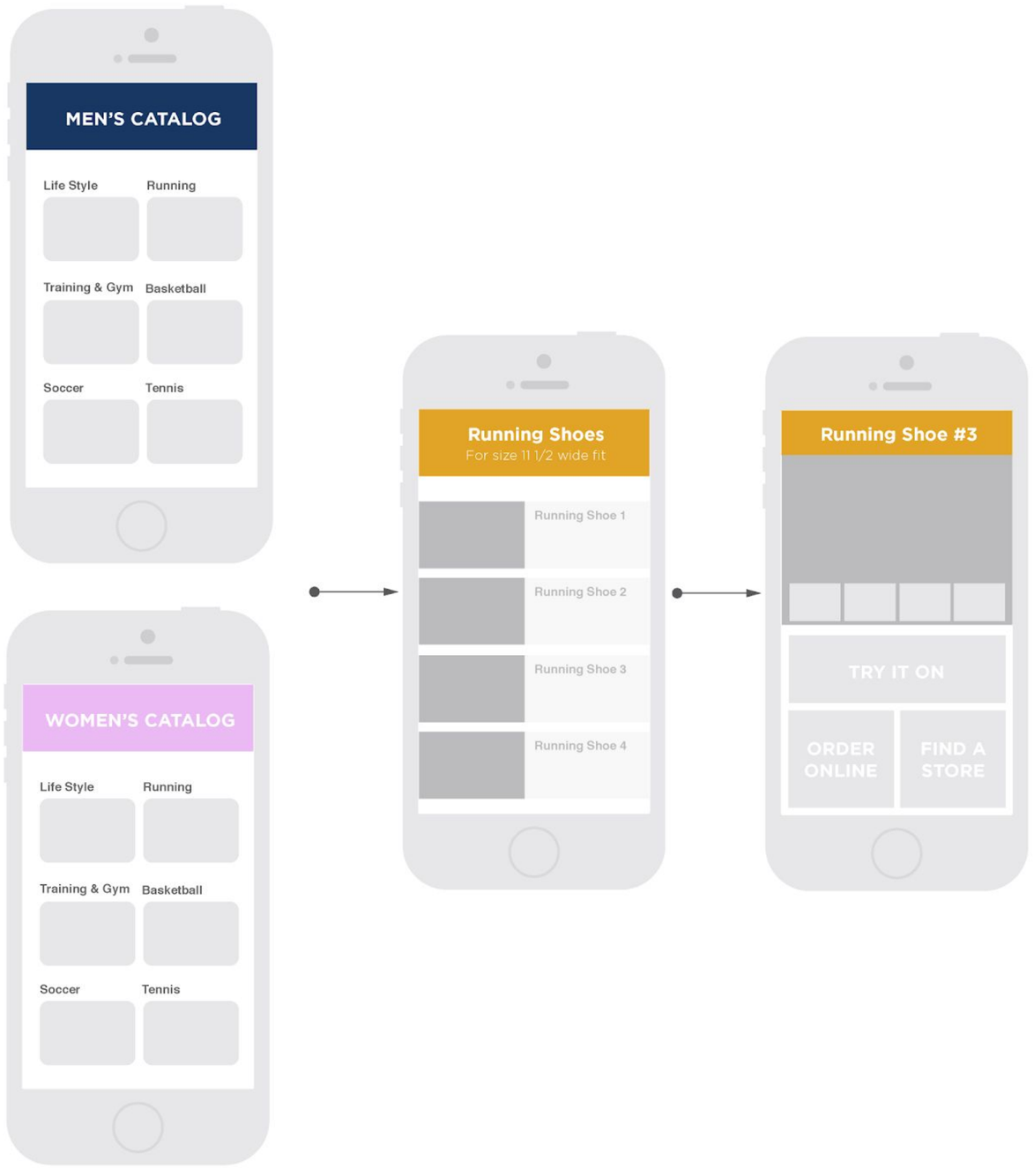
USER EXPERIENCE + USER INTERFACE

NIKE FOOT ID | USER SET UP



NIKE FOOT ID | PRUCHASE WALK THROUGH



THX