



Challenges

Inspiration

Nike is renowned for its ability to inspire customers through their in-store experiences and customers have the chance to carry over that inspiration through the app.

01

Efficiency

Nike's extensive product catalogue should be easier to navigate. The app's filtering techniques and design should be improved.

02

Pain points

The user must switch between devices and scroll to access the information. This makes user spend a lot of time gathering and selecting the perfect things, which ultimately impacts their shopping experience.

03

So "How Might We?" visually and functionally improve Nike's app?

Easy Navigation

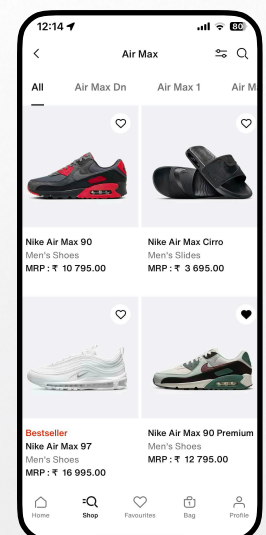
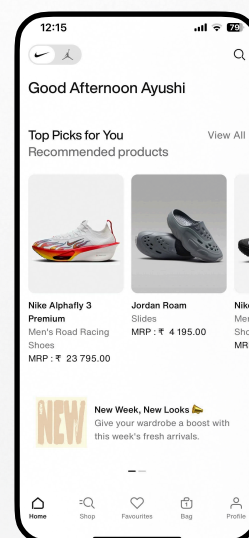
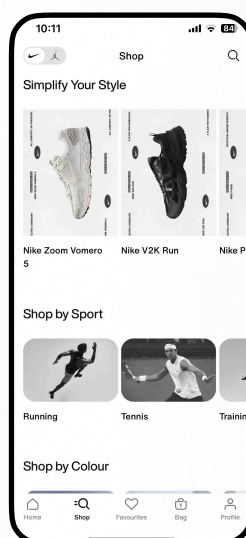
Easily understand and find more information on the same page with minimum scroll.

Clear Categorisation

Lucid filter option within categories.

Accessibility

Clear division of sections with contrast colors. Dark theme should be designed.



SWOT Analysis



S

- Simple and intuitive app
- Many product categories
- Company is renowned

W

- Inconsistent design
- Categorisation is not user friendly
- It is not an accessible design

O

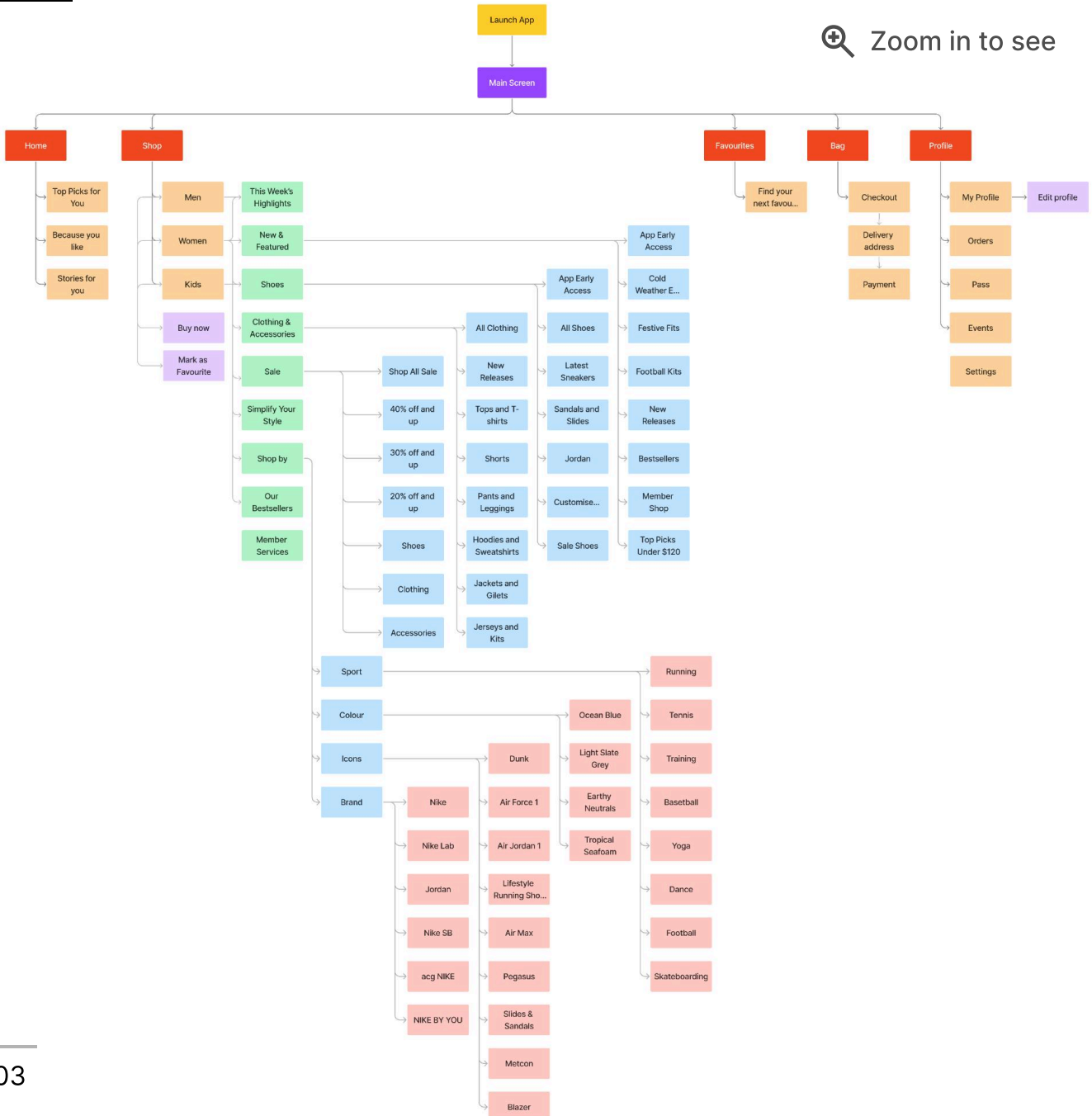
- Consistency among different categories
- Accessibility design can be implemented
- Clear seamless navigation

T

- Emerging competitors

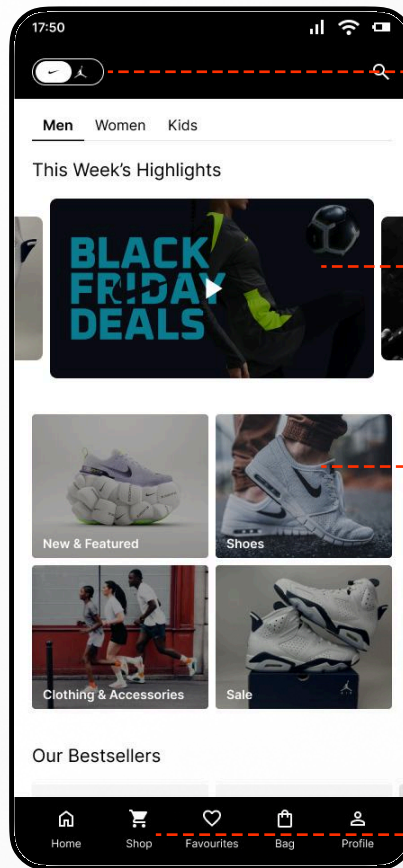
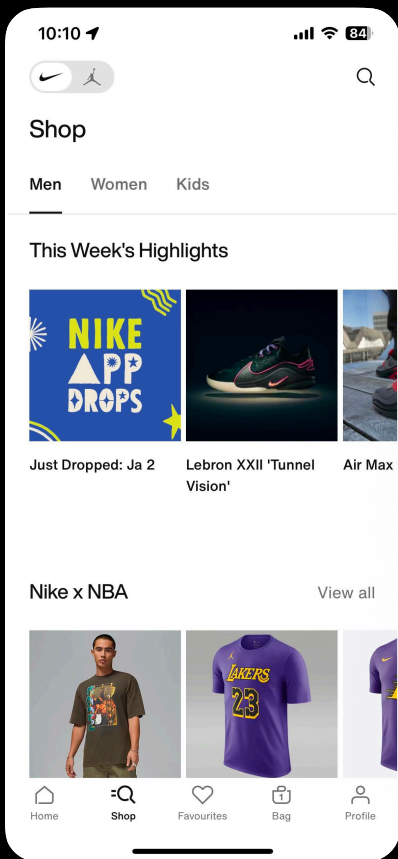
Information Architecture

Zoom in to see



Before

After

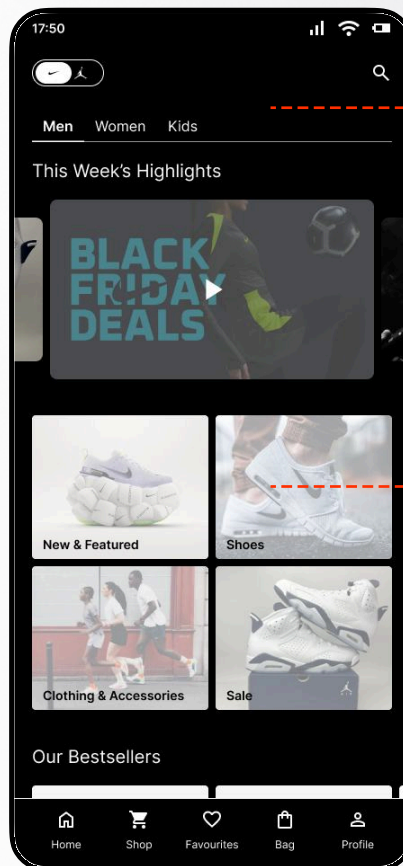


Contrast color from Nike's logo is used to highlight menu

Week's highlight is designed to grab user's attention

Clear categorization that occupies less space and optimize design

Intuitive navigation bar in which filled icon is used as selected menu



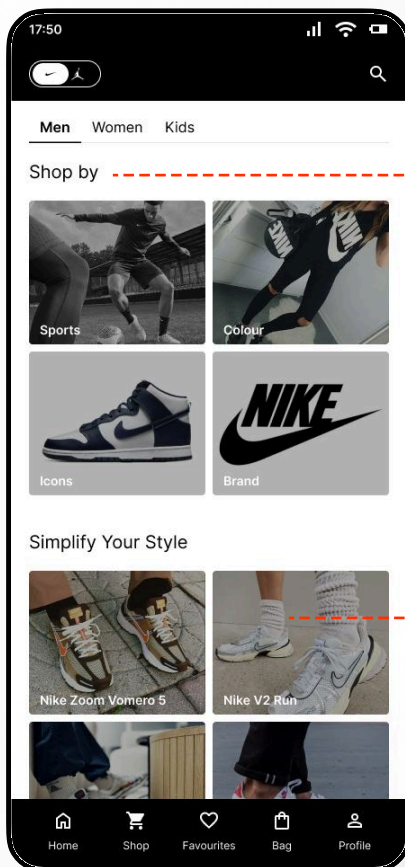
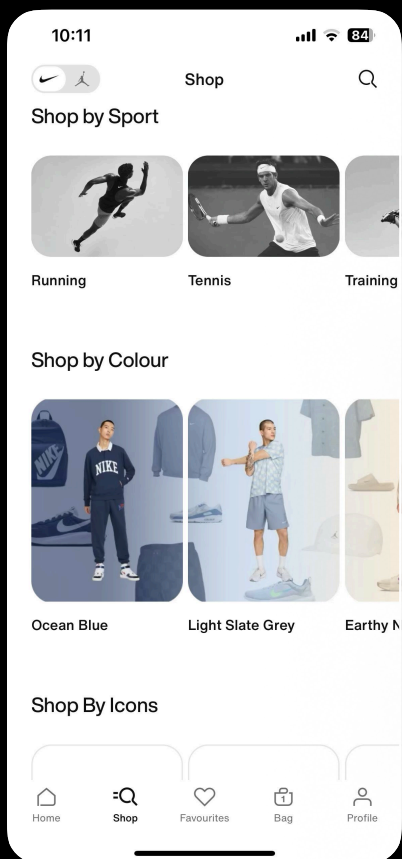
Dark color theme for accessibility

Contrast design principle is followed



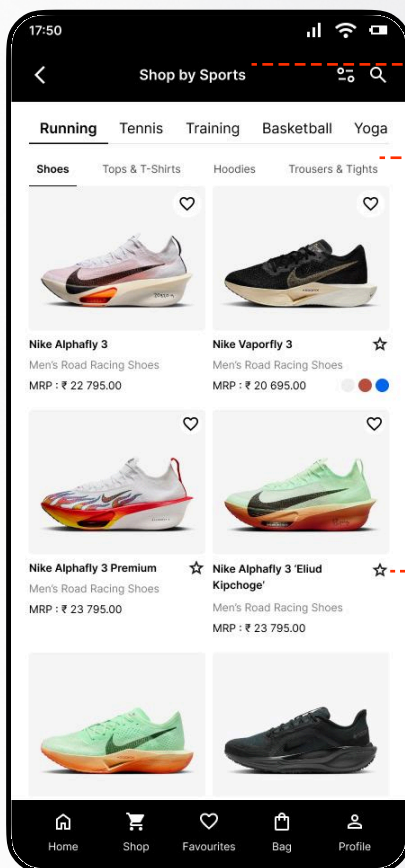
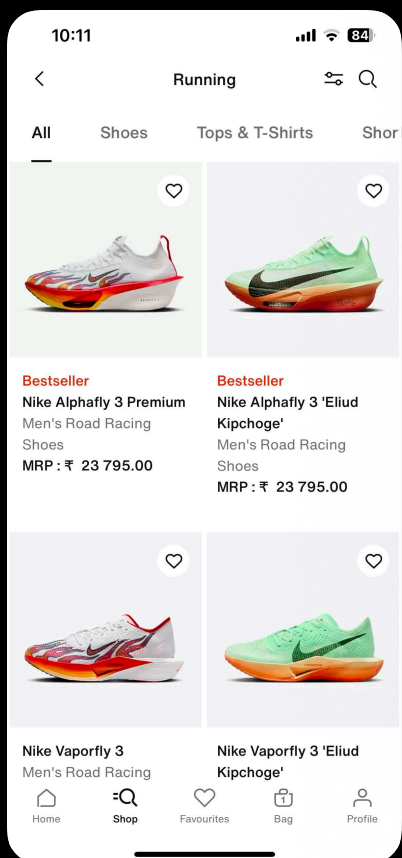
Before

After



“Shop by” is composed into one menu

Examples of the category are visible to users



Main category is visible

Simple menu with filter option
User can select a category (eg: Running) and explore products

“Bestseller” product is marked as star icon