

# **Case study NIKE**

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Natalie Schroeter

# Project overview



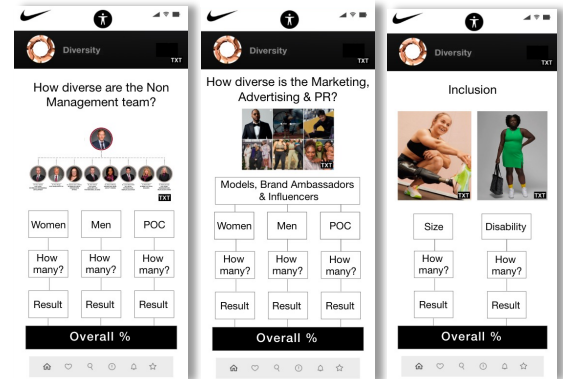
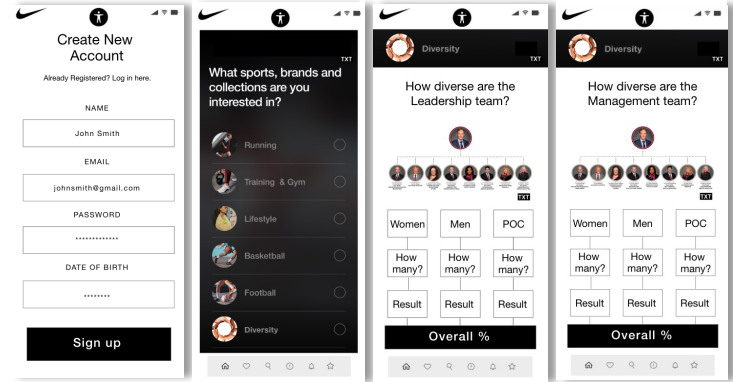
## Project duration:

I designed an extension onto the current NIKE app to assist users and fashionistas to see the diversity of the company.



## Project duration:

April 2023 to May 2023.



# Project overview



## **The problem:**

There is a lack of Diversity in the fashion industry as a whole from Models & Influencers to designers and Top level leadership & Management throughout brands in the industry.



## **The goal:**

Design, prototype, and evaluate a digital solution to increase Nike's visibility in the ED&I space.

# Project overview



## **My role:**

UI Designer



## **Responsibilities:**

Wireframing and prototyping.

# Understanding the user

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- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



This project was a group project and our User Research was planned as follows:

1. 2x Focus Groups
2. 1 Survey
3. Usability Testing

# User research: pain points

1

## Pain point

There is a lack of diversity in fashion magazines, majority are white.

2

## Pain point

All brands should represent a full range of characteristics.

3

## Pain point

Advertisements lack older models and models with disabilities.

4

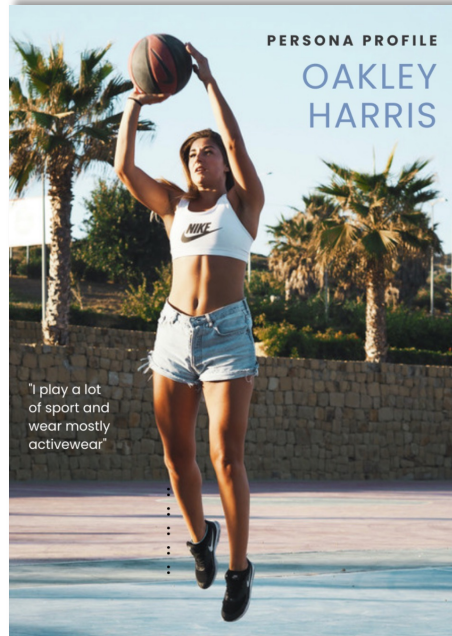
## Pain point

When brands lack diversity it makes you question their ethics and morals.

# Persona: Oakley Harris

## Problem statement:

"Oakley is a fitness instructor from California who prefers to shop at sportswear brands that promote diversity, equality and inclusion because diversity and representation in the fashion industry is important to her".



## PERSONA PROFILE OAKLEY HARRIS

"I play a lot of sport and wear mostly activewear"

### BIOGRAPHY

Oakley is a 26 year old fitness instructor from California. She lives with her two flatmates Ryan and Logan Her style is casual and comfortable clothing that is designed for exercise and sports.

### MOTIVATIONS

Oakley exercises everyday and is a keen basketball and soccer player. She wears a lot of activewear as it's suitable for all sport and she dresses it up by adding denim shorts or a skirt. She purchases clothes based on their durability and comfort.

### GOALS

- To purchase activewear appropriate for all occasions, not just to exercise in.
- To shop a broad range of clothes in different styles that are suitable for all body shapes
- Have access to information about the brands ethics and diversity strategy

### FRUSTRATIONS

- More models with real body shapes needed
- Some of the activewear is overpriced
- Difficulty finding out how sustainable and diverse the brand is

### PERSONALITY



### SUMMARY

Oakley regularly shops for activewear and is interested in a brands ethics and diversity strategy. Oakley would like to see more real body shapes and diverse representation when browsing for clothes as this is important to her. Oakley also struggles to find affordable sportswear that is durable for her very active lifestyle.

### BRANDS





# User journey map

Going through the user journey I realised that there were no accessibility components anywhere on the app that displayed information regarding Nike's ED&I policies. I did see however that the diversity of models, sports models, ambassadors and influencers were well represented across the whole app which was encouraging.

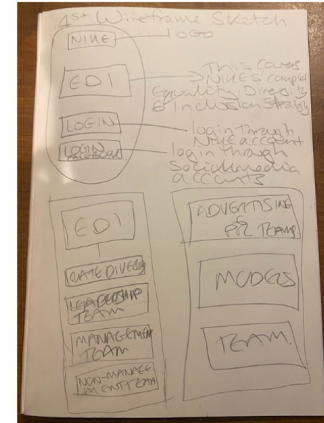
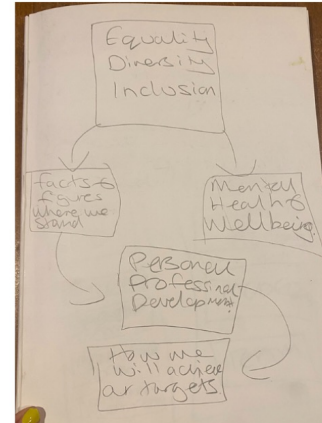
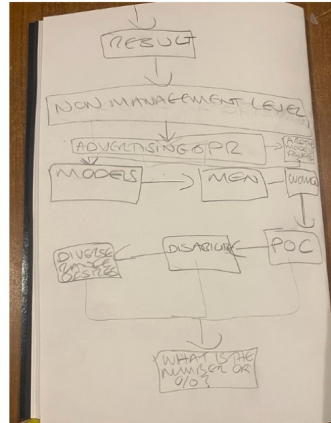
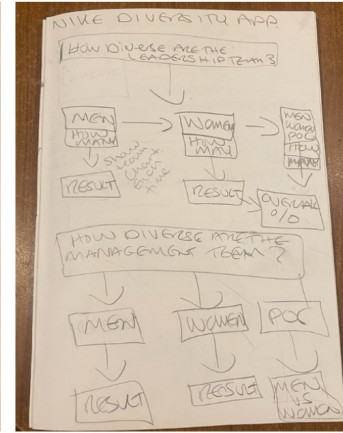
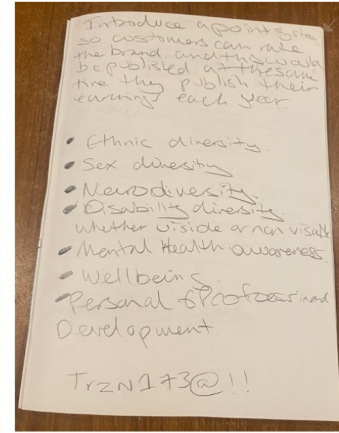
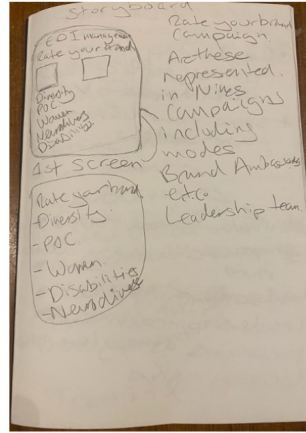
| ACTION                    | Action 1  | Action 2  | Action 3  | Action 4  |
|---------------------------|---|---|---|---|
| TASK LIST                 | Find information about Nike's ethics and diversity strategy   | Find out about Nike's stance on Sustainability  | Find out if Nike's stance on ethical practices and diversity  | Find out if Nike's sports models, ambassadors and Influencers supports and showcases mental health and disabilities   |
| FEELING ADJECTIVE         | <ul style="list-style-type: none"><li>● Lost</li><li>● Confused</li></ul>   | <ul style="list-style-type: none"><li>● Lost</li><li>● Confused</li></ul>   | <ul style="list-style-type: none"><li>● Lost</li><li>● Confused</li></ul>   | <ul style="list-style-type: none"><li>● Lost</li><li>● Confused</li></ul>   |
| IMPROVEMENT OPPORTUNITIES | Create a new section on the app to include this information in one place and use the accessibility checklist to include these too as currently there is nowhere to find this information on the app | Create a new section on the app to include this information in one place and use the accessibility checklist to include these too as currently there is nowhere to find this information on the app | Create a new section on the app to include this information in one place and use the accessibility checklist to include these too as currently there is nowhere to find this information on the app | Create a new section on the app to include this information in one place and use the accessibility checklist to include these too as currently there is nowhere to find this information on the app |

# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

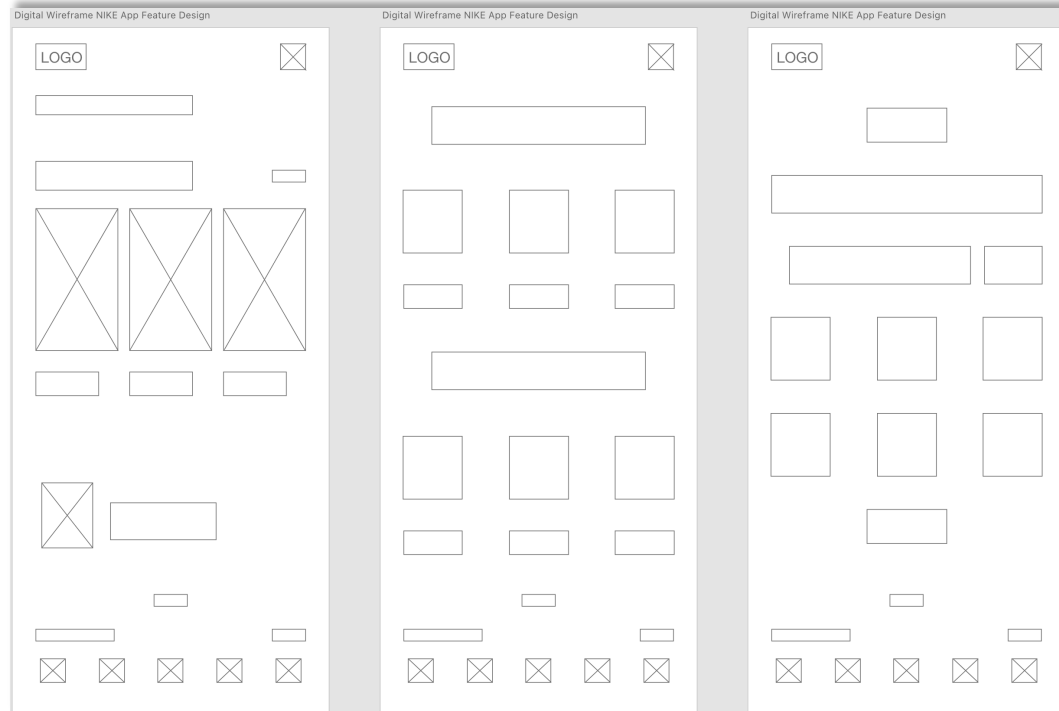
# Paper wireframes

I started to visualise how the feature would look on the existing Nike app by sketching.



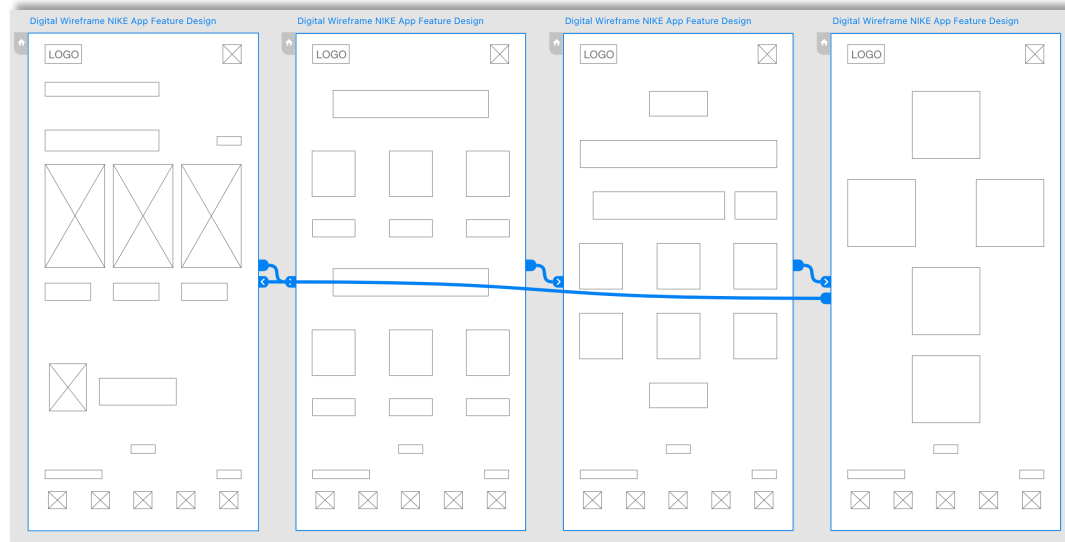
# Digital wireframes

I created the Digital Wireframes from my initial sketches – there is quite a lot to fit onto the design which I may refine further down the process.



# Low-fidelity prototype

<https://xd.adobe.com/view/774ba7ed-d29e-433a-9068-cdd3b20d64ec-2218/>



# Usability study: findings

## Usability testing of the design

After finalising the prototype, we decided to conduct some usability testing to identify any issues, validate design decisions and optimise user satisfaction.

We conducted the following test on 5 participants to see what insights and feedback would be uncovered.

## Round 1 findings

- 1 For more consistency, on the first few app pages the diversity icon could be made into a circle to be more in line with the other menu items.
- 2 The 'non management' page could have the 'executive leadership team' wording removed from the image to prevent confusion.
- 3 The content could be a bit more personalised to Nike with the addition of the Nike Logo.

## Round 2 findings

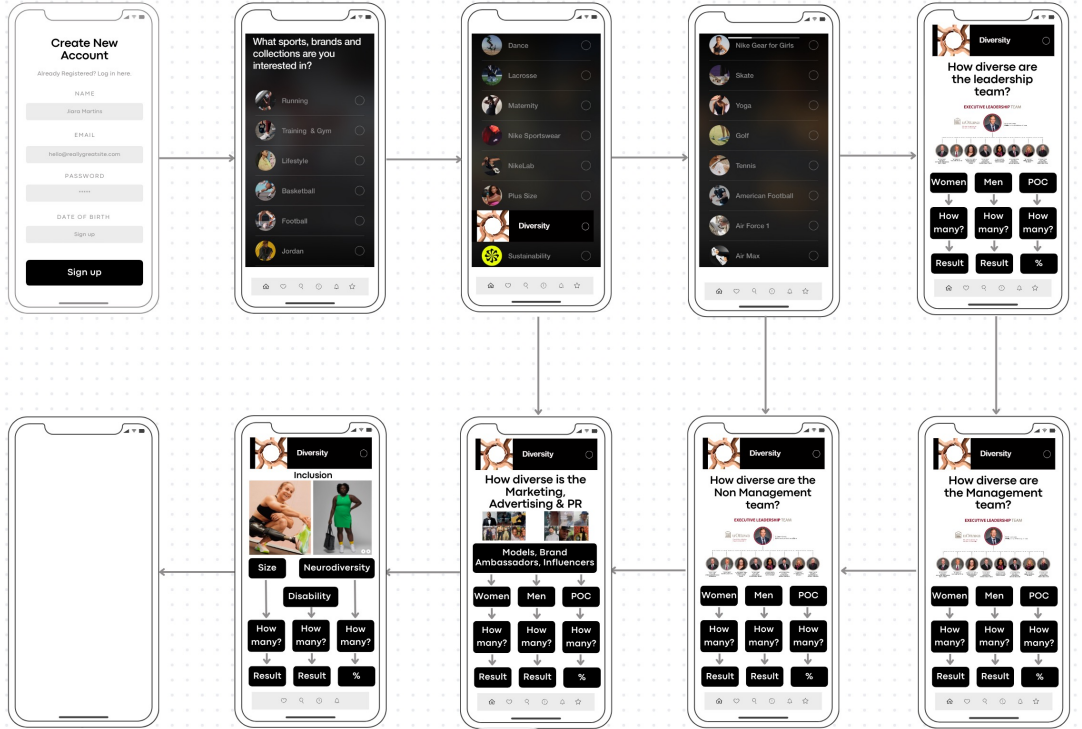
- 1 Very simple to navigate around all areas of the app. Concise information which is easy to find without feeling lost or confused. The user interactions have been streamlined well.
- 2 Good user-centric approach, the content supports the users journey throughout the app. The content is relevant and aligned with the app's purpose.
- 3 Cohesive visual hierarchy, good balance and symmetry throughout the app. Thoughtful colour choices which reflect the Nike brand well.

# Refining the design

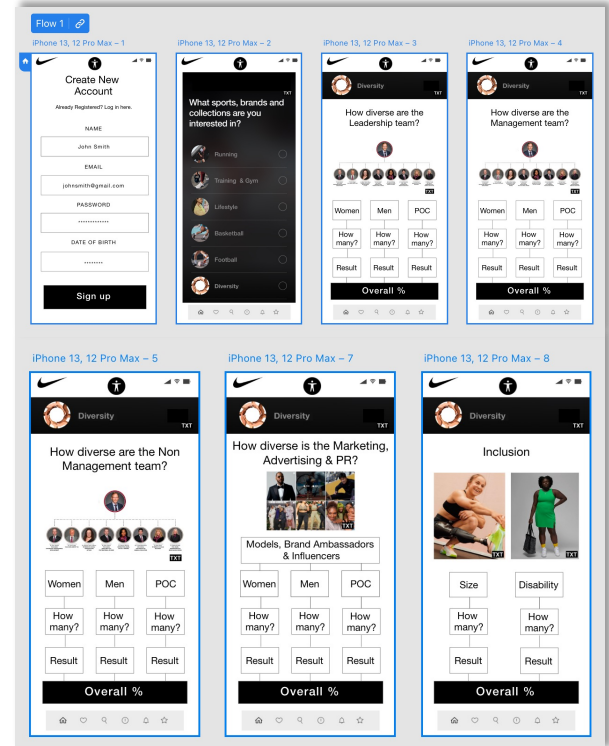
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Before usability study



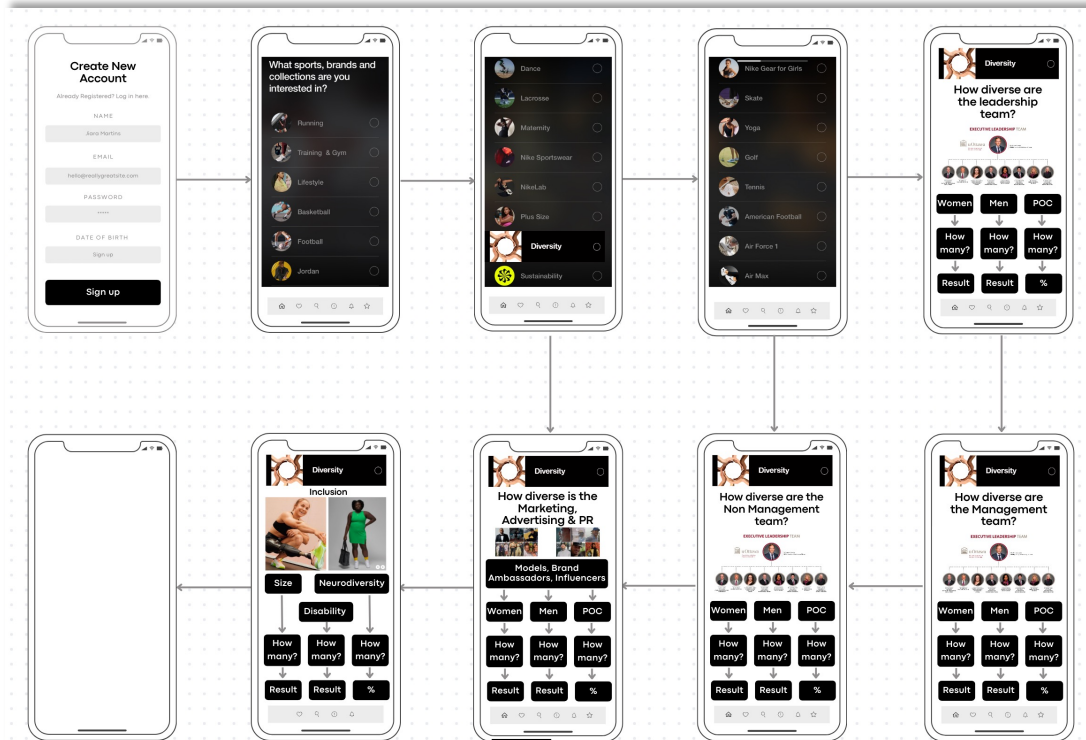
After usability study





# Mockups

Before usability study



# Mockups

## After usability study

**Create New Account**

Already Registered? Log in here.

NAME

John Smith

EMAIL

johnsmith@gmail.com

PASSWORD

\*\*\*\*\*

DATE OF BIRTH

\*\*\*\*\*

**Sign up**

**What sports, brands and collections are you interested in?**

Running

Training & Gym

Lifestyle

Basketball

Football

Diversity

**How diverse are the Leadership team?**

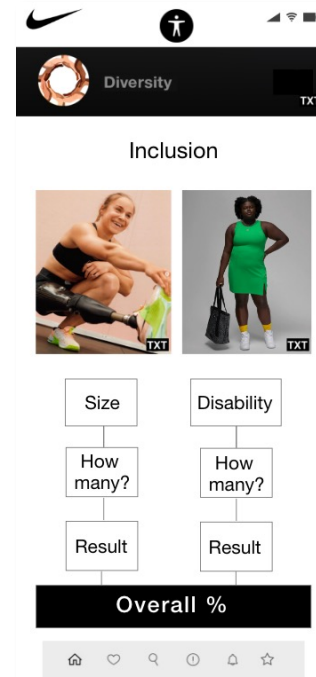
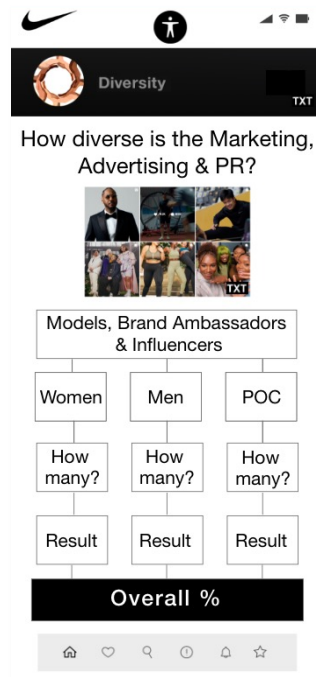
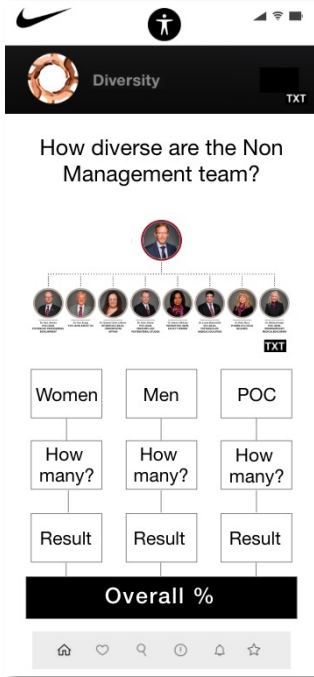
**Overall %**

**How diverse are the Management team?**

**Overall %**

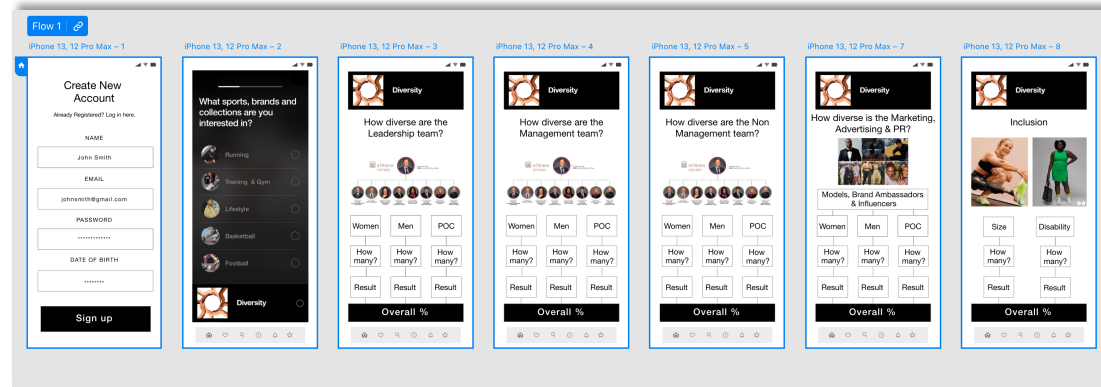
# Mockups

After usability study



# High-fidelity prototype

<https://xd.adobe.com/view/967cb1d2-5d85-4db6-904d-644161165f29-c32f/?fullscreen&hints=off>



# Accessibility considerations

Accessibility could be improved by adding an accessibility feature such as an icon on all pages that you click on to access key board navigation, screen reader, transcripts etc.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## **Impact:**

I recieved the following feedback from my final design from one user "The UI of the final design could have been more refined and polished the design felt very cramped."



## **What I learned:**

I learnt that going forward I would try to make the design more refined possibly with less steps and roll out on to a website to be used by the fashion industry as a whole.

# Next steps

1

Make fewer steps with to make more room and space.

2

Redesign as a standalone app to see if this would work for other fashion brands.

3

Once the design has been refined and retested roll out to a website version which works for the fashion industry as a whole.



# Let's connect!



If you like what you see and would like to work together/collaborate or interested to know more.  
Feel free to get in touch via my Instagram @hausofschroeter or [natalieschroeter@yahoo.co.uk](mailto:natalieschroeter@yahoo.co.uk)

**Thank you!**