

# NIKE RENOVATION

Client: NIKE

Project: NIKE Renovation / Phase 2


Date: June 8, 2006

Author: R/GA

Version: 8.0



SHOP LANDING PAGE / NOT LOGGED IN


 DIRECTORY ▼

SHOP ▼

Product search by name, keyword, or item #

SEARCH

MY PROFILE REGISTER

 CART (0)

NIKE STORE WOMENS ▼ MENS ▼ KIDS ▼ SPORT ▼ NIKE iD CATALOGS GIFT CARDS EXCLUSIVE STORE

Primary tout

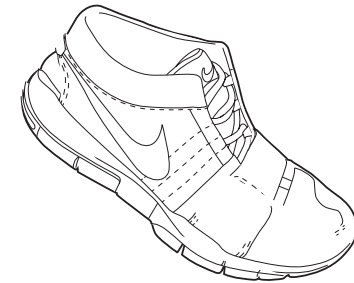
# The Numbers Don't Lie.

Train smarter with the run-tracking, iPod-rocking Nike + shoe >

2

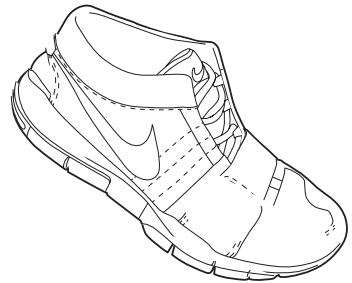
NEW RELEASES

Use a Shox product



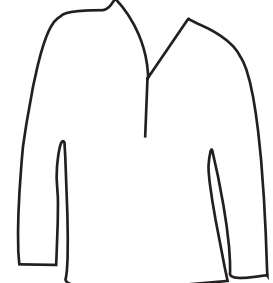
Product name (men)

Use a Nike iD product



Product name (women)

Use a Men's apparel product



Product name

1 GET GOOD SERVICE

[Track your order](#)

[Shipping rates](#)

[Free return policy](#)

[Contact us](#)

Product news. Exclusive offers. Get it direct to your Inbox, every month.

Enter email address

>>

You deserve more. Now's the time to create a free Nike account.

LEARN MORE

Already a member? [Sign in now.](#)

STORE LOCATOR CUSTOMER SERVICE PRIVACY POLICY NIKE JOBS

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1 Common customer service tasks easily accessible from landing page.

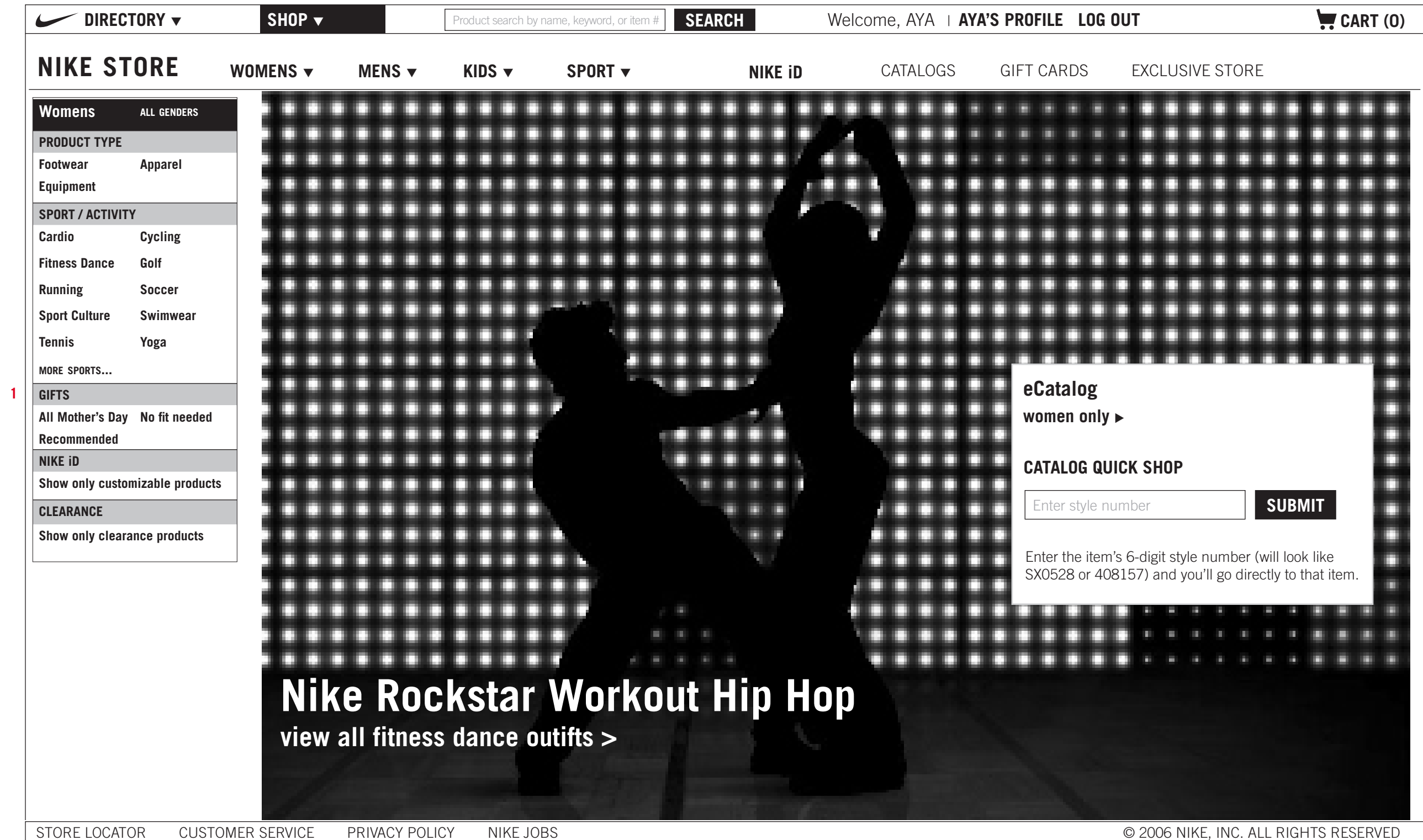
[Contact us](#), [Shipping rates](#), and [Return policy](#) would link to relevant section within CUSTOMER SERVICE. [Track your order](#) links to a new page within CUSTOMER SERVICE. Users do not have to be logged in to check the status of their order, though they must have an order conifrmation number.

Exact copy and emphasis of the signup promo area remains TBD. The messaging may include one or all of the follwing:

- Submitting email address links to email sign up form (following pages).
- LEARN MORE links to existing REGISTER section of MY PROFILE.
- [Sign in now](#) links to login form.

2 Homepage may cycle through several touts. As new services roll out, such as **eStylist** and shopping **BY ATHLETE**, these will be touted from homepage.

## WOMENS CATEGORY LANDING PAGE / BRAND INITIATIVE



1 Throughout the year, a GIFTS facet will appear, where relevant.  
For detailed info, see p94, GIFT FACET GROUP

## CHECKOUT 1 / SHIPPING ADDRESS

DIRECTORY

SHOP

Product search by name, keyword, or item #

SEARCH

MY PROFILE

REGISTER

CART (2)

CHECKOUT

123REVIEW

SIGN IN

Registered users: Lorem Ipsum sit amet dolor. Not registered yet? You can save your information and create an account after you complete your order.

1. SHIPPING ADDRESS

Shipping Address

Enter a shipping address

\*required information

\*First name

\*Last name

\*Street address

Apt/Company/Suite

\*City

\*State

\*Zip code

\*Home phone

-

-

Secondary phone

-

-

CLICK HERE TO ADD A FREE GIFT MESSAGE

ENTER ANOTHER SHIPPING ADDRESS

CONTINUE

2. SHIPPING METHOD

3. BILLING INFORMATION

CANCEL CHECKOUT

YOUR ITEMS

Shox Classic (men)

size 11

\$140.00 \$110.00

Shox Classic (men)

size 11

\$110.00

Verisign

ScanAlert

Subtotal

\$220.00

Total

\$233.00

STORE LOCATOR

CUSTOMER SERVICE

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1. If there is only one item in the cart, this button does not appear.

CHECKOUT 1 / PRINT FRIENDLY CONFIRMATION



THANK YOU  
ORDER NUMBER: 123456  
DATE/TIME: 02/07/06 12:00PM

REVIEW

SHIPPING		YOUR ITEMS	
Shipping address 1	Shipping Method		Shox Classic (men)
Pat Miller 123 13th St Apt 4A New York, NY 10018 (555) 555-5555	Ground Service <b>FREE</b>		size 11 <del>\$140.00</del> \$110.00
Gift Message			Shox Classic (men)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.			size 11 \$110.00

BILLING			
Billing address	Billing Information	Subtotal	\$220.00
Pat Miller		Tax	\$10.00
123 13th St	xxxxxxxxxxxxxx-1234	Shipping	FREE
Apt 4A			
New York, NY 10018			
(555) 555-5555			
		Total	\$230.00

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GIFT CARDS LANDING PAGE / REMAINING BALANCE

DIRECTORY

SHOP

Product search by name, keyword, or item #

SEARCH

Welcome, AYA

|

AYA'S PROFILE

LOG OUT

WISHLIST

CART (0)

NIKE STORE

WOMENS

MENS

KIDS

SPORT

NIKE iD

CATALOGS

GIFT CARDS

EXCLUSIVE STORE

CHECK MY GIFT CARD/PRODUCT VOUCHER BALANCE

If you have more than one code, enter all codes at the same time using commas (,) to separate them.

Enter gift card code

SUBMIT

Gift card number

6006001409223140

Remaining Balance

\$3.89

Gift card number

6453422689125600

Remaining Balance

\$39.90

TOTAL

\$43.79

Where is my gift card code?

6007 0000 05

Scratch off to reveal the six protected numbers. Enter the entire 16-digit code.

ORDER A GIFT CARD

Give a gift that fits everyone. Our gift cards come in denominations from \$25 to \$500, and are redeemable for merchandise at the following Nike Retail Stores:

\* Niketown.com, NIKEiD.com

\* Niketown Stores

\* Nike Women Stores

\* Nike Factory Stores

All cards may be used at any Nike Retail outlet in the USA, Puerto Rico, and the District of Columbia. Happy giving!

Gift Cards always ship for free!

ORDER GIFT CARD >

STORE LOCATOR

CUSTOMER SERVICE

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R/GA

Nike Renovation / Phase 2 -- V 8.0 --- Date: June 8, 2006

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BEGIN WITH SPORT FLOW

1A Select Running (Nike Store)

BY SPORT ▾	
Olympics	
Baseball	NKE 6.0
Basketball	Outdoor
Cardio	Running
College	Soccer
Cycling	Sport Culture
Fitness Dance	Tennis
Football	Training
Golf	Walking
Jordan	Yoga
Lance 10//2	

2A Select Apparel

RUNNING
Mens
Womens
Kids
Footwear
Apparel
Equipment

3 Filter by Jackets

GENDER	
Mens	Womens
Boys	Girls
Running	ALL SPORTS
Apparel	ALL PRODUCT TYPES
MODEL	
Fleeces	Jackets
Vests	
Long-Sleeve	Short-Sleeve
Sleeveless	Sport Tops
Sports Bras	Tanks
Pants	Shorts
Tights	
TECHNOLOGY	
Dri-FIT	Sphere: Cool
Sphere: Dry	Sphere: Pro
COLOR	
Black	Blue
Green	Orange
Red	White
PRICE	
\$200-100	\$100-50
\$50 + Under	
CLEARANCE	
Show only clearance products	

4 Remove Sport filter

GENDER	
Mens	Womens
Boys	Girls
Running	ALL SPORTS
Apparel	ALL PRODUCT TYPES
Jackets	ALL MODELS
SIZE	
XSmall	Small
Medium	Large
XLarge	XXLarge
TECHNOLOGY	
Dri-FIT	Sphere: Dry
COLOR	
Black	Blue
Green	Grey
White	
PRICE	
\$200-100	\$100-50
\$50 + Under	
CLEARANCE	
Show only clearance products	

5 Select Mens

GENDER	
Mens	Womens
Boys	Girls
SPORT / ACTIVITY	
Basketball	Cardio
Golf	Jordan
Running	Soccer
Sport Culture	Training
MORE SPORTS...	
Apparel	ALL PRODUCT TYPES
Jackets	ALL MODELS
MODEL	
Fleeces	Retro
SIZE	
XSmall	Small
Medium	Large
XLarge	XXLarge
TECHNOLOGY	
Clima-FIT	Dri-FIT
Storm-FIT	
COLOR	
Black	Blue
Grey	Orange
Red	White
MORE COLORS...	
PRICE	
\$400 + Up	\$200-300
\$100-200	\$50-100
\$50 + Under	
CLEARANCE	
Show only clearance products	

6 Result

Mens	ALL GENDERS
SPORT / ACTIVITY	
Basketball	Cardio
Golf	Jordan
Running	Soccer
Sport Culture	Training
MORE SPORTS...	
Apparel	ALL PRODUCT TYPES
Jackets	ALL MODELS
MODEL	
Fleeces	Retro
SIZE	
Small	Medium
Large	XLarge
XXLarge	XXXLarge
TECHNOLOGY	
Clima-FIT	Dri-FIT
Storm-FIT	
COLOR	
Black	Blue
Grey	Orange
Red	White
MORE COLORS...	
PRICE	
\$400 + Up	\$200-300
\$100-200	\$50-100
\$50 + Under	
CLEARANCE	
Show only clearance products	

1B Select Running (Nikerunning)

SHOP ▾
All Nike Products
RUNNING
Footwear
Apparel
Equipment

2B Select Apparel

GENDER	
Mens	Womens
Boys	Girls
PRODUCT TYPE	
Footwear	Apparel
Equipment	
Running	ALL SPORTS
NIKE ID	
Non-customi...	



# GENDER OR SPORT CATEGORY LANDING PAGE LAYOUT OPTIONS

1A Select Womens (Nike Store)

WOMENS ▼
All Womens Products
Footwear
Apparel
Equipment
Clearance

A Expose facet categories only

WOMENS
Footwear
Apparel
Equipment
Clearance

B Expose all

Womens	ALL GENDERS
PRODUCT TYPE	
Footwear	Apparel
Equipment	
SPORT / ACTIVITY	
Cardio	Fitness Dance
Golf	Outdoor
Running	Soccer
Sport Culture	Tennis
MORE SPORTS...	
NIKE ID	
Customizable	Non-customi...
COLOR	
Black	Blue
Grey	Orange
Red	White
MORE COLORS...	
PRICE	
\$200 + Up	\$200-100
\$100-50	\$50 + Under
CLEARANCE	
Show only clearance products	

C Do not expose Sports

Womens	ALL GENDERS
PRODUCT TYPE	
Footwear	Apparel
Equipment	
NIKE ID	
Customizable	Non-customi...
CLEARANCE	
Show only clearance products	

D Expose some Sports \*

Womens	ALL GENDERS
PRODUCT TYPE	
Footwear	Apparel
Equipment	
SPORT / ACTIVITY	
Cardio	Fitness Dance
Golf	Outdoor
Running	Soccer
Sport Culture	Tennis
MORE SPORTS...	
NIKE ID	
Customizable	Non-customi...
CLEARANCE	
Show only clearance products	

\* Recommended

E Expose all Sports

Womens	ALL GENDERS
PRODUCT TYPE	
Footwear	Apparel
Equipment	
SPORT / ACTIVITY	
Baseball	Basketball
Cardio	Cycling
Fitness Dance	Golf
Lance	NKE 6.0
Olympics	Oprah
Outdoor	Running
Serena	Soccer
Sport Culture	Tennis
Track and Field	Training
Walking	Yoga
NIKE ID	
Customizable	Non-customi...
CLEARANCE	
Show only clearance products	

1B Select Womens (Nikewomen)

SHOP ▼
All Nike Products
WOMENS
Footwear
Apparel
Equipment
Clearance

## NAVIGATION LENGTH PROBLEM

DIRECTORY

SHOP

Product search by name, keyword, or item #

SEARCH

Welcome, AYA |

AYA'S PROFILE

LOG OUT

WISHLIST

CART (0)

NIKE STORE

WOMENS

MENS

KIDS

SPORT

NIKE iD

CATALOGS

GIFT CENTER

EXCLUSIVE STORE

MensALL GENDERS

ApparelALL PRODUCT TYPES

JacketsALL APPAREL TYPES

MODEL

FleecesRetro

SIZE

XSmallSmall

MediumLarge

XLargeXXLarge

XXXLarge

SPORT / ACTIVITY

BasketballCardio

GolfJordan

RunningSoccer

Sport CultureTraining

MORE SPORTS...

TECHNOLOGY

Clima-FITDri-FIT

Sphere: DrySphere: Pro

Sphere: ThermalStorm-FIT

Therma-FIT

COLOR

BlackBlue

GreyOrange

RedWhite

MORE COLORS...

PRICE

\$400 + Up\$200-300

\$100-200\$50-100

\$50 + Under

CLEARANCE

Show only clearance products

Sort by:PriceNewest

Show:☉ In stock items○ All Items

75 items1, 2, 3, ... 10Next >

Lightweight Jacket \$110.00

Lightweight Jacket \$110.00

Lightweight Jacket \$110.00

Lightweight Jacket \$110.00

Lightweight Jacket \$110.00

Lightweight Jacket \$110.00

Lightweight Jacket \$110.00

Lightweight Jacket \$110.00

Sort by:PriceNewest

Show:☉ In stock items○ All Items

75 items1, 2, 3, ... 10Next >

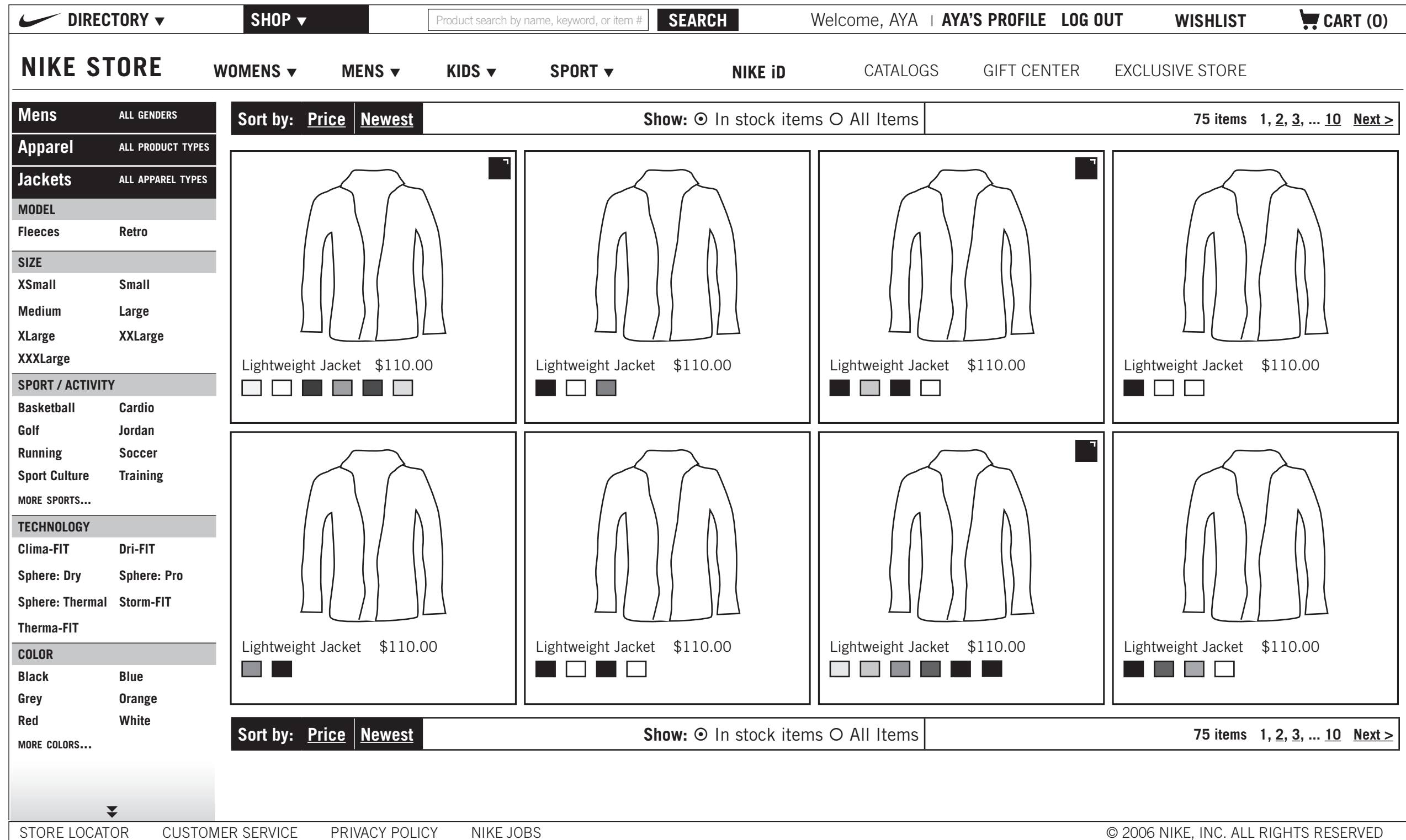
Customer Service

Privacy Policy

Nike Jobs

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## NAVIGATION LENGTH SOLUTION / SCROLLING VIEWABLE AREA



The entire nav scrolls up and down when user clicks **MORE**. Drawback:

- New behavior for user to learn, probably not used elsewhere on site.

# GIFT FACET GROUP

- The **GIFTS** facet group will behave like any other facet group:
- Clicking a facet (such as **All Mother's Day**) will show a grid of products
  - The group will collapse and expand
  - If the user makes a choice that excludes any **GIFTS**, the facet group disappears (see Example 2)

- How does **GIFTS** facet group fit within the facet display hierarchy?
- Gender, Product Type, Sport/Activity, **Gift**, etc.

- How will users access a **GIFTS** merchandising page, if it exists?
- Tout from homepage
  - Tout from Gender or Sport landing pages, where relvant
  - Tout from Gift Cards landing page
  - As option within Gender drop-down menus in main nav (see Example 3)

Example 1  
Women's landing page during Mother's Day

Womens	ALL GENDERS
PRODUCT TYPE	
Footwear	Apparel
Equipment	
SPORT / ACTIVITY	
Cardio	Cycling
Fitness Dance	Golf
Running	Soccer
Sport Culture	Swimwear
Tennis	Yoga
MORE SPORTS...	
GIFTS	
All Mother's Day	No fit needed
Recommended	
NIKE iD	
Customizable	Non-customi...
CLEARANCE	
Show only clearance products	

Example 2  
Suppose no Women's Running items are also flagged as Mother's Day gifts. Gift facet group will disappear

Womens	ALL GENDERS
PRODUCT TYPE	
Footwear	Apparel
Equipment	
Running	ALL SPORTS
NIKE iD	
Show only customizable products	
COLOR	
All the color facets go here	
PRICE	
All the price facets go here	
CLEARANCE	
Show only clearance products	
SEARCH WITHIN RESULTS	
<input type="text"/>	GO

Example 3  
Gifts could appear within Gender drop-down menu in main nav, when relevant

WOMENS ▾
All Womens Products
Footwear
Apparel
Equipment
Clearance
Gifts for Mother's Day