



Final Delivery

DDD30049 Design Capstone

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Summer Unit 2022

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Introduction

This document depicts the 3rd development stage of creating an application for Nike and their DNA archives. The application allows users to scan QR codes that are specific to certain iterations of the Air Max, once a QR code is scanned users can interact with an AR version of the specific shoe that they scanned. The AR shoe will allow users to scroll through a range of colourways and view the history and impact that generation of Air Max has had. The application also allows users to interact with one another and share their own stories of Air Max and further push the sense of community and tribe that the Air Max has created over the years.



Problem, Context, Solution

Problem:

The problem that faces Nike and the DNA archives is that as time moves on the physical space that is available grants limited access to those who reside in the general public who would be interested in engaging with the archives. These limited means restrict the ability to showcase the stories and history that is available within Nike.

Context:

The basis of this project is to view and reimagine what the future of the DNA archives will look like and become for the years to come. Viewing this problem will help shape the way Nike displays and shares its stories with a potentially larger audience than ever before.

Solution:

To solve this problem, we need to view the Nike DNA archives in a larger picture, how will we be able to showcase pieces of history in 5 or 10 years time? How can we retell stories to a new generation and how can we reframe familiar and recognisable Nike heritage stories in a new and engaging way. The current archives are a physical domain that has limited access, we want to be able to display the rich and vivid history of Nike to the masses in a viable and engaging way that supports and reflects on Nike's groundbreaking past and its emphasis on the future. The proposed solution is an AR based experience that will run on standard mobile devices.

Refined Research

Research: The following is research gathered to help show support in regards to my overall design idea.

“Augmented Reality aims at simplifying the user’s life by bringing virtual information not only to his immediate surroundings... AR enhances the users’ perception” (Carmigniani et al., 2010).

Being able to incorporate Augmented Reality into my design, will help enhance the proposed relationship and interaction between the user and the design. I want users to have a positive interaction with this product so having a strong AR element will allow and support the intended response that I want to garner.

“AR increases engagement and interaction and provides a richer user experience” (“Unlocking the potential of Augmented Reality”, n.d.)

With wanting to have a strong interaction base within this product, I felt that AR was the strongest medium to work with in order to achieve what I want within this product. AR is a new and growing medium so it will allow for new and hopefully rich experiences for the user base.

“AR is mobile and personal and, therefore, hugely accessible to a rapidly growing smartphone market” (“Unlocking the potential of Augmented Reality”, n.d.)

Another benefit for AR is that all users with a mobile phone can access it, so this allows for not just the very large majority of the target audience to access it, but a vast majority of those outside the target audience can as well. As inclusivity and accessibility are key aspects in creating a product.

“AR is an inexpensive alternative to other media platforms as no specific media needs to be purchased” (“Unlocking the potential of Augmented Reality”, n.d.)

Continuing on the element of inclusivity and accessibility, AR is a very inexpensive platform as it requires no further technology to access it, unlike VR which requires an expensive purchase of HMD which limits who can use the product overall.

Refined Research

“Augmented Reality will help them go out further with creative campaigns that will position them differently in a crowded market” (Bhatt, 2021).

The use of AR helps to make the product stand out more as a creative point of difference. As an emerging product, it allows for the product to be showcased in a new light, that is highly accessible, usable in almost every environment and requires limited technology to engage with and use.

“Like Dizzee, here’s another relatively normal guy with a Nike collaboration. For us to get recognised globally, it was huge.” (Flippa, 2022)

The ability to represent communities that haven’t been represented before is a huge reason as to why the Air Max has achieved what it has. The brand has allowed any and all to have a symbol that they can showcase. This is a huge reason why I want to shine the spotlight on this aspect of the impact the Air Max has had.

“The Nike Air Max represents an entire generation of kids from London, with grime playing a central role in adopting the uniform.” (Klektive, 2021)

The appeal the Air Max has is revolutionary, a shoe like no other has become a staple for so many where whole communities feel and know the impact it had on how they feel about themselves and their communities.

“The only colourways that manage to turn a few heads are the Stash and Size? collaborations, the two original Persian colourways, and the Paris Saint Germain edition” (Warning, 2015)

The use of collaborations within the Air Max brand helped drive the popularity further, collabs were used as a way to reach out to a niche portion of the community of the Air Max, while simultaneously showcasing a specific subculture to the world through Air Max.

The Brief

Project Outcome:

At the end of this project, the hope is that a well thought and iterated design will be presented. The design itself will feature a strong sense of UX design principles so that the user can have the best possible experience while interacting with the product. Ideally, the concept will showcase the solution to the problem presented in regards to the Nike DNA archives and make them more accessible while showcasing a new potential avenue to be able to document future segments on the DNA archives, as well as bringing them into a new modern light. Another intention of the project is to shine a light on the iconic silhouettes and impact the brand of the Air Max has had on people and communities throughout its run.

Deliverables:

The concept for this project will be a mobile-based application where users can scan QR codes that are located around an exhibition or location, these QR's will activate an AR version of the shoe where users are given information and background knowledge on different Air Max colourways and collaborations that have helped shape this iconic brand and shoe design. The presentable content will feature a basic initial prototype run on mobile, a handful of printed A3 QR posters to use with the prototype. As the exhibition space on Swinburnes campus hasn't been fully defined at this stage, the use of a refined amount of content will help use a limited amount of space but still allow users to look and feel what the product is. Seeing as the proposed technology of AR is highly accessible, the product can be used on a set device specific for the exhibition. In terms of cost for this exhibition, the costing areas would look at the printing that would be needed, as the overall prototype is accessible through free means. The pricing cap would sit at around \$300 for this exhibition. This outcome will help users interact with the history and culture of the Nike Air Max in a new and exciting light, as they may have not used this format to experience content before so allowing users to interact with specific content at their own pace and in their own way by allowing users to select the content and information that they take in.





Stage 3: Final Delivery

Project Title: Air +

Client: Nike DNA

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Date: 24/01/2022

Final Concept

The final concept for application is at its core very similar to the initial concept at hand. Over the weeks it was refined and developed to be a much more concise and deeper concept. At its core, it's a collection app where users can store and collect a 'digital twin' of their favourite Air Max shoes. They do this by scanning trading cards that they can collect in their shoeboxes, these shoeboxes act as another form of collecting and representing their Air Max collection. Each shoe has its own rarity and collection score which dictates how many points a user gets towards their collection score. As users collect they raise their collection score and climb the leaderboards to gain both in-app and real-world rewards that can be renewed and added to any collection they have. Users can build a further sense of community by building a follower base where they can post images, videos and text to their profile so that followers can see and interact with them.

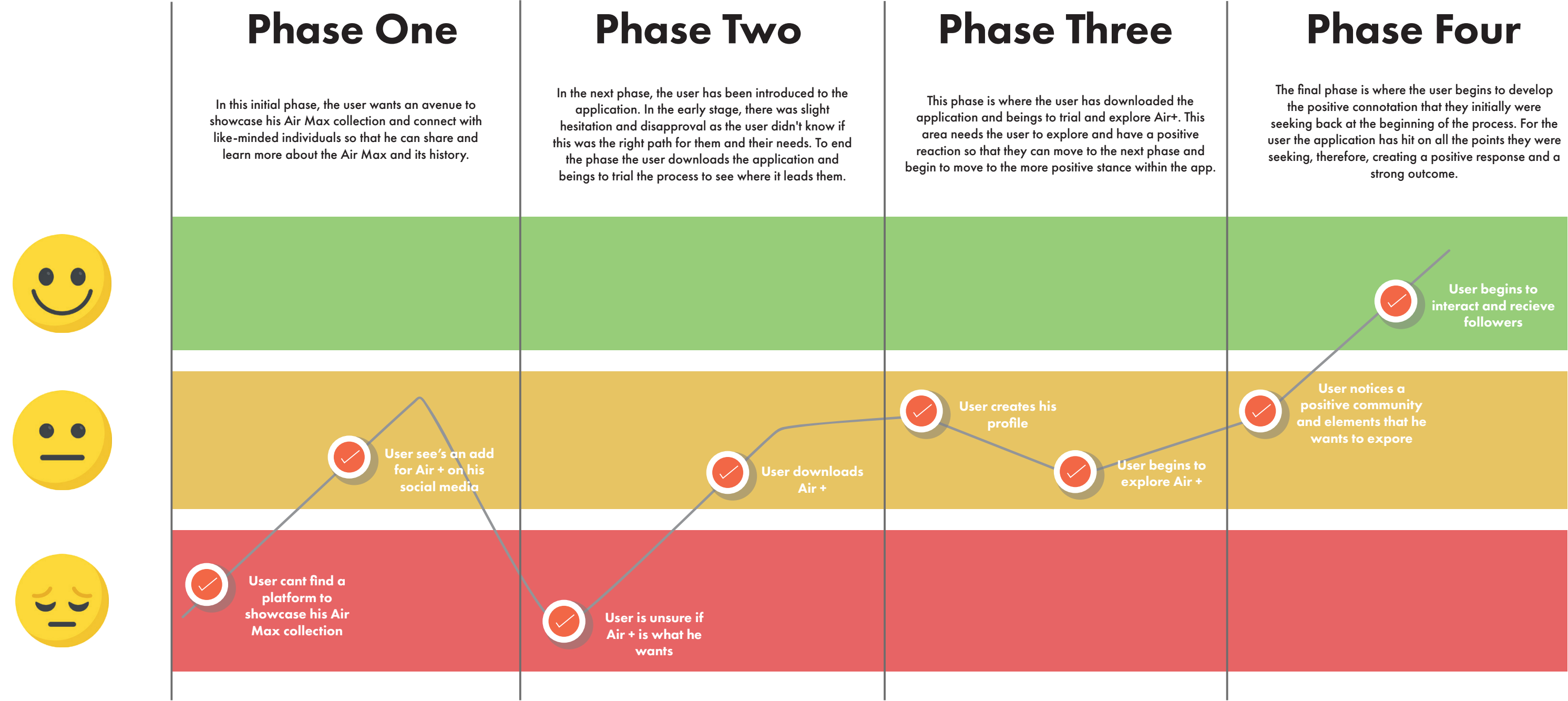


Customer Journey Map

The first deliverable shown here is a Customer Journey Map, this helps the designer to step into the user's shoes and help see their product from the users perspective. The map depicts touchpoints at different phases ultimately until a user reaches the culmination of the experience with the product. A journey map helps give a better understanding of the expectations a user wants with the product they are using. A journey map in this situation encapsulates all the previous work done on the target audience in the earlier stages to give a more defined and finalised view of the user journey.

I created this journey map so that I can get one final look at the process a user can take when first being exposed to 'Air +'. It helped me gain a deeper final insight into the path a user can take with my concept. Most of the work done in this area previously just showed the positives and the path that is present, while the journey map shows some down points which weren't overly looked at in previous parts. This journey map helps tie together all stages of audience research and flow work, which in return helps show a more detailed look at the final journey through 'Air +'.

Customer Journey Map



External app features

The next set of deliverables shown here is the external app features. These mockups showcase the extra elements that help improve the depth of the application. These were designed and iterated after feedback was given in relation to the 'whys' of the application as it slightly lacked, and people had trouble envisioning how and why users would be using 'Air +' and why they would come back. The approach of the trading card was chosen as it had a bit of nostalgia with it as trading cards are quite popular now as they were many years ago when the Air Max came out so it felt like the perfect combination. By also having a trading card it allowed users to have 3 ways of showcasing their Air Max collection. Firstly, physical in the actual shoe and trading card and owning a digital twin within the 'Air +' app. Variation was important to me in this concept as I wanted users to have as many ways as possible to showcase their Air Max story, in the way that suited them the best.





AIR MAX 90



**JOIN THE
REVOLUTION.**

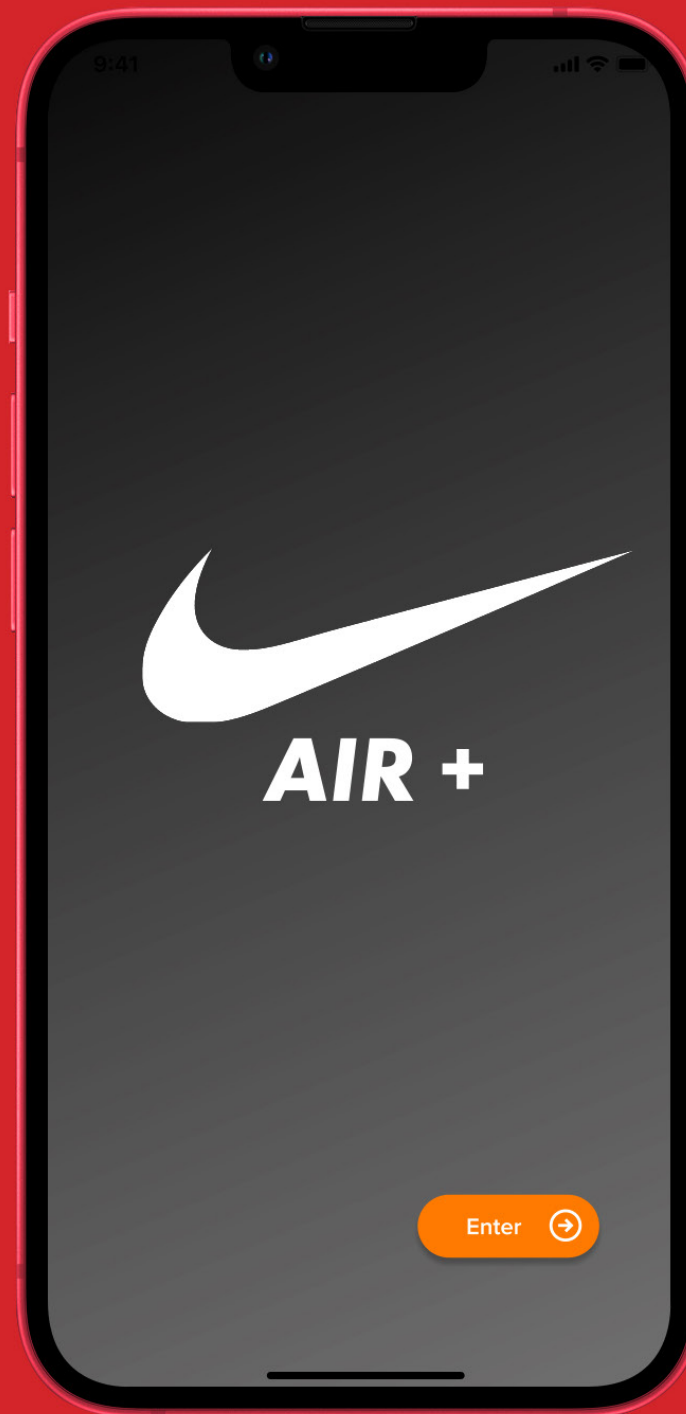


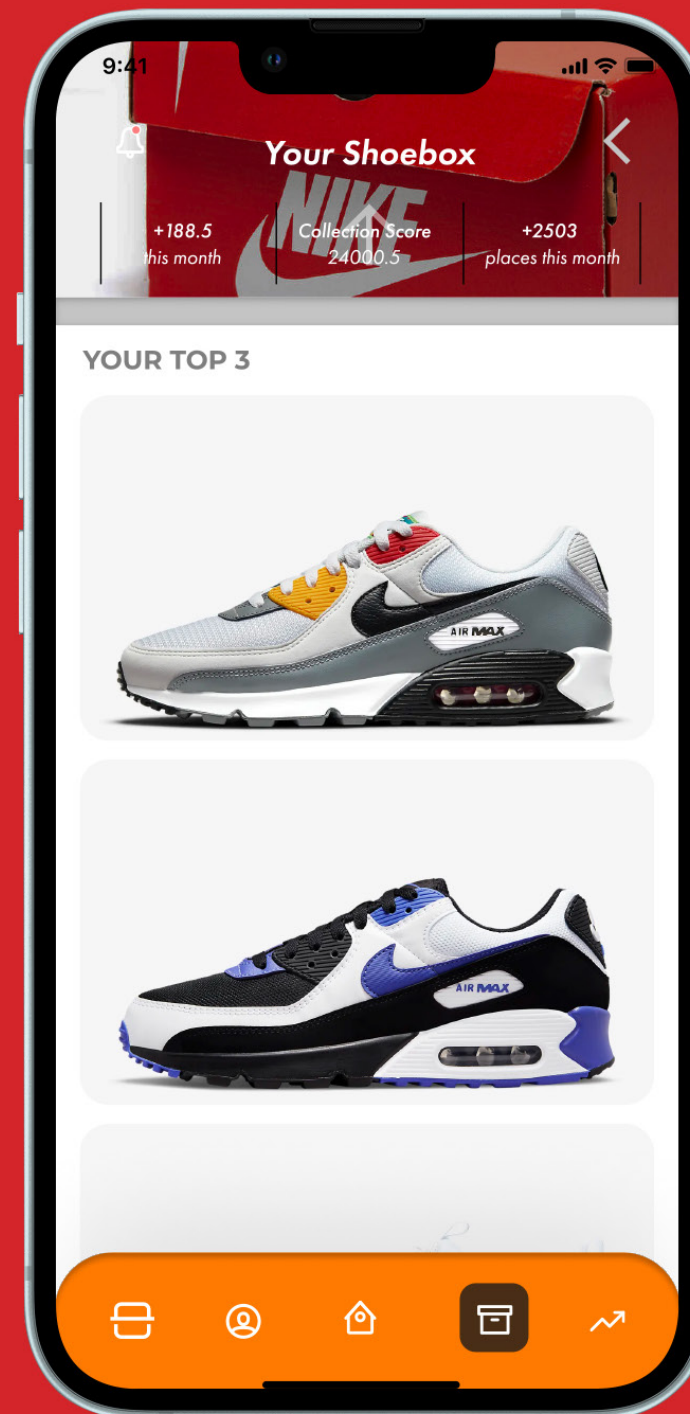
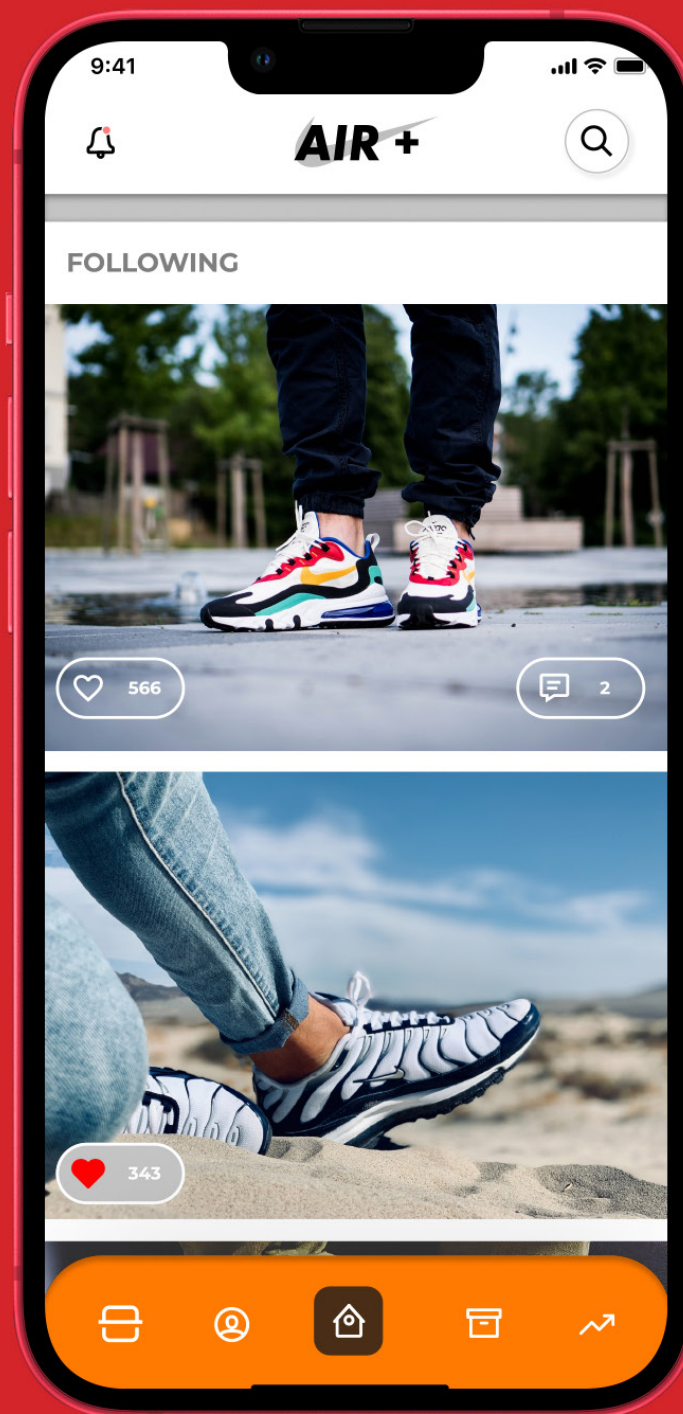
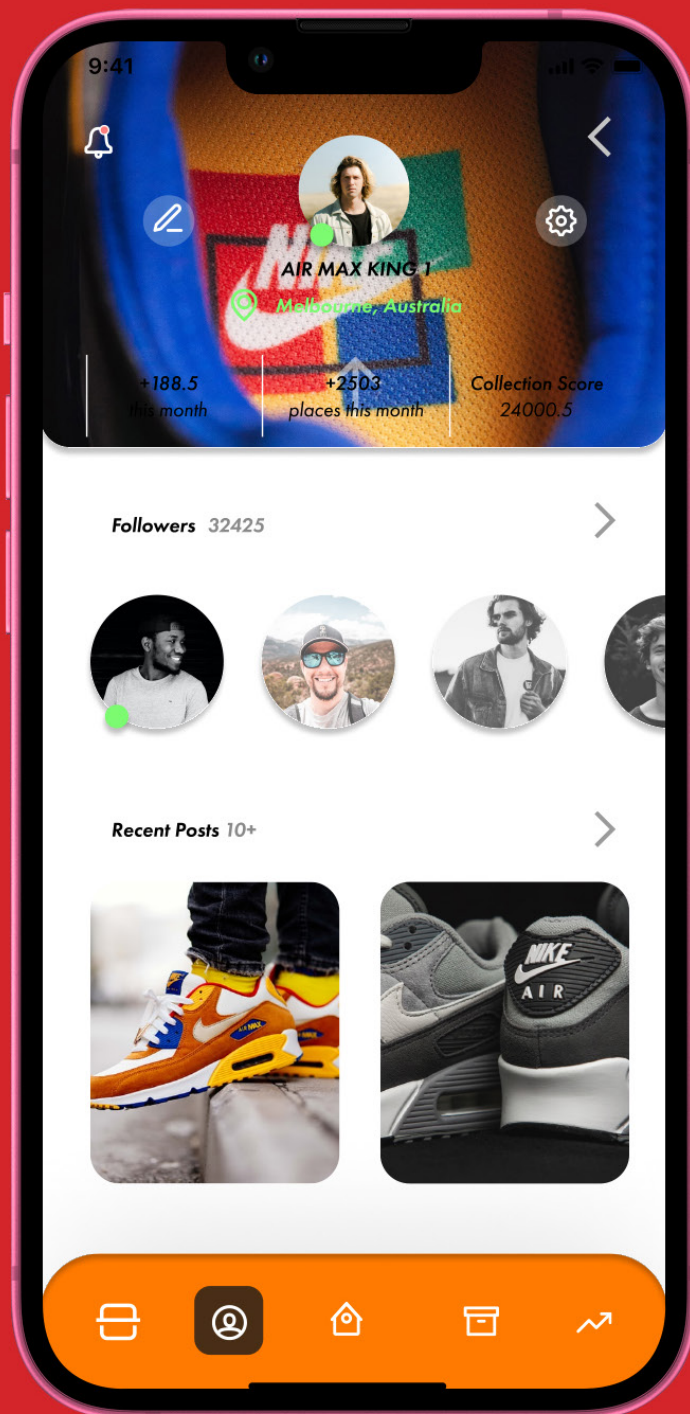
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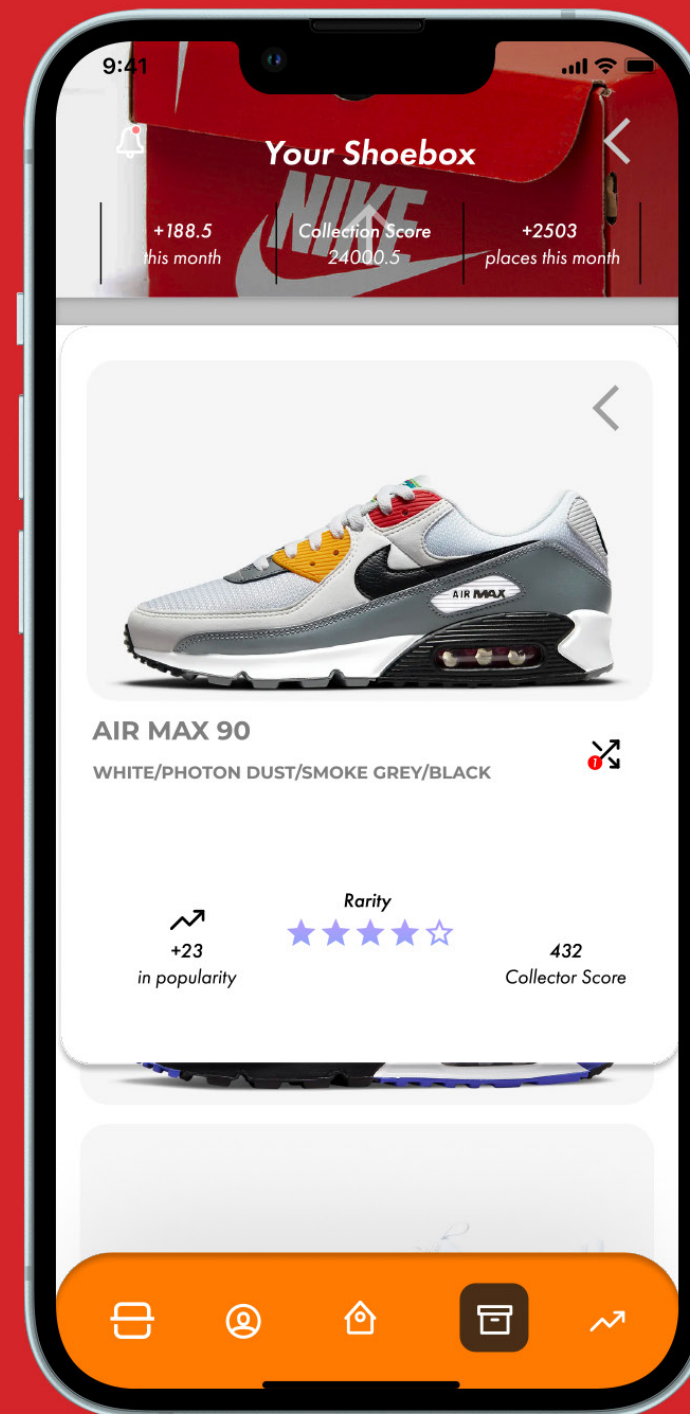
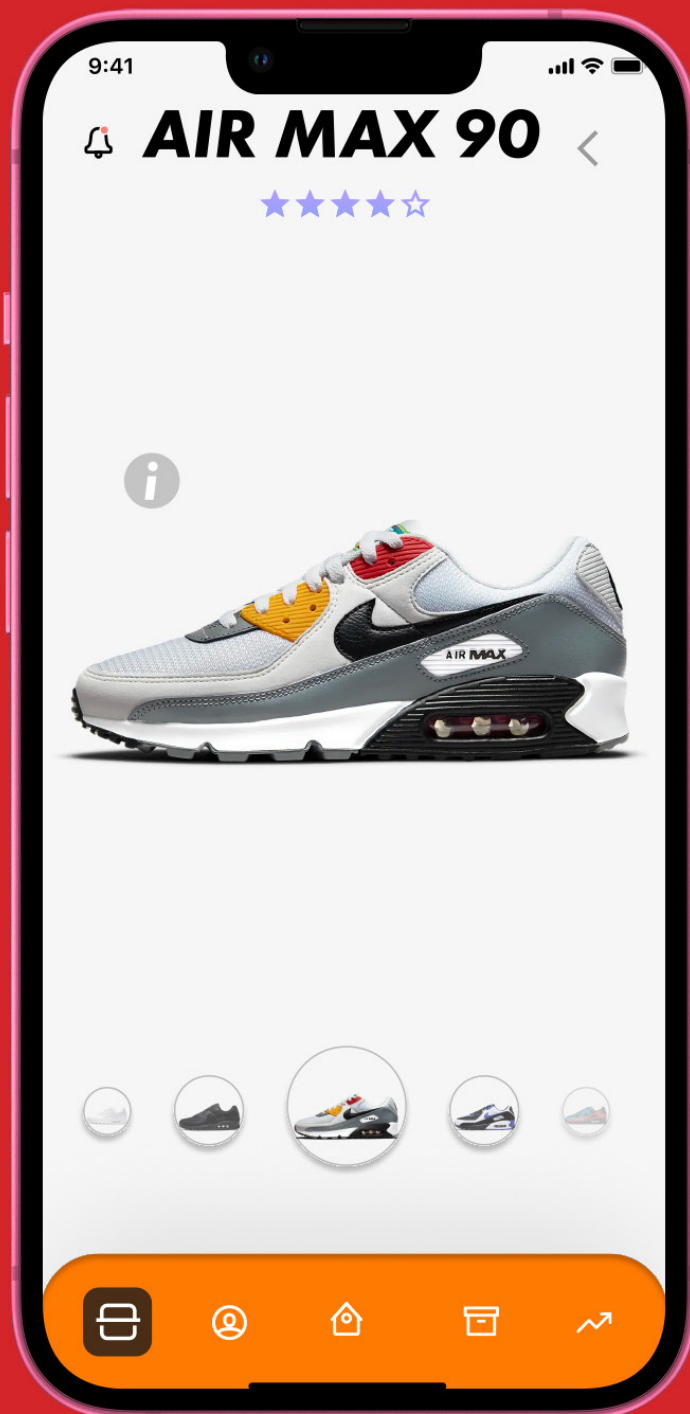


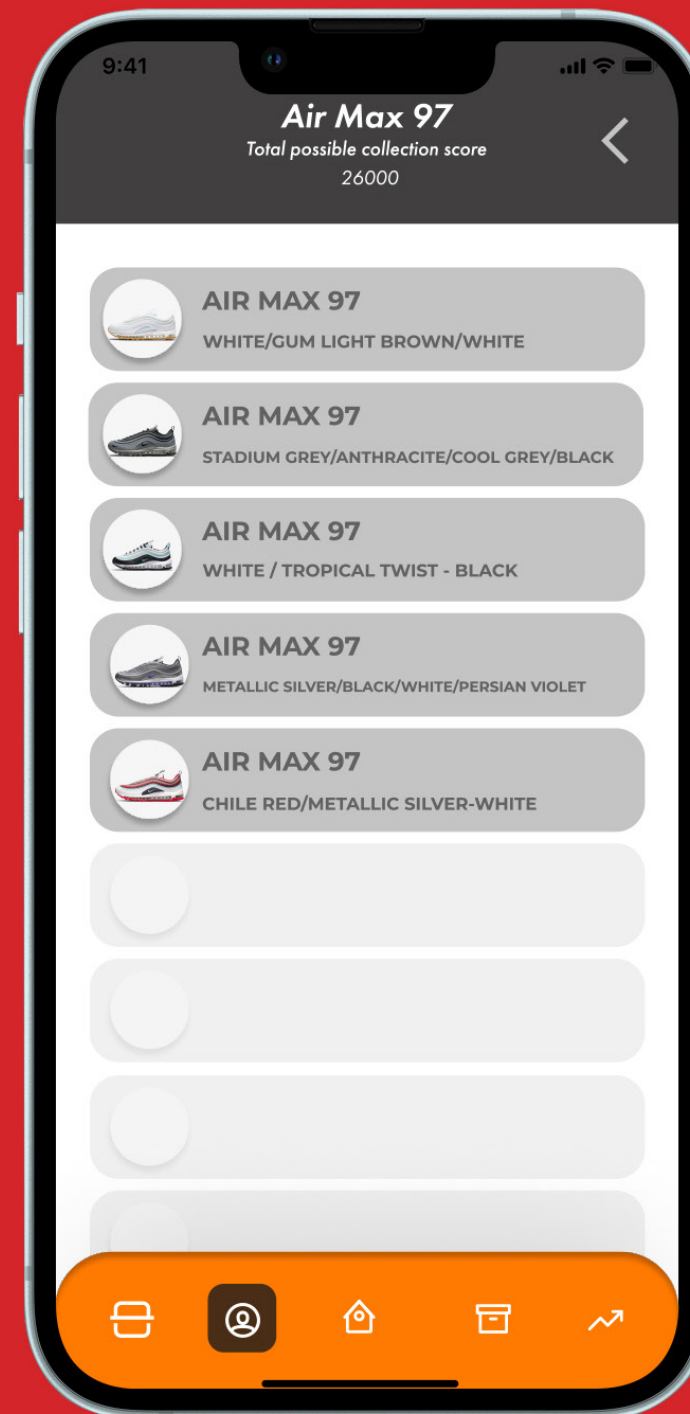
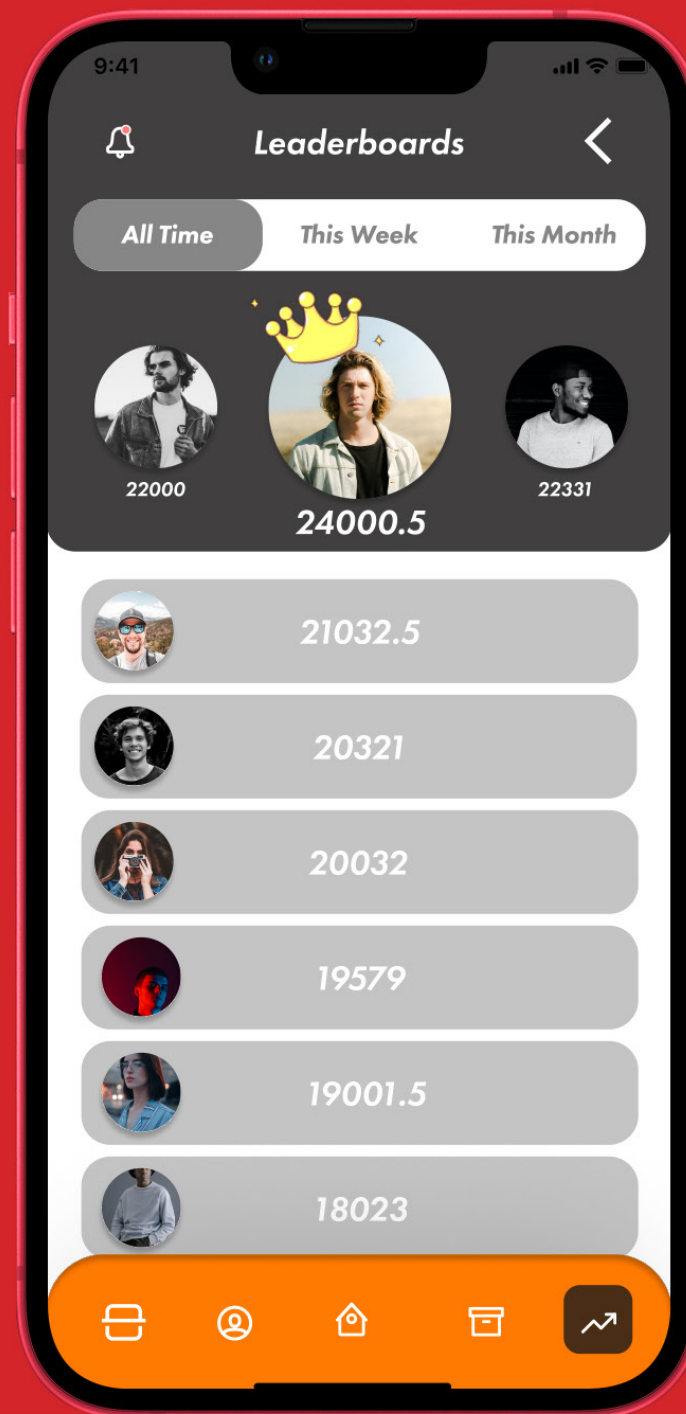
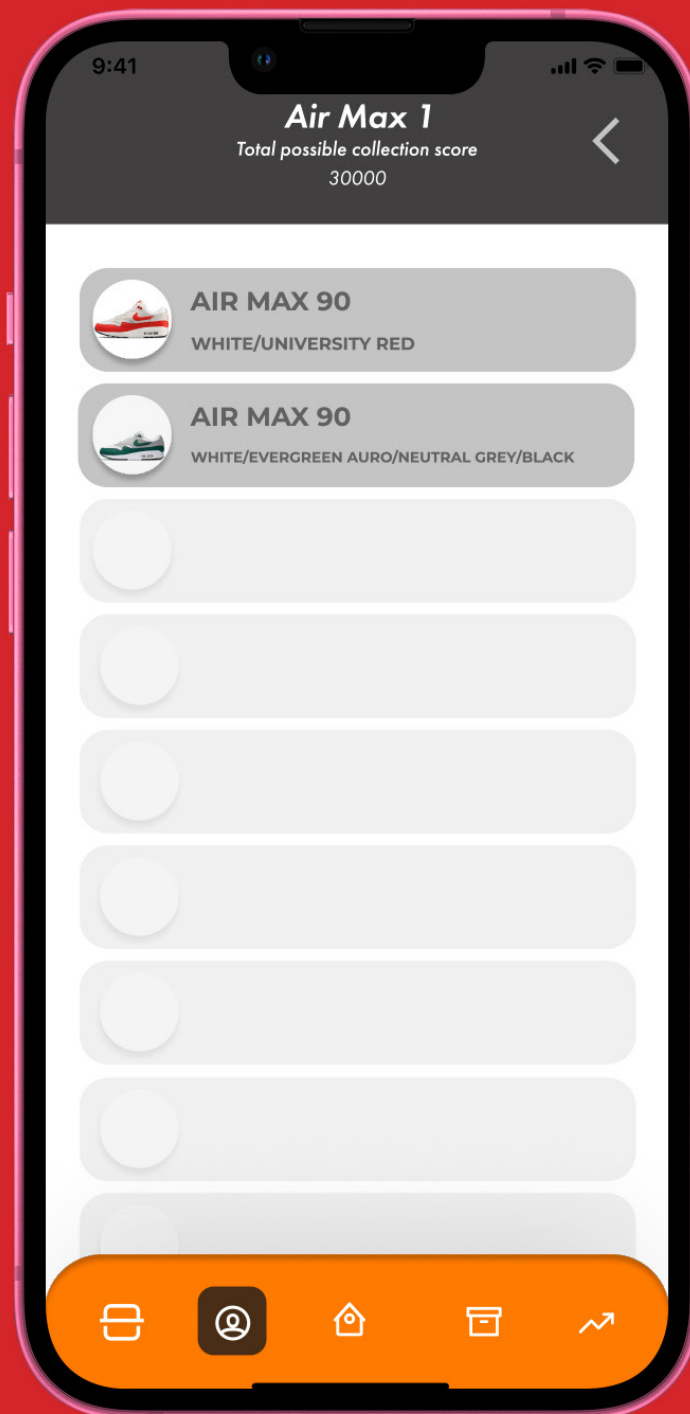
App Mockups

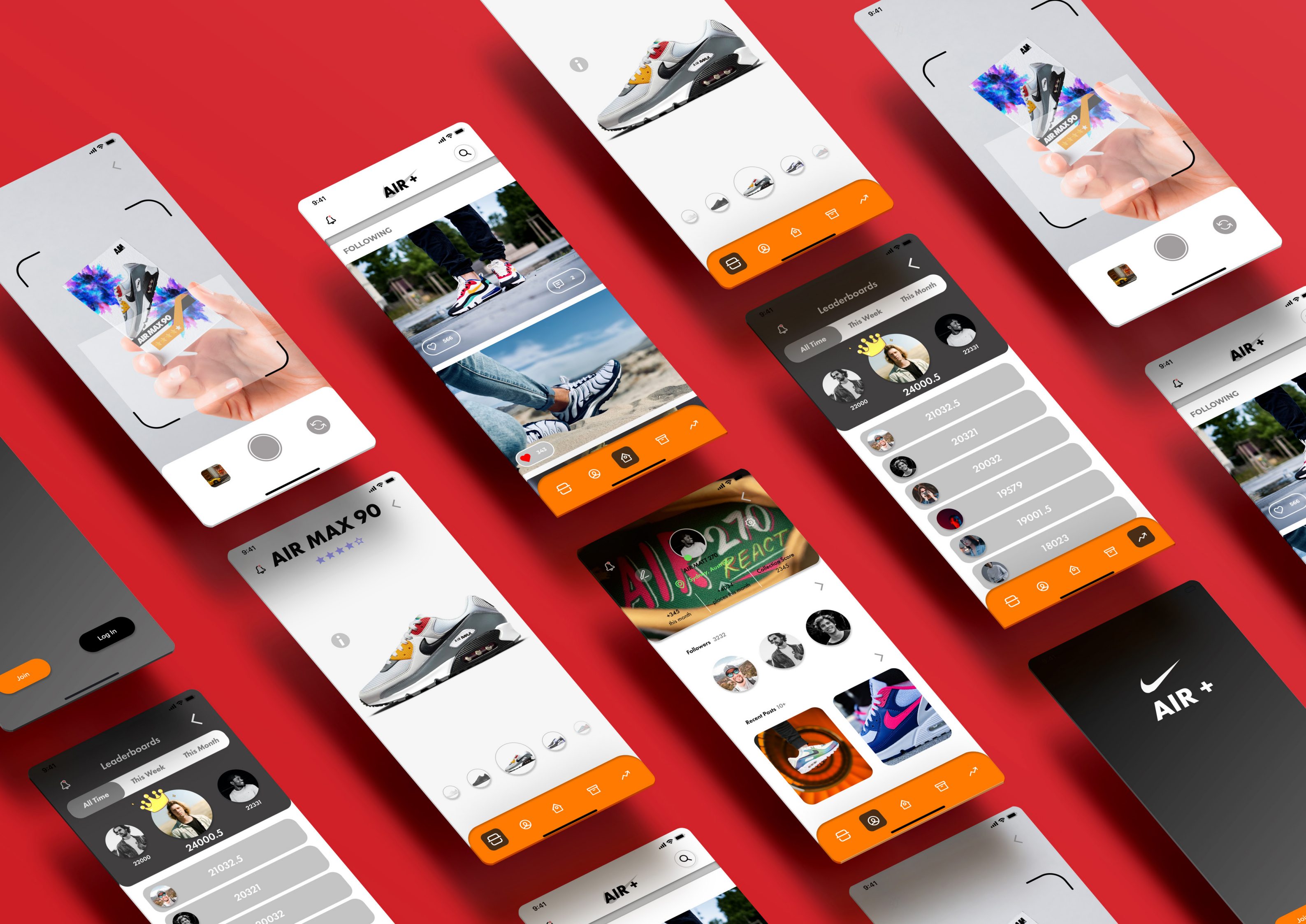
The third set of deliverables is the application mockups. I created these mockups as another way of viewing of application concept, mockups help bring to life the concept and show progress and iteration from the wireframe stage. Another reason why I created mockups, is so that I can visualise how the application can work in a range of situations, more specifically how all the content can fit on the phone and how a users hand will be positioned in comparison to where the concepts visual elements will be. These mockups help tie off the final concept and along with the prototype itself help showcase the overall design decisions.











Prototype

The final set of deliverables showcases the final concept prototype in its entirety. The first part of this is showing how all pages of the application are linked through the Figma prototype page. I felt this was useful as it helps showcase my thinking and shows more context to the work I did on the prototype than just the visual elements shown previously. This image is important as well as it helps show the apps connections and paths that a user can take while actually using the prototype. The prototype is the main component of the deliverables and is the full picture I've been working towards over the last 4+ weeks, the prototype is key as I really wanted something that users can interact with and get a real feel for what I was pitching with this concept. Being able to see users actually interact with this concept allows to me still gain insight into the application which will help me further refine and iterate as I look to put this on my portfolio. The final part of this concept work is a simple video of the prototype in action, this pairs well with the concept prototype as its more visual elements that helps demonstrate the overall concept at hand.

Connection overview



Prototype Links

Prototype Link

<https://www.figma.com/community/file/1074202282632239666/Nike-Capstone-Project>

Prototype Video

<https://youtu.be/WEiLEuHLRQ>



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