



NIKE + **RG/A**

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NIKE+ FUEL BAND

EXISTING MARKET

Nike athletic wearables



Nike+ iPod Sensor
track runner's data and
enable sharing & improvements



STRATEGY

EXISTING PRODUCT

Life is a sport, everything you do counts
universal language provide motivation
and opportunity to be better

NEW PRODUCT

Nike+ Training Club
promotes the Nike lifestyle
for potential customers



Nike+ Fuelband
track daily activities utilizing
one universal metric

R/GA

classic campaign + systematic thinker
seductive demonstration of the **brand platform**
with the intention of **ongoing engagement**

NEW MARKET

THE VALUES



COGNITIVE OVERHEAD

Abstracting the idea of getting fit to one number (fuel number)

PERCEIVED VALUE

Balance of the actual value (customer loyalty and engagement) compared to customer needs and expectations (getting fit and better)

PRODUCT SUCCESS

JOURNEY FRAMEWORK

ATTRACTION



awareness

consideration

purchase

first use

ongoing use

discontinue

renew

customer need

GET FIT

consumers **realize their need** to get fit and consider if the Fuelband fullfill their requirements

touchpoint

frist introduction to Fuelband through advertisement, exposure or recommendation

JOURNEY FRAMEWORK



JOURNEY FRAMEWORK

ENTRY/ENGAGEMENT



awareness

consideration

purchase

first use

setup

PERSONALIZATION

customer engage in setup of their account and start their first interaction of the Fuelband

touchpoint

setup online profile and first experience with tracking fuel points

JOURNEY FRAMEWORK

ENGAGEMENT



awareness

consideration

purchase

first use

ongoing use

discontinue

renew

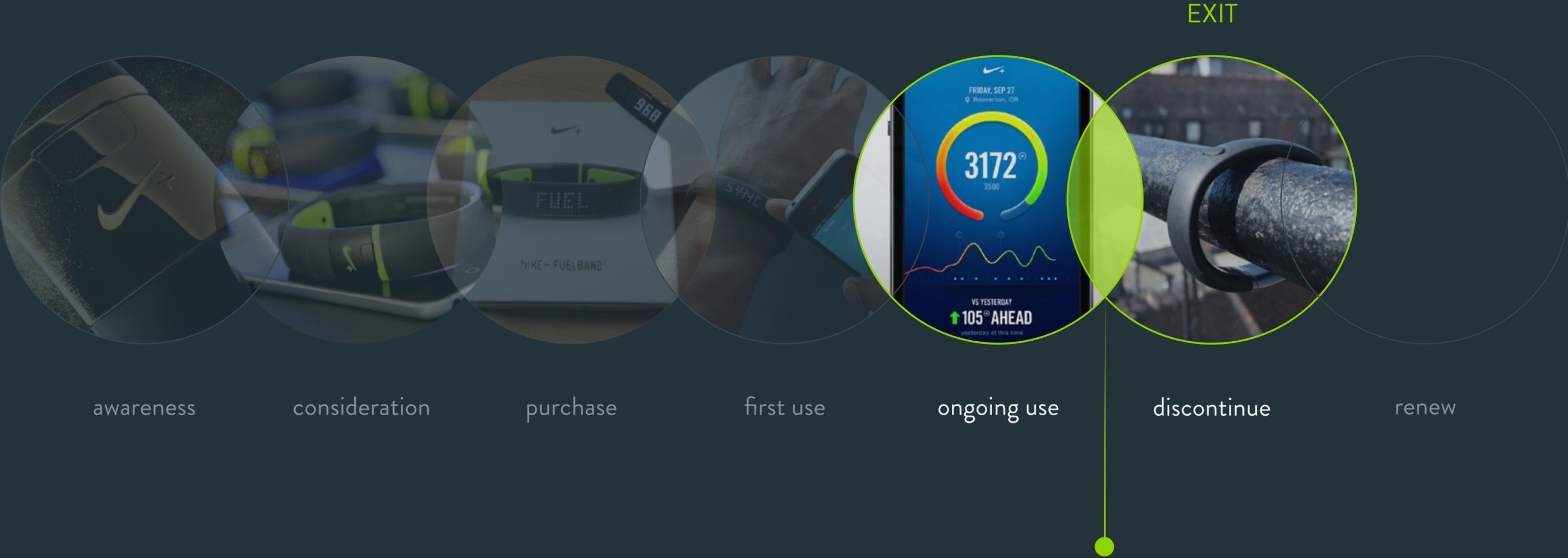
Expectation Gap INTEGRATION

customer will continue to use Fuelband and engage the online community if it fullfills their expectations

touchpoint

gathering fuel, sharing, competing with and cheering for friends through the application

JOURNEY FRAMEWORK



EXIT

awareness

consideration

purchase

first use

ongoing use

discontinue

renew

New Needs

OBSOLESCENCE

customer value and needs changed, cause a discontinue use of product and search for another product/service

JOURNEY FRAMEWORK

EXTENSION



awareness

consideration

purchase

first use

ongoing use

discontinue

renew

Reconsideration
RE-ENGAGEMENT
introduction of additional
functions or addressing
new needs

TOUCHPOINT

COMPANY PROVIDE INFORMATION

Value Proposition

allow customers to track and compare their achievements within the community

Channel

mobile app
fuelbands



CUSTOMER ENGAGE INTERACTION

Specific Need

need for recognition of achievements from others

Time and Place

upon achievement
regardless of the location

Appropriate - non-disruptive way to track movements

Relevant- connection to social communities

Meaning - sense of motivation through accomplishment and recognition

Endearing - ability to cheer for each other

REFERENCE

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Experience Design: A Framework for Integrating Brand, Experience, and Value

by Patrick Newbery and Kevin Farnham