

CASE STUDY

Nike In-Store Kiosk

CHALLENGE

Nike wanted to provide their in-store customers with a highly interactive, touch-enabled shopping experience that would allow customers to get detailed information about the available sports bras and women's athletic pants without the assistance of in-store staff.

6D Creative/Mobile (formerly Storycode) provided an immersive experience that enabled a greater sense of shopper independence and maintained the quality of information during in-store shopping experiences.

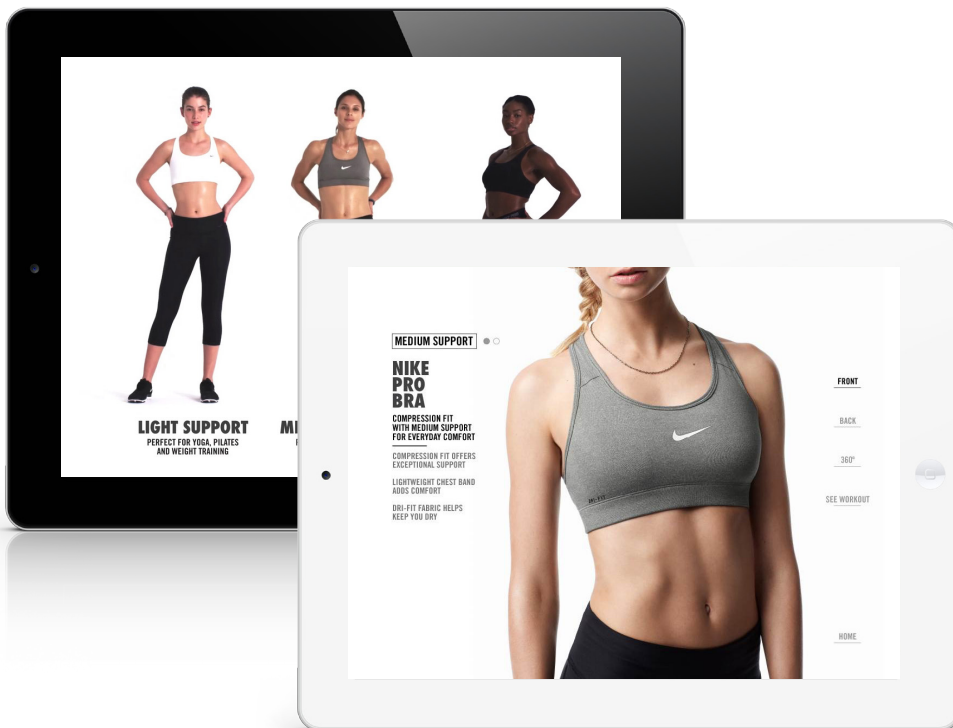


PROJECT

Develop an in-store kiosk to guide consumers through a product decision tree to enable a sense of shopper independence.

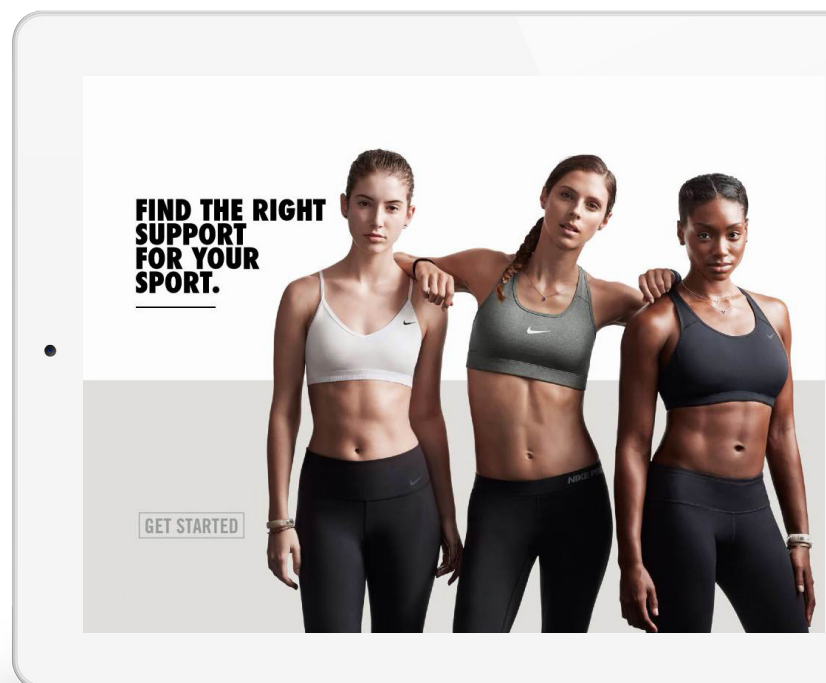
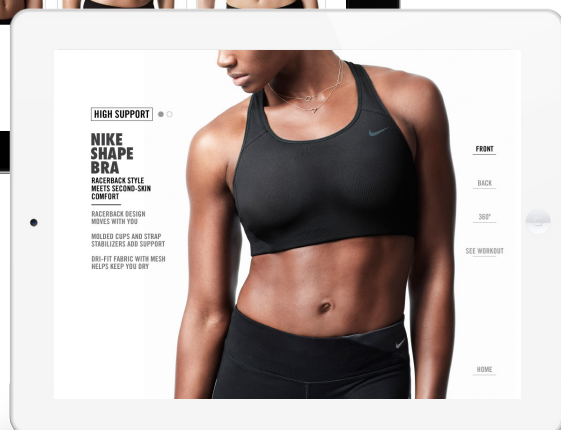
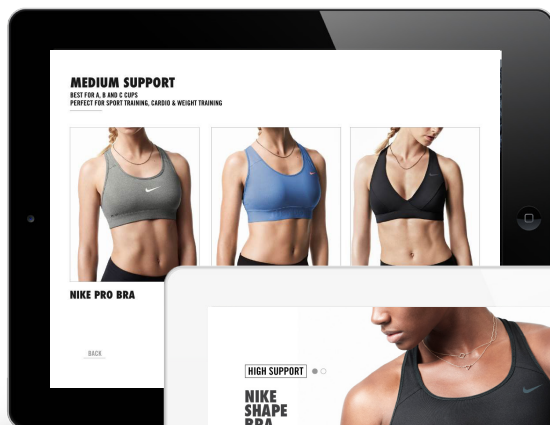
TECHNOLOGY

ADOBE DPS (IOS)



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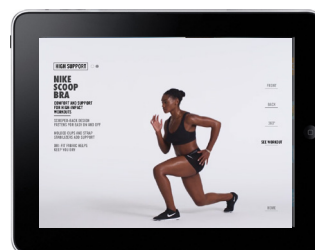


SOLUTION & EXECUTION

The app was built with Adobe DPS and consisted of six experiences depending on the product (sports bras or pants) and the location (United States, United Kingdom or France). The device that the app lived on was set by in-store workers so that the end user only saw the content specific to where the device was located in the store.

The product detail page gives the user multiple views of the specific product, including videos of the product in use and user-controlled 360-degree views of the products.

The experience allows for users to quickly navigate through all products, both those available in-store and those only available online, in a specific section. Users navigate through the experience by selecting their activity, their fit, and then viewing the available products before entering a detailed view of each product.



FOR MORE INFORMATION
and to see a preview video,
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