Nike Shoe Project



Key Objectives/Outcomes:

- Conduct market research and Identify the target market (audience) for an athletic shoe.
- Create surveys and analyze data.
- Design a product based on target market feedback

Step 1

Create your survey in Google Forms through your Google account. It must have AT LEAST 10 questions.

Market research is the organized way in which a company gathers information about a target market and/or its customers. Market research is the main way most companies try to gain a competitive advantage over their competitors. The only way a company can truly know if its efforts are working is by gathering information about the thoughts and opinions of customers.

One key tool companies use when doing market research is through surveys. You will design a survey to gather information from your classmates. The questions in your survey should gather demographic information about each classmate as well as their opinions. The specific questions you will ask are up to you. Here are some resources which may help you get started:

- The Top 29 Market Research Questions
- Survey Examples
  - Product Surveys
  - Voice of Customer Surveys
- Question to include for the shoe project could include:
  - Fabric choice
  - Color
  - Rise
  - Tie/Pull On
  - Overall style
  - Cost
  - Any others that can help you in design

Step 2

Analyze Data and Summarize Findings

After a company conducts market research, it must analyze the results to determine how customers truly feel about their products and the introduction of new products. This allows them to make a plan for the future direction of the company/product.

You will now take on the role of a market research company who was hired by Nike. Your task is to analyze the results of your survey and summarize your findings. The summary should include:

- Demographic summary of the population (age, gender, race, etc)
- Preferences (for example: color, style, etc)
- Complete the Data Analysis doc to help you summarize the results

Step 3

Design the Product

Using Nike's custom shoe design tool, Nike By You, you will create a shoe based on the survey findings.

Step 4

Presentation

You will present your research findings, your prelim designs and your final design. During your presentation you will defend your design choices demonstrating to the audience how your design choices meet the needs and desires found in your data.

Your presentation can be in the form of a poster, slide show, or other method that is approved by your teacher. Rubric.