NikeiD - Interactive NikeiD Signage System (I.N.S.S.)
Concept Document

Client: Nike

Project: NikeiD - I.N.S.S.

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INTERACTION FLOW

1. The user calls the number on the sign, and hears a welcome message.

If the sign is in use:
- user is told his/her position in the queue

- updated waiting message is repeated when a user is bumped up in the queue

INTERACTION FLOW

2. When the user is connected to the NikeiD Interactive Signage System, the user will be given instructions on the sign.

An animated demo explains the interaction:
2 = change color of upper (base color)
4 = change color of swoosh + swoosh border
6 = change color of collar + midsole
8 = change color of laces

If the user does not press '2' to start:
- wait 10 seconds, then give warning that their session will end if they still do nothing

1.800.9.NIKEID
TO DESIGN THIS SHOE

1	**2**	3
4	5	**6**
7	**8**	9

USE THESE
KEYS TO
CHANGE COLORS
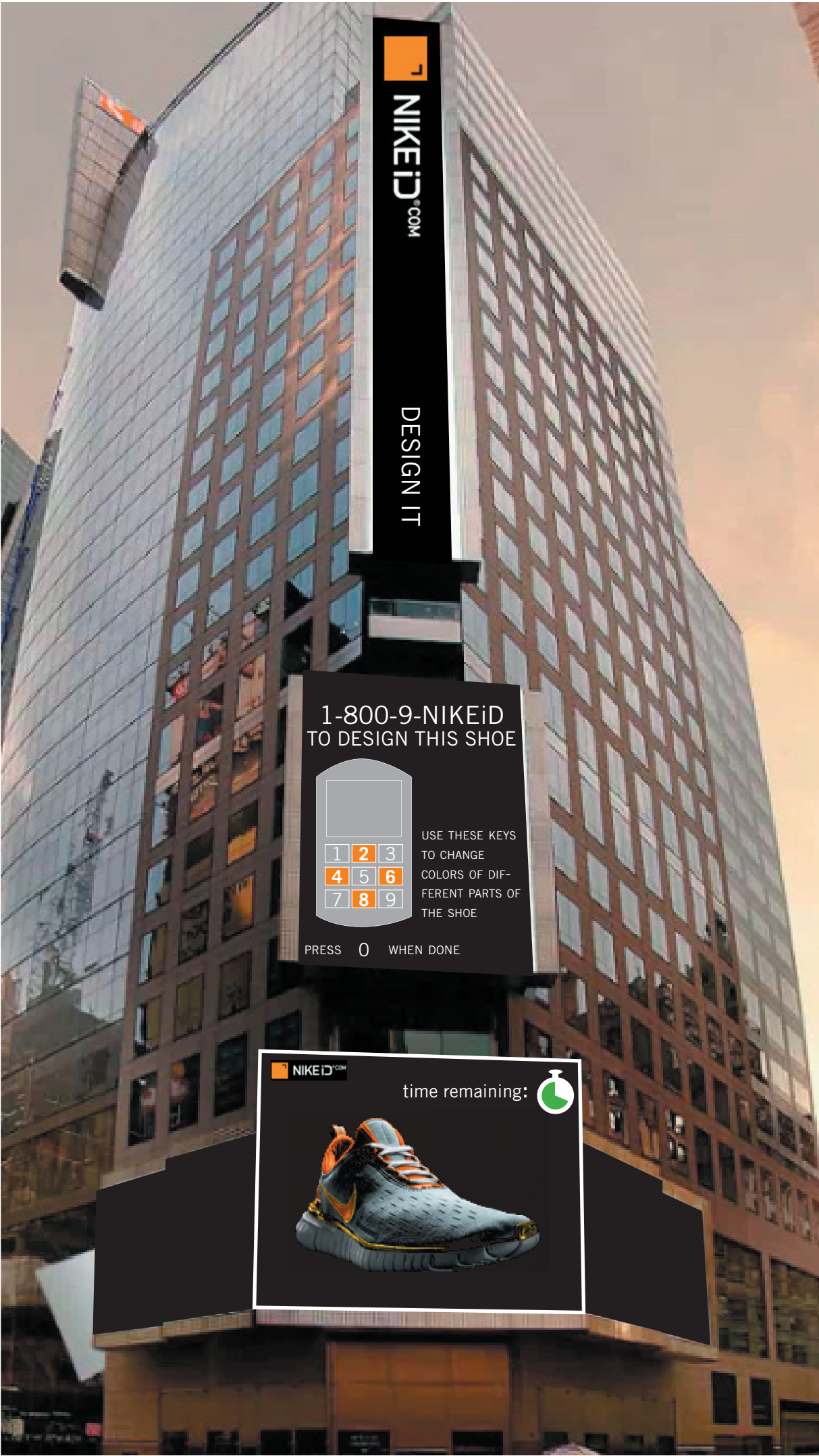OF SHOE BELOW

PRESS "0" WHEN DONE

INTERACTION FLOW

3. The session begins. Each design session will last 60 seconds. Sign should show countdown of time remaining, and some key controls.

INTERACTION FLOW

4. User continues to design.

User pressed '2' to change color of upper.
30 seconds remain in this session.

1-800-9-NIKEiD
TO DESIGN THIS SHOE

USE THESE KEYS
TO CHANGE
COLORS OF DIF-
FERENT PARTS OF
THE SHOE

PRESS 0 WHEN DONE

NIKEiD.COM

time remaining:

INTERACTION FLOW

4. User continues to design.

User pressed '4' to change color of swoosh, and '6' to change midsole + lining.
5 seconds remain in this session.

8

6. Time runs out.

Billboard informs user that an SMS will be sent to their phone, with the following info:

- unique PIN, and URL for ordering their shoe on nikeid.com

- link to WAP site where they can download a wallpaper based on their shoe design
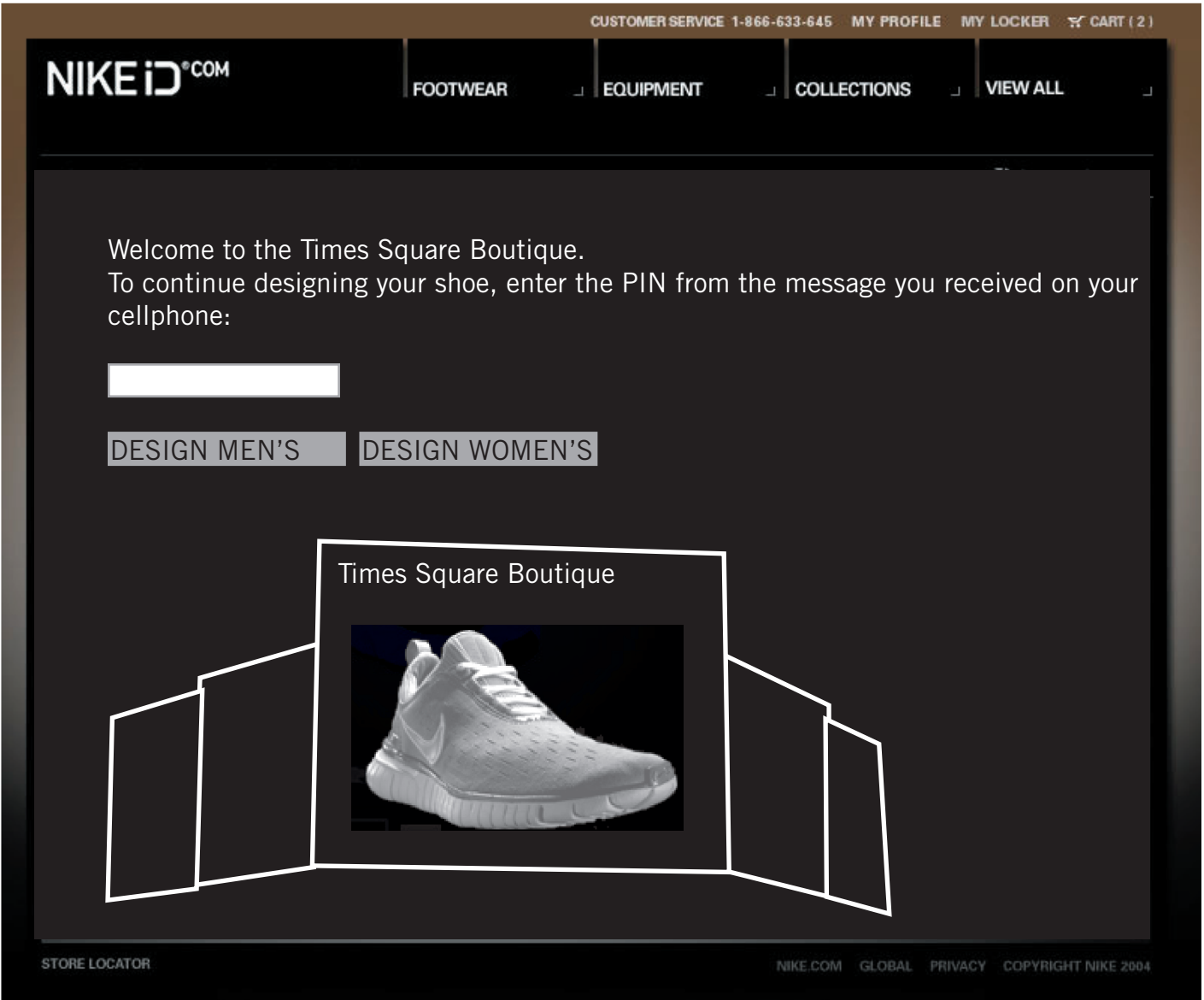
From: 6453
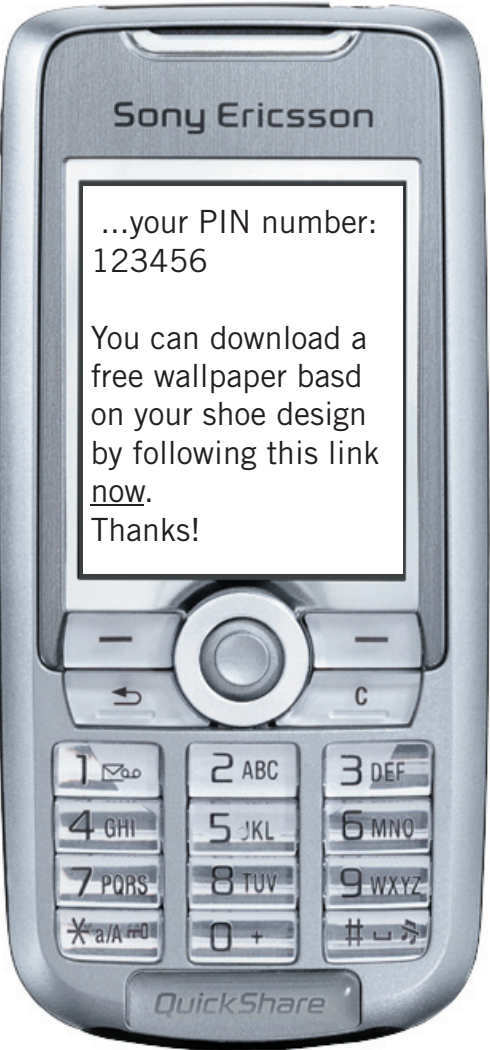Msg: Your design

To purchase your design, go to http://www.nikeid.com/mydesign and enter your PIN number: 123456

7. User visits URL and enters PIN.

Site loads shoe that user designed earlier using the Nike iD Interactive Signage System.

CUSTOMER SERVICE 1-866-633-645   MY PROFILE   MY LOCKER   CART (2)

NIKE iD COM   FOOTWEAR   EQUIPMENT   COLLECTIONS   VIEW ALL

Welcome to the Times Square Boutique.
To continue designing your shoe, enter the PIN from the message you received on your cellphone:

DESIGN MEN'S   DESIGN WOMEN'S

Times Square Boutique

STORE LOCATOR   NIKE.COM   GLOBAL   PRIVACY   COPYRIGHT NIKE 2004

...your PIN number:
123456

You can download a free wallpaper basd on your shoe design by following this link now.
Thanks!

7. User selects link to WAP site.

Unique image is downloaded to phone.

NIKE iD.COM

SHOE DESIGNS OF THE WEEK.

TIME'S SQUARE
3.54pm 05/05/05

INTERACTION FLOW

1.   User dials number posted on interactive billboard.

2.   Welcome message via cellphone:

[Welcome to the Nike iD interactive billboard. You can change the colors of the shoe in the billboard using your cellphone.]

Is user first in queue?
Yes > go to step 4   No > go to step 3

3.   Waiting in queue message via cellphone:

Initial message: [You have (x) people ahead of you.]
(Message repeats when someone is bumped up in queue, with updated wait time)

Another user finishes, user gets bumped up one place in the queue.

Following message: [You have (x - 1) people ahead of you.]

Is user first in queue?
Yes > go to step 4   No > go to step 3

4.   Begin designing message via cellphone:

[OK, you're up. Watch the billboard for instructions.]

5.   Instructions message on billboard above interactive screen:
(graphic shows cellphone, with keys 2, 4, 6, 8 highlighted)
[Use these keys to change colors of different parts of the shoe. Press '0' when done.]

User pressed 2 to start or did nothing?
2 to start > go to step 5   Did nothing for 10 secs > go to 12 (give warning)

6.   User interacts with billboard to design shoe.

Interaction:
2 = change color of upper
4 = change color of swoosh
6 = change color of midsole
8 = change color of laces

1, 3, 5, 7, 9 = do nothing

0 = finished designing

Billboard feedback:
Show countdown of session time remaining, some key controls

Did user stop designing before time is up?
Yes > go to step 8   No > go to step 7

INTERACTION FLOW

7.   Times out message on billboard:

[Time's up! Thanks for taking part.]

Go to step 8

8.   Billboard displays message:

[Thanks! You'll be getting an SMS with info about how you can buy your shoe, plus a free mobile wallpaper based on your design.]

9.   SMS message is sent:

a) Billboard application captures cellphone number and shoe design and uploads the pair, along with a unique identification code for the user's completed design, to nikeid.com server. Server sends SMS to user:

[To purchase your design, go to http://www.nikeid.com/mydesign and enter your PIN number: 123456. Follow this link to download your free wallpaper now. Thanks!]

Link points to WAP site with unique image based on user's design for downloading to the phone.

10.   User visits URL and enters PIN.

Site loads shoe that user designed earlier on billboard.

11.   User adds shoe to cart and completes purchase.

12.   Move on to next user.

Is there another user in the queue?
Yes > go to step 1   No > go to step 13

13.   Idle state. ("attract" mode)

Billboard cycles through images of shoe designed earlier that day, with timestamp. If no shoes were designed, different parts of the shoe cycle through random colors.