

Purpose Brief: Design for Purpose

Instructions

In this brief, you will clarify your company's purpose, identify an area of future growth (which your innovation will help fuel), and select role models as guides (for inspiration and for "analogous" learning). The goal of this brief is to align internal stakeholders so there is a common understanding of what the company stands for and what company need you are trying to solve for.

What is your company's unique purpose or calling in the world? What is your point of differentiation relative to competition? Tip: look at your company's website for insight on the questions.

Nike is a leading sports apparel company whose mission is "to bring inspiration and innovation to every athlete in the world (*and if you have a body, you're an athlete)."*

Although Nike designs its products specifically for performance athletes (the top 1% of competitive athletes), these products also appeal to fitness athletes (everyone else), no matter the stage of their athletic journey. Nike campaigns have attempted to address their athlete and non-athlete customer segments by weaving an inspiring and bold story around the universal experiences all athletes share.

Nike's brand personality can be described as bold, confident, athletic, and performance-oriented. Nike prides itself on using technology and innovation to serve athletes, but also have a strong emotional appeal to athletes, inspiring them to train harder and compete at their best.

What is your company's growth strategy - where are you going? Feel free to jot down a few areas of growth.

To help athletes progress in concrete ways. Now the way that statement takes shape across different cultures and audience varies. Here are some areas to think about:

Keeping up with (and exceeding the expectations of) our diverse user groups – The Nike extreme user is millennial who lives and loves health and fitness, and always motivates and inspires themselves to reach new goals and lead an active lifestyle. For more details: <https://www.youtube.com/watch?v=zzbjEMaDjrk>

Innovate our digital strategy – How do we leverage virtual and user-generated content to connect to customers?

Connect digital and physical retail experiences: How can we use this integration to differentiate Nike from the (many) competitive brands that have recently introduced or plan to introduce their own app?

Your future growth is often inspired by role models. Write down 1-2 role model(s) that your company admires – ideally from both inside and outside your industry. Jot down why you believe your company admires them.

- **Apple**, innovative company, quality goods. Let's say if Apple made clothes, Nike would wear them. Apple's retail experience is second to none.

- **Nordstroms**

- **Everlane**

- **Marriott Hotels** (hospitality in general for its focus on premium service)

- **Tesla**

- **Starbucks** (employee training and rolling out of new policies)

"Purpose" Madlib

Summarize your insights above by completing this madlib

Company X _____ **NIKE** _____ (your company)

stands for **cutting edge innovation, premium products, and a bold yet inclusive brand** _____

personality meant to appeal to all athletes _____ (point of differentiation relative to competition),

was founded based on a belief that **you do not have to be LeBron James or Serena Williams** _____

to be a great, competitive athlete who can improve your game with Nike Products _____ (calling),

and is going toward **helping athletes progress in concrete ways** _____ (growth strategy).

User Brief: Design for Empathy

Empathy Map Based off your deep dive with the user, jot down quotes, thoughts, beliefs and observations:

- (1) She hits the gym 6 days a week and makes time to fit it in her busy schedule; she loves the thrill of the challenge each day
- (2) Working out is not just what she does – it is a part of who she is
- (3) She sprained her ankle severely two weeks ago and it's stopped her from being active, which she says has, "... Affected my [her] mood and how I feel about myself – I don't feel as energized during the day, and it's frustrating that this injury is keeping me from living my life"
- (4) She wants more than anything to, "get back to what I love (running) and who I am"
- (5) She works with her personal trainer during her weekly sessions, but is unsure of what exercises she can do on her own that are intensive, but will not further strain her ankle

Persona Madlib Based on your deep dive, see if you can fill this out (note, you don't have to ask these questions - but a good litmus test of whether you know your user, is whether you can guess these answers:

S/He is named Amy and is 25 years old.

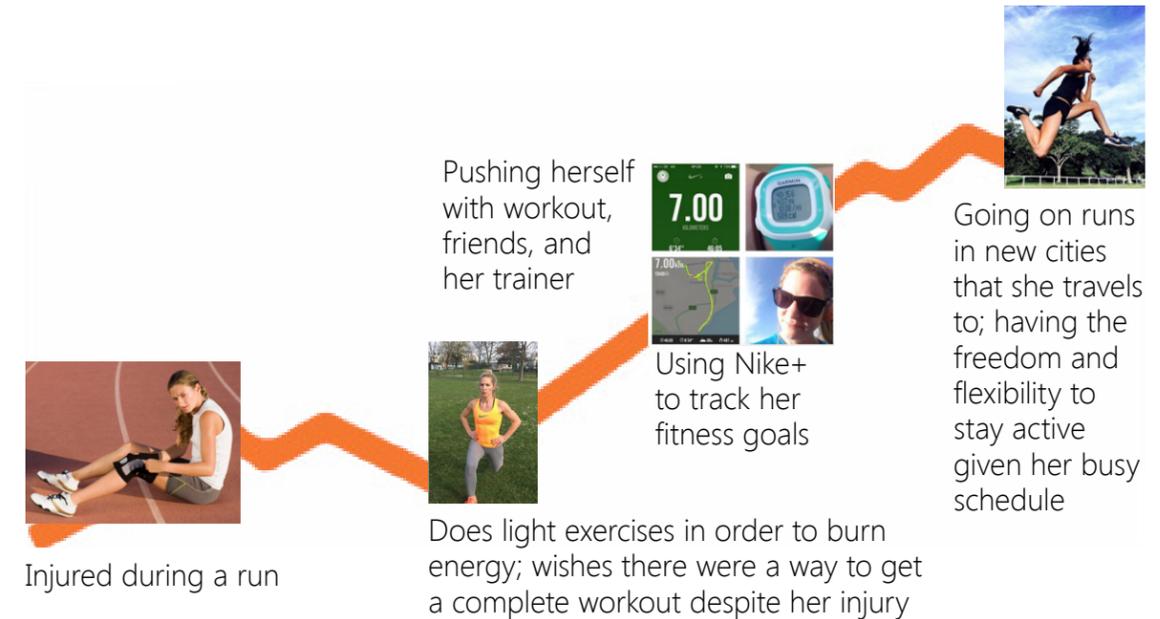
S/he has a passion for minimalism, traveling, and product marketing but dislikes negativity and pollution.

In his/her spare time, s/he likes to surf and cook with friends and his/her favorite brands are Apple, bareMinerals and Patagonia.

S/He desperately needs our new innovation because s/he faces a significant challenge being sidelined due to a running injury

which is important because she is an active person who wants to burn energy and feel healthy.

Customer Journey What are the highs and lows of the current experience for the user?



Find the insight Based on your work, find your insight, defined as a "new understanding, as a result of which action may be taken and an enterprise more efficiently conducted." (Optional reading: [Why is a Good Insight Like a Refrigerator?](#))

FROM: sidelined and frustrated (old world)

TO: unstoppable (new bliss)

Finally, summarize the above by creating a "user as hero" sentence:

Ordinary person, named Amy (persona's name),
 faces extraordinary odds of suffering from a severe ankle sprain that stops her from being active (challenge)
 to achieve something quite remarkable of not letting her injury stop her from staying active (new bliss)
 by means of the new innovation the Nike+ Unstoppable app (name).