



## Brief

Design a personal communication device for a brand or company that doesn't currently offer one. The product aesthetics must be cohesive with the brand's design language

## Consumer

The targeted consumers for the Nike communication device would be the athletics and fitness market. Users who's lifestyles primarily involve running or participating in recreational activities every day

## Design

Nike's current electronics product line contains devices that aid the user's physical activity by providing relative data. It's essential to incorporate that aspect into the communication device while expanding upon the feature by adding complete connectivity. A product that contains all the abilities of a phone, with the form and durability ideal for the active consumer