

# Nike Timeline

**1** This is a shoe object placed onto the Nike timeline. Clicking on this will bring users into the shoe's PDP Facebook experience.

IT'S COMING

03 / 01 / 12



NIKE

About

Friends 499

Photos 405

Map 64

Likes 110

**Nike**  
Yesterday

Lo' n behold, the 1993 AIR FORCE 1 HIGH have been rereleased!

**1****1998 AIR FORCE 1 LOW**

This purple/white high dropped in '93, so if you see it today, don't hesitate to add it to your collection.

Like • Comment

**Nike**  
Yesterday

Lorem ipsum dolor sit amet.

**1996 AIR FORCE 1 LOW**

## Friends

[See All](#)**LeBron James**  
2 Mutual Friends**Hope Solo**  
4 Mutual Friends**Tim Tebow**  
2 Mutual Friends**Kobe Bryant**  
4 Mutual Friends**Rajon Rondo**  
2 Mutual Friends**Blake Griffin**  
4 Mutual Friends**Nike**  
Yesterday

Yesterday, we announced the upcoming Pearl Pack.

# 1Thology PDP

- 1
- The user can go back to the grid view.
- 2
- Users can navigate the list of shoes based on the filters that they've set in the grid view.
- 3
- These are different views of the shoe. The current view is highlighted in this vertical thumbnail gallery.
- 4
- These are two custom actions within the Facebook experience. Wanting or Having a shoe adds the shoe to the "My Collection" section. A user can both Want and Have a shoe.
- Wanting and Having also informs other aspects of the site.
- | FEATURES                          | DEPENDENT ON |
|-----------------------------------|--------------|
| Leaderboard                       | Wants        |
| Most Exclusive filter (grid view) | Wants/Haves  |
| Most Wanted filter (grid view)    | Wants        |
- 5
- Additional content, e.g. short videos, pops open an overlay.
- 6
- Specific details of the shoe.
- 7
- These are the facepiles for people that Want and/or Have the shoe.
- 8
- This is the default Facebook comment module.

facebook

1THOLOGY

LEADERBOARD

12

MY COLLECTION

1

BACK TO THE GRID

2

1/30

3

2012

4

12,000

I WANT THIS

12

I HAVE THIS

5

6

NAME	AIR FORCE 1	SWOOSH OUTLINE	BLACK
SILO	LOW	HEEL COUNTER	WHITE
SEASON	SP	MIDSOLE	WHITE
YEAR	1998	OUTSOLE	BLACK
STYLE NUMBER	630300	TONGUE LABEL COLOR	BLACK
COLOR NUMBER	161	TONGUE LABEL BG COLOR	WHITE
TOE BOX	WHITE	TONGUE LABEL LOGO	YES
FRONT QUARTER	WHITE	BACK TAB LOGO COLOR	BLACK
BASE	WHITE	BACK TAB LOGO	NO
SWOOSH	BLACK	CONTRAST STITCHING	NO

7

13 PEOPLE WANT THIS SHOE

10 PEOPLE HAVE THIS SHOE

8

21 comments

Add a comment

Katie Koch

12

Like

February 12 at 1:24pm

View 20 more

Sponsored Story

See All

Sponsored

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1

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12,000

I WANT THIS

12

I HAVE THIS

2

Lorem Ipsum Ad

12,000

I WANT THIS

12

I HAVE THIS

3

Lorem Ipsum Ad

12,000

I WANT THIS

12

I HAVE THIS

4

Lorem Ipsum Ad

12,000

I WANT THIS

12

I HAVE THIS



# 1Thology Grid

When the filters are adjusted, the grid below automatically changes.

2 “Most Exclusive” and “Most Wanted” are informed by the custom actions, Want and Have.



STYLE HIGH

COLOR ALL COLORS

SORT BY MOST RECENT

# 2012

HIGH

2

### MOST RECENT



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# Leaderboard

The leaderboard is populated by shoes with the most Wants.

- 1 Clicking on a shoe's title brings the user to the PDP page within the Facebook experience.



## THE TOP 5 MOST WANTED SHOES WILL BE RE-RELEASED IN 2013

1



1

### 1998 AIR FORCE 1 LOW

Team white and black keeps you rooted in unity. It's seen form the courts to NIKEID Studios. Here it adds some flavor to the classic lines of a white AF1 low. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

♥ I WANT THIS  
12,000

☑ I HAVE THIS  
12

2



### 1998 AIR FORCE 1 LOW

Team white and black keeps you rooted in unity. It's seen form the courts to NIKEID Studios. Here it adds some flavor to the classic lines of a white AF1 low. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

♥ I WANT THIS  
12,000

☑ I HAVE THIS  
12

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Lorem Ipsum Ad



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Lorem Ipsum Ad



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Lorem Ipsum Ad



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# My Collection

- 1
- The user can navigate their friends' collections.
- 2
- Hovering over a shoe within a user's collection gives a user the option to toggle between Want and Have.

facebook

ITHOLOGY

LEADERBOARD

12  
MY COLLECTION

1

2

MY COLLECTION

I WANT

12

I HAVE

122

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

I HAVE THESE SHOES

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

1998 AIR FORCE 1 LOW

Sponsored Story

See All

Sponsored

Create an Ad

Lorem Ipsum Ad

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# User's Timeline

1 A report is generated based on a user's activity within the AF1 Facebook experience.

facebook



## Gene Lu

About

Friends 499

Photos 405

Map 64

Likes 110

**Gene Lu**

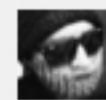
11 hours ago

"Above all, never cheat on any exercise; use the amount of weight that you can handle without undue strain."- Bruce Lee <http://t.co/fA6YIFpz>

@genelu on Twitter · via Twitter

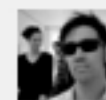
Like · Comment

Chris Weng and 2 others like this.



Derek Chan hahaha I see you've been reading up on him. Inspired by his 1 finger pushups?

11 hours ago · Like



David Hou Michael Jordan vs Bruce Lee in full contact basketball. Discuss.

11 hours ago · Unlike · 1

Write a comment...

Friends

See All



**William Lu**  
56 Mutual Friends



**Hope Solo**  
4 Mutual Friends

**Wanted Nike AF1**

Recent Activity



**1993 AIR FORCE 1 HIGH**

This purple/white high dropped in '93



**2012 AIR FORCE 1 MID**

Red and white with all fight.



**1982 AIR FORCE 1 HIGH**

The OG of the AF1 lifeline.



**1993 AIR FORCE 1 LOW**

Lorem ipsum dolor sit amet.



# Friend's Feed

**1** A user's activity is displayed in their friend's feed.



Jaybeebz

## FAVORITES

News Feed

Messages 8

Events 2

## GROUPS

NYC Interaction Designers

RGA/Facebook Creat 1

Create Group...

## APPS

Eyesores

Apps and Games 20+

2012 Matters

Shopping Mall by Payvmen

Kobe VII System iD

Marketplace 21+

Causes

## PAGES

V-Nam Cafe

## MORE ▾

Friends on Chat



Update Status
 Add Photo / Video
 Ask Question

SORT ▾


**Gene Lu** wants **1993 Air Force 1 High** on **Nike AF1**


## 1993 Air Force 1 High

This purple/white high dropped in '93, so if you see it today, don't hesitate to add it to your collection.


**Lori Reddy** added a new photo.


Unlike · Comment · Share · about an hour ago via BlackBerry ·

You like this.

Write a comment...


**Andy Wang**

Any1 had all 4 wisdom teeth pulled out at one time while undergoing conscious sedation? How did you feel after?

Like · Comment · about an hour ago via mobile ·


**Harrison 'HrF' Fox** I was knocked out when they took all of mine...are you choosing to stay awake?

about an hour ago · Like


**Mike Stacy** Only 2....but excellent dr...no pain...pulled out while talking w me...done in 15 min....

about an hour ago · Like

Write a comment...


**Stan Schultz** What are you listening to these days? I want to add some good stuff to my playli...

**Richard Huang** likes Kalynn Dong's photo.

**Carrie Susino** Treyes's birthday is today

**2 events** this week

**20+ app requests** outstanding

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