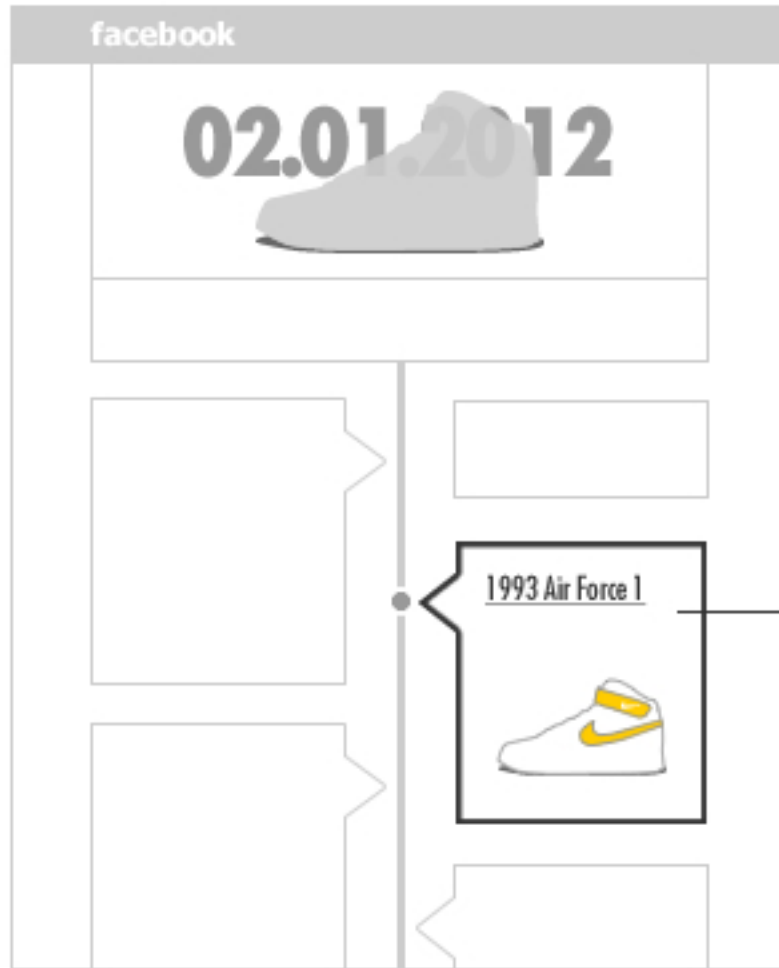
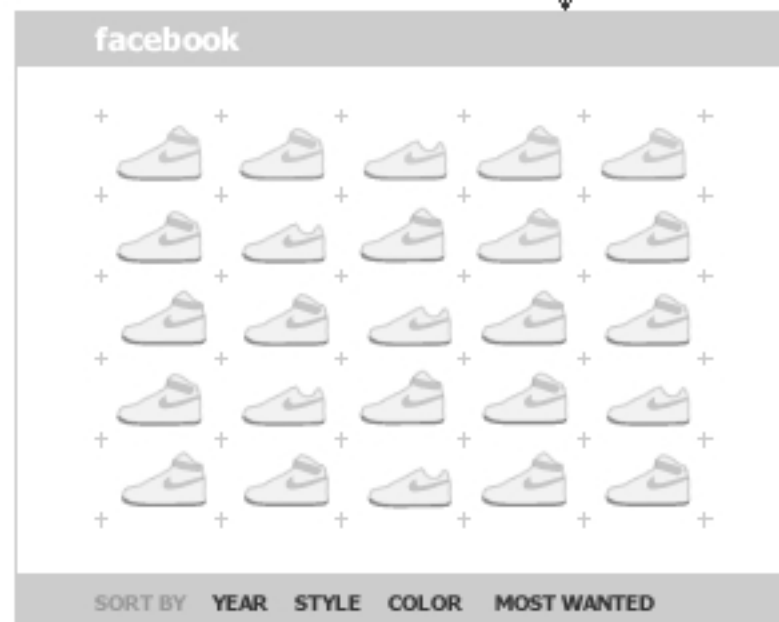
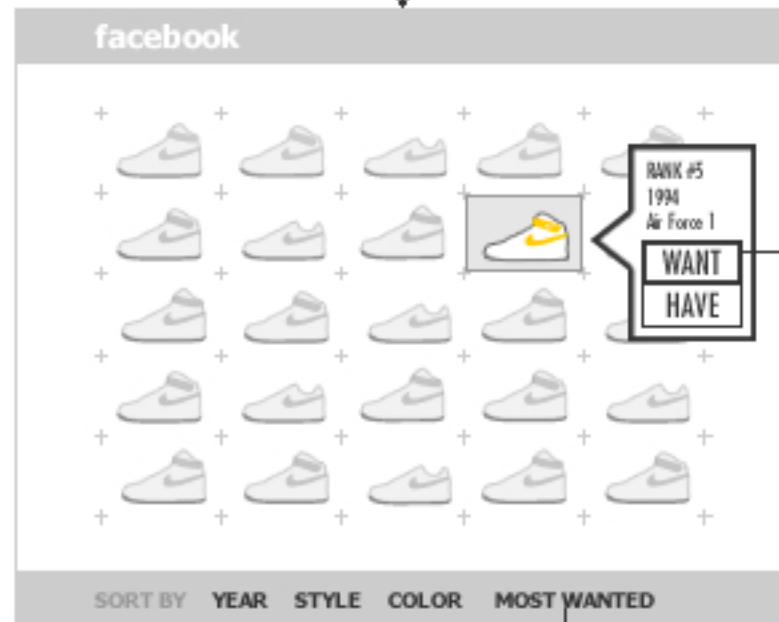
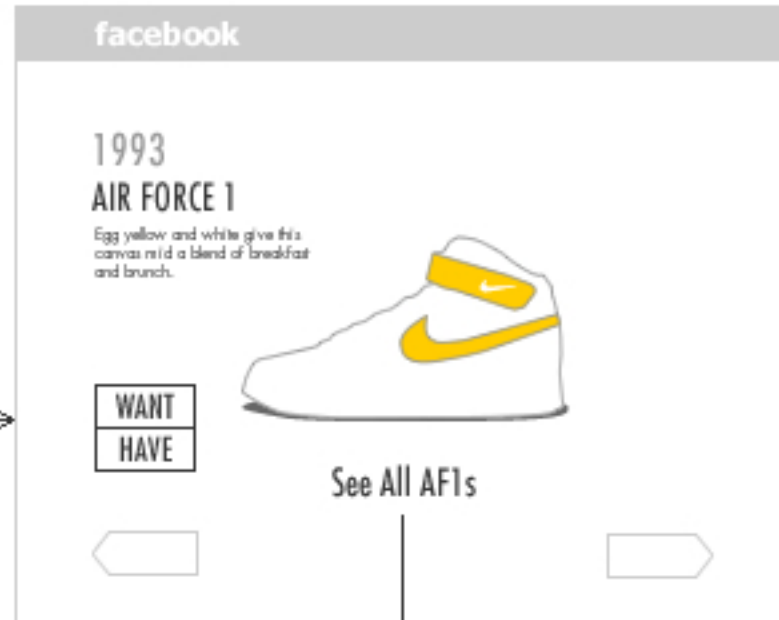


# NIKE AF1 FAN PAGE



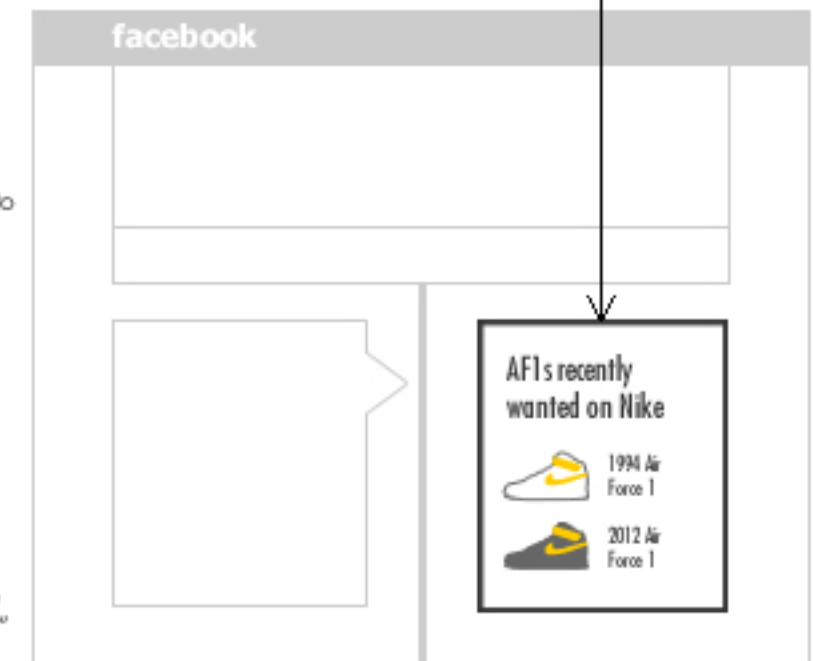
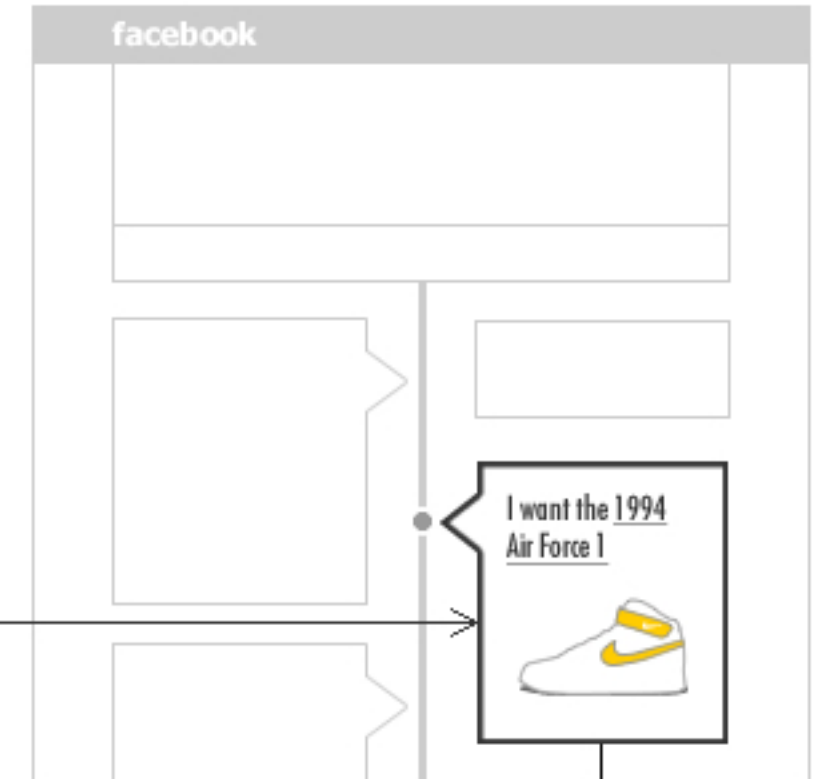
# NIKE AF1 APP



"Want" rank is displayed on hover. There is also the option to "Want" or to "Have."

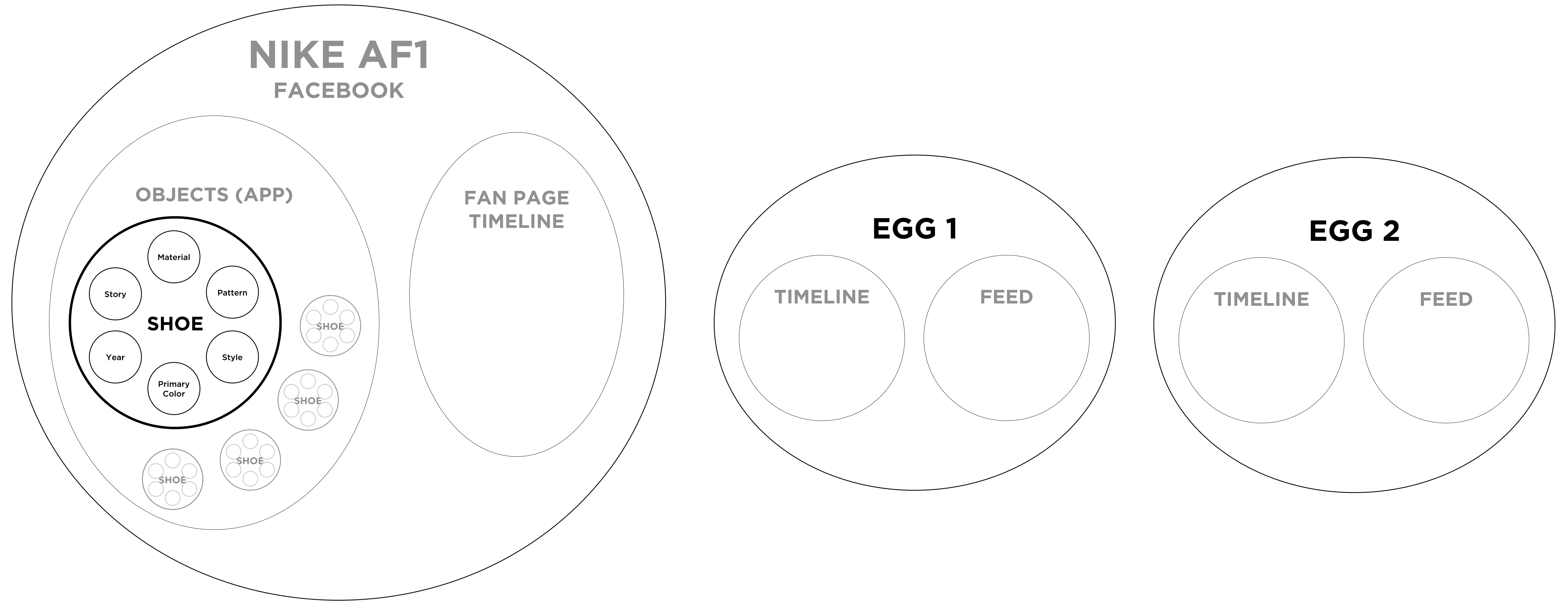
Sorting by "Most Wanted" repositions the shoes based on "Wants" in ascending order from the top left to the bottom right.

# EGG 1'S TIMELINE



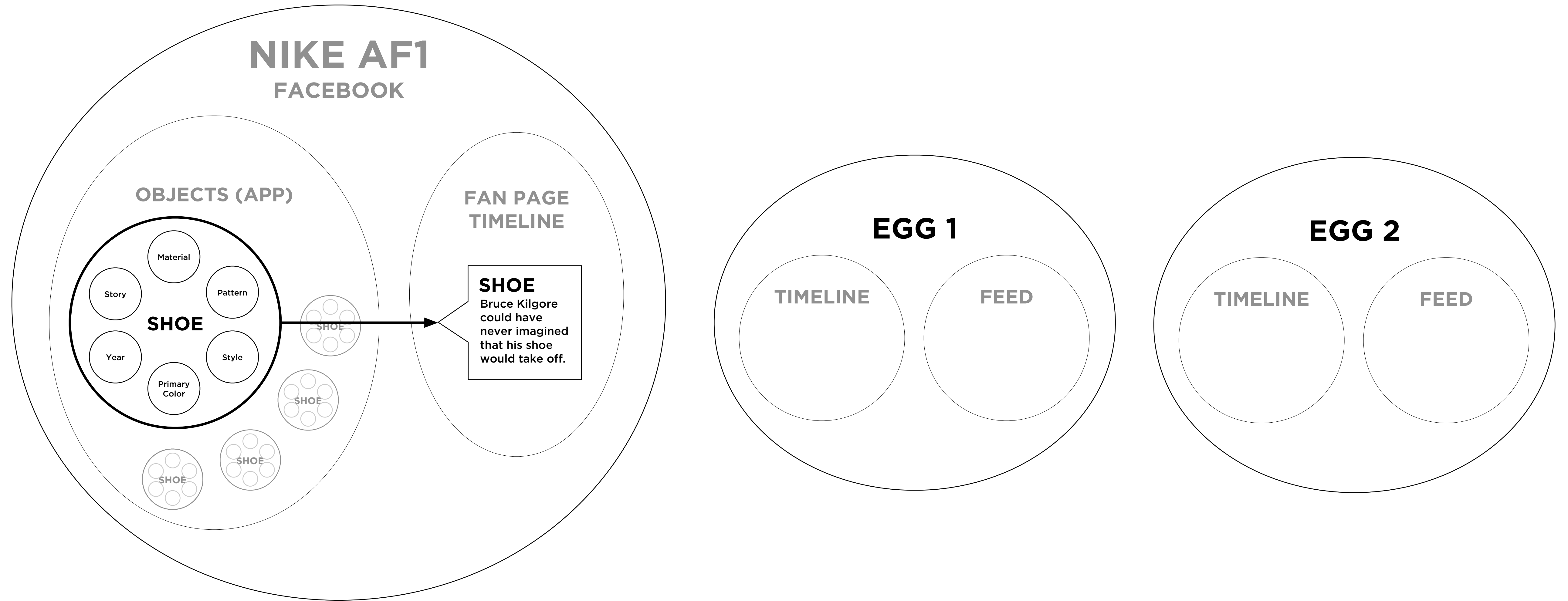
# NIKE AF1 EGGOSYSTEM

Overview



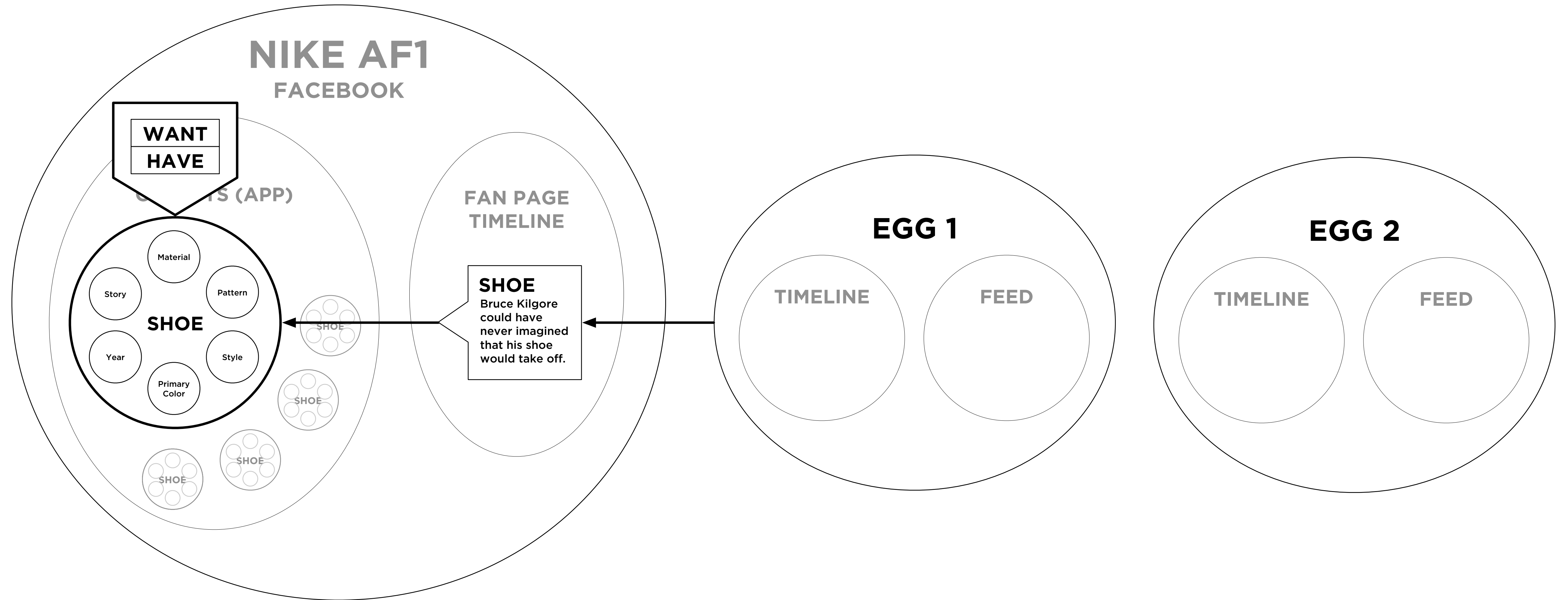
# NIKE AF1 EGGOSYSTEM

The admin adds a shoe to the AF1 timeline on the AF1 fan page.



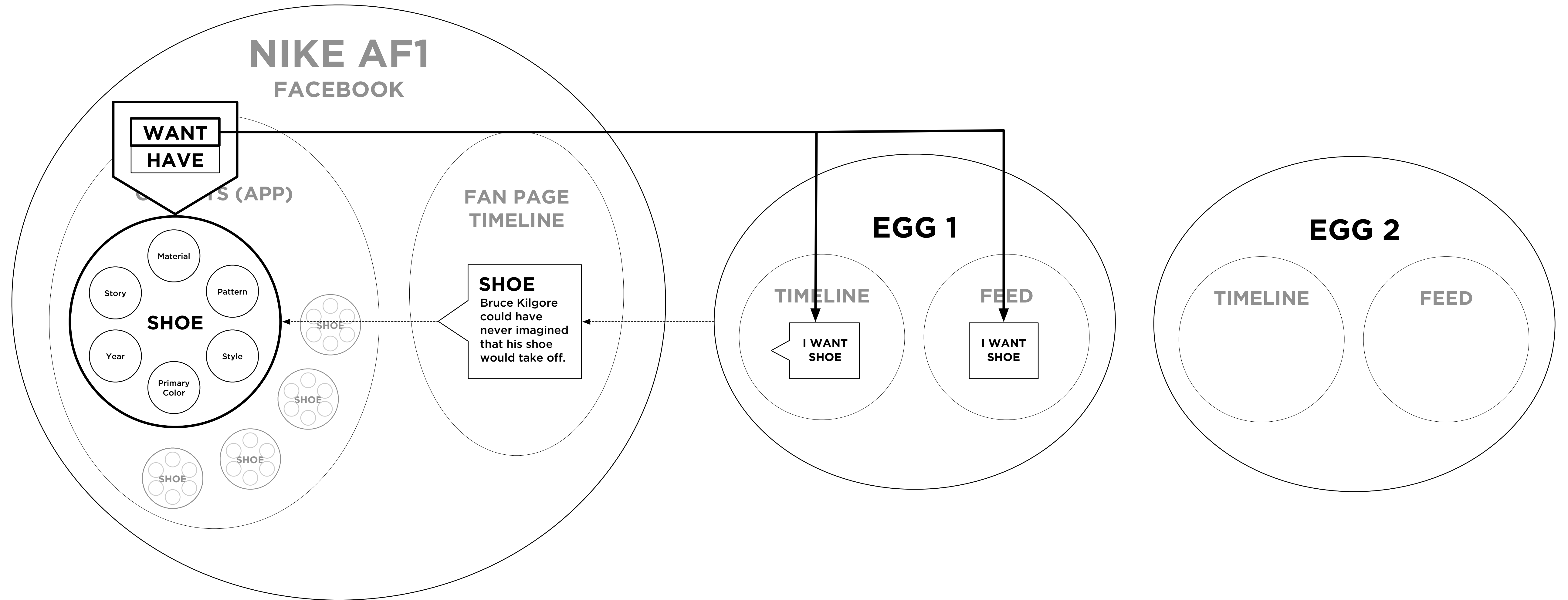
# NIKE AF1 EGGOSYSTEM

Egg 1 enters the AF1 experience via the shoe post on the fan page. While in the app, users can interact with the shoes via ACTIONS, e.g. WANT, HAVE.



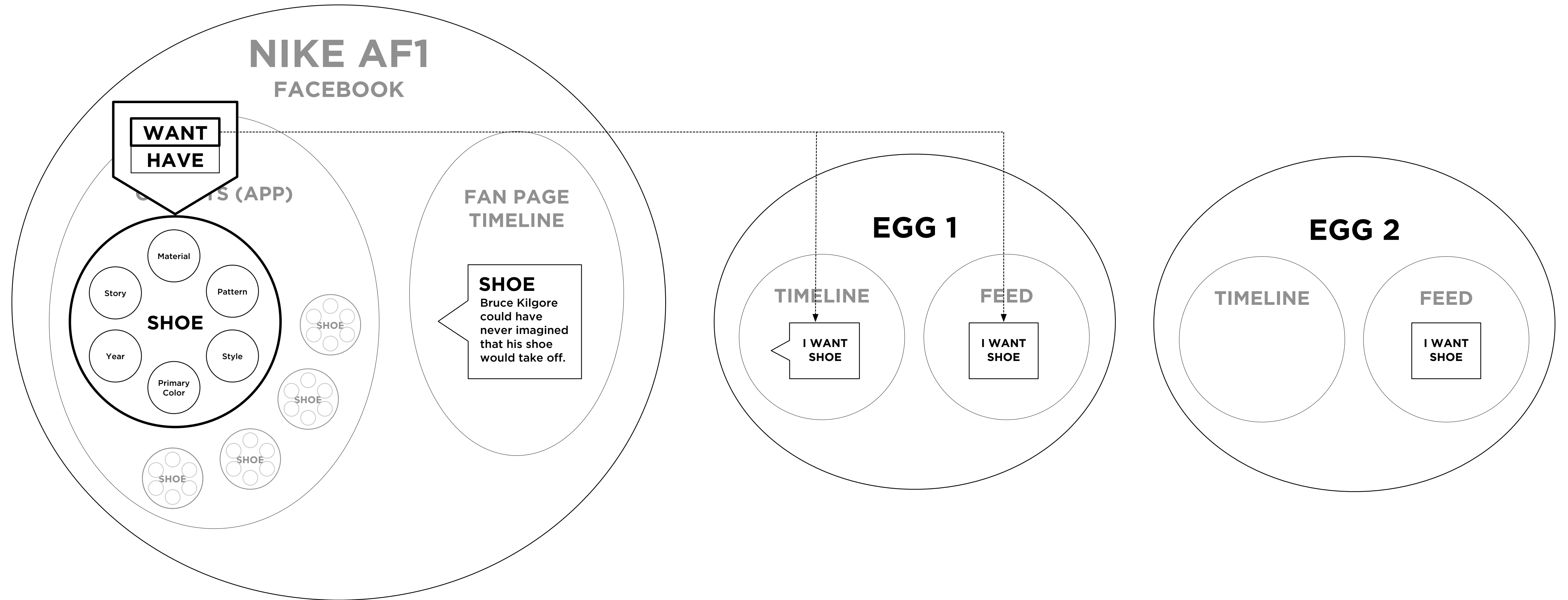
# NIKE AF1 EGGOSYSTEM

Clicking on an action, e.g. WANT, adds the shoe to the user's timeline and feed.



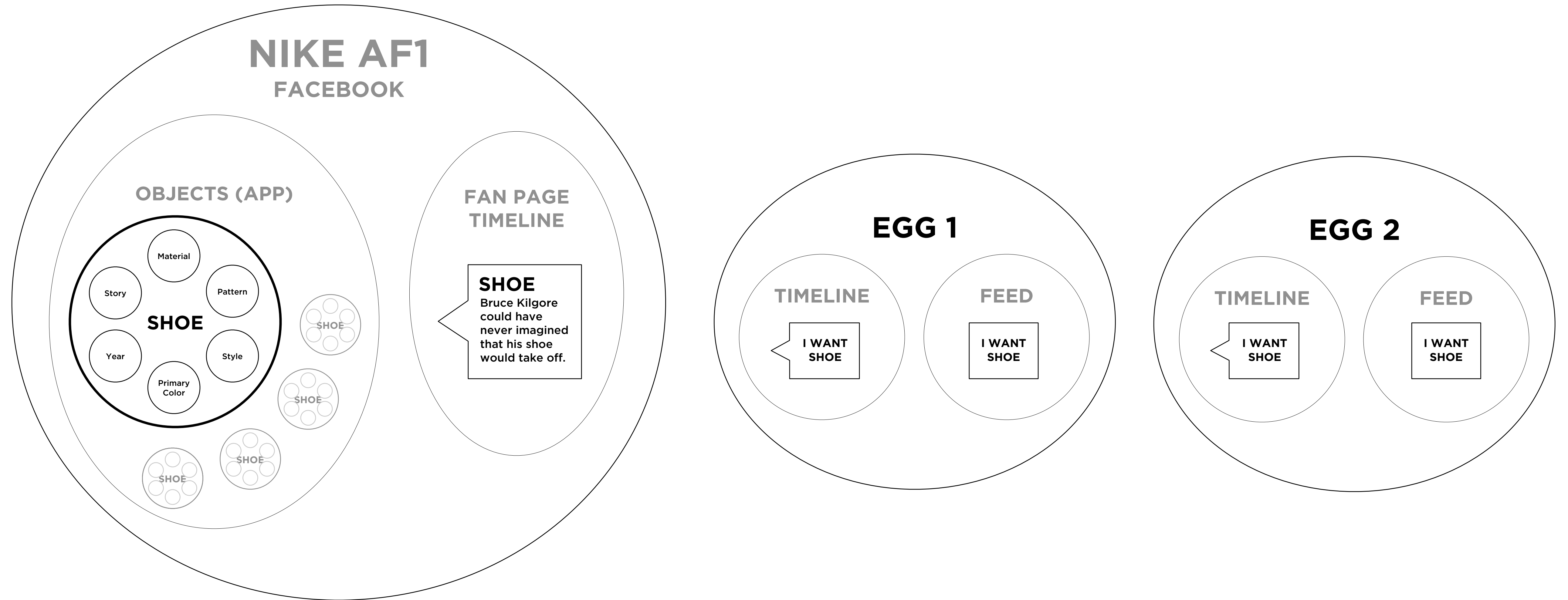
# NIKE AF1 EGGOSYSTEM

Egg 2, who happens to be friends with Egg 1, sees Egg 1's activity in their own feed.



# NIKE AF1 EGGOSYSTEM

Egg 2 clicks on the LIKE button and they are automatically subscribed to that shoe.



# NIKE AF1 EGGSYSTEM

Whenever an update is made to the shoe that is associated to the WANT action, Egg 1 and Egg 2 are notified.

