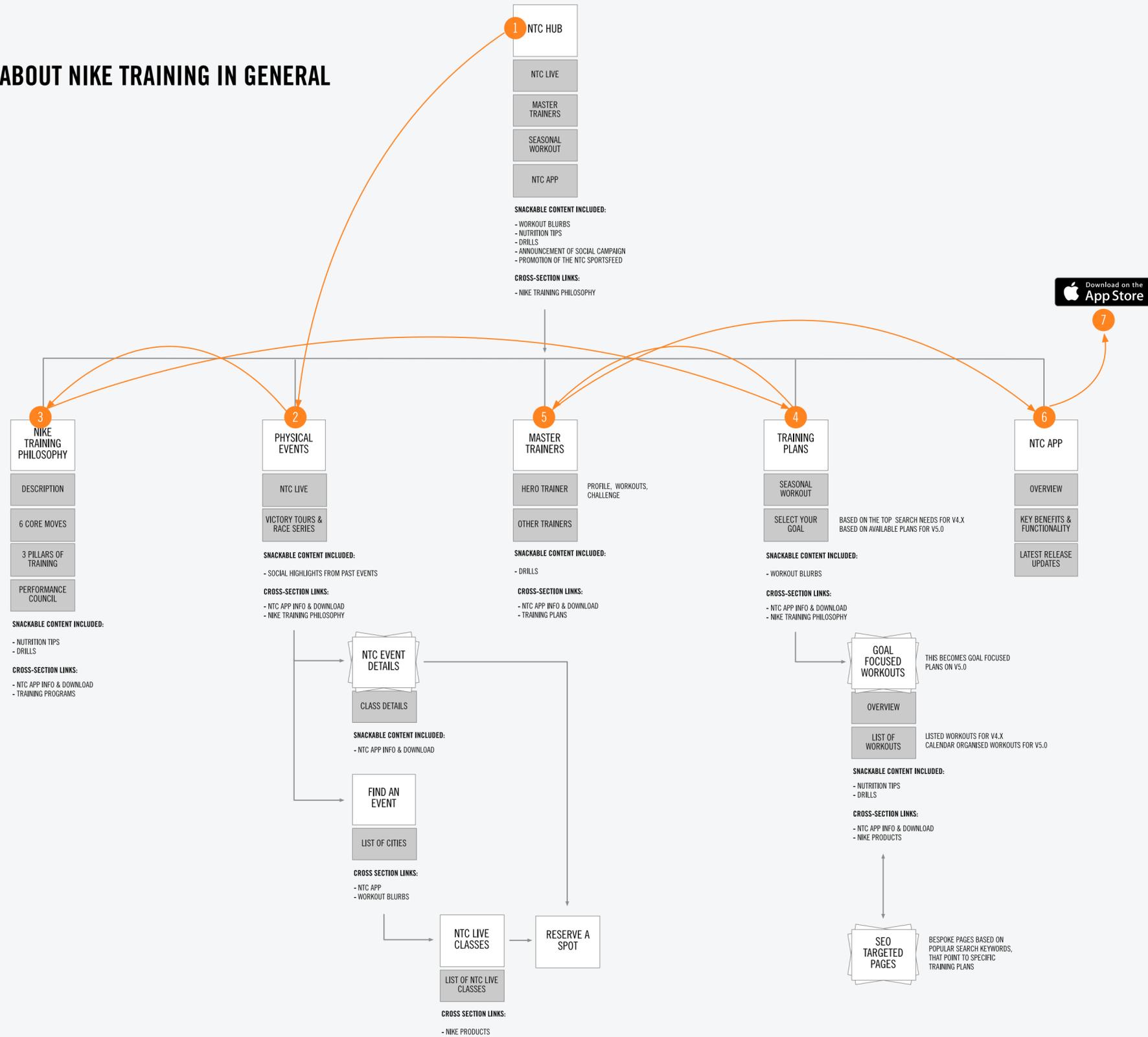


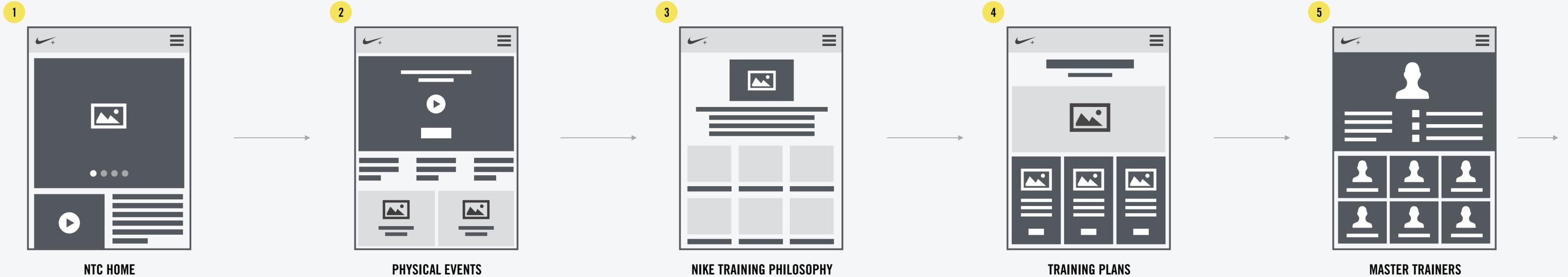
# NTC HUB

A FIRST TIME USER COMES TO THE HUB TO LEARN ABOUT NIKE TRAINING IN GENERAL



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The user arrives to the NTC Hub via [nike.com](https://nike.com) as she becomes curious to learn about Nike Training.

She flicks through the carousel at the top of the page and understands that the NTC ecosystem comprises the app, events, master trainers and training programs.

Scrolling further down she sees a composition of blocks of content related with social activities, workout blurbs, nutrition tips etc, and gets excited about Nike's expertise on training.

She follows the Physical Events link to find out more.

She lands on the main Physical Events page, which gives a context of the NTC live classes and activities and invites her to join. It also gives an overview about Victory Tours and Race Series events taking place on her location.

Scrolling down she notices an area in the page that talks about the Nike Training philosophy. She follows the link to find out more.

She lands on a page that describes in detail the philosophy with which Nike approaches training with the 6 core movements. It also introduces the 3 training pillars, (Strength, Endurance and Mobility) and features some Performance Council members.

Scrolling down the page she notices a banner that invites her to have a look at how this philosophy is applied to training plans. She follows that link.

She arrives on a page the NTC training plans page, where she can see a list of plans, organized based on focus needs (e.g. Improve your endurance, or Get Toned)..

The page is also enhanced with workout blurbs by Master Trainers, to inspire athletes and motivate them to go ahead and follow a program.

She taps on one of the workout blurb to find out more about the trainers behind the programs.

The user is taken to the Master Trainers page, where she can see the profiles of the dream team of Nike trainers. There is a hero trainer profile taking over most of the screen, and a rotating list of other profiles that she can interact with.

The hero trainer's profile contains a brief description of her background and achievements, and a list of all the workouts she has produced.

The user gets excited about the breadth of content and expertise provided by the NTC ecosystem and wants to get involved. She scrolls down and comes across a banner that invites her to learn about the NTC app. She follows the link.

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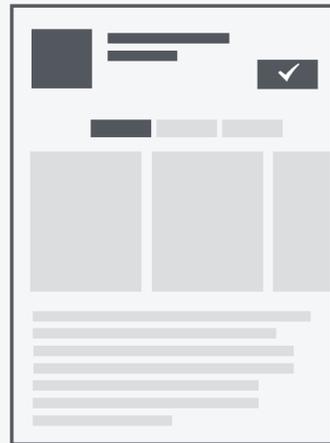
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NTC APP INFO

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APP STORE

She lands on the NTC app information page that describes the benefits with the key functionality of the app and how she can make the most out of her training. She is encouraged to download the app and become a member of the NTC community.

The user is taken to the App Store and she downloads the app.