Why User Experience Design Is So Hard for Brands to Get Right

At Nike’s new concept store in West Los Angeles, the digital and the physical converge. Nike by Melrose’s 4,557 square feet of retail space is designed to create an experience that blends mobile app convenience with high-touch human connections. As shoppers enter the store, they receive personalized offers via Nike App at Retail. If they… https://www.adweek.com/digital/are-you-user-experienced/