

GlobalbyDesign

Web Globalization Intelligence

November 2006

Just Redo It



*Analyzing Nike's
New Global
Navigation
Strategy*

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Did you know...

Internet Explorer 7 could cause problems for companies using older servers to host their global Web sites?

Starbucks has nearly doubled its number of localized Web sites in less than two years?

About Us

Every month, *Global by Design* explores the art and science of Web and content globalization. We cover emerging trends, real-world Web sites, the latest technologies, and innovative vendors.

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Web Globalization In Small Places

I recently returned from Argentina, where I spent a few days at a guest ranch (*estancia*) on the Atlantic coast of Patagonia. Despite offering just eight guest rooms, this ranch offered a Web site that supports five languages.

Rincón Chico Global Gateway



Source: Rincón Chico

Now that's what I call a small business thinking big.

And it's far from alone. I encountered a number of small companies during my visit that have embraced Web globalization in a big way.

(continued)

This is an exciting time to be a part of the Web globalization revolution. I realize that “revolution” gets used quite liberally these days. But when you visit a ranch that gets its Internet access by satellite and its power by generator – and still offers a five-language Web site, it is hard not to be slightly awed.

I certainly am.

In this issue, you’ll find a profile of a small translation agency that is thinking big: Idea Factory Languages. Based in Buenos Aires, the agency is doing its best to corner the market in all flavors of Spanish translation.

While small companies are thinking big, many big companies are now thinking small – as in smaller markets. Deloitte recently launched Web sites for Estonia and Slovenia. And Starbucks may very well feature an Arabic-language Web site by the end of next year.

Finally, we feature an analysis of Nike’s new global navigation architecture. This represents a big change in direction for the company – and a step in the right direction. And it sheds light on a larger issue – one that I touch on here and plan to cover in future issues – the challenge of giving brand Web sites the flexibility they need while providing users who surf between these brand Web sites a consistent global navigation experience.

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PS: If you’re considering a trip to Argentina, I recommend a visit to Rincón Chico (www.rinconchico.com.ar). The owner will take you on a tour of a coastline that is home to sea lions, elephant seals, and southern right whales.

Just Redo It

Analyzing Nike's new global navigation

Nike recently launched a new Web design and, with it, a new global navigation scheme. What makes this architecture worth analyzing is how radically different it is from the design Nike had been using over the previous four years.

Shown below is the old Nike.com global gateway. Visitors to this page were first greeted with a list of four regions.

Nike Global Gateway 2005: Leading With Country



Source: Nike

Users would click through to a specific country and then to a specific brand- or sport-oriented Web site.

But this was not the only Nike global gateway. Over the years, various Nike brand and product Web sites began rolling out global gateways of their own.