

Product Digitalization at Nike: The Future is Now

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In 1988, Nike was asked to develop a futuristic shoe concept for the movie 'Back to the Future Part II.'¹ The storyline of the movie involves the main character time-traveling from 1985 to 2015. The task was to develop a shoe concept for the part of the movie situated 30 years into the future. Tinker Hatfield, who had joined Nike in 1981, came up with a self-lacing design with light-up panels: the Nike Mag. He explained the thinking behind the concept as follows: *"What about a shoe that would essentially come alive when you put it on? It would sense you. It would become the shape of your foot, and when it came alive it would light up. Wouldn't it be great if shoes could do that?"*² The Nike Mag shoe was worn in the movie by main character Marty McFly (see Exhibit 1) whose quote 'Power laces, alright!' became an instant classic. Over the years, the Nike Mag had gathered a cult following among sneaker enthusiasts, who had relentlessly asked Nike to create a retail version of the shoe. In response, Nike raffled a very limited edition (89 pairs) of the Nike Mag on October 21st 2015, the exact day Marty McFly time-travelled to in the movie.³

Exhibit 1. Marty McFly with the Nike Mag



Source: Universal Pictures.

Closely after, in 2016, Nike also launched a self-lacing, everyday lifestyle shoe: the Nike HyperAdapt 1.0. These shoes were priced at \$ 720, the highest retail price for generally released Nike footwear ever.⁴ Three years later, in January 2019, Nike unveiled the first high-performance sports footwear featuring self-lacing

¹ Back to the Future Part II was an 1989 American science-fiction film directed by Robert Zemeckis, it was the sequel to the 1985 film Back to the Future.

² Source : <https://www.wired.com/2016/09/nike-self-lacing-design-hyperadapt/>

³ Enthusiasts had to buy a \$10 lottery ticket in order to get a chance to win the shoe. The proceeds of the raffle were donated to good causes, such as the battle against Parkinson's disease.

⁴ Source : https://www.nike.com/us/en_us/c/innovation/hyperadapt

technology, the Nike Adapt BB, for professional basketball players and also made available to the general public at \$ 350. These shoes could be connected to a mobile app through Bluetooth.⁵

While Nike was clearly ahead of the competition in 2019 with its Adapt product line, many questions remained: Would this be their breakthrough for product digitalization? How could Nike further grow and digitalize the product line?

Digital strategy at Nike

The cornerstone of Nike's digital strategy, announced in 2017, was a direct-to-consumer approach, establishing one-to-one connections, as well as using digital technologies to spur product innovation and time-to-market. In each of the three areas, Nike's ambition was to double its capacity by 2023, in short this was referred to as their "triple-double" strategy.⁶

In response to consumer trends related to digital shopping experiences, Nike had shifted their channel mix towards their website and proprietary mobile applications. Nike's online sales were predicted to be one third of its total revenues by 2020, about half of which came through mobile commerce.⁷ In addition, to create a local business on a global scale, Nike had identified 12 key cities, including New York, London, Shanghai and Paris. Nike's retail approach in these cities involved integrating digital tools into the physical space to facilitate the shopping experience. Leveraging physical-digital complementarities was further extended to Nike's strategic distribution partners,⁸ Mark Parker, CEO of Nike from 2006 to 2020 commented: "*Digital innovation allows us to push the edges of new immersive experiences whether that's in our own channels and social media platforms, or through retail.*"⁹

In comparison to its customer-facing processes, Nike's product digitalization efforts – creating new experiences around products – were more recent and still limited in scale and scope.

Brief history of product digitalization initiatives at Nike

Since the turn of the millennium, Nike's product digitalization initiatives included Nike iD, Nike+, Nike FuelBand, and NikeConnect.

In 1999, Nike iD was launched, a service that allowed customers to personalize and design Nike shoes and clothing merchandise to their own preferences. For selected items, the customer could choose the color scheme and add personal details, such as symbols or initials. The custom sportswear was manufactured and delivered within a couple of weeks. In addition, customers could share designs and decide to purchase designs made by peers. Several design contests had been held, in which fans could design a shoe that their favorite athlete would wear while competing. Twenty years later, in 2019, Nike announced the successor of Nike iD, called 'Nike By You.' This service was available at selected locations and involved the customer putting on a pair of white Nike shoes, which was a canvas on which lights were projected to show what a personalized shoe design could look like while wearing it. The delivery process was significantly shortened, as customers could walk away with their customized shoe within an hour from these locations.¹⁰

Launched in 2006, the Nike+ platform was a membership website that provided users with a variety of apps and resources that encouraged sports activities and commitment to a healthy lifestyle. To use the Nike+ platform, Nike shoes or gear were not required. While initially the focus was on running, the service

⁵ Source : <https://www.highsnobiety.com/p/nike-adapt-bb-sneaker-review/>

⁶ Source : <https://news.nike.com/news/nike-consumer-direct-offense>

⁷ Source : <https://www.digitalcommerce360.com/2016/12/21/nike-kicks-46-web-sales-growth-quarter/>

⁸ Source : <https://news.nike.com/news/nike-tech-pack-fall-2018>

⁹ Source : <https://diginomica.com/nike-just-does-it-with-digital-re-invention/>

¹⁰ Source : <https://www.engadget.com/2017/09/11/nike-makers-experience-studio-presto-x/>

expanded to sports such as soccer, golf, and skateboarding. Through a mobile app, users could track their progress, share their activities, motivate each other and engage in challenges. Furthermore, there was social media integration, such that friends could virtually cheer for the users, as well as integration with iTunes and Spotify, with music attuned to the user's activity.¹¹ In 2015, there were close to 30 million users across 190 countries on the Nike+ platform.¹²

Launched in January 2012, Nike's FuelBand (see Exhibit 2) was actively promoted within the Nike+ community. FuelBand was Nike's first 'wearable,' measuring movement through a built-in accelerometer, while engaging in any activity. These movements were translated into NikeFuel, which could be tracked over time and used to set personal goals.¹³ In addition to NikeFuel, LED lights on the FuelBand displayed metrics such as calories and steps. The FuelBand was USB-rechargeable and a fully charged battery lasted for four days. In addition to connecting to other devices with USB, Bluetooth could be used to connect to a PC or mobile phone.¹⁴ In 2013, Nike launched the follow-up FuelBand SE, with new features and improved sensors. However, the product line did not have the success hoped for and the wearable market became highly competitive. After four years, Nike discontinued the product line.¹⁵

Exhibit 2. Nike FuelBand



Source: Nike.

Launched in June 2015, NikeConnect provided real-time, personalized experiences activated through the combination of Nike fan apparel (initially NBA basketball jerseys), a smartphone and the NikeConnect app¹⁶. NikeConnect gave customers access to other products, customized content and exclusive experiences through tagging an NFC (Near Field Communication) chip on the jersey's clothing tag. The content was different for each jersey and included NBA data such as player stats, pre-game countdowns, behind the scenes footage, in-game scores, post-game highlights, and exclusive interviews. In addition, users gained

¹¹ Source : <https://potion.social/en/blog/nike-case-study>

¹² Source: <https://digital.hbs.edu/platform-digit/submission/nike-from-products-to-platform/>

¹³ NikeFuel is a normalized score that awards all participants equal scoring for the same activity regardless of their physical makeup. A user can also choose to receive a calorie count to understand how many calories are burned.

¹⁴ Source : <https://news.nike.com/news/nike-fuelband-makes-life-a-sport>

¹⁵ Source : <https://www.wearable.com/fitness-trackers/not-so-happy-birthday-nike-fuelband-2351>

¹⁶ Source : <https://news.nike.com/news/nikeconnect-jersey-app-guide>

early access to new gear, special event tickets, virtual goods in the NBA2K video game, and Spotify playlists from athletes. The app was compatible with both Android and iOS devices.¹⁷

Nike HyperAdapt 1.0

Hatfield, still at Nike in 2019 as Vice President of Design and Special Projects, originally dubbed the project E.A.R.L. (Electro, Adaptive, Reactive Lacing) (see Exhibit 3). More than 10 years in the making, Hatfield commented: *“This project was maybe the most difficult in the history of footwear.”*¹⁸ Nike later came up with the name HyperAdapt 1.0, the numbering (‘1.0’) was uncommon for footwear and was a reference to software development. The self-lacing system, referred to as Adapt technology, involved a cable system with a motor that automatically adjusted the lacing pressure and fit to the contours of the foot using sensors and an algorithmic pressure equation. In addition, the shoe had buttons on the tongue, allowing users to manually adjust the shoe’s fit. After a full charge, the battery that powered the motor lasted for about 2 weeks. The LED lights at the bottom of the shoe indicated the battery level: a blue light meant completely charged, yellow was halfway and red signalled that the battery was running low. The shoes’ battery was charged wirelessly with a magnetic puck. Also, several LED lights were featured on the back of the shoe, which lit up when the mechanism started adjusting fit, accompanied by a whirring sound from the motor. The shoe’s upper was woven entirely out of FlyWeave, a soft, pliable polyester.¹⁹ The shoe had no sensors for tracking sports activity and it did not sync with Nike+.

Exhibit 3. WIRED magazine cover designed by Tinker Hatfield



Source: WIRED.

Given its high price (\$ 720), the shoe was not considered as a mass market product. Furthermore, the system featured many cables, motors, and lights, leading to a tangled, delicate, and rather heavy set-up that was

¹⁷ Source : <https://mashable.com/2017/09/18/nike-nba-app-nikeconnect-jerseys/?europa=true>

¹⁸ Source : <https://www.wired.com/2016/09/nike-self-lacing-design-hyperadapt/>

¹⁹ Source : <https://www.wired.com/2016/09/nike-self-lacing-design-hyperadapt/>

not waterproof. Also, the full automation was questioned, as a lot of users reported manual adjustment was required for a good fit.²⁰

Nike Adapt BB

In January 2019, Nike introduced the Nike Adapt BB (see Exhibit 4). Instead of an everyday lifestyle shoe, this was a self-lacing shoe that enhanced the performance of (semi-)professional basketball ('BB') athletes. Eric Avar, Creative Director at Nike, explained: *"We picked basketball as the first sport for the Adapt technology because of the demands that athletes put on their shoes."*²¹

Exhibit 4. Nike Adapt BB



Source: Nike.

During a basketball game, players frequently alternated between periods of high-intensity and rest²². Hatfield commented: *"If you're playing for three hours, there might be only an hour of it when you actually need your sneakers tight. The rest of the time, when you're standing around for free throws, jump balls, sitting on the bench, you should loosen your shoes up."*²³ Indeed, during rest, a loosened shoe would allow blood in the feet to flow better, which aided recovery and injury prevention²⁴. Moreover, players' feet typically swelled half a size during a game. Hatfield commented: *"You should see the feet of professional athletes, they are trashed. Their toes are [crushed], the blood flow is terrible, they have actual health issues."*²⁵ Basketball players typically laced their shoes prior to the game and did not change the tight fit

²⁰ Source : <https://shoemgk.com/shoemgk/the-new-nike-adapt-bb/>

²¹ Source: <https://www.highsnobiety.com/p/nike-adapt-bb-release-date-price/>

²² Source : <https://www.dezeen.com/2019/01/15/nike-adapt-bb-self-lacing-basketball-sneakers/>

²³ Source : <https://www.wired.com/2016/09/nike-self-lacing-design-hyperadapt/>

²⁴ Source : <https://techcrunch.com/2019/01/17/nikes-auto-laced-future/>

²⁵ Source : <https://www.dezeen.com/2016/03/21/tinker-hatfield-interview-nike-designer-self-lacing-hyperadapt-trainers-sneakers/>

for hours. For some players, coaching or other staff took care of the lacing, as it was impossible for the players to get enough torsion on their own to achieve full lockdown.

Nike worked on a solution for this problem, in collaboration with professional athletes emphasising customization, providing a perfect fit for the wearer's feet. The shoe provided a fit that was almost custom-molded, preventing a player's foot from moving around inside the shoe, even in extreme cut or stop-short situations, which helped prevent inflammation.²⁶ Nike believed the shoe could be considered as an extension of the body, with both working synergistically together to improve the athlete's experience and performance.²⁷ Hatfield commented: *"We aim to help athletes to have, not only a more comfortable experience playing sports, but also actually have a longer career and have fewer injuries, because the shoes are actually working for them and with them."*²⁸

Prior to launching the shoe, the self-lacing technology²⁹ had been rigorously tested, including in the lab with thousands of impact and impulse cycles, as well as with athletes on-court.³⁰ As the Nike Adapt BB was a high-performance shoe, it used the latest innovative materials: a high-tenacity Flyknit outer shell³¹, a QuadFit mesh inner shell³², and Lunarlon foam for the sole³³. In addition, the shoe featured buttons with LED lights on the sole. Nevertheless, Nike claimed that the system did not add extra weight.³⁴

Once the shoe was put on, it could be adjusted to the foot by manually pressing the LED light buttons, Hatfield explained: *"The buttons allow players to loosen the shoe during a timeout and they can then easily be tightened when back in the game to ensure perfect comfort control."*³⁵ In addition, a mobile application, called "Nike Adapt" and available for both iOS and Android, could be used to adjust fit, through a Bluetooth connection. The app featured large L(ef) and R(ight) sliders (see Exhibit 5), which could be slid up and down to adjust the tightness of the laces. Through the app, the user could also make the shoe go back to the 'zero state function,' which was completely loosened. Moreover, players could save specific levels of tightness in the app, for different types of usage, such as in-game, training, or rest. Hence, by selecting a saved mode, the shoes would automatically go back to that setting. Also, different LED light colours could be paired with the different modes, making it easier to recognize the active mode by sight. The app also enabled the user to choose any of the 14 different LED light colours at any time.³⁶

The shoes also came with a Qi wireless mat (see Exhibit 5), to wirelessly charge the battery in the shoes. The mat was plugged into electricity via a USB-C cable, enabling charging via PC or a wall plug. Fully charged, the battery lasted up to four weeks, depending on usage intensity. To address a potential fear of low batteries, which could result in the wearer being stuck in the shoes, Nike made sure there was always

²⁶ Source : <https://techcrunch.com/2019/01/17/nikes-auto-laced-future/>

²⁷ Source: <https://www.highsnobiety.com/p/nike-adapt-bb-release-date-price/>

²⁸ Source : Tinker Hatfield with Scott Dadich at SXSW 2019 (<https://www.youtube.com/watch?v=Qv20WRXuJyM>)

²⁹ The Adapt BB self-lacing system involved a single cord and a motorized spool that was hidden in the shoe's fabric. The motorized spool, a plastic rectangle that sits under the arch of the foot inside the shoes and consisted of a custom motor and gear train, sensed the tension needed and adjusted accordingly to keep the foot comfortable. The foam underneath the motor was of greater density, to assure the player it was not felt. The (hidden) lace, coated to be smooth, equaled the force of a standard parachute cord, capable of pulling 32 pounds of force. (Sources: <https://symbolichub.com/nike-adapt-bb2019/>; <https://news.nike.com/news/nike-adapt-bb>; <https://www.dezeen.com/2019/01/15/nike-adapt-bb-self-lacing-basketball-sneakers/>)

³⁰ Source : <https://www.theverge.com/2019/1/15/18167388/nike-self-lacing-shoes-adapt-bb-smart-bluetooth-app-features-battery-life-price-release-date>

³¹ FlyKnit is a fabric-based technologies created to offer individuals the feeling of a custom fit in sneakers and apparel.

³² Quadfit is a woven, soft, conforming, light weight, open and breathable material, enabling multi-axis containment.

³³ Lunarlon is a high-density Phylon foam carrier that cradles a lightweight foam core, resulting in stability, support and a softer landing. It absorbs the shocks and reduces impact.

³⁴ Source: <https://www.wired.com/story/nike-adapt-bb-sneaker/>

³⁵ Source : Tinker Hatfield with Scott Dadich at SXSW 2019 (<https://www.youtube.com/watch?v=Qv20WRXuJyM>)

³⁶ Source: <https://www.wired.com/story/nike-adapt-bb-sneaker/>

enough energy to loosen the shoe. Moreover, the battery level could be checked by using the app and battery level alerts came in the form of a LED light and sound notification.

Exhibit 5. Charging mat and mobile application



Source: Nike.

The Nike Adapt BB was introduced on January 15th, 2019, at the NBA London Games in the UK,³⁷ where the shoes were worn by a New York Knicks player and on American soil by a Boston Celtics player. In the following days and weeks, several other NBA players wore the shoes on court³⁸. On February 17th, during the NBA All-Star Weekend, the shoes were made available to the public at a price of \$ 350,³⁹ more than double the price of most other performance basketball shoes. The press release of the Nike Adapt BB mentioned that software updates and new digital services would become available for users over time, in response to changing environments and preferences.⁴⁰

Although the shoe was approved for in-game use by the NBA, new rules had been developed to regulate its use. A general restriction, that had been in effect for several years, was that no mobile phones were allowed on the bench while a game was in progress. Violations of this rule could be punished with either a fine or a suspension. Hence, NBA players were prohibited to use the app to adjust their shoes on the sidelines during games and they could only adjust the tightness of the shoes manually. Moreover, they were only allowed to make manual adjustments during time-outs or while they were on the bench. Finally, the LED lights on the bottom of the shoes were not allowed to be lit on the court during games.⁴¹

Despite the shoe being extensively tested, an issue had arisen only a couple of weeks after the introduction of the shoe. After an update, Android users were no longer able to connect with the left shoe. Moreover, the malfunctioning had caused the motor and the LED lights to stop working, rendering even the manual buttons useless and therefore the shoe could not be properly worn anymore. Users with the iOS application

³⁷ The National Basketball Association (NBA) was the most prestigious basketball competition in the world. While games were generally held in the USA, they sometimes played regular season games overseas.

³⁸Source : <https://flipboard.com/@BleacherReport/b%2Fr-kicks-x-nba-nightly%3A-tatum-and-luka-debut-nike-adapt-bb-more/a-jTFbwN0rQ5KnRejrU6y9ug%3Aa%3A3199710-d14b40c2d6/bleacherreport.com>

³⁹ Source : <https://www.dstngr.com/article/2019/1/22/introducing-the-nike-adapt-bb-the-performance-shoe-that-comes-to-life-when-you-put-them-on>

⁴⁰ Source : <https://news.nike.com/news/nike-adapt-bb>

⁴¹ Source : <https://solecollector.com/news/2019/01/nba-nike-adapt-bb-rules>

had no issues, which was attributed to this ecosystem being more closed and controlled.⁴² A Nike spokesperson recommended to try a hard reset of the shoe or to contact Nike's Consumer Services.⁴³ This had led to people being stuck in a pair of Adapt BB's, as a user commented: *"I played basketball at my local gym and when I was done the shoes would not loosen up! I thought that's fine, I know how to manually reset them but then the buttons were not lighting up. No joke, I was stuck in my shoes for about 45 min. Thoughts of cutting the shoe came to mind..."*⁴⁴

There was other criticism and concern as well (see Appendix 1). The fact that people were walking on top of a lithium-ion battery and electronics was frightening for some, who suggested similar malfunctions as those from Samsung's battery explosion could happen.⁴⁵ In addition, people were worried about the shoe's data-tracking capabilities and the associated privacy concerns. Even if the shoes themselves were properly secured, the mobile apps posed another risk.⁴⁶ Some people found the whirring sound of the motor disturbing. From a performance point-of-view there was scepticism, as many believed a well-fitted shoe could only marginally improve performance.⁴⁷

Of interest to note, Nike wanted to explore possibilities of leveraging the Adapt technology in applications for disabled people or people who had a difficult time lacing their shoes, such as people with Parkinson's or arthritis.⁴⁸ Hatfield commented: *"A lot of people out there can't tie their shoes and have difficulty getting into their shoes for a variety of reasons. It's all about helping what we call 'abilities' people who struggle with normal footwear, to get in and out of their shoes."*⁴⁹ This had been a focus for Nike before⁵⁰ and Hatfield personally felt strongly for these people: *"I have been overwhelmed by the simple interactions with people who have been helped along the way. A good example would be getting a letter from [people] who've had numerous surgeries on their feet, and they haven't been able to run, and they send you a note that says they could start running again because this shoe is so soft and comfortable. Those make me cry. It's like, wow, collectively, we're improving people's lives."*⁵¹

In March 2019, Nike had sought to trademark the word 'footware', a wordplay on **footwear** and hard-/software from the computing world, for use in relation to shoes that involved remote access to data, processing power, and connectivity with other devices.⁵²

What's next?

Nike believed this was only the beginning of smart shoes and clothing, Hatfield commented: *"This project wouldn't exist if I hadn't been asked to think 30 years in the future. Power laces sort of made sense to me, so that's what we embarked upon. What are we going to do thirty years from now? I think we're on the very cusp of developing intelligent products that have this ability to adapt to the wearer, and we think that's going to continue to evolve. It's all about artificial intelligence, adaptability."*⁵³

⁴² Source : <https://www.androidheadlines.com/2019/02/nike-self-lacing-shoes-android-problem.html>

⁴³ Source : <https://www.theverge.com/circuitbreaker/2019/2/21/18234615/nike-adapt-bb-fix-android-bug-firmware-update-patch>

⁴⁴ Source : <https://nakedsecurity.sophos.com/2019/02/23/nikes-350-back-to-the-future-trainers-crash-have-feet-of-brick/>

⁴⁵ Source : <https://symbolichub.com/nike-adapt-bb2019/>

⁴⁶ Source : <https://www.cnet.com/news/with-smart-sneakers-the-potential-for-privacy-risks-take-a-great-leap/>

⁴⁷ Source : <https://slate.com/technology/2019/03/nike-adapt-bb-smart-sneakers-firmware-bricked.html>

⁴⁸ Source : <https://en.businesstimes.cn/articles/109295/20190315/corrupted-lace-engine-nikes-self-lace-shoes-are-having-problems.htm>

⁴⁹ Source : <https://www.dezeen.com/2016/03/21/tinker-hatfield-interview-nike-designer-self-lacing-hyperadapt-trainers-sneakers/>

⁵⁰ Nike FlyEase was a line of shoes for disabled people that had a zipper that went around the back of the shoe instead of using laces, which enabled easily getting a foot in or out.

⁵¹ Source : <https://www.si.com/nba/2019/01/15/tinker-hatfield-shoe-designer-nike-hyperadapt-michael-jordan>

⁵² Source : <https://hypebeast.com/2019/4/nike-footware-trademark-application-smart-shoes>

⁵³ Source : <https://www.si.com/nba/2019/01/15/tinker-hatfield-shoe-designer-nike-hyperadapt-michael-jordan>

Some of Nike's competitors had also started looking into a self-lacing system. Puma would bring self-lacing shoes, Puma Fi, to the shelves in 2020. The shoe, which was made for workouts and light running, consisted of a cable system that laced the shoe, which could be adjusted with an app or manually by swiping on the tongue of the shoe. Puma had announced the shoe would be sold at a retail price of \$ 330.⁵⁴ Adidas took another approach with their 'N3xt L3v3l' shoe concept, which contained interwoven textiles and self-tightening weaves providing a perfect fit for the user. They used the tagline: *"No Chargers. No Phones. No Buttons. No Laces."*⁵⁵

To succeed in this important domain, several strategic questions needed to be addressed: While Nike was clearly ahead of the competition with its Adapt product line, many questions remained: Would this be their breakthrough for product digitalization? How could Nike further grow and digitalize the product line?

Discussion Questions

1. How would you characterize Nike's previous product digitalization initiatives in terms of the "Digital Growth Strategies" (Verhoef et al., forthcoming)?
2. How does the Nike Adapt product line differ from these previous initiatives?
3. How do you evaluate Nike's targeting and positioning for the Adapt product line?
4. How can the digitalization of the Adapt product line be characterized (based on Porter and Heppelmann, 2014; 2015)?
5. What are ways to further grow and digitalize the product line?

⁵⁴ Source : <https://about.puma.com/en/innovation/fit-intelligence>

⁵⁵ Source: <https://solecollector.com/news/2019/01/adidas-takes-shot-nike-self-lacing-adapt-bb-sneaker>

Appendix 1. User reactions

Performance	<p>“You can definitely play in these, as they aren’t that heavy. They are pretty comfortable and really do lock you in, I guess the proof will be in the road testing.”</p>		<p>“As far as performance shoes go, I’ll never understand this auto-lacing gimmick. The traditional lacing system was never really a burden to begin with and I don’t see how this actually adds to on court performance. All this energy spent on this could have been spent on advancing cushion/support/traction.”</p>
Aesthetics	<p>“If they make more Adapt BBs with different aesthetics than this, I’m all for it. Love the idea, just hate the shape. I would be all over these if Nike made a retro-futuristic version. I can totally see them making an Adapt BB version out of the Nike Icarus, the shape is perfect for that.”</p>		<p>“I think the style on these are weak compared to other shoe designs they have done lately. It’s just looking like a bargain kids shoe at the moment.”</p>
Connectivity	<p>“I wear the Adapts too but I wish the app would connect to my Note 9. It keeps saying the shoes are already paired.”</p>	<p>“Love the shoe and I’ve had a good time playing in mine. But I’ve got to admit the connectivity with the app is ‘buggy’. So far, I’ve had to system reset the shoes several times to get them paired and it will occasionally lose connection randomly.”</p>	<p>“It took me forever to pair the app to the shoes last night and now the app won’t even connect to shoes this morning. Damned technology.”</p>
Fit	<p>“Just got my pair in size 12 (I’m 11) and I can’t get my foot through the hole. It’s so small.”</p>	<p>“On my way to work right now and literally as I stepped out my door it tightened to the max and my foot is almost completely numb. It’s been almost an hour and I’ve tried resetting it multiple times and it won’t loosen a mm from full tightness, which is way too tight for my foot. My foot has got some serious numbness going through it. Genuinely don’t know what to do.”</p>	<p>“I got the Nike BB’s today and noticed it wasn’t really as comfy as I expected when I first wore it on the lowest setting. I am a size 13.5 wearing the size 14 model and I have worn size 14 basketball shoes before but this is different.”</p>

Source: anonymized user comments from social media and reddit