Possible video vulcanizing process How a shoe is made Maybe a description of the process from factory to DTC Product Knowledge This links to other aspects of the page and there is the description of Have an interactive image of a shoe Shoe Anatomy that part of the shoe, and selling points

Introduction (Why product knowledge is important) History of the product Quiz about the history Must pass to continue Training How a shoe is made Quiz 2 on Construction of shoe and Shoe Anatomy anatomy Product categories Quiz on categories 70's Classic One Star Product Catalog Basketball Cons Collaborations