Website To-do List

* Database
  + Users
    - Name
      * First
      * Last
    - Email
    - Password (figure out how to store securely on mongo)
    - List of Previous Purchases (URLS)
    - Wish List
      * can just be a list of URLS
    - (Optional) a profile pic thing for reviews
      * Image upload isn’t hard
        + Have to programmatically upload photo to google drive or dropbox or the like and retrieve url
        + url then has to be entered into database in association with this user
        + Have a spinning loading wheel for this process?
      * If we can publicly host the profile photos then we can access them with just a url in the database
  + Products
    - Name (String)
    - Price (String) or int
    - Photo (URL)
    - Description
    - List of reviews
      * Each review has:
        + Star value (int)
        + Comment (string)
* Payment System (stripe/paypal)
  + Offer 1 % discount on when using paypal (still less than the 3% stripe takes)
    - 2% less than 3%
* Working account system
  + Secure login
  + Users need to be able to make basic profiles
  + Need to be able to leave reviews on products they have received
    - Easier to just make it when they purchase it
    - Save a list of “purchased products”
      * for each product on the site assign a Boolean value
      * when the user is signed in and is viewing a product query list of purchased products
      * if they have a positive bool assigned to the url or product name in the list then unlock review section
  + They need to be able to view recent orders
  + Wish list
    - Also just a list of urls
  + Discounts?
* Working Email
* **Design**
  + Need to settle on a design for landing page
    - Hit em with the tagline on a big picture in the upper landing screen
    - Maybe a mission statement too - no
    - Next thing is the best sellers
  + Need a font that fits the brand
  + Need a color scheme that fits brand
    - Dark green, brown
  + Unobtrusive email popup (lower left)
  + Make Cart Bigger
    - Make checkout button huge and inviting on checkout page
  + Check Patagonia, burt’s bees
  + Authentic vibe
  + **MOBILE COMPATABILITY!!!!**
* Shipping
  + Always free shipping
  + Show cost in final price at checkout page
* Research where people’s eyes spend the most time on a computer screen
  + This determines placement of checkout button as well as other aspects of website
* Make an email server that can send me an email everytime there is an order
  + Smpt server how to python
  + Can’t just do this through paypal and stripe

Business To-Do List

* Who is our target customer
  + Young, liberal pacific-Northwesterners
  + Politically motivated
  + Not necessarily gendered (targeting both men and women, this can change)
  + Care about environment
  + Wear socks
* Real Name
  + Yosemite Joe’s Footwear Emporium
  + Klikattat Footwear
  + Big Foot Socks
* Three or four product categories
  + Invisible socks
  + Wool socks (later)
  + Short ankle high socks
  + Long socks ?
  + Dress Socks? Silly dress socks and serious
* 5-10 products per section
  + Invisible socks can just be white and have logo
  + Ankle High Socks
    - Possible designs: (Talk to Sam)
      * Weed leaf
      * LGBTQ Equals sign
      * Big Foot
      * Trees
      * Mount Rainier
      * Pro Choice: “I believe in a woman’s right to choose” wrap around ankle
      * “Resist”
      * “To Mars”
        + Space Ship or blunt going around mars
  + Dress Socks
    - Black
    - Black with some of the above designs
* Branding Images
  + Big landscape images
* Mission Statement
  + “We believe that…”
* Sustainability Summary/goals
  + Organic Cotton
  + Fair Trade
  + Local (US) (if possible)
  + Plant a tree option (or by default in larger packs)
  + “By 2020 we plan to use 100% renewable energy for our website/production”
* Research
  + Reddit (focus group?)
  + What is the competition doing
  + What aren’t they doing

View Notes:

* Cart/Checkout
  + Use jquery to use zipcode to autofill city/state values
  + Use a href for checkout button to move the page down
  + For email or phone figure out how to programmatically send email or text based on user input