

## Assignment: Case Study 1

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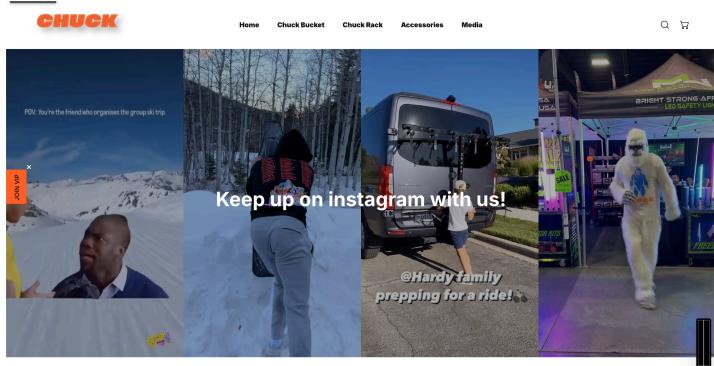
### Introduction

I worked with the Excellence and Innovation Initiative at Utah Valley University to develop and update the site [www.chuckrack.com](http://www.chuckrack.com). This business site sold ski racks and 'buckets' that easily attached to the backs of people's cars. The entire business was recently purchased by a UVU recent Alum, and he needed help kickstarting it's potential, so he reached out to the Utah Valley University Excellence and Innovation Initiative, which then gathered students together according to each student's major, and helped them work in teams in which each role would contribute to the client's goals. I was the Web Designer/ Developer on this team.

### What Happened

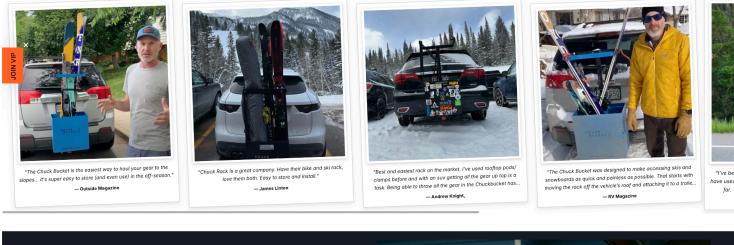
Over the course of about a month and a half, I worked through 2 iterations of this website. I developed a Figma representation of what everyone on the team agreed the site should feel and look like, complete with presentation functionality, people could click through the site and navigate it as if it was real, and then after we had agreed on the look of the site, I began working on the actual shopify based site editor, and began developing the new site, in anticipation of an all at once launch. This took about 4 or 5 weeks.

I wrote new html blocks that could be edited via the shopify ui, which enabled the owner of the site to be able to easily edit those blocks in the future. After this, the team was drawing to a close, but the owner of the site wasn't finished, so he paid me a small fee to do another iteration of the site, on a new 'theme' which did require a complete revamp of the site, I had to move each element and change it to fit the new theme. This took about 2 weeks, and after that, I was able to launch the 2nd iteration of the new site, and our goals had been met.



*Chuck Website, I developed this reel exhibitor from scratch*

## CHUCK IN THE WILD:



*Chuck Website, I developed these polaroid elements from scratch*

## Conclusion

I learned a lot working on this project, and I am glad that I worked on it. I learned how to work with teams, I learned how to communicate effectively on these teams, and how to get things done. I learned how to meet goals, and how to create a good persona so that these people would want to work with me again.