

Full Stack Challenge

Goal & Context

Our audience and community is Gen-Z - to that end, we consistently try to iterate on a customer-facing platform that takes into account the needs, desires, and habits of Gen-Z, an audience fully immersed in social media with a careful eye for design and curated content. Gen Z demands unique concepts as well as consistently updated & high quality content both across static imagery and videos. Most importantly, they are diverse and from a variety of backgrounds; many of them are youth who may be financially dependent on their parents and/or are of limited financial means. To that end what we show the world must be accessible and beautiful for those from all classes, abilities, and backgrounds.

The goal of this challenge is to highlight both your front-end skills and the back-end skills that allow them to exist. Our users use mobile devices of all shapes and sizes; we present to them a unified design. To that end, you will be implementing the Drops page for both desktop (MacBook Pro 15") and mobile (iPhone X) using our designs, as well as identifying ways to tune performance.

Deliverables

How much you code up vs write up is totally up to you to show the best of your skills. The time requirement should be that of a regular, albeit challenging, coding take-home. The deliverables should include:

- Implement the product page for mobile (you can find an example here: <https://finesse.us/products/sandy-tie-dye-print-dress?variant=39908913152077>)
 - Feel free to implement any improvements you think would be great for the UI of the website page. Clearly state why you made that decision and decided to veer off from the initial design. Feel free to entirely redesign the page if necessary.
 - Feel free to add any animations to make the UX better.
 - Be ready to showcase and walk through your code on localhost.
- Identify **1** issue of the current live website and resolve it in your design.
- Identify **3** performance issues of the current live website and describe, in writing, what they are and how you would address & fix them.

Notes

For any questions before or throughout the process, just shoot us an email and communicate as you normally would.

This exercise is intended mostly to give an idea of how you approach engineering a system from scratch and think about its scalability, modularity, and success. We would like to see both your eye for aesthetics, UI and UX as well as logical backend & systems understanding.

This would then give us a great foundation for our follow-up at which point you walk me through your reasoning and decisions you will have made during the challenge!

Most importantly, have fun and don't hesitate to ask any questions!

ADDITIONAL WRITTEN QUESTIONS

Please answer in short-paragraph format the following questions below:

If you could improve one thing about FINESSE right now - as you experience it - what would it be and why? The Goal & Context section above gives you a starting point on our audience.

Your plane crashes and you land on an island. What do you do? How do you plan your survival?

What matters to you most and why?