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Project 2: White Paper

The business that we chose is a skateboarding company known as The Kickflip Company. As a business, we believe that by providing skateboarding gear we are essentially encouraging young women everywhere to get out and learn a new skill. With various products in our inventory, we have just about anything for any level of skill.

Currently we have no physical locations, and so we have to conduct all transactions online. With our website, we just about offer any sort of gear necessary to get the even novices started. From gear such as decks, wheels, knee pads, to accessories such as sweaters and shoes, we try to offer everything you need to prosper. Our target audience consists of young women ages 12-25 who are looking to purchase gear. Of course anyone can learn at any age so we do offer a limited selection of kid's gear. Within this grouping are sports enthusiasts and thrill seekers.

We expect people to interact with our website when looking for skateboarding gear. Or when people take an interest in one of our many sales. We will attract people to our site by actively proposing products on social media. We will include information about our pricing and product information. We will also have a page dedicated to all our products and accessories.

Some of our products can be a bit new to parents who have never been involved with skateboarding. All will be explained in detail within the product information meaning section of said product. Some important features within business include a testimonial section where real life reviews are displayed for users to see.

The only form of time sensitive information we would put out would be our sales and discount offers. Customers can also contact us for order information at thekickflipcompany@gmail.com. We will get back to you Mon - Fri from 8am - 10pm and Sat - Sun 9am - 8pm.

Some questions people tend to ask are:

- What is the price of the decks?
 - Decks range from \$34.99 to \$44.99, depending on the model.
- What is the return policy?
 - 90 days as long as the gear is not used
- What is the estimated delivery time?
 - 4-7 business days
- Can I exchange my gear?
 - Yes, email us for more info
- When do you restock?
 - We restock every first of the month

In each page of our website we really tried to implement visual hierarchy to the best of our abilities. We did so by making the main premise of each page be the main content of said page. Adding any other content beyond, would be added around so as to not take away from it. When creating all of our pages, we wanted to make it visually appealing to the user. So using cohesive color palettes, relevant images and a consistent font was one of the first things we wanted to incorporate. Overall, the visual appeal and usability played a big role in our process since we are a business looking to make profit.