Stephen King
Analysis of UI/UX

Proof of ownership of domain:
- Mr. Kearl will talk to John Ramuta to gain ownership of domain.

Executive summary of meeting with client:
- Mr. Ramuta and I talked about the different types of users/customers that would be visiting his future site. We narrowed it down to two categories:
    - Customers who have never had their climbing shoes resoled and wanted to be educated in the climbing shoe repair process.
    - And customers who have experience in getting their climbing shoes resoled and want nothing more than to ship their shoes as fast as possible.
- Through these findings we both concluded that user experience and site usability is first and foremost.

Strategy:
- Make a site that offers extremely easy and intuitive navigation to accommodate for both types of users listed above.
- Also create an easy and intuitive shopping experience using Shopify with the help of Mr. Kearl.

Scope:
- Explanation of the repair process
- Shopping flow for gaining information for repairs
- Confirmation of order
- Print order information to send with shoes
- Biography of John Ramuta
- Pictures of before and after shoes

Structure:
- Landing page
    - About
    - Repair process
    - Gallery of work
    - Order
    - About Ramuta
- Keeping the site map simple and to the point will keep the user engaged and also give them what they are looking for right away.

Surface:
- Mr. Kearl said to hold off on this.

Summary:

- After talking with Mr. Kearl and Mr. Ramuta it is very apparent the site revolves around two main ideas:
    - Creating a very simple, straightforward yet colorful user experience for both types of users mentioned above.  Also providing information on the resole process to educate potential customers and new customers.
    - Make the ordering process as streamlined as possible for both the customer and Mr. Ramuta.  This will be accomplished through the third party Shopify.
- This site should be at it's core simple.  Very straightforward and elegant.  Both the user and Mr. Ramuta should enjoy using it.