

KEITH
THOMPSON

I BUILD SHOPPING EXPERIENCES FOR THE WEB THAT REFLECT THE VISUAL CULTURE OF CREATIVE BRANDS.

A Getting Started Guide

The purpose is to see if we're a good match for your web project. Read on to learn more about my work and the processes I use to make it.



Keith was very responsive and helpful from the get go. We had a call before the project started to go through the briefing and desired outcome, he understood what we wanted from the beginning.

WEI HUNG CHEN – KHAORE

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INTRODUCTION

I'm a web developer & designer specializing in ecommerce sites in the fashion retail, design & art community. I create products that reflect the visual language and design systems of the work they represent. It's important to me that these produce results through the memorable experiences they create.

I see a clear disparity between the conversion-tailored 'call to action' statistics that lead the ecommerce industry and the feeling and experience that a customer should have when interacting with a retail space, product, or designer's work. I want to create shopping & web experiences that provide consistency across those mediums.

In building these, I find mutual success comes from working with people who:

- Understand the basics of your business and audience and can make decisions based on that knowledge, leaving the nitty gritty design and programming elements to me.
- Value clear and simple design solutions
- Feel comfortable in CMS environments like Shopify, Wordpress, Mailchimp, etc.(I handle the heavy lifting of theme building, integrations, and setup).
- Have assets or have hired content creators, product photographers, etc.(need suggestions?)
- Can commit work hours to communication, feedback, and providing deliverables to complete this project.

I'm not looking to just sell you a website, but create an online platform that reflects your brand and drives business growth.



Keith has been spectacular to work with. He is great at listening and understanding our needs and then provides recommendations for changes based on our needs.

NICK BERNIER – EASY TO GROW BULBS

PROJECT ROADMAP

Onboarding

I gather up your business goals and aspirations for the project, We discuss our shared visions and expectations based on requirements and determine if it's a good fit for the both of us. On my end, that's determining that I can ensure you value for your investment.

- Your part: Clear answers and vision for your business requirements and what you want for your audience.
- The outcome: I'll formalize deliverables, we sign the contract, you complete the down payment.

Strategy & Design Survey

We collaborate on a global sitemap and elements, unique feature integrations, the competitive landscape. We'll finalize design goals and inspiration to draw from.

- Your part: Availability to talk for 1-2 hours and contribution to inspiration.
- The outcome: An outline of the sitemap, features, and strategy to move forward with inspiration to reference.

Send Content

I do believe in content-first design. So this is the last step before design work can begin is to have a close look at your graphic assets (things like logo, illustrations, icons), copy, and photography. Though you'll be able to edit your future site, we'll need a practical amount of "real" content in order to begin designing an experience that feels like the finished product.

- Your part: Photography and graphic assets that you have ready for your business.
- The outcome: A design and initial setup as accurate as can be to the finished product.

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Development Setup

I'll set up a development store, begin adding test products and content, the initial theme files, and send you an invite for your account in the system. At this point you can begin to get familiar with the backend administration system.

- Your part: Accept the invite to make your account and begin to get familiar with the Shopify administration backend.
- The outcome: We'll have an online store in the works to begin programming on, integrating apps, and adding content.

Design Reveal & Revision

I'll be working away on screen designs from desktop to mobile across the site. I'll build them into a prototypes and send them over to you for feedback. Take a look! I'll send information about the design choices, and some helpful notes on how to give feedback. Each design mockup includes up to three rounds of revision, but 1-2 rounds is typical to get on target. Coding work begins as each mockup is approved.

- Your part: Quick revision requests and approvals on each round of mockups.
- The outcome: A finalized site design, ready to put to code.

Development

Now sit back for a while as I get to work on coding the approved designs into a site that's responsive across desktops, tablets, and phones and cross-browser compatible.

- Your part: Minor content updates and input on an as needed basis, based on the designs.
- The outcome: A full functioning site in beta form, ready to filled with the right content for launch.

⏏ We are so happy to find a developer who gets it. Keith was timely, communicative, receptive and easy to work with.

MICHELLE MOOT – MONA MOORE

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Content & Testing

Behind the scenes work as products are added and information pages (like Contact, About, Returns) start to fill with content. I'll connect your domain name to your store. Then I'll test shopping paths and the checkout until everything's clear.

- Your part: Activate your Shopify membership, provide me with domain details, and add any/all content and product details as needed.
- The outcome: A ready to launch site.

Launch

We both test the site to ensure there are no bugs or errors. We also test any analytics and/or stats. I publish the site and you promote it.

- Your part: Promote the launch and engage with your customers.
- The outcome: A live new shopping experience for your business.

What's next?

Like I said, I'm not just trying to sell you a site then disappear. I'm not going anywhere. I'll be around to check in on you and see how things are coming along. Your business is going to grow and change, and web standards will too. I'm ready to use my skills at your disposal to grow together with your business!



This was my first time using a developer to create a shop and he was the perfect fit. Explained everything super clearly and took the time needed to make sure everything was exactly how I imagined it.

KEVIN CHAIM — SNKRUP

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FAQ

Where can I see your work?

I've worked on a growing heap of websites and web apps from front to back. Here's are a couple examples of recent Shopify builds:

- snkrup.com
- acdgallery.com

Where can I find out more about your Shopify work?

I'm a Shopify partner and certified Expert. Feel free to visit my Shopify profile in the link below to find out more.

- experts.shopify.com/keith-thompson

What if I have the designs already done?

I'd still be glad to build your site! I've worked with design agencies like Pentagram, Perky Bros, OOPM Creative and more to implement their designs into pixel perfect, responsive code.

We love our site, but could you make some changes?

I'm open to working on small tasks if the project is a good fit on an hourly basis at a general rate of \$110/hr. Doing a small scope of work is often a good way to get know what working together is like if you are interested in an ongoing retainer for your business.

Do you have a retainer program?

Absolutely, if collaborating to help grow your business is a good fit, I'd be glad to reserve time in my schedule each month for your business needs. If interested, I find it mutually helpful to work on a project together first. If interested, let me know.

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Why do we need deadlines?

This ensures mutual focus, momentum and quick decisions so we can move on to the next step in the process and get your project launched. It's like a game!

What is a round of revisions?

One round of revisions means that you give me a single list of all the changes you'd like to see in the current design. Because this work is done on a timeline, it's important to sum up all your thoughts and changes in a single place (one call or one email), and hand those over to me.

What if I change my mind and need more revisions?

This is allowed, but will be billed accordingly for the time it takes and affect on overall timeline of the project. If you know you need more revisions or would like revision round in the development phase, that can be arranged in the initial agreement.

What if I decide I want more features or additions?

Additions to the original project scope are best split into a separate project phase, but if necessary to the progress of the original scope and launch can be arranged. On my end, to prevent "scope creep," these additions will be deemed "out of original scope" and billed accordingly to the time it takes to complete them, arrange them, and adjust timelines.

▯▯ *I told him my needs and he delivered a final product that was above and beyond my expectations!*

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INTERESTED?

If so, that's great news! I can guarantee project start dates when there's a signed contract and down payment in my hands.

Project costs start at \$3000 ranging from partial workloads up to full project roadmaps.

If you think we're a great fit, the next step is to fill in this project planner so I can learn about who you are and what you do along with the specific requirements you have in mind. Upon completing the form, you'll receive a link to my calendar to set up a time to talk and get things underway. Looking forward to it!

PROJECT PLANNER FORM

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Always goes above and beyond and executes timely projects that will exceed your expectations. Never outsources his work and will help put your ideas into action.

ALAN ADLER — GEMBOX