

Creative Brief

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April 3, 2018

Project Title: Ethereum Blockchain

1. Project overview

The goal of my website is to introduce Ethereum Blockchain. The site should clearly show the importance of the “new” way of creating applications and show how developers can get involved with the technology. The site will have to focus:

1. wow – show the importance of the tech and how it benefits all applications
2. resource – show how to get involved and where to begin creating technology

2. Resources

Wiki: <https://en.wikipedia.org/wiki/Ethereum>

Ethereum Foundation live website: ethereum.org

- Logo assets are available on site

Pictures/Videos are available on Google Images

3. Audience

This site is informational but targeted toward people with an understanding of how applications are built. This is considered new technology and may have many people from various technical backgrounds on the page, so can't be super technical.

Primary audience: Application developers

Secondary audience: Technology enthusiast with not much background

4. Message

I would like to focus on the importance of creating decentralized applications using the Ethereum Blockchain. The internet started out being decentralized but then tech giants came and changed the ecosystem. Given our current technology, I want to stress the benefits of changing the way we are developing future applications.

5. Tone

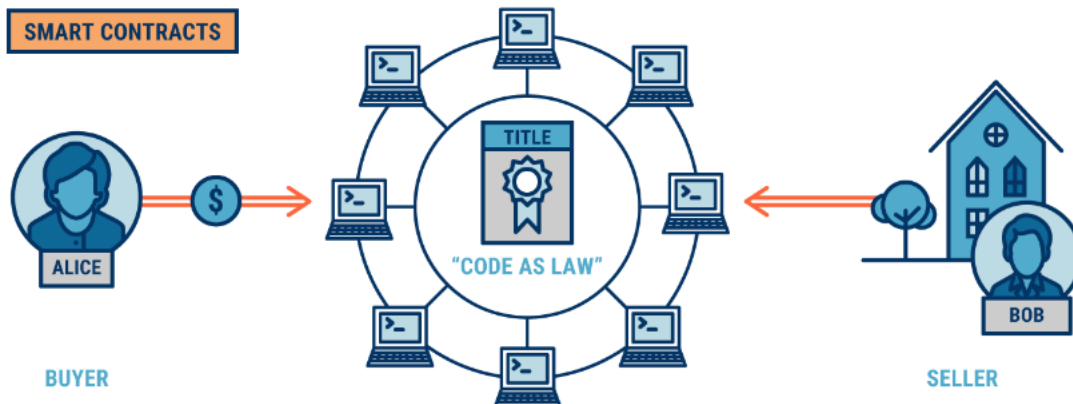
The tone should be futuristic (but no moons and stars) and fast. I am looking to highlight the fancy and new technology that can be built on this platform.

6. Visual Style

The site should be very bright with a new feeling. The design should be very clean and minimalistic to have a nice futuristic flow. It may be a good idea to use the color blue as a primary. There should be a use bright colors that attract users to the content delivered on the site (make it fancy). The landing page should be the main attention grabber.

On the pages outside of the home, they should mainly be minimalistic and clean. They will act more as a resource than a wow-factor.

Examples for inspiration:



STREAMITY STARTS IN STREAMDESK ROAD MAP STM TOKENS OUR TEAM EN

Decentralized cryptocurrency exchange

We will develop fair and completely transparent StreamDesk service for the cryptocurrency-fiat money exchange without intermediaries. We will protect our users from fraud, which is so common to this market, by means of smart contracts.

[7 reasons to invest](#)

[Advantages of "StreamDesk" platform](#)

[WHITE PAPER](#) [ONE PAGE](#)

GET 30% OFF

PRE-ICO STARTS IN:

11	19	00	11
Days	Hours	Minutes	Seconds

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We answer your questions in [Telegram](#)

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STM tokens can be bought for



We give priority to users and community.
Our mission is to contribute to the development
of crypto-community security.

CircleLab How To Features Terms and Services Language: Eng -

NEW VOLUME

Enlarge and Attract Global Payments Volume

Locking up capital and building bespoke integrations with payment networks all over the world to pay employees, suppliers, merchants, developers is an expensive undertaking. CircleLab connects businesses.

Today the world sends more than \$18 trillion* across borders. Yet, the underlying infrastructure is dated and flawed. Ripple connects banks, payment providers and digital asset exchanges via CircleLab to provide one frictionless experience to send money globally.

\$18 trillion

OF CONSUMER-INITIATED TRANSACTIONS
IN 2017

0.0000000000001%	99.999999999999%
DIGITAL CURRENCIES	TRADITIONAL CURRENCIES