

Project: Ethereum Blockchain

Creative director: Justin

Designer: Dominique

Initial Meeting Notes

Date: April 4th, 2018

Overall:

- The site should be visually appealing with a nice and clean flow.
- The home page should have the most flavor and should draw in user's attention.
- We can play around with the color scheme
 - The two inspiration images have a subtle warm tone.
 - For further inspiration look at any of the new companies involved in cryptocurrency, they tend to have a new feeling about them.
- On all pages outside the home, stress the minimalistic feel a lot.
 - The material will be used as a resource to compliment the home page.

Community page:

- Scrap the page
- We decided to place the content in the footer as an alternative
 - Links to get involved in the Ethereum Blockchain community

Navigation:

- Top navigation with dropdown items
- On mobile, maybe have a simple accordin to mimic the dropdown flow
- Stay with the page while scrolling

Content:

- Use stock images and dummy text to show what the site will look like full of content