

# Specifications Document

## Presentation of the Project

- The objective of this project is to design and develop a state-of-the-art streaming platform named "STRAVA." This platform aims to provide users with an engaging and interactive experience where they can watch live content, follow their favorite creators, and connect with a vibrant community. By incorporating modern technologies and a user-friendly interface, STRAVA will cater to the needs of both casual viewers and dedicated fans.
- The platform will be accessible on both desktop and mobile devices, ensuring that users can enjoy seamless streaming experiences regardless of their preferred device. The design will focus on simplicity and intuitiveness, enabling users to navigate effortlessly through various features, including live streams, creator profiles, and community interactions.
- In addition to standard streaming functionalities, STRAVA will offer unique features such as personalized recommendations, real-time chat options, and the ability to follow specific creators. This not only enhances user engagement but also fosters a sense of community among viewers and creators alike. The ultimate goal is to create a dynamic environment where content creators can thrive and users can easily discover and enjoy a wide range of streaming content.

## Building the Context (Branding)

Creating a strong brand identity for the STRAVA streaming platform is essential to differentiate it in the competitive landscape of online streaming services. The branding strategy will focus on several key elements to ensure that STRAVA resonates with its target audience and establishes a memorable presence in the market.

### Brand Values

- STRAVA will embody values such as community, creativity, and accessibility. By emphasizing these core principles, the platform aims to foster an inclusive environment where users feel empowered to express themselves and connect with others who share their interests. This approach will not only attract diverse creators but also cultivate a loyal user base.

### Visual Identity

- The visual identity of STRAVA will prominently feature a color palette of **orange and black**. This combination will reflect energy and excitement while maintaining a sleek, modern aesthetic. The logo design will be simple yet distinctive, making it easily recognizable across various platforms. Consistent use of typography and imagery in these colors will further enhance the brand's overall aesthetic, ensuring that all marketing materials and the platform itself convey a cohesive look and feel.

### Audience Engagement

- Engaging with the audience will be a cornerstone of STRAVA's branding strategy. This will involve leveraging social media platforms to create interactive campaigns, share behind-the-scenes content, and highlight user-generated content. By actively involving the community in branding initiatives, STRAVA can strengthen its connection with users and foster a sense of belonging.

## Personas

Developing user personas will be crucial in understanding the diverse audience that STRAVA aims to serve. These personas will represent different segments of the user base, including:

1. Casual Viewer: A young adult who enjoys watching various content styles without a specific preference. They value easy navigation and personalized recommendations.
  2. Dedicated Gamer: A passionate gamer who follows specific creators and enjoys interactive features like live chat. They are looking for a platform that showcases gaming content prominently.
  3. Content Creator: An aspiring streamer who wants to build a community and engage with their audience. They seek tools for analytics and audience interaction to grow their following.
- These personas will guide design and development decisions, ensuring that STRAVA meets the needs of its users effectively.

## Personality

- The personality of STRAVA will be friendly, approachable, and energetic. The platform will communicate in a way that feels conversational and inclusive, making users feel welcome and valued. This personality will be reflected in the tone of marketing materials, user notifications, and community interactions, fostering a positive and engaging atmosphere.

## Sketches

- Initial sketches of the platform will focus on layout and user flow. These sketches will outline key screens such as the homepage, explore page, profile page, and live stream interface. By visualizing the structure, stakeholders can provide feedback early in the design process, ensuring alignment with project goals.

## Wireframes

- Following the sketch phase, detailed wireframes will be developed to illustrate the layout and functionality of each page. Wireframes will provide a clear representation of the user interface, including placement of buttons, navigation elements, and content areas. This stage will be essential for refining the user experience before moving on to high-fidelity designs.

## Design

- The final design will incorporate the established visual identity, prominently featuring the color scheme of orange and black. This will create a bold and energetic look that enhances user engagement. The interface will prioritize usability, ensuring that all elements are easily accessible and intuitive. Features like dark mode and personalized content suggestions will further enhance user satisfaction. The design will also include responsive elements to ensure a seamless experience across devices, reinforcing STRAVA's commitment to accessibility and user engagement.