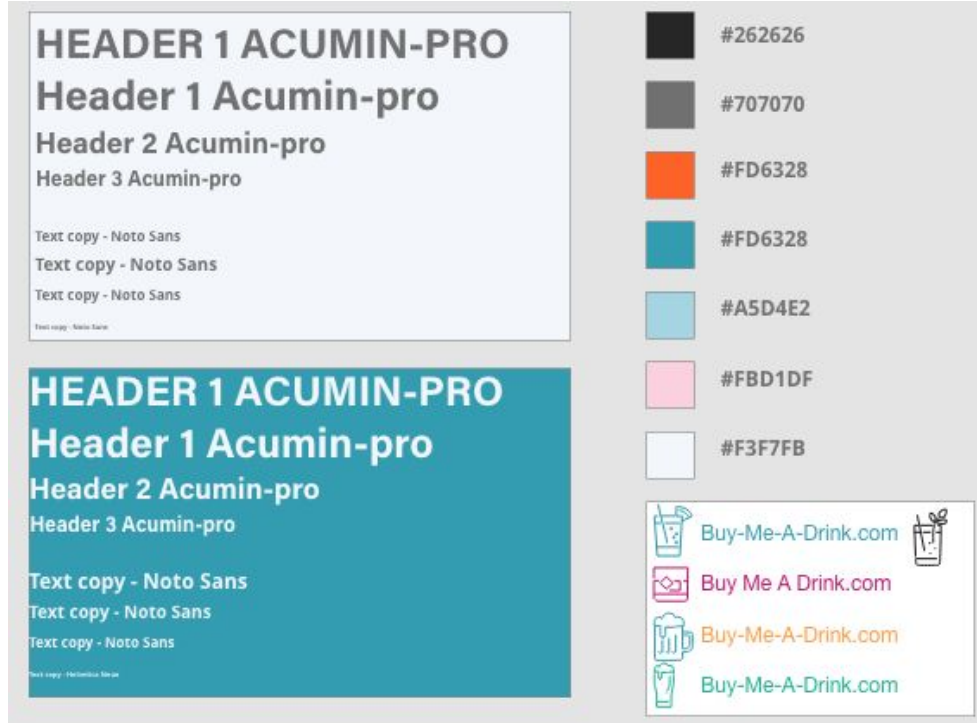




Buy Me A Drink.com

Mood board



Use of the colour palette

As blue is a colour of trust we would like to have the light blue as the main colour theme running through the website.

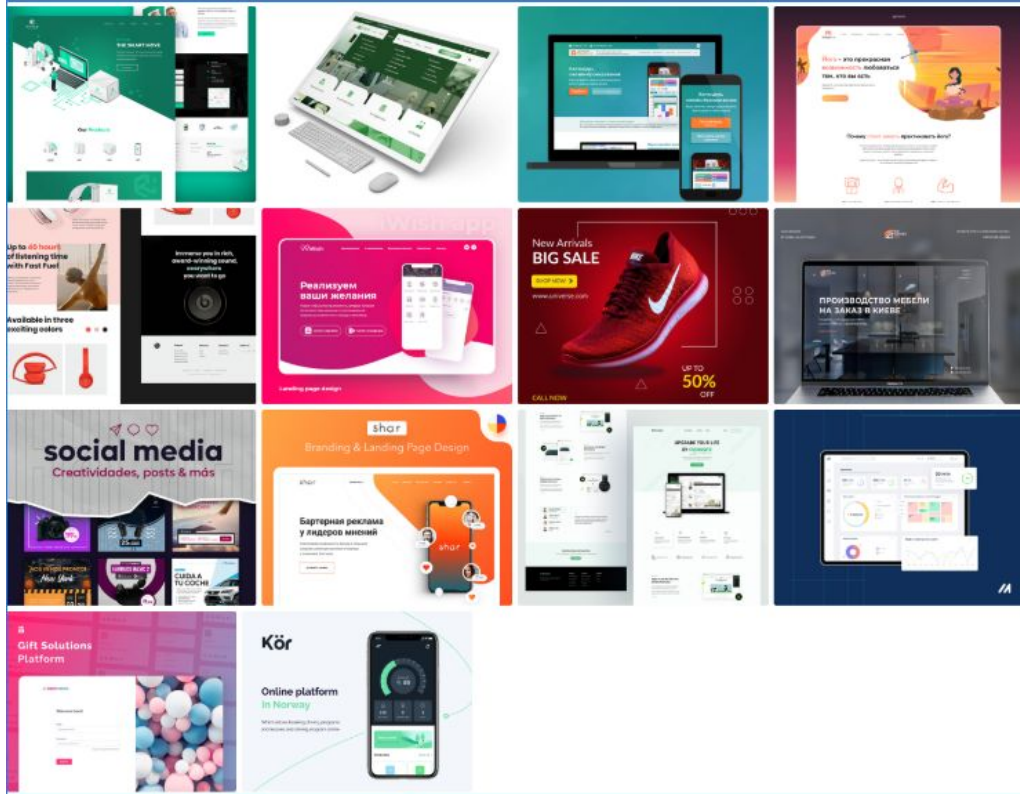
The darker blue should be used to highlight objects and icons.

The pink should be used sparingly through the page.

Copy should be in dark grey and not black.

Orange is our colour of choice to be used as a highlight.

Mood board



Emotion's we want people to feel about the brand

- Trustworthy
- Friendly
- Inviting
- Professional
- Welcoming
- Family
- Friends

Client Goals:

Users

Primary Objective:

To inform our target audience of our service. To increase our social following. To test the user interest.

Feature List:

Landing page - Hero section about the product - Navbar - Hero of the week - What we offer -- How it works section - Who we are.

Contact form page - Contact for to express the interest in the idea.

Competitors & Product Inspiration:

<https://www.buymeacoffee.com/>

<https://www.patreon.com/themes/browse>

<https://www.justgiving.com/>

Client Goals:

Content Creators

Primary Objective:

To let Content Creators know about our project. Inform them of the service that we can provide. For then to make contact with the client for lead generation.

Feature List:

Landing page - Hero section about the product - Navbar - Creator specific feature set - What we offer -- How it works

Contact form page - Contact for to express the interest in the idea.

Competitors & Product Inspiration:

<https://www.buymeacoffee.com/>

<https://www.patreon.com/themes/browse>

<https://www.justgiving.com/>

User



Paul

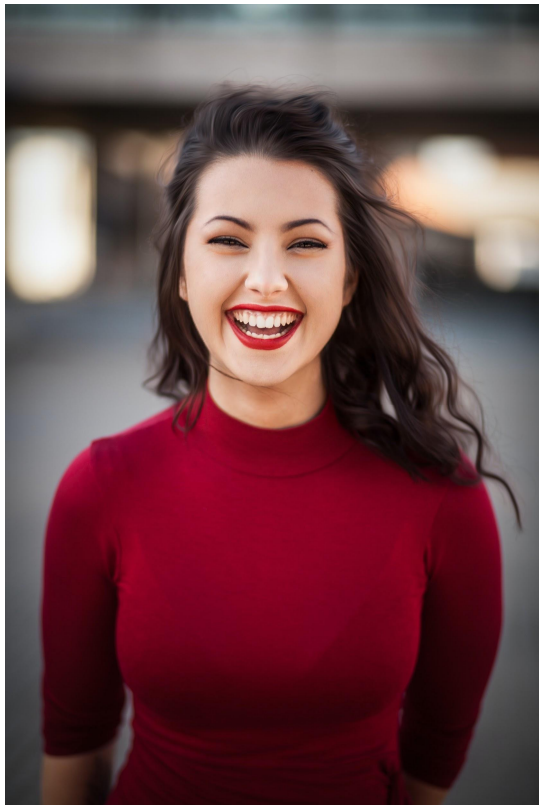
28, London

Description

Paul is socially conscious and likes to support what he sees as good causes. He has a big friendship circle, and regularly show his thanks/appreciation to his peer group by buying them a morning coffee or a drink after work.

He is a high and active user of social media. Can be impulsive, shops online.

“I like to feel like I am helping, I also enjoy watching people achieve their goals.”



Content Creator

Sam

26, London

Description

Sam is a content creator on Social Media platforms. She loves to create makeup looks and talk to her audience live. She does this full time and since last year this is her only source of income.

She is looking for more ways monetise the content that she is creating.