

Project Title:

ACM - Avalanche Creative Media

(An Online Digital Media & Marketing Company)

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1. Introduction

Avalanche Creative Media will be an online platform (website) that aims to bridge the gap between consumers and a team of digital media specialists allowing for an easy and simple way to order digital products. We now live in a world where consumers want easy and seamless transactions that produce instant gratification. Going to an office to meet with a specialist is now becoming a thing of the past as the world is getting more comfortable with web solutions. This is where the Avalanche Creative Media online platform will step in to assist in modernizing this antiquated way of commerce. This web application is not only beneficial for the consumer but for the entrepreneur as well as it will provide a more efficient way of commerce and saves time for all parties, and also allows for a business structure to be extremely cost conservative.

2. Expected List of Features

Avalanche Creative Media will be equipped with a list of online features that meets the need of the modern consumer as well as be modern enough to carve it's own place in today's competitive market. In general, media and marketing companies have saturated many metropolitan areas, however in smaller markets the presence is minimal. This fact in combination with the rapid growth of social media has created a unique opportunity as the attention of the masses has now shifted to digital media and this is where our list of features will prove to be invaluable. The list below highlights some of the great features of Avalanche Creative Media:

- Responsive Mobile Design - Allows consumer access from multiple devices
- Product List For Instant Orders - Displays a list of standard products
- Chat Messenger - Allows you to speak with a specialist in real time
- Online Order/Quote Form - Allows Orders/Quote to be placed at the site
- Contact Section - Allows consumers to call or email a representative

3. Market Survey

As previously mentioned, traditionally smaller areas haven't been able to gain access to marketing giants in the way that major cities and areas have. We recently conducted a sample market survey which proved our thesis true. Our search in a region throughout the Caribbean (*the US Virgin Islands*) to examine

competitive market share and online services provided produced interesting results. As anticipated, the market space is not saturated and the online presence proved to be lackluster for the most part. This finding provides a great opportunity. One that Avalanche Creative Media plans to take full advantage of. The competitive online features that are currently offered are minimal. The list below highlights some of the market space's current features or shortcomings.

- Mlbcreative.com - No Forms/No Chat Messenger/
- sugarmillmedia.com - Not Responsive/No Live Chat
- rockcitymediasolutions.com - Offers Competitive Features
- alookingglass.com - Offers Competitive Features

**Although (2) two of the (4) four sites listed offer competitive features, it is noteworthy to mention that from a consumer point of view the experience did not prove to be seamless and optimal. This is where Avalanche Creative aims to exceed in the space where there was similar features with performance shortcomings.*

4. References

The Avalanche Creative Media initiative has been influenced by a few successful designs that should be acknowledge. A few designs that have inspired the development of this web app is:

<https://smokehaus.com.au/> - (inovation and interactivity)

<https://www.apple.com/> - (clean layout)

<https://bitetoothpastebits.com/> - (standout form)

<https://www.nucamp.co/> - (pop up live chat)

Additional References

<https://getneuro.com/>

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

<http://inthetrenches.1917.movie>