

WATS 3010 – Imaginary Product Page Design Document

Name of Company: API Superstore

Description of design concept/approach

- One page layout
- A brief description of what the page is about
- Incorporate the video
- User testimonials
- How to sign up
- I want everything to be centered

Hope to accomplish with design concept/approach

- Get people to use the service
- Emphasize that this is the only service someone needs for APIs
- Stylish and fun but also very practical.

Other websites for inspiration

I wanted to do something slightly different. I saw a book that had a chalkboard background and chalk font. I thought the design looked really cool. Here is a sample I found from One Page Love. I am not sure who this couple is, but it is close to my thought process.

<http://julieandkurt.com/>

I am not sure if it will work and I am not really wanting the chalk to be too distracting.

I also checked out some of the other API Superstore websites that past students. A lot of them were really good and I liked the layout on this one by Jens Nordal.

<http://jensnordal.com/wats1010-product-page/>

What I liked from this one was how he took one of the logos and put it in the nav bar. I also liked how he used the icons to describe that it the website is easy, fast, and hassle free.

This was also a really nice site. What jumped out to me was how the jumbotron was a little lighter so the font really pops.

<https://squamishwindfestival.com/>

Target Audience

- Demographics
 - Web Developers and Designers
 - Age 25 – 60
 - Business professionals
- Motivations
 - The one place where developers and designers go when they need an API
 - A fun yet serious website

Other thoughts on this project

I am using the text that was used in the wireframe. I don't want to put too much text in this project but I want to make sure it is meaningful.