

Assignment 2a: Business Website – Design Brief

Name of the Business or Organization: CrptoCynic

What the Business Does

CryptoCynic takes in a bitcoin transaction hash and shows how it fits into the mempool (bitcoin transactions currently trying to get on the blockchain). Cryptocynic is an educational crypto visibility and security-awareness business that helps people understand their bitcoin transactions. It provides a simplified, beginner-friendly view of how pending cryptocurrency transactions are publicly visible before they are confirmed. The information will come from a Bitcoin miner running on my local machine. My business is inspired by: <https://mempool.space/>.

The site helps users understand:

- What information about transactions are publicly exposed
- How transaction fees and timing affect visibility and privacy
- Basic security and privacy risks related to transaction exposure

Target Demographic

- Beginner crypto users

How the Website Helps the Business Be Successful

- Free educational content attracts visitors
- Functions as an add for a basic crypto mempool API
- Potential future monetization through in-site advanced visualizations and statistics

Site Navigation

Home – Overview of CryptoSecurity and why mempool visibility matters

Mempool View – Simplified visual queue of inputted transaction

Exposure Risks – Explanation of privacy and security risks

How It Works – Plain-language explanation of the mempool and how a miner functions in it

Home Page Layout Sketch (Text Wireframe)

+-----+ LOGO Home Mempool View Exposure How It Works +-----+
SEE WHAT THE BLOCKCHAIN SEES A simplified view of pending crypto transactions [Explore the Mempool] +-----+
WHAT IS cryptoCynic ? ChainShield is an educational platform that shows how pending crypto transactions are visible publicly. Understand fees, wait times, and privacy risks. +-----+
VISUALIZATION EXPOSURE EDUCATION Pending transactions Privacy & security Beginner-friendly Queue with fees & times risks explained explanations +-----+
WHY VISIBILITY MATTERS Every crypto transaction leaves a public footprint. Learn how visibility affects privacy and security. +-----+
[View the Mempool] +-----+
Footer: About Privacy Terms Contact Social Links +-----+

Home Page Content

Hero Section

See What the Blockchain Sees.

Subheading

CryptoSecurity helps users understand how pending crypto transactions are publicly visible in the mempool.

Explore the Mempool ([link](#))

About Section

What is CryptoCynic?

Bitcoin is claimed to be trustless. But users still need to trust the Bitcoin protocol itself.

CryptoCynic helps users understand transaction exposure, fee competition, and privacy risks in an easy-to-read format.

Features Section

Mempool Visualization

View a simplified queue of pending transactions with fees and wait times.

Exposure Awareness

Learn what information is visible while transactions are unconfirmed.

Beginner-Friendly Explanations

No technical background required.

Why Visibility Matters

Every crypto transaction is public before confirmation. Understanding this visibility helps users make smarter security and privacy decisions.

Call to Action Section

Learn how exposed crypto transactions really are.

Button: [View the Mempool](#)

Mempool Visualization - showcases many features for a given transaction: Possible features that will be included are:

Feature	Description
Mempool Status	Pending / Not in mempool / Confirmed
Transaction Fee	sats/byte and total BTC
Transaction Size	Bytes
Time in Mempool	Elapsed time
Approximate Mempool Rank	Percentile or relative to other transactions
Estimated Confirmation	Based on fee ranking and mempool stats
Block Inclusion (after confirmed)	Block height, timestamp, miner / pool
Number of Confirmations	1, 2, 3 ... etc.