

1st Month

Creating a responsive website with a flexible Content Management System.

Despite differences in actual content and design, this is something that's required for HYPE, LUCAS, or COMPOUND, and so I think that it's a decent place to start.

Relevant Project(s): HYPE, LUCAS, ~~COMPOUND~~

2nd Month

Connecting potential customers or users with a User Management System, CRM, and Marketing Automation Platform

Apart from displaying static content, one of the primary goals of the landing page is to attract and capture leads (potential customers and users) and subsequently engage them (via email and potentially other channels) subsequently. This would also take care of the requirement of collecting details of potential deals (for HYPE) and jobs/requests (for LUCAS).

Relevant Project(s): HYPE, LUCAS, ~~COMPOUND~~

3rd Month

Creating a platform where users can sign up, login, and create a profile/portfolio

Both LUCAS and COMPOUND would require users signing up and logging in to enable a variety of member-only features. Let's build out the relevant experiences including an initial journey to create/update a user profile.

Relevant Project(s): HYPE, LUCAS, ~~COMPOUND~~

4th Month - (TBC)

Enabling users to verify their identity, sign legal agreements, make payments, or fill out their payout information

Both LUCAS and COMPOUND would require users verifying their personal identity, signing some sort of service or rental agreements, make payments (for brands/employers and tenants), or to receive paid (for freelancers/service providers).

Relevant Project(s): LUCAS, ~~COMPOUND~~