# API Store – Product Page Design Document

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**Design Concept:**

Create a single page website to promote and provide access to the services of our client, the API Store. The API Store helps their clients locate and utilize APIs that are relevant to their software products. The API store is well established in its field and has provided art assets and a promotional video that they want featured prominently on the page. Testimonials from satisfied customers will also be featured on the site. The overall feel of the sight should exude a sense of technical competence from its creators and from the service provider. Copy for the site (text being used in moderation) will be tailored to our audience, who are highly technically competent and likely to lose interest in the products being offered by technical issues or non-specific copy.

**What I want to accomplish with this concept:**

- Create a sense of trustworthiness. This is a for-profit enterprise and consumer confidence is important. Avoid unnecessary flashy design elements
- Convey a sense of technical competence. This product is targeting technically competent consumers who are unlikely to be impressed with and enterprise that doesn't reflect their values or speak to them as professionals.
- Make it clear that the service being offered helps maximize efficiency and workflow performance for our customers.
- Relate the complexity of the API marketplace. There are many, many APIs on the market, with new ones popping up and being updated constantly. This is the problem that the API store exists to address, we should let the consumers know this.

**Websites for inspiration:**

https://wistia.com/video-marketing

https://www.renttherunway.com/shop/designers/badgley_mischka/navy_constellation_gown

https://www.daily-harvest.com/app/blends/ginger-greens

**Websites for comparable businesses:**

https://getbootstrap.com/

https://vuejs.org/

https://code.visualstudio.com/

**Audience:**

The audience, as stated above, are technically competent users of the internet. Since the service being offered is of almost exclusive interest to developers (primarily web developers) we will need to be spot

on with our best practices and copywriting. Our customers are going to be developers who have experienced some degree of frustration with the plethora of APIs on the market and the usual sources for information about them (forums, stack-overflow, word of mouth).

**Audience Demographics:**

According to https://datausa.io/profile/soc/151134/ , our audience demographics should be expected to be close to this:

- 36 years old
- Making about $60,000 a year
- Holding at least a bachelor's degree
- About 2/3 male, 1/3 female
- 75% White, 10% Asian, 8% African American