

THORChain.com Design Brief

Goals

- Create a professional, informative, and accessible landing page that provides a clear overview of the THORChain network.
- Accept community feedback – adapt to constructive criticism (while avoiding design-by-committee pitfalls)
- The expected clients are both technical and non-technical; the site should have high-level overviews of various aspects of the protocol that are suitable for the layman, with brief technical descriptions for users who want more detail.
- Link to [Docs - THORChain.org](#) where applicable.
- Link to [Help - THORChain](#) where applicable.
- Display important statistics, such as APY, MAU, TVL, RUNE locked, volume, trades, fees generated, pools, transactions, etc. (via <https://chaosnet-midgard.bepswap.com/v1/stats> & <https://chaosnet-midgard.bepswap.com/v1/network>)

Rational

- The [THORChain.org](#) website is very bold and information dense. The loud design has been very controversial in the community
- The dot-org website is not mobile friendly, and may not have mobile support for some time (ETA unknown, a separate UX may be needed). Responsive design is imperative, as a massive percentage of visitors are on mobile devices and support is expected for any modern website.

Inspiration

- [Compound](#)
- [Uniswap | Home](#)
- [Kava | The DeFi Lending Platform for Digital Assets](#)

Sections

Not all the sections below necessarily need to be implemented. We don't want to overwhelm users with information, or duplicate information that is already described and maintained by the community. i.e. dot-org, docs, dot-help.

Hero

- Immediate value proposition.

- native cross chain swaps are -im-possible
- “Earn XXX% APY pooling native assets on the first decentralized cross-chain liquidity network”
- “Swap Cross Chain Assets with No KYC or Wrapped Tokens”

Call to Action

- Add Liquidity
- Swap on Testnet

Cards

- [Runedata v2](#)
- [THORChain Network Explorer](#)
- [RUNESTake.info](#)

Liquidity Providing

Swapping

- Supported Chains

Protocol

- Decentralization
 - Nodes
- Anonymous
- Integrations
 - SushiSwap
- No-oracles needed

Economics

- APY
- Slip-fee
- Incentive Pendulum
- Solvency
- Bonding

Roadmap & Future Plans

- Mainnet ETA
- Collateralization
- Borrowing
- Synths

- Composites

Design

- THORChain Colors
 - THORChain Resources
- Professional, but with a hint of the THORChain attitude

