Content Brief

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Project Title: Darknet Market

Project overview

The goal of this website is to explore what drives darknet markets, despite high-profile international raids that cost a lot. I would like this website to be both informational and explorative, allowing users to be thoughtful and analytical. I want this website to bring new insights to users through different visualizations and interactive platform.

Resources

Text can be found here: https://en.wikipedia.org/wiki/Darknet
In the visual analysis section, I would like to have some sort of visual graph like these: https://en.wikipedia.org/wiki/Darknet#/media/File:Geographies_of_Tor.png
This website also contains a lot of useful visualizations: https://www.gwern.net/

Audience

I'm guessing majority of people who are interested in this topic will come from people who are used to archaic website structures, like Reddit(https://www.reddit.com/). Some of them will be just browsing through to find some interesting topics, but most will have definitive goal from my website. They will easily be able to figure out badly designed websites, but I would still like to have a cohesive website that leads the user, rather than having them wander.

Message

I'd like to consistently direct the user to think, "what drives these markets even though they get shut down so easily?"

Tone

The tone should be analytical yet creative, dangerous yet safe, exposed yet anonymous. I guess what I'm saying here is I want this website to have **juxtapositions everywhere.**

This website should have an old broke website feeling yet still be VERY navigable and intuitive to use.

Visual Style

Some inspirations:
http://homeostasislab.com/
➔ This kind of broken website feeling

http://www.screenfull.net/stadium/2004_10_31_screenfull_archive.html
➔ And this kind of chaotic feeling...

https://stuur.men/
➔ But this kind of intuitive functionality

Would be good to have navigation bar like this:

| Services ▾ | Samples | Pricing | About | Contact | Get A Quote |