1 - Reaserch

Starting point

Brainstorming

- Blockchain Art Tokens
- Decentralized Art Preservation
- Immutable Art Collections
- Interactive Blockchain Art Galleries
- Blockchain Art Auctions
- Blockchain Art Ownership Tracking
- Blockchain Art Marketplace
- Smart Contract Art Royalties
- Crypto-Backed Art Certificates
- Gamified Blockchain Art Collecting
- AI-Driven Content Curation
- AI-Enhanced Search
- AI for Fraud Detection

Brainstorming names

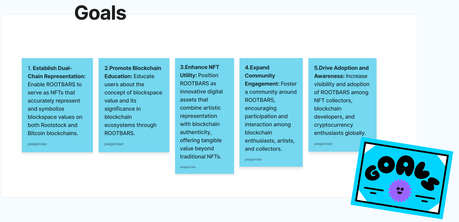
- BitArt
- BitCrafts
- BitPics
- BitGlimmers
- BlockArt
- CryptoInscriptions
- BlockChainGems
- PixelGems
- DigitalOrds
- DataCarves
- Rootbars

Starting point

Problem Statement: In the rapidly evolving landscape of blockchain technology, there's a growing need to represent and trade blockchain blockspace as a valuable digital asset. Current NFT offerings often lack direct linkage to blockchain fundamentals, limiting their utility and intrinsic value. ROOTBARS aim to address this gap by offering SVG-based NFTs that precisely represent blockspace values on both Rootstock and Bitcoin blockchains, providing clarity and authenticity in the digital asset space.

Details

Goals



2 - Definition

Persona

Sarah Thompson

"Archetype"

- 32
- Graphic Designer
- San Francisco, CA

Bio

Sarah is a passionate graphic designer with a keen interest in digital art and blockchain technology. She spends a significant amount of her free time exploring online art communities and attending virtual art exhibitions. Sarah values creativity, authenticity, and sustainability in both her personal and professional life.

Personalidad

Introverted	Extroverted
Analytical	Creative
Structure	Adaptable
Detailed-oriented	Big Picture Thinker
Logical	Emotional
Independent	Team Player
Tech Savvy	Curious

Goals:

- Collecting Unique Art: Sarah is interested in expanding her collection of digital artworks, seeking pieces that are both visually appealing and technologically innovative.
- Supporting Emerging Artists: She is committed to supporting emerging artists and appreciates platforms that provide fair compensation and recognition for their work.
- Learning about Blockchain: Sarah wants to deepen her understanding of blockchain technology and its applications in the art world, including digital ownership and provenance tracking

Challenges:

- Navigating the Crypto Space: Despite her interest, Sarah finds navigating the complexities of cryptocurrency transactions and blockchain platforms daunting.
- Ensuring Authenticity: She is cautious about the authenticity of digital artworks and seeks platforms that provide transparent verification processes.

Behaviors:

- Online Engagement: Sarah is active on social media platforms and online forums discussing digital art trends, blockchain innovations, and NFTs.
- Research-Oriented: She spends time researching artists, platforms, and technologies before making art-related purchases or investments.
- Tech-Savvy: While not an expert in blockchain, Sarah is comfortable using digital tools and platforms, eager to learn more about their integration with art collecting.

Needs:

- User-Friendly Interface: Sarah values platforms with intuitive interfaces that simplify the process of discovering, purchasing, and managing digital artworks.
- Educational Resources: Access to educational resources and guides that explain blockchain concepts and help her navigate the digital art marketplace.
- Community Interaction: Opportunities to connect with artists, collectors, and experts to discuss art, technology, and blockchain innovations.

Brief

Project Name: Rootbars

Overview:

ROOTBARS introduces a novel approach to NFTs by representing blockchain blockspace as valuable digital assets on both Rootstock and Bitcoin blockchains. These SVG-based NFTs merge artistic design with blockchain technology, offering collectors a unique opportunity to own and trade digital representations of blockspace.

Unique Selling Proposition (USP):

ROOTBARS offers a tangible representation of blockchain blockspace, combining artistic creativity with blockchain authenticity to redefine the NFT landscape.

Key Features:

1. **Dual-Chain Representation:** Each ROOTBAR precisely signifies blockspace values on Rootstock and Bitcoin.
2. **Educational Platform:** ROOTBARS aims to educate users on the concept of blockspace value and blockchain fundamentals.
3. **Innovative User Experience:** Introduce the ROOTBARS Concierge GPT, an AI-powered assistant designed to educate users, answer queries, and foster engagement with ROOTBARS and blockchain-based digital artifacts.
4. **Artistic Design:** The design of ROOTBARS is inspired by gold bars, symbolizing the inherent value of blockchain blockspace.

Objectives:

- Establish ROOTBARS as a leading platform for blockchain-centric NFTs.
- Drive awareness and adoption among target audiences globally.
- Educate and engage users through interactive experiences and community-driven initiatives.

Target Audience:

- Blockchain enthusiasts
- NFT collectors
- Cryptocurrency investors
- Digital artists and creators

Call to Action:

Explore ROOTBARS to own a piece of blockchain history. Join our community and discover the value of digital art and technology.