

## **Design Document**

WATS 3010 Product Page

**Name of Company:** API Superstore

### **Description of Design Concept/Approach:**

API Superstore is an online shop where users can sign up for access to the most cutting edge APIs available online.

The website will be one scrolling page optimized for mobile and desktop viewing.

The design elements will be clean, simple and not too busy so that the site is easy to navigate. Call to action buttons will be easy to locate with multiple access points for users to sign up.

Site will contain explainer video, features, and testimonials.

### **Hope to Accomplish:**

Appealing and elegant execution. Text is concise, laid out well and impactful.

Get people to sign up and build customer base.

### **Websites for inspiration:**

Cloudinary.com

Codenvy.com

Previous API Superstore project websites