



WEBSITE BUILD BRIEF  
MARCH 16, 2016

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**WE ARE LOOKING FOR SOMEONE TO BUILD A SITE  
TO SUPPORT A TOOL WE CREATED CALLED PINPOINTS**

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## WHAT IS PINPOINTS?

**PINPOINTS IS A PROPRIETARY MARKET ANALYSIS TOOL  
MADE BY VERDES, A PRODUCT DESIGN AND CREATIVE  
AGENCY BASED IN NEW YORK CITY.**

**THIS TOOL USES A SERIES OF ALGORITHMS TO  
AGGREGATE A LARGE AMOUNT OF MARKET AND CONSUMER  
DATA. FROM THIS COMPLEX WEB OF DATA, THE TOOL  
PARSES OUT ORDER, AND CREATES 3D VISUALIZATIONS.**

FOR INTERNAL USE ONLY

# SITE DESIGN

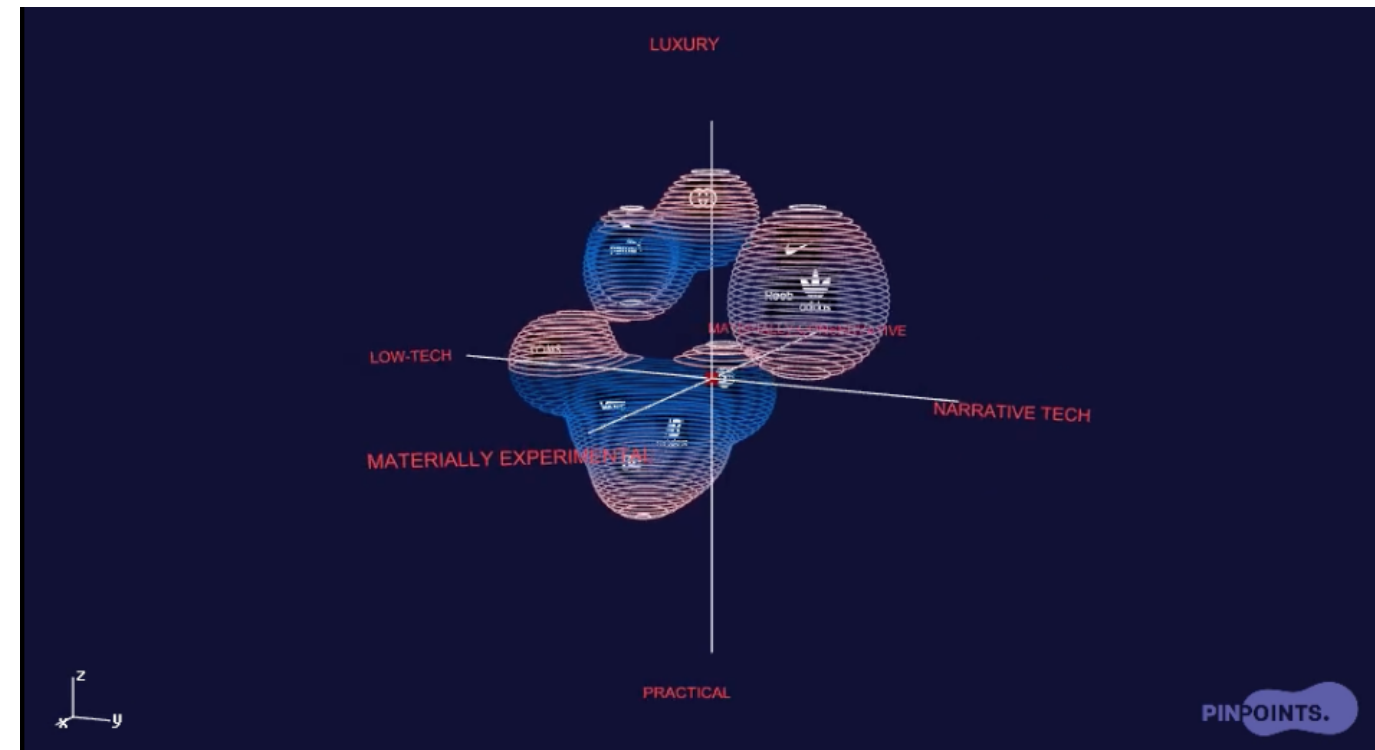
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## SITE CONCEPT

**THE MENU IS MADE UP OF THREE AXES THAT ARE ROTATING  
IN THE BROWSER, AND CONTAINS LINKS TO FIVE SUB PAGES  
(WHICH WILL BE THESE FOUR VIDEOS) + A CONTACT PAGE.**

## “MENU” CONCEPT



**SO IMAGINE IF, IN THE IMAGE ABOVE, INSTEAD OF THE RED WORDS READING “LUXURY,” AND “NARRATIVE TECH” THEY WILL INSTEAD HAVE THE NAMES OF THE SITES PAGES.**

## HOME SCREEN

PINPOINTS.



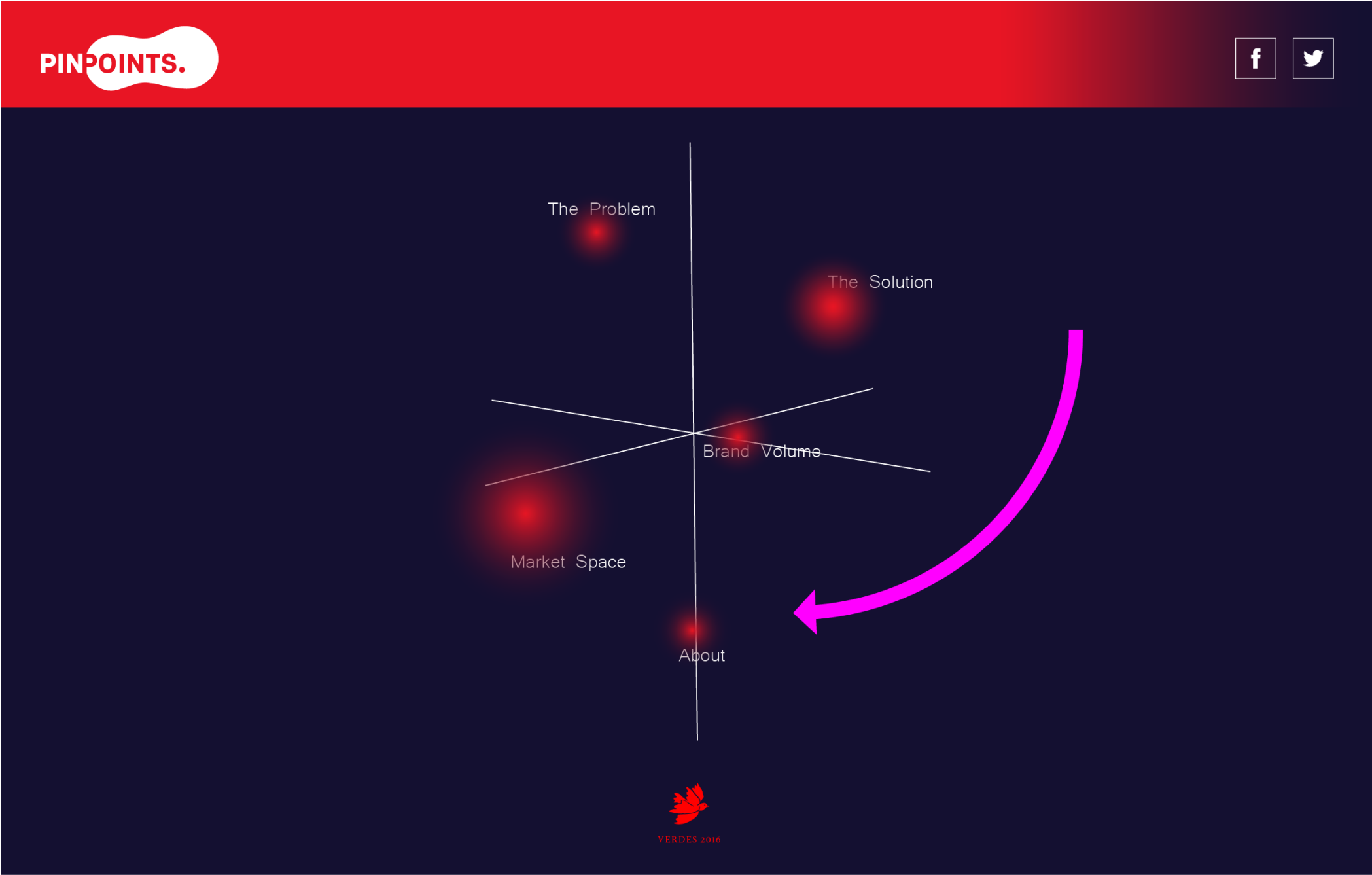
PinPoints is a tool that uses a series of algorithms to aggregate market and consumer data. From this complex web of data, PinPoints parses out order, and creates a 3D visualization.

EXPLORE



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MENU VIEW 1

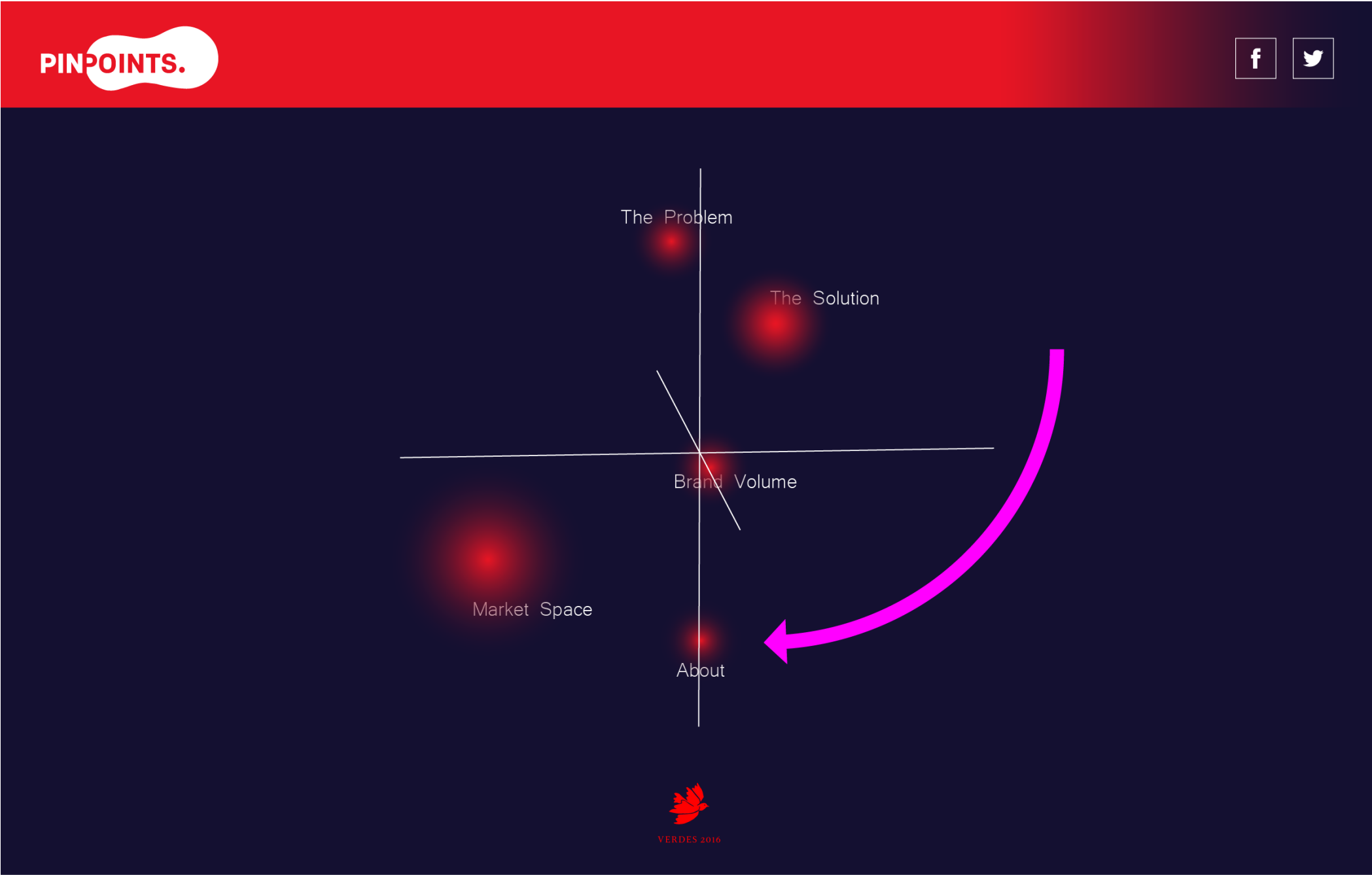


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MENU VIEW 2



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VIDEO PAGE

PINPOINTS.

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## CONTACT PAGE



# SITE ASSETS

## Contact

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## Iconography



## Color



## Typography



## SITE REFERENCES

**[HTTP://DAVID.LI/WAVES/](http://DAVID.LI/WAVES/)**

**[HTTP://NJLA.US/WHAT-WE-DO.HTML](http://NJLA.US/WHAT-WE-DO.HTML)**

**[HTTP://OKFOC.US/](http://OKFOC.US/)**

**THANK YOU**

*verdes*