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“Secure intellectual property is a secure **future...**”

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- Canadian Patents
- U.S.A. Patents
- Int. Patents



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- Attain an estimate
- Browse funding options
- Apply for funding

# PATENT PING

“Secure intellectual property is a secure **future**. . .”

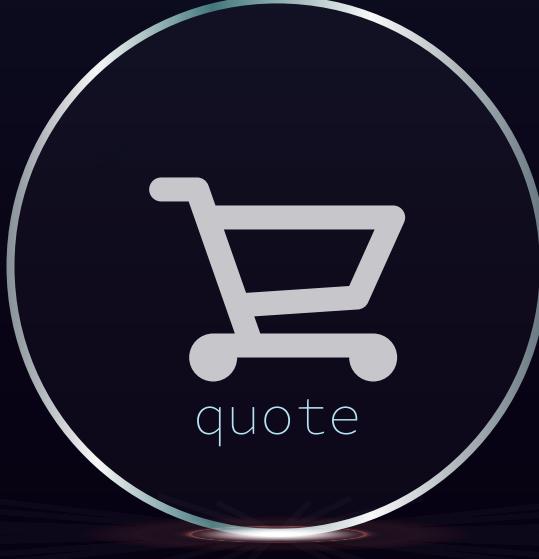
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# ASSIGNMENT 2

## COMP 1051 – WEBSITE HOME PAGE DESIGN

To understand the final design concept of this assignment, it is imperative to know what the website or rather business concept is and consequently the existing competition. Patent Ping Inc. is comprised of three main categories; Educating, Investing and free Cloud storage with Email address.

This business category isn't new and even spawned television shows such as Dragon's Den etc. The unique feature in Patent Ping is its member's privileges of 10gb free cloud and an email address - [name@patping.com](mailto:name@patping.com) and the ability to collaborate with colleagues. Essentially becoming the first 'all-stop shop' for a highly encrypted cloud, email, and investment platform. This idea is a direct response to a projected patent and device boom of the Internet of Things tech industry. Patent Ping aims to spearhead the emergence of future technology.

The designs of PatPing's competitors all mimic one another in color and layouts and are bloated with information, not to say unnecessary information but nonetheless enough for an eye to lose direction and be overwhelmed. PatPing aims for the opposite; dark color palette with light script, ample negative space (although not white) and an interactive design with depth. Altogether providing an application feel rather than a common website.

All that in mind, the final design reflects each individual exercise with some alterations, omitting, and new implementations.

The page's layout is scroll-less vertically and horizontally, intended to feel like an app rather than a website.

- It is 14 column grid structure with multiple break points for cross platform usability, symmetrically balanced when dissected vertically.
- Unified with repetition of the round buttons web elements (bullet points, font/color, shape, texture, pattern), the top horizontal navigation tabs (with implied horizon line for continuance and depth) and Identity, altogether forming a pyramid which leads your eyes up and to the right, where the call to action is located.
- Emphasis is achieved with the isolated quote. A literal emphasis is placed on the word '**future**' within the quote itself. The LOGIN/CREATE Briefcase or the CTA, and the share on social media are both emphasized with isolation at top right and left corners of the page.

The chosen color scheme was monochromatic blue with 2 complementing accent colors for the CTA and Identity– yellow and red. Chromatic value of tints/shades/saturation/tones of blue are used all throughout; the gradient background, transparent web elements and font. The choice was made based on the color's ability to evoke creativity and imagination, and based on research of current leading social platforms like facebook/twitter/Instagram/linkedin.

Typography was kept simple and open source, as per the individual exercise. 'Source Code PRO' a fixed-width font similar to Lucida Console was the finalist, it is monospaced and widely utilized within coding applications. It is highly readable and legible. The intent was to relate the site with coders, and anyone else familiar with programming. With the exception of the Identity, the font was utilized throughout. With varying sizes (navigation – 23pt Regular, quote – 30pt Light, search/review/quote – 18pt Light, footer – 14pt Light and 12pt Light) the font was otherwise unchanged everywhere with one Leading exception used on middle bullet point of the 'review' element – lowered to 23pt.

Upon careful consideration, a decision was made to omit all raster graphics. The intent being to stand out among the competition by keeping the page clean and simple. Rather, 7 vector graphics (free library) were utilized for the icons, and 2 custom made graphics for logo and identity, all in .ai format.

The toughest part and decision remained with Logo/Identity. One could say it was an Identity Crisis of biblical proportions. Since the website is for Incorporated Business rather than a personal promotional tool, name selection and ensuing design had to make sense in context of the business direction, domain name availability, and final relation to the site's design. Eventually, Patent Ping was the final selection. It is short, concise, whimsically rhyming (memorable), available as a domain and meaningful. The word Ping can be interpreted differently, however for the majority of technology conscious folk it means –

"**Ping** is a computer network administration software utility used to test the reachability of a host on an Internet Protocol (IP) network and to measure the round-trip time for messages sent from the originating host to a destination computer and back." Wikipedia.

It has through time become a jargon word within the gaming community that describes one's network latency (a roundtrip of information between a host server and one's computer)

The word Ping appears to mirror the word Patent, allowing readability from left to right and vice versa. The slight gradient and lean of each word points to the middle and focal point in the design, the ping's lifeline. It is underlining the words Patent/Ping with yellow and becoming red as it reaches peak performance. It was designed to anchor the identity, unify the words and lead your eye up and to the right – the CTA. The letter design of the identity is a custom made one of a kind vector graphic. Each letter is connected to its neighbor. The logo at the top left corner is a shortened version of the identity.

The mobile version is further simplified by removing the navigation and implementing the hamburger, consolidating the social media options under the share icon and repositioning the web elements (search/review/quote)

In conclusion, although slightly deviated from the original wireframes, the final design implemented the lessons learned and incorporated ideas from the mood board.