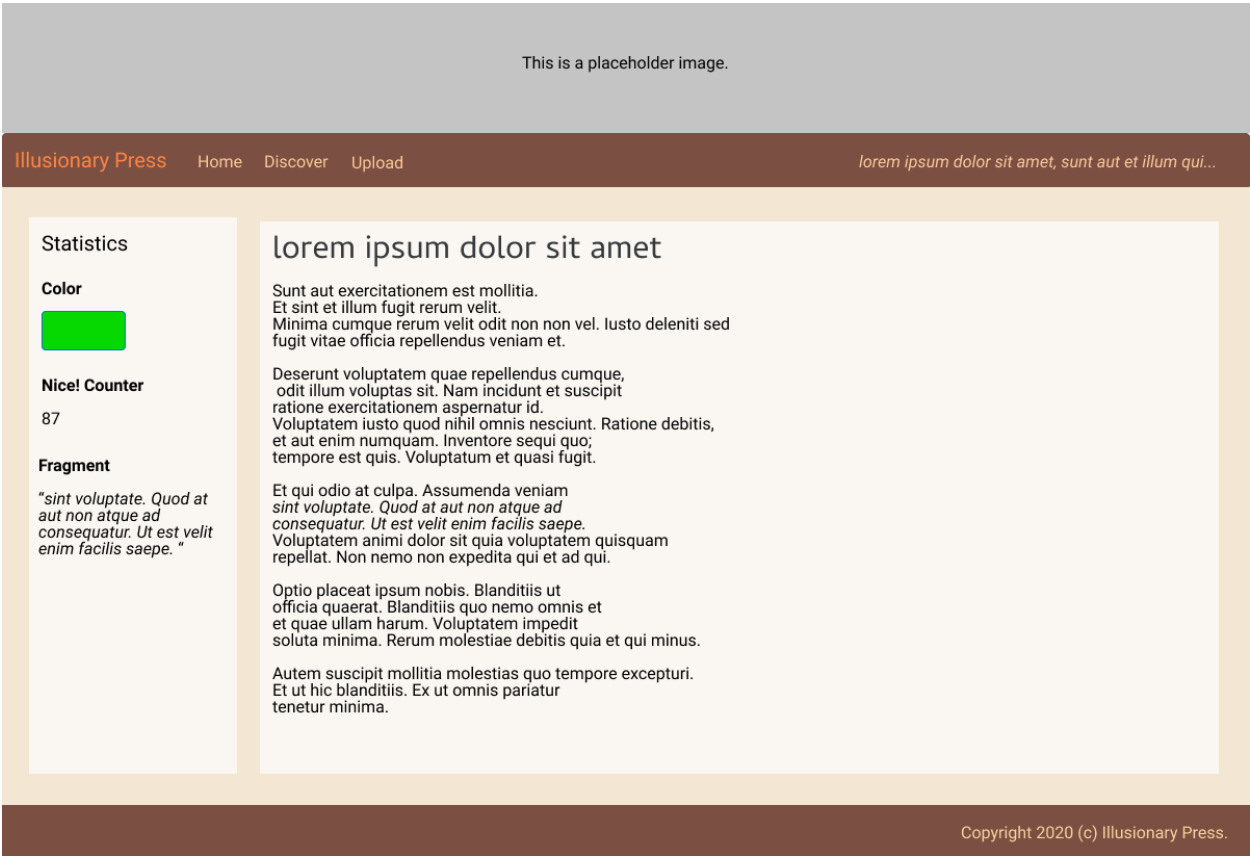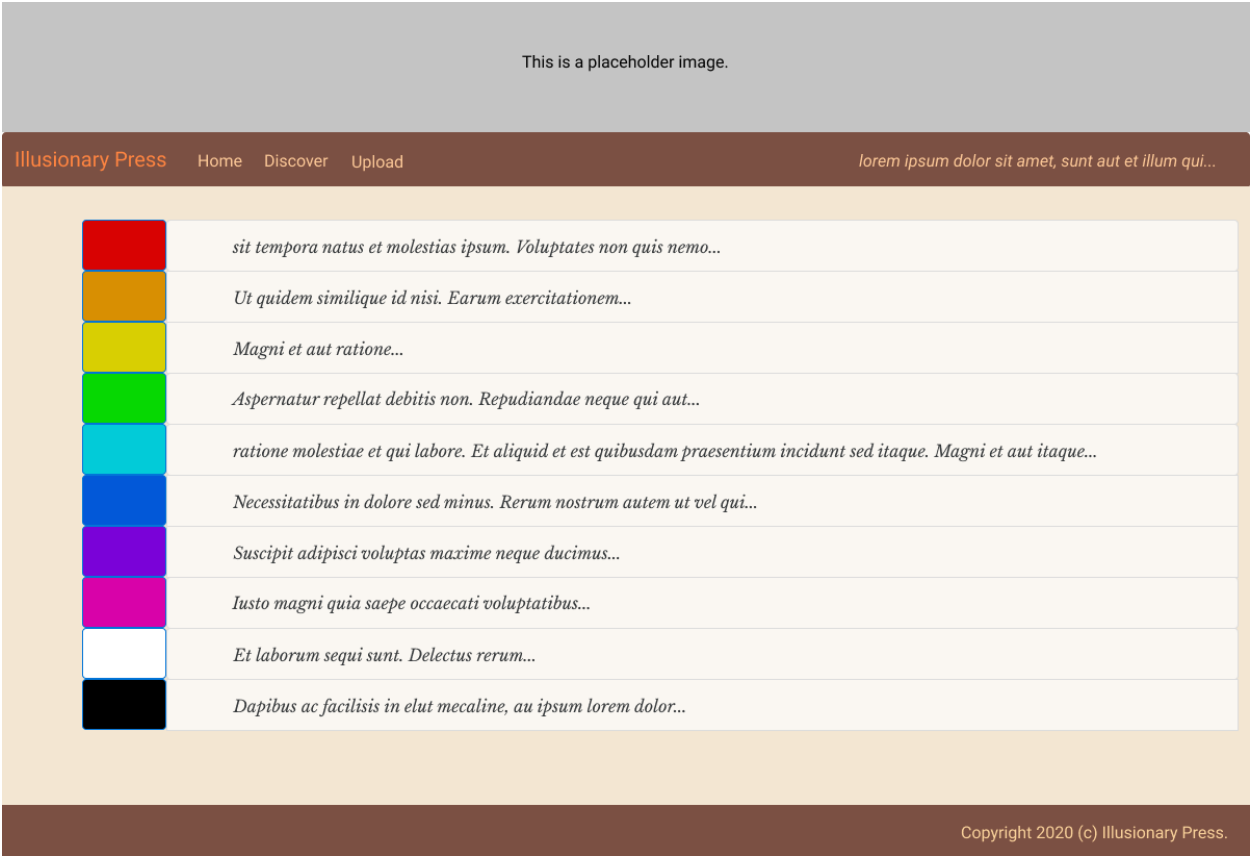## Description of the Business

I am creating a business named *Illusionary Press*, which is a small, collaborate poetry publishing company. The idea is simple: there are places online for user submissions of all types of art, visual and motion picture and linguistic. While there are several active places for writing and penmanship, I find there are very few for poetry, especially for an active, user-friendly experience that isn't geared towards any one theme.

Users will be able to upload their own poetry anonymously, assign to each poem a theme, dominated entirely by colour, and allow them into the site. Poems are featured by 'fragments', a line or two snapshot of the poem in lieu of a blurb or explanation of the poem. This will allow users a unique experience, in which they can offer what they consider to be the strongest point of the poem out for discovery, and allow other users to click on them to view the full poem and the fragment in question now with context.

Users are also able to search by colour, and nothing else, so they may guess at what they're going to find. This will allow for a very specific and unique experience, where usually a user might not give a certain theme a try, but if it's listed in with green poems and the fragment is interesting enough, they may try it anyway, given no other context.

This allows for poetry to determined not on its cover or its actual theming but by a single slice of its contents and an arbitrary identity based on colour, which will not be defined. If sadness to one person is blue, whereas happiness to another is blue, they may both go into the blue category. This will allow for an experience not found on any other site, and will show the simple unique traits of *Illusionary Press*.

Wireframes

This is a placeholder image.

lorem ipsum dolor sit amet, sunt aut et illum qui...

sit tempora natus et molestias ipsum. Voluptates non quis nemo...

Ut quidem similique id nisi. Earum exercitationem...

Magni et aut ratione...

Aspernatur repellat debitis non. Repudiandae neque qui aut...

ratione molestiae et qui labore. Et aliquid et est quibusdam praesentium incidunt sed itaque. Magni et aut itaque...

Necessitatibus in dolore sed minus. Rerum nostrum autem ut vel qui...

Suscipit adipisci voluptas maxime neque ducimus...

Iusto magni quia saepe occaecati voluptatibus...

Et laborum sequi sunt. Delectus rerum...

Dapibus ac facilisis in elut mecaline, au ipsum lorem dolor...

This is a placeholder image.

Illusionary Press   Home   Discover   Upload

lorem ipsum dolor sit amet, sunt aut et illum qui...

Statistics

Color

Nice! Counter

87

Fragment

"sint voluptate. Quod at aut non atque ad consequatur. Ut est velit enim facilis saepe. "

lorem ipsum dolor sit amet

Sunt aut exercitationem est mollitia.
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tempore est quis. Voluptatum et quasi fugit.

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sint voluptate. Quod at aut non atque ad consequatur. Ut est velit enim facilis saepe.
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officia quaerat. Blanditiis quo nemo omnis et et quae ullam harum. Voluptatem impedit soluta minima. Rerum molestiae debitis quia et qui minus.

Autem suscipit mollitia molestias quo tempore excepturi.
Et ut hic blanditiis. Ex ut omnis pariatur tenetur minima.

Feature / Content Explanation

Poems are given four criteria to identify themselves: the title, the fragment, the colour, and the content. Poems are not identified by author or date, while the latter may be collected by the database, it is not displayed. Without holding the author to their poetry, this will require that users do not judge a poem based on the author, nor will they be active only for one or two users' poetry, as they must discover poems entirely on their own merit, instead of what the author has done otherwise.

Being based entirely on colour will also allow users to vary their experience and tastes, and will allow for proper discovery of new works that they may not have been interested in otherwise.

Users may 'Nice!' works, though a user's 'Nice!'s are not displayed: a work's 'Nice!' amount is displayed, and in future updates may be returned to the author, however this will not be a feature at launch. This only serves to tell users how popular a particular poem is, though there is no way to only search for poetry with high popularity, keeping with the theming of discovery over particular preferences.

The title of each poem is only displayed when viewing the full poem, and the same goes for the content. On any other part of the site, any poem in question is identified only by colour and by fragment. If a user wishes to use the title as their fragment, then it is recommended that they use the title as part of the poem, as well.