Graphical Modifications

General

1. The navigation bar has a few elements to change:
   a. Please clean up the dropdown bar and make it contrast more with the blue background.
   b. Change 'Research' to 'For Research'
   c. Add the 'For Enterprise' page to the bar, next to 'For Research'
   d. Remove the 'Home' button; this is what the DCL logo is for (clicking it to return to the landing page)
   e. Remove the 'About' sub-menu and place all of the pages across the top as shown in the design mockups.
   f. Move the elements of the navigation bar to the left of the screen so they are left justified like this example, *except for the Portal button*.
2. The text spacing does not seem to be uniform; in some places like the cutout strips (i.e. Landing Page: Be Bold, Be First) there is clearly larger spacing than in the section directly below it. Make these uniform as much as possible.
   ✓ In general, text of the same style/hierarchy should be identical throughout the website.
3. Make buttons slightly larger, and give them slightly rounded corners.
4. Make the distance between the beginning of a new strip and the content in that strip consistent throughout the website.
   ✓ The smaller gaps should set the style for the rest of the site; white space is good, but they should be a *little* narrower in most places.
5. Make the 'gray' strips a gradient as well, even if it means just making the other end a bit lighter/darker.
   ✓ *What colour does this use? Is it the e5e7e7 from our brand guide? It looks good either way.*
6. I think they already are, but icons of the same category should be the same size.
7. Any buttons or interactive elements should have a hand instead of the regular cursor when you mouse over them.
   ✓ Examples include buttons, the tech stack graphic, etc.

Landing Page

1. The Landing Page overall is a bit wider than the screen on my laptop (15", 4K). I am not sure if this happens on all displays, but it causes an awkward horizontal scroll bar at the bottom. Please fix this so the entire horizontal view is on the page.
2. Place the first title on one line.
3. Try making the dark blue background a gradient. The second colour can just be a lighter/darker version of the base, like Hex Colour 122C46.
4. Bring the bottom of the dark blue background up higher on the page, and adjust the elements in it accordingly. This is more like the original design screenshot, as well as Heroku for example.
   ✓ Keep the slight angle on the bottom of the blue background, and if anything try increasing it a bit.

5. Add little vertical lines between the Intuitive | Dev-First | Open-Source parts like in the design mockup.
6. Move these words up so there is less white space between them and the background strip.
   - ✓ If possible, the fold should cut off below the "No datacentre? No problem" bit of text. If this is difficult to do for different devices, aim for a 15" laptop screen.
7. Include the 'Serverless Computing for Every Developer' on the same gray bar as the icons.
8. Make these icons larger and slightly closer together.
9. Add a horizontal line that takes up between 2/3 – 3/4 of the height between the 'Compute Groups' and 'The Distributed Computer' like in the design mockups.
10. Remove the white strip between the 'Compute Wherever, However' gray strip and the next dark blue one.
11. Push the image in "Be Bold, Be First" further to the right of the strip.
    - ✓ If this is centered with the text, try expanding the text box a bit more horizontally to make up for the space and re-centre them both.
12. Increase the size of the "Get US$100 of free compute…"
13. Make the font in "A Global Supercomputer for…" larger/more consistent with the rest of the website.
14. Make the text being typed a different colour, and the same font/size as the static text above. Here is an example.
15. Remove the > and _ elements from this text being typed.
16. Add a slightly transparent background image in this same strip (see **Remaining Images** document).
17. Make the four bullet points have larger text and resize the icons accordingly, consistent with the other sections that have vector icons.
18. Under "DCL Compute Grants", make the right block of text static and left justified, and only make the left block of text (quotes) switch out.
19. Under 'Patch Notes', add a little more space between the two visible updates and the 'View Updates' button/the footer.
    - ✓ Also, try centering the patch titles and see what this looks like.
20. Add the 'Get Started' button at the bottom of the page like in the design mockups.
21. Add the contours background (slightly transparent/faded) at the bottom of the page above the footer like in the design mockups.
    - ✓ *Is it difficult to add this image so that it stretches from corner to corner on all displays? This would be ideal.*

The Technology
1. Make the same changes to the blue background (and resize/reposition the elements accordingly) as the Landing Page, e.g. colour, length, angle of the bottom divider.
2. Move the technologies up much closer to the bottom of the blue background. At least half of the JavaScript/WebAssembly logos should be above the fold on most displays.
3. A few changes to the Tech Stack graphic:
   - ✓ Can you make the entire graphic 'fall into place' like other elements of the copy when you scroll down to it?
   - ✓ Do not make the boxes increase in size, make them change colour to something that you think looks good (kind of like the 'Get Started' buttons elsewhere)

- ✓ Make the scheduler and package manager boxes longer so they are about the height of the two layers on top of them, like the image mockup.
- ✓ Try remaking the elements in our branding package, and feel free to use the same base colour but darken or lighten some parts a little.
  - o Whatever colour the elements turn when you mouse over them should contrast with all the rest.
- ✓ Make the corners of the protocol API slightly rounded, and have greater width between the edge and the elements inside.
- ✓ Make the spacing between all the elements consistent, like in the design mockup.
- ✓ Try having a popup text box with the copy we provided for each item when you click it that covers a portion of the entire tech stack graphic.
  - o Clicking elsewhere on the screen should remove the textbox, as well as having a button at the bottom you can click that says 'Go Back' with a little back arrow like here to the left of the words (inside the button).
  - o The background of the rest of the graphic could either darken or it could become blurred.
  - o Perhaps we can add an icon to each textbox; please send us a screenshot of what it looks like with both a placeholder vector image in the top centered, and one to the right of the text instead.

4. Try having a popup text box with the copy we provided for each item when you click it that covers a portion of the entire tech stack graphic.
5. Can you make the 'Why JavaScript?' button an entire strip that turns colour like the buttons when you mouse over it?
   - ✓ When clicked, have a different background strip appear under it with the copy. Perhaps try a combination of hex colours 0e2439 (top strip) and e5e7e7 (main strip).
   - ✓ If possible, add an animation that makes the bottom strip appear to 'fall down' from the top one.

The Distributed Computer
1. Leave space for a placeholder graphic to the right of the splash page copy, like in the design mockup.
2. There is an entire strip from the design mockups missing in the live site (Write Once, Run Everywhere). Please add this and leave space for a placeholder image/animation like the diagram in the design mockups below.
3. Make the tab currently selected under 'How does it work?' change text colour as well as the underline.
4. Make the content under each new tab of the 'How does it work?' float in (faster than the content when you scroll down the page), like this example under 'Infrastructure for Innovation'.
5. Add horizontal lines separating the three elements under the 'Compute Economy' strip, which take up 2/3 – 3/4 of their height.
   - ✓ Perhaps make these elements a bit farther apart as well.
   - ✓ If we give you the plain white graphs, is it possible to make them two different images on the page side-by-side that increase in size when moused over? Kind of like the two buttons at the bottom of each page right now.
6. Make the economics image slightly larger, and higher resolution.

7. Add **Image 9.0** in place of the video of Dan right now (in email).

Features

1. Move the copy in the splash page up closer to the navigation bar – there is too much space between them.
2. Increase the size of the copy on the right of the splash page ("Universal programming framework", etc.)
3. There seems to be a link to our LinkedIn when you left-click on this same copy. Please remove this.
4. Remove the space between the five main feature categories and the divider with the 'Feature Spotlight' strip – it should be much closer.
    - ✓ Also, remove the space between this and the 'Serverless Compute' strip below. The spacing should be consistent between the strips as mentioned.
    - ✓ Reduce the vertical spacing between these elements as well, and the horizontal spacing by a small amount.
    - ✓ Remove the horizontal divider line, and replace it with three short vertical divider lines between the five titles.
5. Make each title in the sub-category of features change colour when moused over to make it even more clear they can be clicked.
6. Add a smaller text 'Read More' with an arrow pointing down to the right on each of these five titles *when moused over*, like this:

    ## Optimized Serverless | Application Ecosystem
    Read More ↓
7. All the feature category strips look good, but please make the spacing consistent.
8. Add the missing 'Data Security' strip from the design mockups.

For Research

1. Remove the > and _ elements from the text being typed.
2. Make the text being typed a different colour, and the same font/size as the static text above. Here is an example.
3. Add a space to the paragraphs in the splash page like there is in the design mockups.
4. Add the image strip under 'Every Researcher has a story…' like in the design mockups.
5. Make the spacing consistent on this page; many strips have different spaces above and below their body of content.

Buttons & Links

The only pages we can currently link to are:

- ➢ The DCP Portal
- ➢ The KDS Site (LinkedIn for now)
- ➢ Our Signup Page (Yet to Be Built, Next Section), & Other Site Pages

Therefore, this section will describe the reworked button text and placement we need to see on the site, and the links these follow. **Note: We removed the video on the landing page about DiskFit. Dan will make a video on 'For Research' we can link after**. Is it possible to upload this to the site without being hosted on YouTube (and therefore no suggested videos) like this site?

Landing Page

1. Get Started + View Documentation → Replace these with an email field with a box to the right that says 'Get Started' that changes colour when you mouse over it. Example is here.
   - ✓ Have a little snippet of text under the email field that says 'Start in minutes with US$100 of free compute' – this should be static text.
   - ✓ Make the email field only accept valid emails, or at least text with an @ symbol like the same example.
   - ✓ The field should prompt people to write something with the @ symbol, or fill it in if left blank like the same example.
   - ✓ When an email is entered successfully, this should link to the **Signup Page** (information in next section), and the email field should be the same.
2. For Enterprise Solutions… → Link to the 'For Enterprise' page for now.
3. Compute Wherever, However → Add a button underneath the centre that says, 'Show Me', linking to the **Portal**.
   - ✓ Add a little bit of static text above this that says, 'The DCP Beta is already computing live results. Take a look in the Portal and try sparing a few CPU cycles. You'll be surprised that connecting devices is as easy as pressing 'Start''
4. Be Bold, Be First: I am Interested → Change the text to 'Sign Me Up!', and link to the **Signup Page**.
5. Why Should I Build on DCP?: 'Get Started' → Change the text to 'See All Advantages', and link to the **Features** page.
   - ✓ Remove the bit of text above 'Get US$100 of free compute…'
6. How Does DCP Work: View Documentation → Change the text to 'Show Me The Tech', and link to **The Technology** page.
7. A Global Supercomputer for… → Add a button underneath that says, 'Why Go Distributed?', and link it to **The Distributed Computer** page.
8. Add another button next to this one in contrasting colour/design (maybe like the current 'Get Started/View Documentation' design above the fold of the landing page) that says, 'Let Me Try!' that links to the **Portal**.
9. DCP Compute Grants → Add a button under the static text on the right that says 'Contact Us', and link to the **Contact Footer** below on the same page (more information in **Footer Details** below in this document).
10. Diskfit App Strip: 'Contact Us' → Change text to 'See Advantages of DCP Apps', and link to the **Features** page/**Application Ecosystem** section, so the viewer's page is taken up fully with this section.
    - ✓ Add another button to the left of this, titled 'Get Started' which links to the **Signup Page**.
11. Patch Notes: 'View Updates' → Move this button under the actual updates, change the text to 'Check Our Progress, and link to the **Portal**.

The Technology
1. Get Started + What's New → Remove the 'What's New' button, and link 'Get Started' to the **Signup Page**.
2. Under the Tech Stack diagram, add a button that says, 'Get Free Compute' linked to the **Signup Page**, with text above it that says, 'Interested in Building Apps?'
3. Add a button to the right of this, in contrasting colours/styles like above the fold of this page for the current 'Get Started/What's New', that says, 'Show Me The Portal' that links to the **Portal**.

The Distributed Computer
1. 'Get Free Compute'/'View Documentation' → Have only one button and change the text to 'Join The Network', link to the **Portal**.
2. Under 'Benefits of the Distributed Computer: Get Started' → Change the button text to 'Start Building' and link to the **Signup Page**.
3. Under 'How Does It Work: Get Started/View Documentation' → Add only one button with text that says, 'Be A First Developer!' and link to the **Signup Page**.
4. Under 'Economics of the Compute Economy: Get Started' → Change the text to say, 'Start Computing & Earn!', and link to the **Portal**.
5. Under 'The Supply & Demand Economics', add a button at the bottom that says 'Learn About KDS' with a link to the **KDS LinkedIn Page**. Add static text above this button that says 'Interested in learning more about how DCP changes the multi-billion dollar business of computing? Check out our partner, Kings Distributed Systems!'
6. 'Distributed Compute Labs partners with…: Contact Us' → Change the link to the contact form in the **Footnote**.
7. 'Contribute Compute Power' → Add a button that says, 'Start Earning'
8. Remove the contact form at the bottom of this page currently, and replace it with the **Footer** suggestions in *Footer Details*.

Features
1. 'Get Free Compute'/'View Documentation' → 'Join The Network' linked to the **Portal** and 'Privileged API Access' linked to the **Signup Page**.
2. Remove all current CTAs in the five subsections of the features; we will have more dedicated content for each of these in the near future.
3. Final callout strip: 'DCP is a unique tool…: Get Started/View Documentation' → change to only one button with text that says, 'Share The API!' linked to the **Signup Page**.

For Enterprise
1. 'Kings Distributed Systems Ltd…: Contact An Expert' → Keep the same text, link to the **KDS LinkedIn Page**.

For Research
1. 'Get Started/Compute Grants' → An email field, similar to the one on the landing page described above, and a button to the right that says, 'Let Us Help'. Link this to the contact form in the **Footer** and autofill its email field with the one they supplied.
   - ✓ Have static text under this that says, 'DCL's partners can give qualifying research projects thousands in subsidized computing. Get in touch with us today!'

2. 'The first user of DCP...: Get Started' → Keep the text, link to the **Signup Page**
3. 'A Supercomputer Programmed Like A Laptop' → Add a button underneath the text that says, 'Get Free Compute' linked to the **Signup Page**.
4. 'DCL Compute Grants: Get In Touch' → Same text, link to the contact form in the **Footer**.
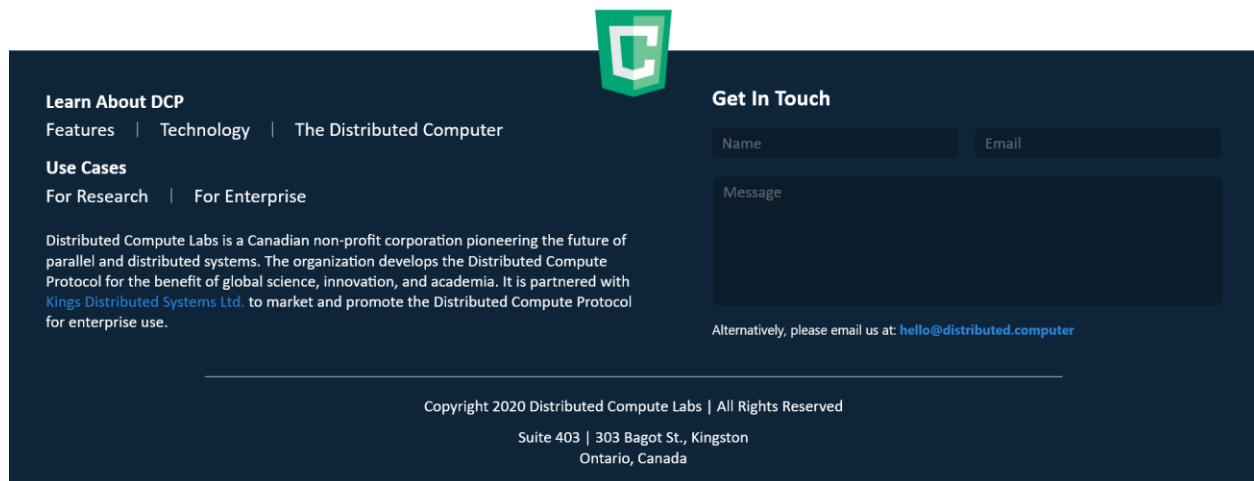
Signup Page

It was in the original Statement of Work for QSDC to create a new webpage not included in the current mockups. This signup page will look similar to this, but we will send our mockup tomorrow. Please work on implementing these other changes first.

Footer Details

Please remove the two button links at the bottoms of the For Research, Features, The Technology, and the Distributed Computer pages.

DCL Footer Example I.PNG below is a rough guideline for the buttons and layout of the footer that should be present on each page.

The **Features**, **Technology**, **Distributed Computer**, **For Research**, and **For Enterprise** should all link to their respective pages on the site. The **Kings Distributed Systems Ltd.** should link to the KDS LinkedIn for now, and the **hello@distributed.computer** should be an email link that takes the person to their Outlook/preferred mail client with this email filled in.