

Pitchboard:



# MKTech

**Your trusted source for insightful commentary and reviews on the latest technology, empowering readers to explore, evaluate, and enjoy the best gadgets and tools available.**

MKTech is a personalized technology blog that offers detailed reviews, recommendations, and insights on the latest tech products. Tailored for tech enthusiasts and casual users alike, our platform features carefully curated posts that highlight innovation, functionality, and user experience.

Each review provides in-depth descriptions, comparisons, and visuals, helping readers make informed decisions. MKTech's streamlined layout ensures easy navigation, with a focus on transparency and reliability.

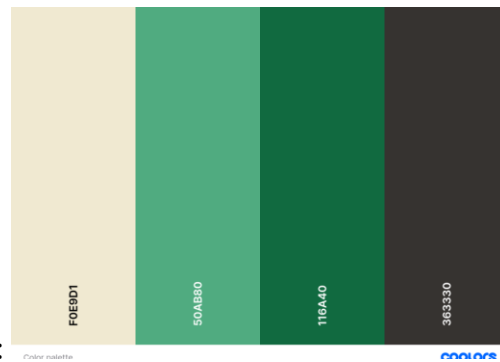
While user commenting is disabled, readers can interact with the platform by liking posts and subscribing for regular updates. MKTech's modern, earth-toned design complements its mission to deliver accurate, visually engaging, and thoughtful reviews.

## Personas

- IT Manager, 36
  - Occupation: Technology expert managing company hardware and software purchases.
  - Goal: Seeks reliable reviews for enterprise-level solutions and innovative tools.
- Content Creator, 29
  - Occupation: Social media and video creator looking for versatile, high-quality tech for production.
  - Goal: Prefers detailed recommendations on gadgets that enhance workflow and creativity.
- Student, 21
  - Occupation: College student interested in budget-friendly tech for school and entertainment.
  - Goal: Looks for reviews that balance affordability with performance.

## Comps

- The Verge ([theverge.com](https://theverge.com))
- Linus Tech Tips ([youtube.com/LinusTechTips](https://youtube.com/LinusTechTips))
- TechRadar ([techradar.com](https://techradar.com))



Color scheme, logo:

## Flows:

Homepage → User sees new posts.

Click on a Post → User reads the post.


Like Post → Thumbs-up icon appears.

Homepage → User clicks "Learn More."

Learn More Page → User finds subscription form.

Enter Email → User clicks "Subscribe."

Very first markup:

**MKTech**


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### Sony WH-1000xm4 ★★★★★

Product description: The Sony WH-1000XM4 headphones are highly regarded for their industry-leading noise cancellation, making them perfect for immersive listening in any environment. They feature adaptive sound control, which automatically adjusts the noise-canceling levels based on your surroundings and activity. The headphones offer a rich, detailed sound with powerful bass and clear treble, powered by Sony's proprietary LDAC codec and DSEE Extreme audio up-scaling technology. Comfortable for long listening sessions, they have plush ear cups and a lightweight design. With up to 30 hours of battery life and features like touch controls, voice assistant compatibility, and quick attention mode, they are a premium choice for both casual listeners and audiophiles alike.

My thoughts: These are the best headphones I have ever owned. No hesitation on that statement. As I work on this assignment with them on now, I am completely immersed in my productivity with the exceptional noise canceling. If you are in the market for some new headphones, I would definitely pick up these or the newer model. As these are a couple years old now, they tend to go on sale quite often. Another cool feature is the app that works with these headphones. It allows you to fully customize your listening experience, and create different audio settings for different scenarios. I personally take advantage of this setting, with different audio profiles for the gym, library, and just chilling at home.



**TOUCH CONTROL**  
Touch Sensor controls to pause/play/skip tracks, control volume, activate your voice assistant, and answer phone calls

Comments

CJ

I just picked these up, noise-cancellation is great for airplane trips!

HE

I love the app that comes with these. Super intuitive to be able to customize all those audio settings.

+ New Comment

Document checking completed. No errors or warnings to show.

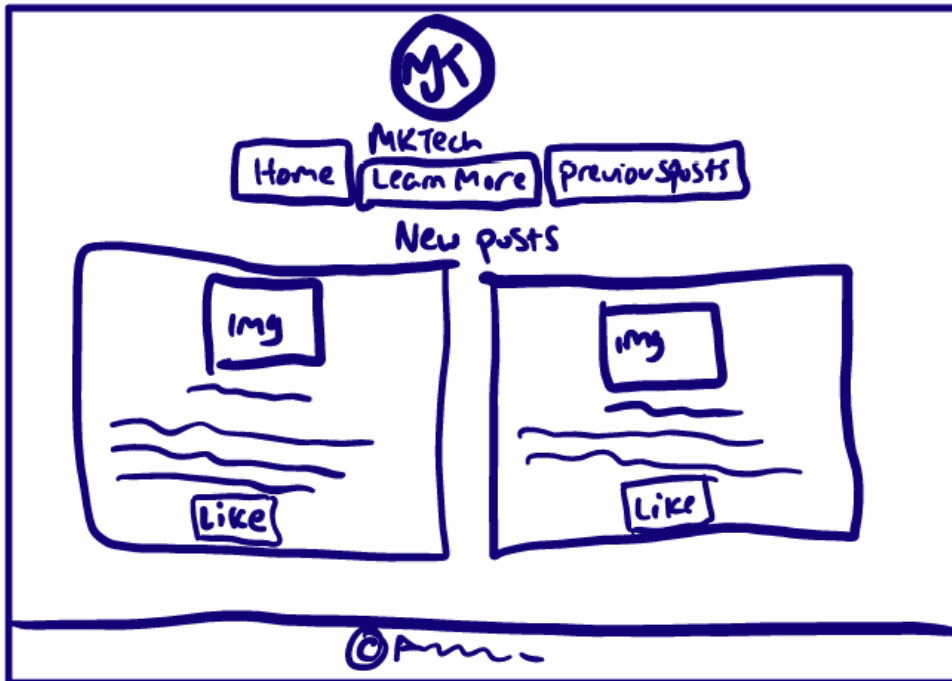
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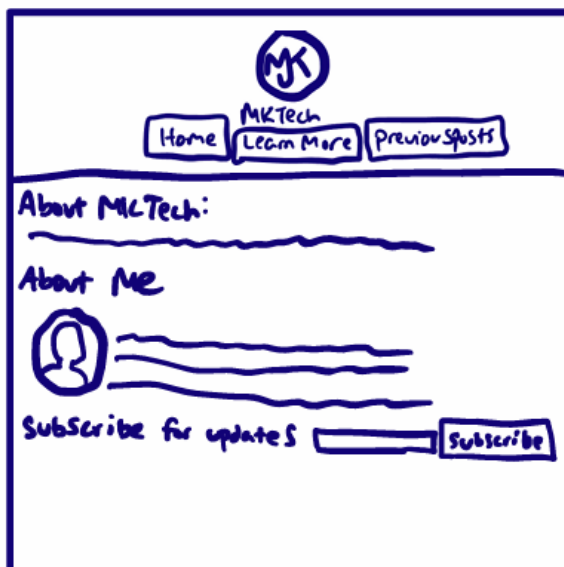
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# Final Project Preproduction Notes. MKTech

## Home page sketch:



## Learn More page sketch:



previous post page to look similar to Home page minus the Like

## Target audience:

- Tech enthusiasts seeking detailed reviews
- Students or professionals looking for tech guidance and recommendations.
- Casual users interested in staying updated on trending gadgets.

## Design Notes:

- Earth-toned color scheme. (#F0E9D1, #50AB80, #116A40, #363330)
- Posts organized in a grid layout for a clear, side-by-side presentation.
- Responsive design ensures a seamless experience across desktop, tablet, and mobile devices.
- All images are uniformly styled with borders and consistent dimensions for visual harmony.

## Interactivity:

- "Like" button functionality implemented via CSS, allowing users to show approval of posts.
- Email subscription form allows users to stay connected and receive updates. (The emails don't actually go anywhere yet.)

## Navigation:

- A clear navigation bar is present across all pages for easy access to sections like Home, Learn More, and Previous Posts.

## Some Flow:

- Homepage → user seeks new posts → Reads post → Likes posts
- Homepage → user clicks "Learn More" → Navigates to subscription form → Subscribes by entering email for updates.
- HTML validator **passed**