



PHAROS



What is Pharos?

Pharos is the world's first *artificially intelligent* audiobook playback application.

Pharos takes predefined user preferences, and combines that information with advanced algorithms to bring you material that actually applies to your life. Pharos promises to provide you with more interesting, relevant, and immersive material, or we will give you your money back.

Additionally, Pharos features the first audiobook playback software capable of transcribing and sharing up to 90 seconds of playback across multiple platforms at the push of a button.



Logo & Colors

Family: Montserrat

Weight: 600

Tracking: 5%



253 94 62

255 121 93

218 127 108

00 00 00

59 59 59

102 102 102

255 255 255

206 206 206

130 130 130

2



Pharos on iPhone 6



MENU

Now Playing

Home

Library

Recordings

Store

Account

Good Morning, Mike.

Now Playing

Home

Library

Recordings

Store

Account

X

Story

Now Play

62%

1h 13m Remaining

Treasure Is

Recommen

The Price of Da

JOHN GREEN

≡

Store

Books in Library: 37

Now Playing:

62%

1h 13m Remaining

Treasure Island

Recommended

The Price of Da

JOHN GREEN

Shares: 5

PLAYER

62 %

1h 13m Remaining

07:32

Treasure Island

Part 6: Captain Silver

where all my troubles would be ended
speedily; and though I could, perhaps, bear to
die, I could not bear to look upon my fate as it
approached.

CAPTURE QUOTE

30 60 90

seconds

◀ ▶ ⏪ ⏩ ⏹

HOME

≡

Now Playing:

62%

1h 13m Remaining

Treasure Island

Recommended

The Price of Da

JOHN GREEN

Shares: 5

Recordings: 13

Shares: 5

Pharos mobile application for iOS 10

Version 1

Downloads Product Support FAQ's Sign Up



PHAROS

[DOWNLOAD](#)

Forbes The Washington Post WNYC STUDIOS  WIRED

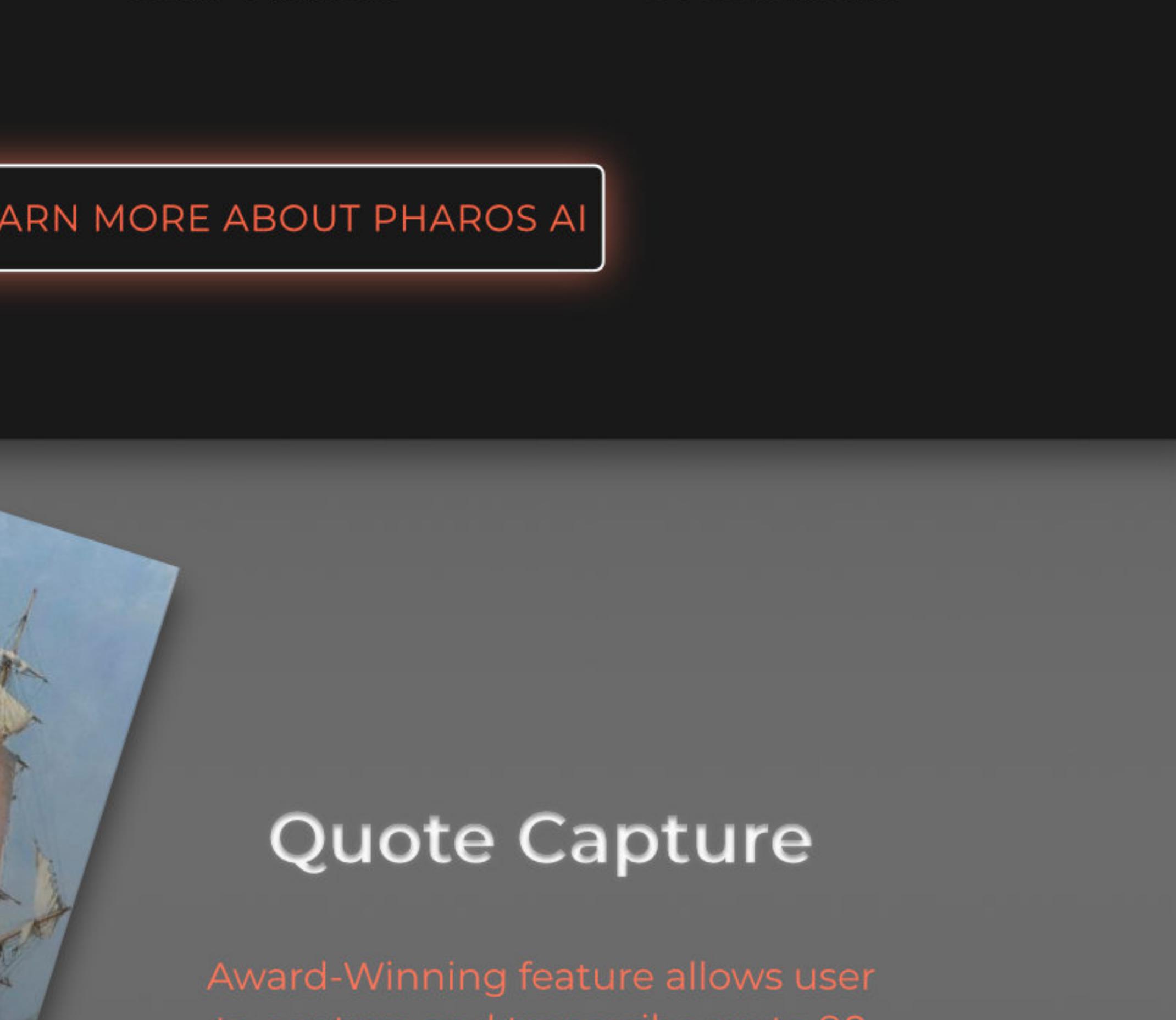
Explore

The world's largest selection of audiobooks.

[BEGIN](#)

"Curiously thorough."

Pi Patel came to Pharos for the functionality, and stayed for the selection.



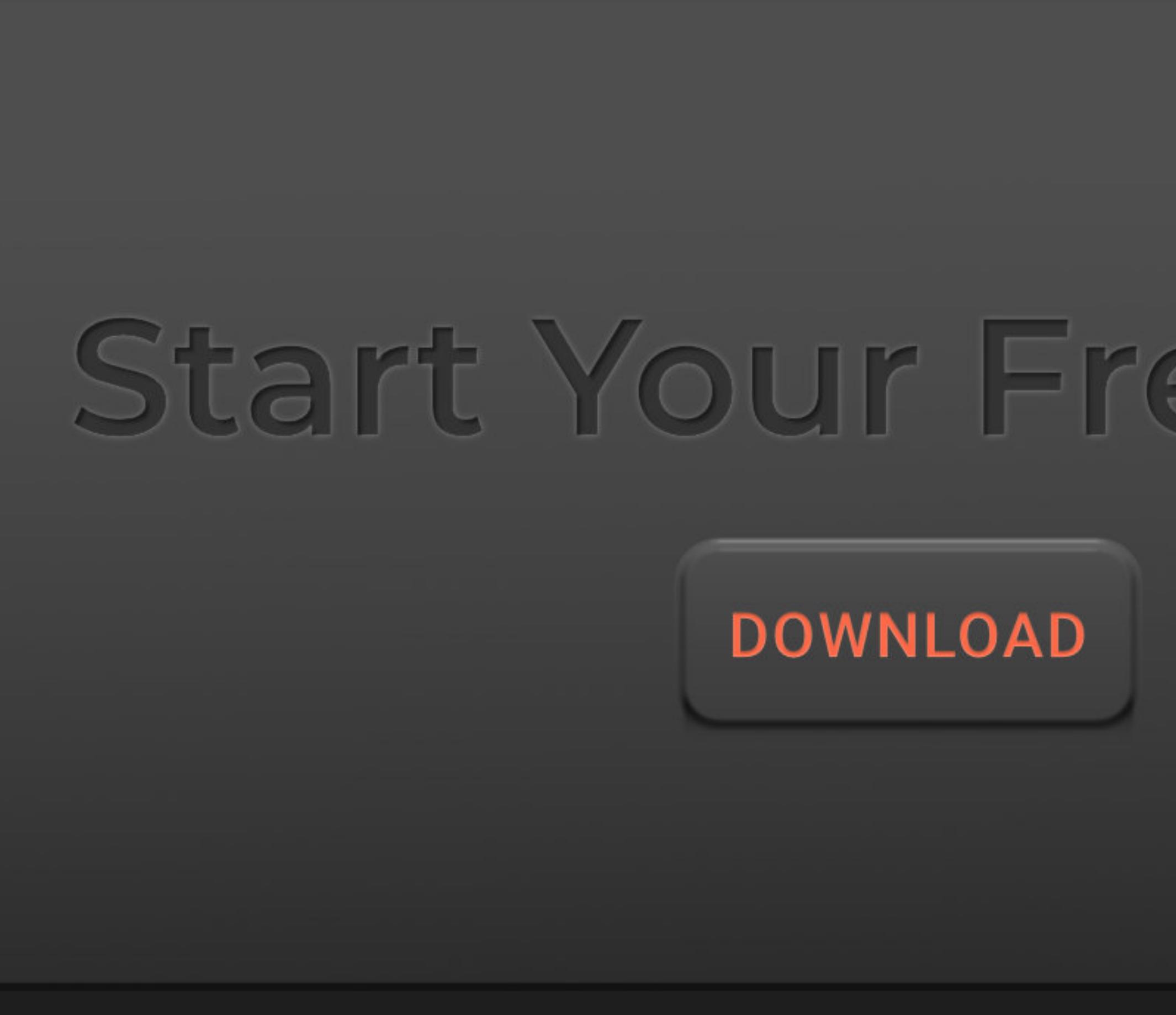
USER PREFERENCE + A.I. COMPUTATION = PERFECT SUGGESTIONS

[LEARN MORE ABOUT PHAROS AI](#)



Quote Capture

Award-Winning feature allows user to capture and transcribe up to 90 seconds, and immediately share it across multiple platforms.



See why **Jennifer** uses Pharos to better her company.

"I'm always trying to **inspire** my team"

Start Your Free Trial

[DOWNLOAD](#)

Version 2

PHAROS

Downloads Product Support FAQ's Sign Up

An Audiobook App for Leaders

See why leaders worldwide are using Pharos to share their defining moments of inspiration.

DOWNLOAD

Forbes The Washington Post WNYC STUDIOS WIRED

Explore

The world's largest selection of audiobooks.

BEGIN

"Curiously thorough."

Pi Patel came to Pharos for the functionality, and stayed for the selection.

A diagram showing three icons: a user profile icon labeled "USER PREFERENCE", a plus sign icon labeled "A.I. COMPUTATION", and a diamond icon labeled "PERFECT SUGGESTIONS".

LEARN MORE ABOUT PHAROS AI

Quote Capture

Award-Winning feature allows user to capture and transcribe up to 90 seconds, and immediately share it across multiple platforms.

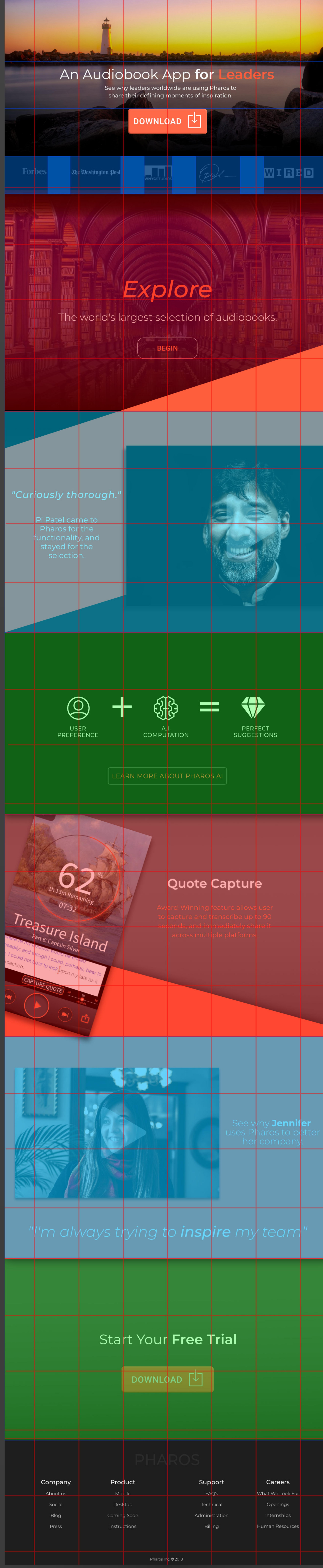
See why **Jennifer** uses Pharos to better her company.

*"I'm always trying to **inspire** my team"*

Start Your Free Trial

DOWNLOAD

Version 2 Wireframe



The wireframe illustrates the layout and design elements of the Version 2 landing page for Pharos. It includes:

- Header:** Features the L logo, the word "PHAROS", and a navigation bar with links for Downloads, Product, Support, FAQs, and Sign Up.
- Banner:** A large image of a lighthouse at sunset with the text "An Audiobook App for Leaders" and a "See why leaders worldwide are using Pharos to share their defining moments of inspiration." subtext. Below it is a red "DOWNLOAD" button with a download icon.
- Logos:** Logos for Forbes, The Washington Post, WNYC Studios, and WIRED are displayed.
- Explore Section:** A large image of a library with the word "Explore" overlaid. Below it is the text "The world's largest selection of audiobooks." and a "BEGIN" button.
- Testimonial:** A quote from "Curiously thorough." followed by a paragraph about Pi Patel's experience with the app.
- AI Diagram:** A diagram showing "USER PREFERENCE" plus "A.I. COMPUTATION" equals "PERFECT SUGGESTIONS".
- Quote Capture:** An image of a smartphone displaying a progress bar for a book titled "Treasure Island" and a "CAPTURE QUOTE" button.
- Video Testimonial:** A video player showing a woman smiling, with the text "See why Jennifer uses Pharos to better her company."
- Bottom Call-to-Action:** A blue section with the quote "I'm always trying to inspire my team" and a "Start Your Free Trial" button with a "DOWNLOAD" button below it.
- Footer:** A dark footer with the "PHAROS" logo and links for Company (About us, Social, Blog, Press), Product (Mobile, Desktop, Coming Soon, Instructions), Support (FAQs, Technical, Administration, Billing), and Careers (What We Look For, Openings, Internships, Human Resources).



Guide By
Douglas Smith