

WATS 3010 Imaginary Product Project Description

Name of site/company

API Superstore

Description of design concept/approach

- The client is an online superstore based in Seattle, WA
- The client wishes to sell their subscription service for APIs both nationally and internationally
- They want a simple one-page design that highlights their video, product features and customer testimonials with a basic call to action to get people signed up

Target Audience

Demographics

- Men and women
- All Ages
- Able to afford a small monthly subscription fee (think Netflix)

Motivation

- Curious API seekers
- Professionals churning out sites they don't have time to build APIs for
- Aspiring professionals interested in obtaining APIs quickly and easily