

Carrot Site page flow and sample designs.

We have kept the design simple as we want the Animations and Parallax scrolls to be the main point of focus, that highlight the content the user will see.

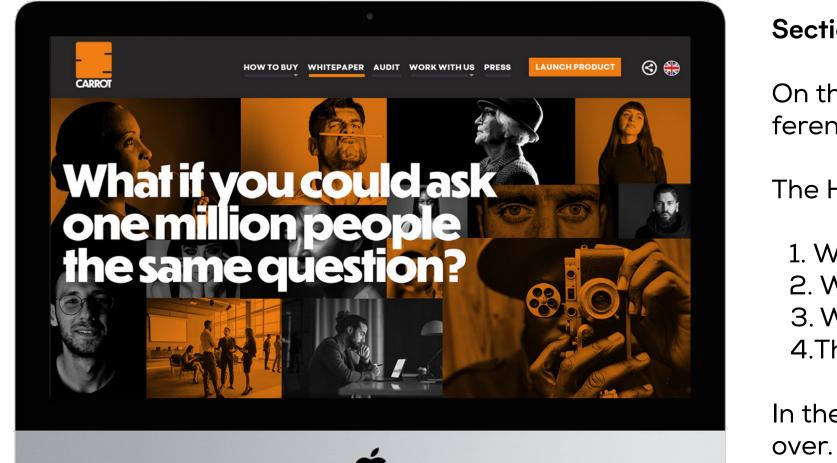
We currently have Solid backgrounds and will alternate these between white and the branded Grey, but when can add a gradient to this and animate the colour changes.



Loading Screen

Here we can animate the Carrot logo.

Either JSON or Parallax movement up the page.



Section 1 - [Hero Section]

On this section the profile images in the boxes will randomly change photos to show different types of people, old, young, business types, arty people and so on.

The Headline text has 3 versions that will slide out and then in.

- 1. What if you could ask 1million people the same question
- 2. What if you could ask your exact target audience their opinion
- 3. What if you could do it in real time from anywhere
- 4.This is made possible with blockchain technology

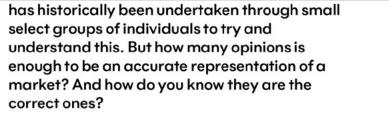
In the navigation the Social and Language Icon will show more when user clicks or mouses over.

When user scrolls down, the next section comes into view.





select groups of individuals to try and understand this. But how many opinions is enough to be an accurate representation of a market? And how do you know they are the correct ones?



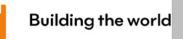


Solution

Our answer is MASS ACCURACY. By delivering the wisdom of the crowd, we will be building the largest group of opinion providers ever seen. Utilizing web3 technology to create a seamless reward mechanism to encourage anyone to take part, we'll both maximize the potential number of opinion givers AND empower you to create the exact audience you want the opinion of.

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2 Creating opinion c

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- Building the worlds largest opinion pool
- Creating technology which **maximises** accuracy of opinion and **minimises** per opinion cost (POC)



Making our platform as accessible as possible to

We'll do this by creating a taste algorithm from data, giving clients instant access to an opinion thousands of views. All the while monetising opi passport, which gives back the ownership and r each individual

We are focused on three things.

- Building the worlds largest opinion pool
- Creating technology which **maximises** accuracy of opinion and **minimises** per opinion cost (POC)
- Making our platform as accessible as possible to anyone.

We'll do this by creating a taste algorithm from our pool of anonymised data, giving clients instant access to an opinion derived from hundreds of thousands of views. All the while monetising opinion, by creating a taste passport, which gives back the ownership and monetisation of data to each individual.





Section 2 - Animated Text section move (NOT A SCROLL)

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largest group of opinion providers ever seen.

Solution

KEEP

PULLING

On this section the content first appears from the bottom, then when the user start scrolling down the Keep Pulling carrot starts moving up the page along with the following text section. If the user starts scrolling up the fist section appears.

Again when the user keeps scrolling the third text section moves up into view.

When the user keeps scrolling the content then moves to left showing the fourth section.

Example of slide effect.

The three points slide in on an animation one at a time, if the user scroll up the page the reverse happens.

When all the content has animated in, if the user carries on scrolling down the next section appears.



Section 3 - [Pre sale]

On this section the text slides up first then the Progress bar appears and the orange fill section animates to the desired level.

The timer sections bounce up and the countdown animation starts.

When the user scrolls down the next section slides up.

The Logo and hamburger menu animates in and when the user clicks on hamburger icon the whole navigation appears across the top, with an x to close if needed.



Key Features



brand mentions in the community



through a few simple steps. Simply



define your target audience silos, product type, type of audience, and the specific questions you wish to ask and we'll action it within 72 hours.



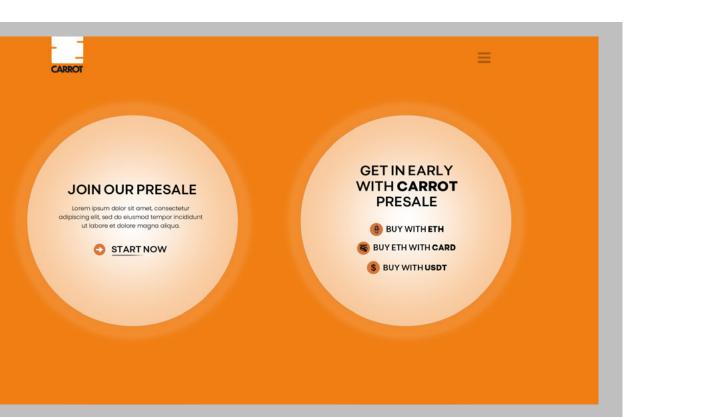
Section 4 - [Key Features]

On this section again the features will have a cool appear function and the icons will have a fontawsome animation effect.

See https://fontawesome.com/docs/web/ style/animate for examples.

Again when the user scrolls down other features slide in from the right until the last one then the next section slides up.





Section 5 - Animated CTA

On this section the audit and secured animate in and then when user scrolls in transitions to next slide with background fading to new colour.



Section 6 - [Explainer video]

This can auto start when user scroll to this section or option pres button.

if auto start has to background video as GDRP prevents autoplay.





Section 7 - [Tokenomics]

In this section the icons on the left scroll up into
place along with the text only the first section in
the carrot is filled. Carrot dotted outline.

Then when user scrolls the next section appears and so on until carrot full, also text colour changes to white.





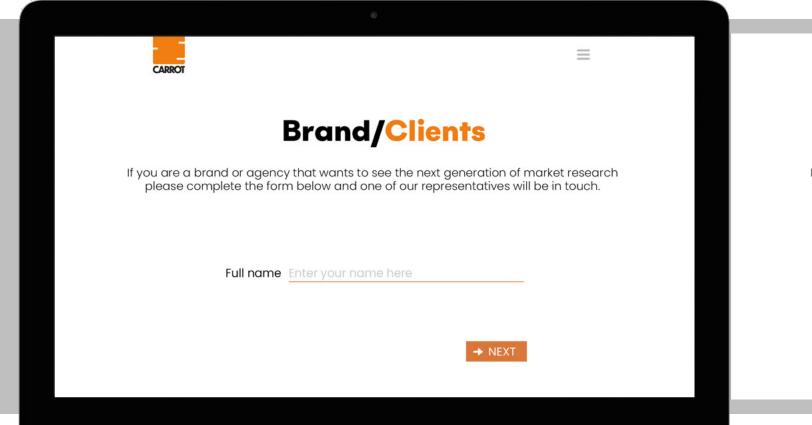


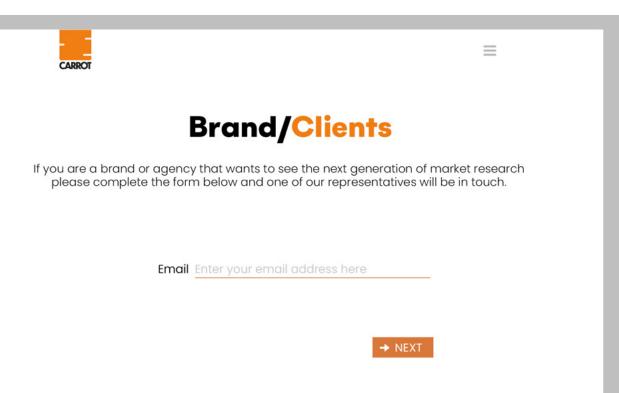
Section 8 - [tastemaker]

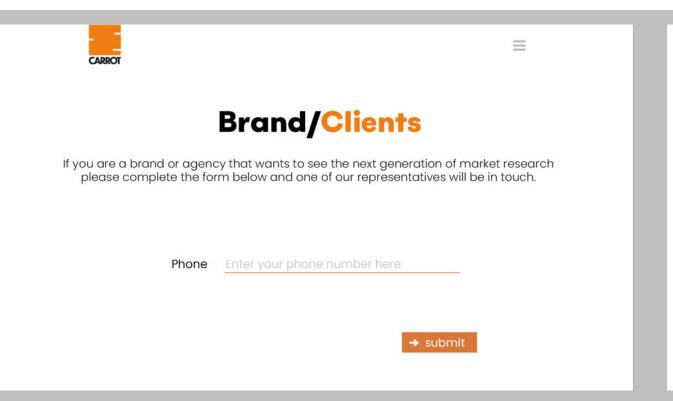
In this section the features start scrolling from the right and then repeat on a loop.

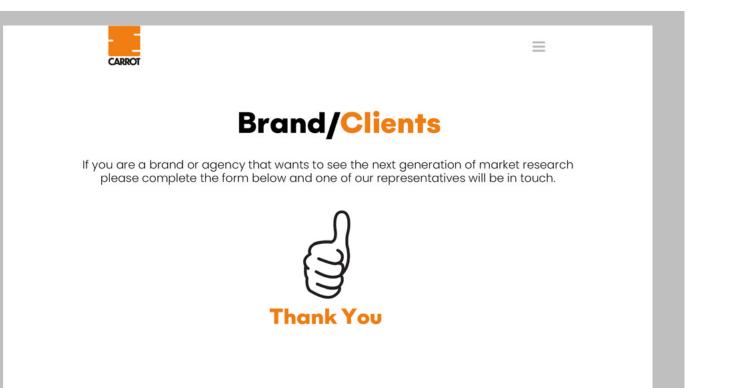
the text animates in.

sample jump button bottom right so that users can skip scroll and jump straight to next section we can this to all pages.













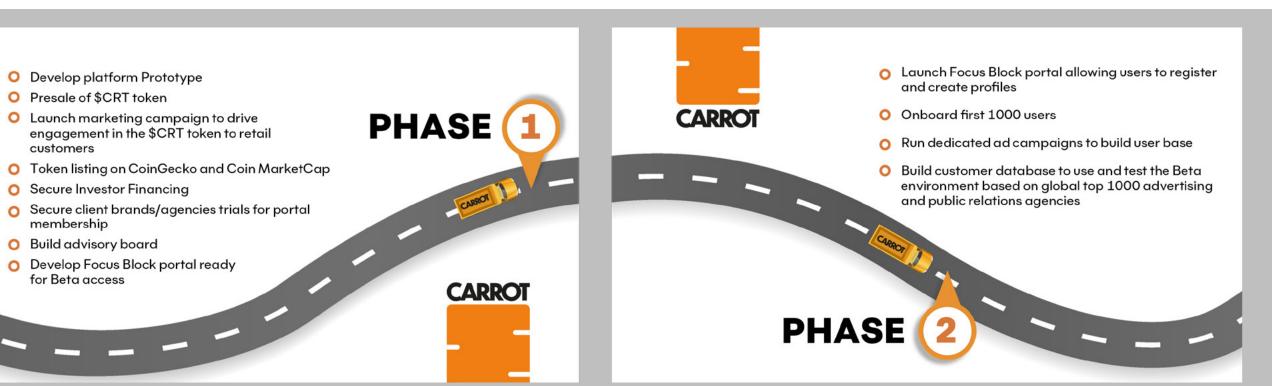
Section 9 - Brand Clients

On this section we will use a type form the user enters details and either presses enter or next button to go to next section.

Sample Form requirements.

On completion thank you message appears









CARROT

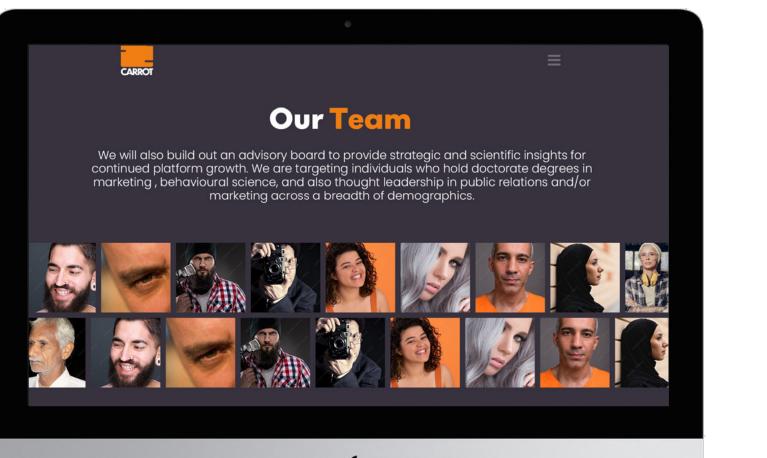
any web accessible site content. Rewards will be in \$FBLOCK tokens providing upward buy pressure.

Section 10 - Animated Road Map

On this section the road map starts in full view with Phase Markers, when the user starts scrolling the road map zooms in to the beginning and then animates to Phase 1, when this happens the content text animates in.

As the user keeps scrolling the road map animates and trabellsto the next phase, where again when phase reached text content animates in.

This continues when user scrolls until last phase is reached, then when the user carries on scrolling it jumps to next section.







Section 11 - [our team]

In this section the top profile images will scroll to the left when the user scrolls down and the bottom profile images scroll to the right.

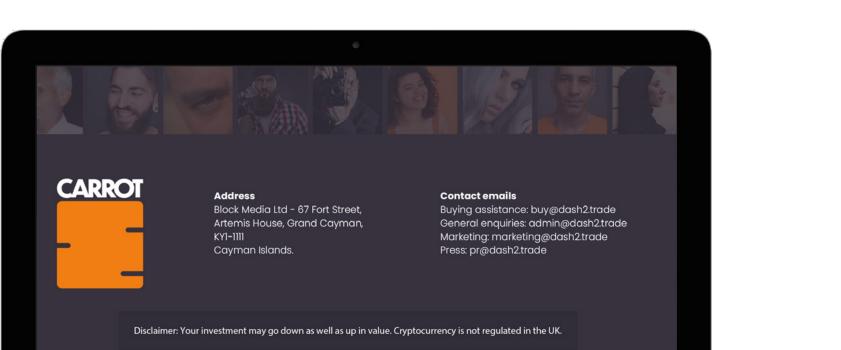






Section 12 - [Advisory Board]

In this section we will the same effect as above.













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