



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]

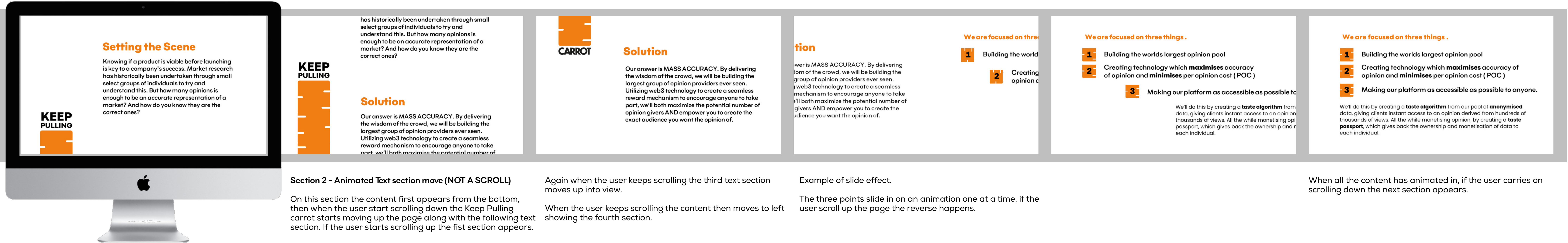
On this section the profile images in the boxes will randomly change photos to show different types of people, old, young, business types, arty people and so on.

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.





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.



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

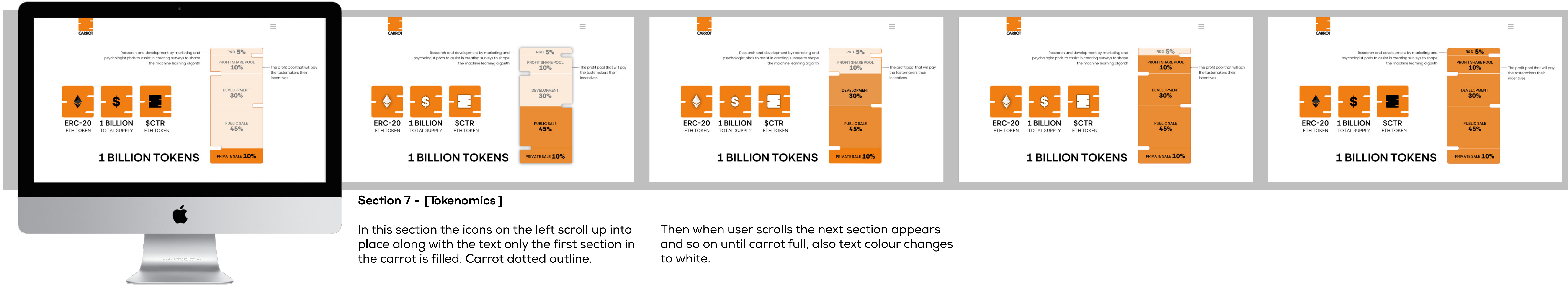
On this section the audit and secured animate in and then when user scrolls in transitions to next slide with background fading to new colour.



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 GDPR prevents autoplay.



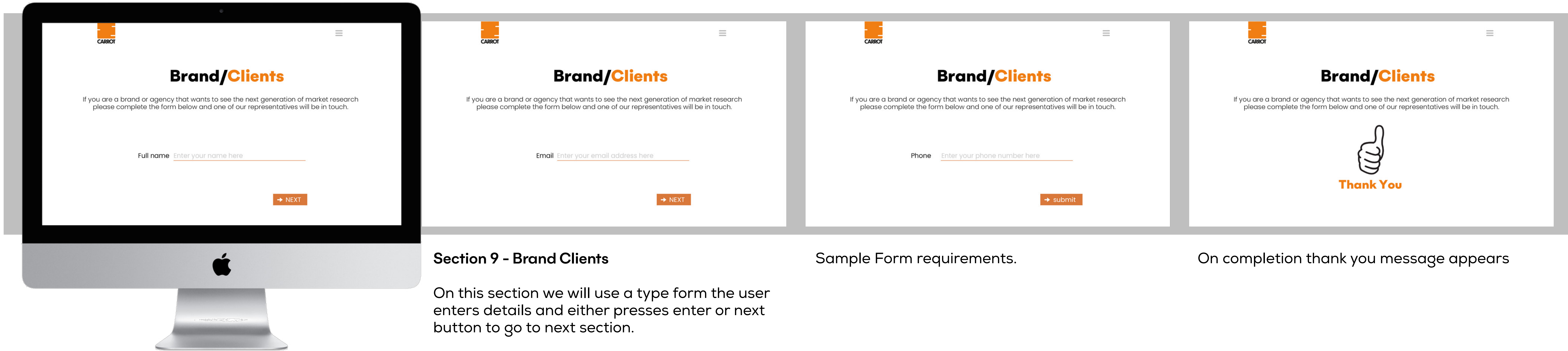


Section 8 - [tastemaker]

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.

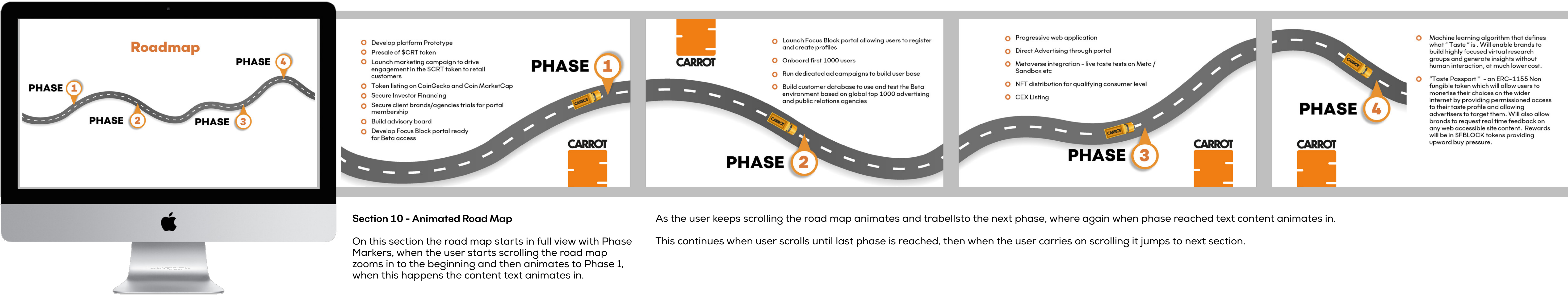


Section 9 - Brand Clients

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





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.

