It's in the detail (IITD) is an online platform / database that will present the user with a snippets of code and their visual representation. Bringing the craftsmanship back to, mostly template driven, websites. My application will teach programmers about design and designer about code. bringing the fields together.

Trying to integrate the fields programming and design. I want to create an application that is visually appealing and low-threshold use for creatives (like codecademy) alongside aiming for a creative view for programmers. My target audience are programmers and designers. Creating a tool that programmers and designers can benefit from.

tone
of
voice

It's in the detail is witty and creative, and so is our textual communication.

The language we use expresses the brand's core values and is designed to create a consistent perception and appreciation of *It's in the detail*.

**brand
& design
qualifiers**

— intelligent …
… but never dull or
politically correct.

— cheeky …
… but never childish, cute
or slapstick.

— spontaneous …
… but never
happy-go-luck or
'shiny happy people'.

— independent (spirit) …
… but never indie, crafty,
heritage, 'makers' or
high street.

— current and topical …
… but never overly
opinionated.

— contemporary and
modern …
… but never avant-garde,
trendy or flashy.

— timeless …
… but not vintage,
preppy or classic.

— fresh, clean and simple …
… but never cold or
disconnected.

— down to earth and
easy-going …
… but never wholesome
or hipster.

— supportive and conscious
… but never preachy or
goodie-two-shoes.

business model

Our approach to business always takes into account and can be characterised by the following statements.

IITD functions as a vehicle to meet inspiring people, inhale excitement and work with individuals, brands and companies that stand out. Because we value talent, inspiring our customers along the way.

We very much dislike anything complicated. Straightforward can be applied to everything we create and offer, from our business model to our designs and communication.

We treat everyone honestly and with respect, be it our employees, customers or partners.

market
research

main competitors:
—codepen
—code my UI

How are we different that the compeditors?
— design focussed.
— exclusively focusses on details within websites.