

# Create a Design Strategy for your Company

(Answer this as the student)

Who is the organization? Location? URL?

Bizmuth, located in Boston Massachusetts. Home of their future site is located at [www.bizmuth.co](http://www.bizmuth.co)

What do they do?

Bizmuth operate a business that connects the worlds of digital currencies, specifically cryptocurrencies, and physical currencies. They run and operate several cryptocurrency ATMs where people can directly deposit cash and turn it into cryptocurrencies. They also have a card that users can register for. It allows them to pay for anything that accepts debit cards with cryptocurrencies. They simply swipe the card, and whatever the cost is charged to the company. Then the company takes out how much the charge was, plus an extra for transfer fees, out of the user's crypto wallet to cover the cost.

What is the mission? Values?

Bizmuth's mission is to further the innovation seen in the digital currency world by finally solving it's last major issue, support from physical locations. Without Bizmuth's services, paying for your groceries at a supermarket with cryptocurrencies is virtually impossible. This all stems from values of democracy and freedom of one's wealth. Bizmuth believes everyone has the right to not just purchase and invest in decentralized currencies, but also use them to their fullest use case and potential.

Target Audience

The target audience is anyone and everyone who invests or owns cryptocurrencies. Bizmuth's goal is to show the world that digital currency is now not just good for sitting on a digital wallet on some server, but can actually be utilized in real world, physical transactions. As such, anyone who owns cryptocurrencies are the target audience, as they have crypto that could be utilized now through Bizmuth's services.

Physical Demographics (Gender, Age, Health)

While a majority of the demographic is certainly young adults, somewhere between the ages of 19 and 35, there is also a considerable amount of older men and women who had the capital to invest in cryptocurrency early who have large balances in their wallets. But for the most part it is young adults who watched the rise of cryptocurrency in their lifetime as they grew up. While most cryptocurrency users are tech savy and computer fluent, Bizmuth plans on solving this with clear and easy solutions.

Cultural Demographics (Economic status, employment, educational level, social group, nationality, language, values)

Computer Experience (Knowledge of technology, usage patterns, favorite sites, web surfing patterns and frequency)

Culturally the demographics are only really focused on young investors. We don't want there to be a barrier of entry regarding to technology knowledge of the users, it should be as simple to use as possible.

Find-ability (search engine, banner, link from other sites, printed promotional)

It would be best to focus on SEO, search engine optimization, for the site. Of course, running a digital ad campaign for the business would be great as well, having the name of the business show up on ads on other sites and mobile apps.

Location of Access (How are your users finding you and where are they)

The users will find us at two places, the website and the mobile app. The point of this business is to have ease of access into users accounts, so the mobile part of the operation can be promoted through app stores and such. The app and the site can link to each other allowing users to visit both by a click of a button.

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(Answer this as if you are the Client)

## HERE IS A LIST OF CONSIDERATIONS FOR YOUR BRANDS

### ABOUT YOUR ORGANIZATION & INDUSTRY

> What is the name of your organization and your current (or intended) URL?

Our company operates under the name of Bizmuth. We currently are looking to develop a new website to be located at [www.bizmuth.co](http://www.bizmuth.co), as our research has shown that .co domains are rising past .com domains in demand and value.

> Describe your organization in a couple of sentences. What is your mission statement or philosophy?

At Bizmuth, we strive to be at the forefront of a new revolutionary era of banking and digital currency. Our philosophy is that as digital currencies and crypto currencies rise in popularity and demand around the world, offering security and privacy in the economic world, we believe it is every users right to user their digital currency anywhere, including any physical retail location. We allow users to sign up for a debit card that can be used anywhere, online or in a physical location, that is tied to their crypto wallet. No more waiting for business to evolve around your finances, because we are doing it all for you.

> Describe your organization's primary products, services or goals.

Currently we are focusing on our crypto based banking cards as the sole product. Before Bizmuth, physical cash registers and businesses could not except payment in the form of digital currencies. Now, they don't need to support it as long as they can support any standardized form of credit or debit cards. We send our users a card that swipes like any other card, but is instead linked to their crypto wallets, allowing for digital currency to be used just as cash would. We have future goals to create crypto currency ATMs in popular cities around the US and later on world wide. This would allow users to immediately transfer cash into their crypto wallets.

> How does your company strive to differentiate itself from competitors/similar organizations? How do your current customers perceive you as different from competitors/similar organizations?

How we differ from other major players in the crypto currency world, such as Robinhood and Coinbase, is that we don't just allow users to buy and trade crypto currencies with an account. We also allow users to sign up for a debit card that is sent to them and will be used at any physical location to spend their digital currencies on physical products. Furthermore, they can use the debit card like any other card, including online purchases.

> Please list the names and website addresses of at least three competitors/similar organizations. What do you like and dislike about them? In what areas do they succeed and in what areas do they fail?

Coinbase

<https://www.coinbase.com/>

They were the first company and product to allow anyone to easily create a crypto currency wallet and buy and trade. They broke the barrier of entry regarding computer knowledge. They made it easy for anyone with any skills of technology to sign up and create an account.

Robinhood:

<https://robinhood.com/us/en/>

Simialar to Coinbase, but more stock market drivern. Made it easy for anyone to buy and trade public shares. However they recently got into the crypto currency market. They fail in trust with their customers after the GME stock scandal, blocking their users from investing in shares that were drastically outperforming certain hedge fund short positions.

Venmo:

<https://venmo.com/>

Allowed for users to easily pay each other without cash thorough their bank account with a push of a button. They recently included crypto trading features, and currently have a Venmo debit card for users. They have poor UI work on their mobile app, but succeeded in what they set out to do.

### ABOUT YOUR WEBSITE

> What are the primary goals you'd like to accomplish with your new website? Please include at least 3. What are your secondary objectives? (Examples include increased sales, marketing/branding awareness, and to answer common customer questions).

We have three major goals. First is a call to action for users to sign up for a Bizmuth card. Second, easy account management and creation for users. And lastly, ability for users to log on and trade or buy crypto for their accounts with little hassle. We want the site to be sleek modern and easy to use, as well as a cohesive but short FAQ section.

> What are the primary "actions" you wish visitors to take when they visit your site? (Examples include purchase a product, set up an appointment, subscribe to a newsletter, and donate money).

As stated above, a major point for us is a call to action to sign up for a Bizmuth card attached to their crypto wallet.

# Create a Design Strategy for your Company

(Answer this as if you are the Client, continued)

> Who are your target audiences for this website? For what type of information do you expect each audience to be looking? What goals do you have for each target audience? (An example of a specific target audience would be prospective customers looking for product information. An example of a goal for them would be to have them submit contact information so your sales team can contact them),

Our target audience is the large group of young investors who are getting into crypto currency investments, but don't know how to spend their crypto balance in the real world. We want show these young investors the world of banking and finance is changing and they can be a part of it. Secondly we want to target any major companies who wish to setup business accounts to utilize their company assets in the form of crypto on business expenses. Easy account creation for both personal and business accounts is paramount.

## LOOK AND FEEL

> Do you have an existing logo and identity system you would like to use for your website? If not, would you like us to design one for you? If you would like us to create your logo, please list some adjectives that describe your company and your desired logo as well as some logos that you like and some that you dislike and describe why you like or dislike them (colors, typography, etc.)

While we have some mockup designs for the logo, we would love to have one designed by you. We want the site to have a dark background with the logo and color scheme consisting of pastel colors. These pastel colors are easy to the eye but pop when overlaid on a dark backdrop. Please research the metal crystal bismuth. It has a certain range of colors and physical attributes we want incorporated into the design process.

> When someone asks about your company, what would the ideal response be?

We make it easy for anyone who owns crypto currency to spend it anywhere they like. We are giving the entire crypto space a whole new use case for investors.

> Please list the URLs (web addresses) of three websites you like, and tell us why you like them (layout, colors, navigation, organization, etc.). These don't have to be sites whose business is similar to yours; it is simply to help us understand your design preferences.

<https://mcbridedesign.com/>

This site has a similar design theory that we want in our site. It looks technical and modern, but is simple. It has a nice dark, but not black, backdrop with light colors popping.

<https://www.baunfire.com/>

This site has a great user experience. Smooth animations that don't distract but entice the user to dig deeper into the site. The call to action in the top right is welcoming and easy, without giving new users too many options. They know exactly where to go.

<https://www.coinbase.com/>

We have to give Coinbase credit for how clean their navigation and layout is, and want a similar experience. Because we are dealing with accounts and finances, it needs to offer our users everything they need without confusing them. Coinbase does just this.

> Please list the URL of at least one website that you don't like, and tell us why.

<https://www.bobsaget.com/>

This is a great example of what we do not want our site to turn out to be. While they went for a darker backdrop, they never compliment any of their navigation or call to action with a precise color pallet. Furthermore, the navigation is split in two halves for some unexplainable reason. We want clean and concise. We don't want a cookie cutter dark mode theme. We want something unique that works for both us and our clients and account holders.

> Please indicate any of the following adjectives you feel describe how users should perceive your website.

(Medium Company, National, Sophisticated, Honest, Formal, Modern, Friendly, Professional, ARTISTIC, Simple, Limited color palette, Clean, Elegant, Cutting edge, Dark, Futuristic, Ethereal, New age, Up-to-date,)

All remaining adjectives above are those who we feel best describe us.

> Please add any other adjective, phrases, comments or ideas that you would like us to keep in mind for your website design.

We want our users to understand that while our site is easy to use and look at, it's also functional. We want our users to know that their digital crypto finances are not only safe with us, but are just a click away from the user to access.

# 1st of 3 Websites You Like

Please attach a snapshot of the website here

Url: <https://www.coinbase.com/>

coinbase

PricesLearnIndividualsBusinessesDevelopersCompany

Sign inSign up

Jump start your portfolio →

Get \$5 in free Bitcoin for signing up

Coinbase is the easiest place to buy and sell cryptocurrency. Sign up and get started today.

Email address

Sign up

[Terms apply](#)

Portfolio balance

\$1,176.11

\$805.45

\$1,180.33

1H1D1W1M1YAll

Cash (USD)\$59.08

USD Coin1.25% APY\$439.42

Bitcoin\$677.50

HomePortfolio

PricesSettings

We use our own cookies as well as third-party cookies on our websites to enhance your experience, analyze our traffic, and for security and marketing. For more info, see our [Cookie Policy](#).

Manage settings

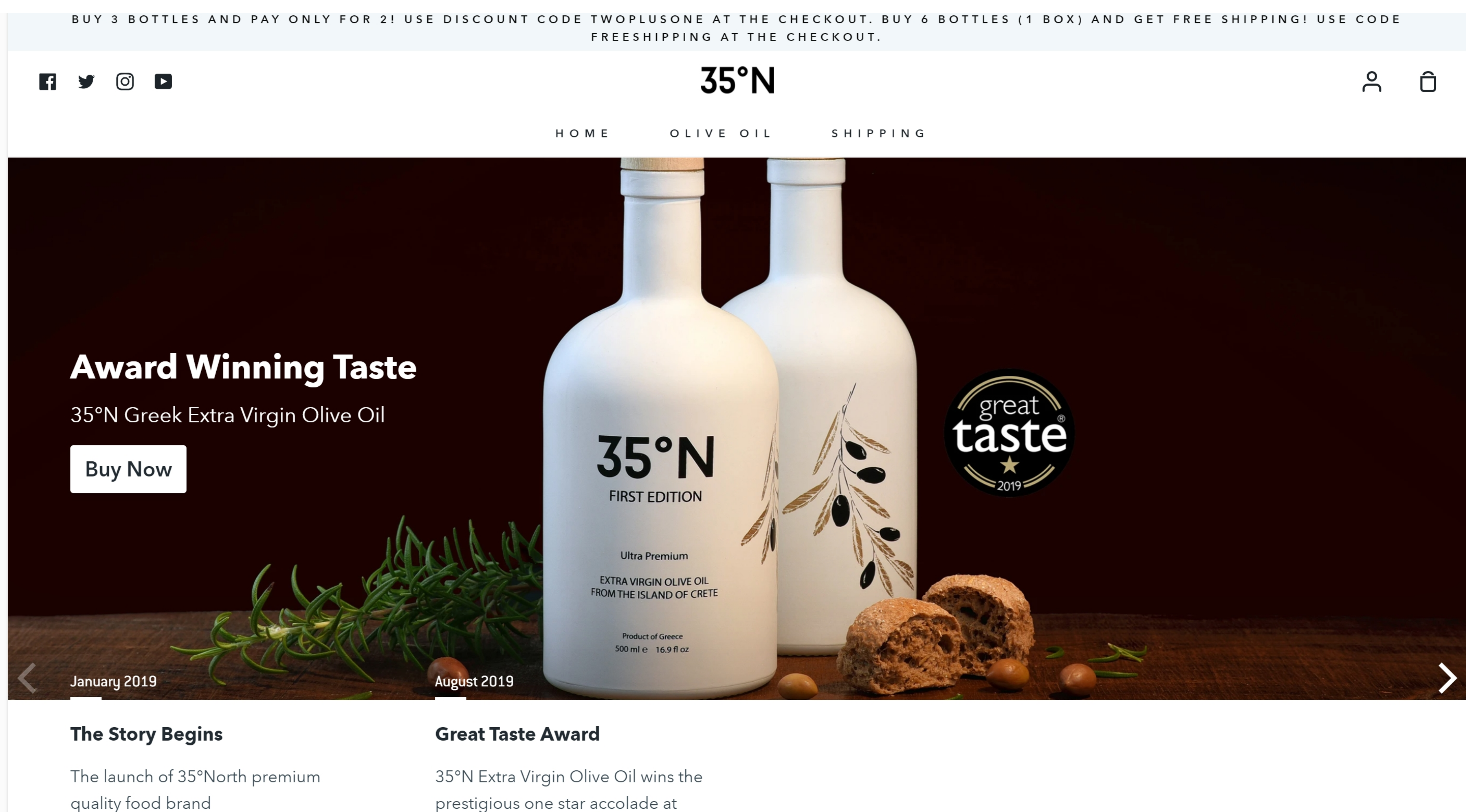
Dismiss

×

## 2nd of 3 Websites You Like

Please attach a snapshot of the website here

Url: <https://35north.eu/>



# 3rd of 3 Websites You Like

Please attach a snapshot of the website here

Url: <https://www.newbelgium.com/beer/voodoo-ranger-ipa/>



# 1st of 3 Websites You Dislike

Please attach a snapshot of the website here

Url: <https://www.bobsaget.com/>



## 2nd of 3 Websites You Dislike

Please attach a snapshot of the website here

Url: <https://www.uat.edu/>



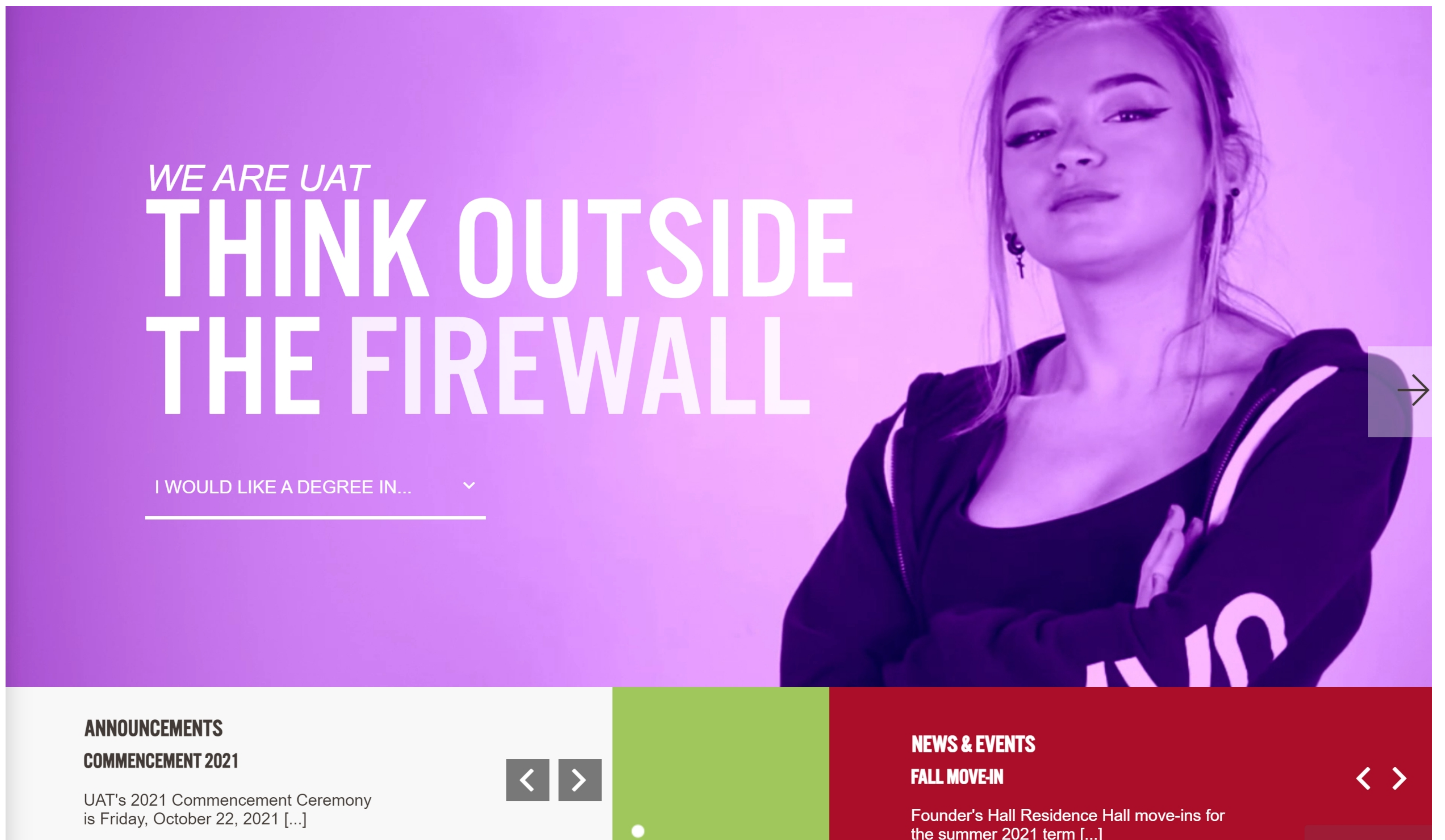
LEARN.  
EXPERIENCE.  
INNOVATE.

 REQUEST INFO

 (800) 658-5744

 APPLY TO UAT

 MENU

A screenshot of the UAT website's main banner. The background is a solid purple color. On the right side, there is a photograph of a young woman with blonde hair, wearing a black hoodie with white stripes on the sleeves, looking slightly to the side. Overlaid on the purple background is the text 'WE ARE UAT' in a small, white, sans-serif font, followed by 'THINK OUTSIDE THE FIREWALL' in a large, bold, white, sans-serif font. Below this text is a white input field with the placeholder text 'I WOULD LIKE A DEGREE IN...' and a small downward arrow icon. At the bottom of the banner, there is a navigation bar with three sections: 'ANNOUNCEMENTS' (with a sub-header 'COMMENCEMENT 2021' and a link 'UAT's 2021 Commencement Ceremony is Friday, October 22, 2021 [...]'), 'NEWS & EVENTS' (with a sub-header 'FALL MOVE-IN' and a link 'Founder's Hall Residence Hall move-ins for the summer 2021 term [...]'), and a 'Cookie Settings' button. There are also navigation arrows (left and right) and a small white dot indicator between the announcement and news sections.

# 3rd of 3 Websites You Dislike

Please attach a snapshot of the website here

Url: <https://www.maine.gov/portal/index.html>

