

DebugWave Homepage Brief

This homepage brief is prepared for web designers to help understand objectives of the homepage design project. Please read it carefully before starting the work. We also encourage you to get familiar with the attached copy and logo materials to elaborate your design decisions.

Please feel free to let us know if you have any questions. We also appreciate any comments and suggestions.

Thank you!

Deliverables

What should be delivered:

- An image of the home page design, in PNG format. The image shall contain two variants of the design: for desktop and mobile screen sizes.
- All source files, including original graphics, markups and mock-ups.
- A complete list of copyrighted materials used in the design, including fonts and graphics, with references to their origin.

To prepare your designs please use the attached copy of the content. Please do not use any 'Lorem ipsum' kind of texts.

About DebugWave

This section provides basic background information about the product.

DebugWave is a technology that has enabled the company to build a software development tool that works as a debug server and flash programmer for STM32 microcontrollers and a programming interface (API) to the debugging and programming technology for OEMs. The launch will be done in stages. The focus for the initial launch is the debug server and flash programmer utility rather than the underlying technology. This tool fills a gap between free tools which are slow, difficult to use and have no support and paid tools which require the purchase of unnecessary hardware in order to function.

The utility will initially be offered free of charge in order to build a base of loyal users, make DebugWave known to the developer community, get feedback on the product and do case studies before proceeding to Phase 2. The parameters of Phase 2 remain to be seen, but it is expected that the company will begin to charge for both the technology and the utility, and that the technology (not just the utility) will also be marketed.

DebugWave is not the name of the company. The name of the company will be very underplayed if it is mentioned at all.

Message

This section explains the general message we want the site to communicate to our users.

DebugWave technology is providing the microcontroller developer community with a debug server and flash programmer tool for STM32 microcontrollers that is a superior alternative to other free tools on the market and is more cost-effective and less restrictive than paid tools. It fills the gap between slow free tools that are frustrating to use and paid tools that require expensive hardware purchases and come with restrictive licenses. The DebugWave plug and play tool may be downloaded without cost. It is faster, easier, and better supported than any free debug server or flash programmer available, and it may be used with ST-Link and ULINK2 probes that most developers already have.

Goals

The initial goal of the website is to promote downloads of the DebugWave utility.

We do not want to gather user contact information at this time.

Scope

DebugWave is a global project.

Audience

The initial audience for this website is primarily software developers. However, as time goes by, sales may be made to various types of companies, and the site should be attractive to executives in both the engineering and the business sides of companies.

Language, Tone and Voice

We see ourselves as a reliable and stable partner of our users. In the same time, we see ourselves as a company that succeeds in creating cutting-edge technologies.

We respect our users, and want to communicate with them accordingly — whether it is text or visual materials.

We are a tiny company focused on very specific solutions for software developers. We don't want to pretend that we are a larger and more mature business than we actually are. Instead, we want the site to focus on the strong sides that we actually have. The **Message** section provides details on this.

Please refer to the attached copy materials to get better understanding of the desired voice.

A case study: GitHub

<https://github.com>

GitHub is a software development platform.

The strong side of GitHub is how they structure on the page all that complex information software developers using their services have to deal with. What we have to say on our site has a simpler structure, but still needs things to be presented in a form that developers and tech business persons would understand, expect and appreciate. GitHub may serve as an example of a site that talks with their users on the language of software developers — in terms of both the content and the design. We don't need the DebugWave site to be that focused on this language, because it is not a software engineering platform, but we can use elements of the design that software developers would treat as relevant to creating of software.

A case study: DigitalOcean

<https://www.digitalocean.com>

DigitalOcean is a virtual server hoster.

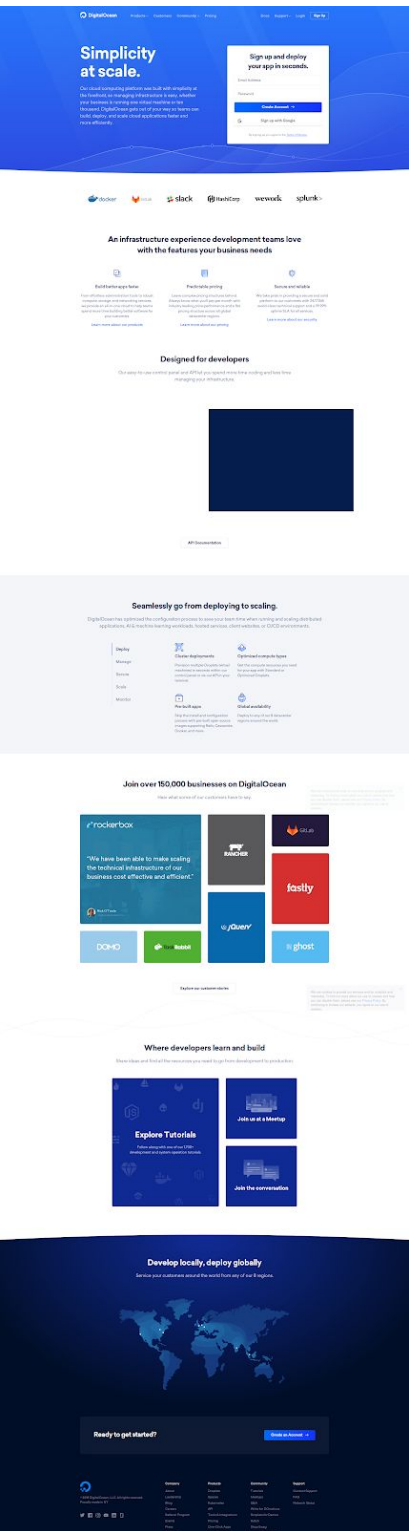
What DebugWave and DigitalOcean have in common is that it is hard to find proper visual representations of the products. To solve that problem we can use allegories that metaphorically rework the original complex technical message so that it becomes clear to a much wider audience, and helps users to see how the company/product positions itself on the market. In the case of DigitalOcean, the hoster represents itself as an ocean (meaning platform) that is home for myriads of different sea spices (businesses and projects of all kinds running their own virtual servers). Similarly, DebugWave represents the process of fixing errors in software (debugging) as a sweeping wave. In both the cases the metaphor is the core part of the brand. The design of the site is supposed to naturally extend the metaphor to its visual elements, helping users to understand the purpose of the product.

Look and Feel

We prefer a clean, calm, almost minimalist look to the site. Everything should be easy to find.

Here's some designs that we believe make the necessary impression.

NOTE: Please note that those are examples of the desired general look and feel. They are not supposed to suggest a specific layout, colors or design of visual elements.



DigitalOcean

START FREE TALK TO AN EXPERT

Take control.

Get to market faster

Scale

STREAMS

Collect event data from anywhere, add rich custom attributes, and send it whenever you need.

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COMPUTE

Insert powerful analytics features directly into your facts and products.

[Learn More →](#)

ACCESS

Design and programmatically proven-encrypted in Microsoft of customer, built with their customer-based secure access controls.

Learn More 

What can you do with Keen?

Developers in every industry use Keen to leverage data in new and inventive ways.

Build & ship the analytics features your customers have been asking for. Native Analytics is a suite of tools for analyzing product data. Keep it powers the backend analytics infrastructure so that you provide your users a truly new and custom analytics experience.

With an increasingly crowded media landscape, investing in data science isn't just important, it's vital to staying ahead of the competition. Kien gives publishers the cutting-edge analytics technology of a modern media company, without the need to hire and staff a huge data engineering team.

Over 50,000 developers at 5,000+ companies use Keen to power real-time analytics dashboards, generate alerts, implement dynamic pricing and advertising, track complex attribution, and more.



"Koen IG helps us understand the value we're delivering to artists at a granular level and gives us the flexibility to define and track new metrics as we need them."



Get started today.

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Keen IO

[Start Free Trial](#)[Explore all K2D Products](#)[See how it works](#)

worldwide.



Schedule a demo with our AppRadar experts and see how it can supercharge your app business. Request a personal walkthrough to learn more about our product.

Source: <http://www.fishbase.org>

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the North have to integrate any

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without any links.



AppRadar

Brandbook

We do not have a brandbook yet, and consider this website project as a step in its development. We are particularly interested in finding appropriate fonts for this website and other media related to this project.

Logo

Here's a draft of the product's logo. Both the graphic part and the font are likely to be adjusted as we get closer to publishing the site.



Its primary variant at the top left corner has three colors:

#1192cd rgb(17, 146, 205)

#1475a1 rgb(20, 117, 161)

#24adec rgb(36, 173, 236)

Please find the package with the logo in various formats attached.

Fonts and Texts

Readability is critical.

The specific fonts are to be defined. We think sans serif clean-looking fonts would fit best. Please try to keep the minimal number of used fonts.

The body content font is expected to be of a “medium” size. The spacing shall be large enough for comfortable reading.

Use of fonts should be consistent across the whole site, including the online user guide.

No hyphenation, please.

Colors

We think blue-ish colors promote reliability and work with our logo, but are open to other colors.

We also expect some colors that suggest excitement and movement as well in keeping with our approach as both reliable and cutting edge.

Images and Graphics

We do not have any images for the site, nor we plan to have any for its initial version.

We would appreciate adding relevant vector or vector-like elements and backgrounds. It is okay to use them as placeholders for some richer graphics/illustrations that we could prepare later as part of a separate design project.

We would not like any stock photos on the site.

Layout

We expect a standard general layout of pages, specifically:

- A bar with the logo, horizontal navigation and social media icons (see below) on the top.
- The body content of the page in the middle. Please see the homepage copy.
- A footer that contains:
 - The copyright notice:
Copyright © 2018 Ivan Labs OOD. All rights reserved.
Please note that we do not want to advertise the connection between the company and the project, though it is not a secret.
 - Links to our social media accounts (see below).
 - A map of links to pages of the site.

- Emails for user support (support@debugwave.com) and general requests (info@debugwave.com).

Generally, we want the footer to work as a 'Resources' kind of sections and an additional instrument for quick navigation.

The logo in the top bar is supposed to work as a link to the home page.

The social media icons are ones for Twitter and GitHub plus an icon for direct email contacts that is supposed to work as a standard `mailto:` link.

For the body part of the page we expect a layout that helps users to see the structure of the content.

When developing the layout, please make sure all clickable elements can also be 'tappable'.

We do not want any visible elements related to gathering statistics on the site.

Visuals

We need the design of the page to be part of the website's general message as described in the **Message** section. For this reason we would highly appreciate adding visual elements and backgrounds that support the metaphorical language used in the product's name (DebugWave) and the logo as described in the **Language, Tone and Voice** section.