

# 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.

[Home](#)
[Features](#)
[Pricing](#)
[Partners](#)
[Company](#)
[Blog](#)

[Sign up](#)
[Log in](#)

# Simplicity at scale.

Our cloud-managing platform lets you build with simplicity at the highest level or scale to a complex multi-tenant architecture for deploying to multiple on-premise or hybrid environments. Cloud-managing gives you the ability to have one team manage and control multiple environments, and it lets you scale across hybrid and multi-cloud.

Sign up and deploy your app in seconds.

Get started

Get started

Get started

Get started



An infrastructure experience development teams love with the features your business needs

- Multi-tenant architecture**  
 From a single application to a multi-tenant architecture, you can manage and control multiple environments, and it lets you scale across hybrid and multi-cloud.
- Production-ready**  
 From a single application to a multi-tenant architecture, you can manage and control multiple environments, and it lets you scale across hybrid and multi-cloud.
- Service and status**  
 From a single application to a multi-tenant architecture, you can manage and control multiple environments, and it lets you scale across hybrid and multi-cloud.

Designed for developers

It's easy for you to control your code and effort, you can get started in less than 10 minutes.



#DigitalOcean

### Seamlessly go from deploying to scaling.

DigitalOcean makes it easy to go from deploying to scaling. Our cloud-managing platform lets you build with simplicity at the highest level or scale to a complex multi-tenant architecture for deploying to multiple on-premise or hybrid environments. Cloud-managing gives you the ability to have one team manage and control multiple environments, and it lets you scale across hybrid and multi-cloud.

- Multi-tenant architecture**  
 From a single application to a multi-tenant architecture, you can manage and control multiple environments, and it lets you scale across hybrid and multi-cloud.
- Production-ready**  
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- Service and status**  
 From a single application to a multi-tenant architecture, you can manage and control multiple environments, and it lets you scale across hybrid and multi-cloud.

Join over 150,000 businesses on DigitalOcean



Where developers learn and build

Where developers learn and build. The resources you need to get from development to production.

- Explore Tutorials**  
 Explore our tutorials and get started with your first application.
- Join the community**  
 Join our community of developers and get help with your application.

### Develop locally, deploy globally.

Develop your applications locally and deploy them to any of our 3 engines.

Ready to get started?

Get started

Engine	Platform	Architecture	Support
Heroku	Linux	Cloud	24/7
Heroku	Windows	Cloud	24/7
Heroku	Mac OS	Cloud	24/7
Heroku	Linux	Cloud	24/7
Heroku	Windows	Cloud	24/7
Heroku	Mac OS	Cloud	24/7

DigitalOcean

**REAL-TIME ANALYTICS FOR YOUR USERS**

Capture event data and embed custom dashboards in any application.

[GET STARTED](#) [TALK TO AN EXPERT](#)

- Take control.** Keep your insights in your database. The backend architecture of a custom analytics track without the hassle and cost of maintaining a separate data warehouse.
- Get to market faster.** Start building your MVP product today. No long wait times for your analytics. Your app is live and your analytics are in a fraction of the time.
- Scale.** Control your costs and scale easily as your business grows. Customers in more than 100 countries use Keen IO to query billions of data points every day.

The backend analytics infrastructure to provide your users a truly custom experience.

**STREAMS**

Build and integrate your data pipeline. Use our REST APIs to ingest events and send webhook notifications.

[Learn More](#)

**COMPUTE**

Execute your analytics pipelines. Modify and run your custom analytics.

[Learn More](#)

**ACCESS**

Design and embed custom dashboards. Provide your users with a truly custom analytics experience.

[Learn More](#)

**SOLUTIONS**

What can you do with Keen?

- Embedded Analytics**  
Build and ship the analytics feature your customers have been asking for. Embed analytics as part of your web or mobile application. Keen IO gives you the backend infrastructure to help you provide your customers with a truly custom analytics experience.  
[Learn More](#)
- Publisher Analytics**  
With an increasingly crowded media landscape, investing in data is essential for publishers to retain ownership of the competition. Keen gives publishers the cutting-edge insight technology of a modern media company, without the need to hire and staff a large data engineering team.  
[Learn More](#)

**BRILLIANT CUSTOMERS**

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.



Keen IO 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 build them.

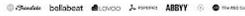
**Get started today.**

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PRODUCTS	INDUSTRIES	USE CASES	DEVELOPERS	COMPANIES
Keen	Entertainment	Customer & Sales	JavaScript	500+
Keen	Education	Product & Support	Python	100+
Keen	Healthcare	HR & Talent	PHP	50+
Keen	Marketing	Marketing & Analytics	Java	100+
Keen	Software	Product & Support	JavaScript	100+

Keen IO







**More than an App Store Optimization Tool**

Discover more about AppRadar and how it can help you optimize your app's performance. We'll show you how to use our app and how you can integrate it with your existing ASO workflow. The AppRadar dashboard is a powerful tool for managing your app's performance across all platforms.

[Request Demo](#)

**ASO for everybody**

AppRadar is designed to be used by everyone on your team. It's easy to learn and use, so you can get the most out of your app's performance.

[Request Demo](#)



**Don't waste time switching tools.**

We've built a powerful ASO tool that works across all platforms. You can manage your app's performance from a single dashboard, so you don't have to switch between multiple tools.

[Request Demo](#)

**Stay on top of ranking changes.**

AppRadar tracks your app's ranking across all platforms. You'll receive alerts when your app's ranking changes, so you can stay on top of the competition.

[Request Demo](#)



**Get your app found by users everywhere.**

AppRadar helps you optimize your app's performance across all platforms. You can track your app's performance in over 100 countries, so you can reach your target audience.

[Request Demo](#)

**Manage apps for various platforms.**

AppRadar supports all major app stores, including the App Store, Google Play, and Amazon Appstore. You can manage all your apps from a single dashboard.

[Request Demo](#)



You might know App Radar from... 



1 / 1

- No SDK required** - No need to integrate any SDK into your app. We'll handle all the data collection for you.
- All features in one tool** - No need to switch between multiple tools. We've built a powerful ASO tool that works across all platforms.
- One interface for all stores** - Manage all your apps from a single dashboard, so you can stay on top of your app's performance.

**Setup in minutes. First results within hours.**

Get your app up and running today on every device with AppRadar. It's easy to use and you'll see results in minutes.

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<b>Platform</b> App Store Google Play Amazon Appstore Microsoft Store	<b>Features</b> Analytics Keyword Tracking App Reviews	<b>Company</b> AppRadar AppRadar AppRadar AppRadar	<b>Join the Beta</b> Sign up for our beta program today. We'll be launching our new features soon.
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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](mailto:support@debugwave.com)) and general requests ([info@debugwave.com](mailto: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.