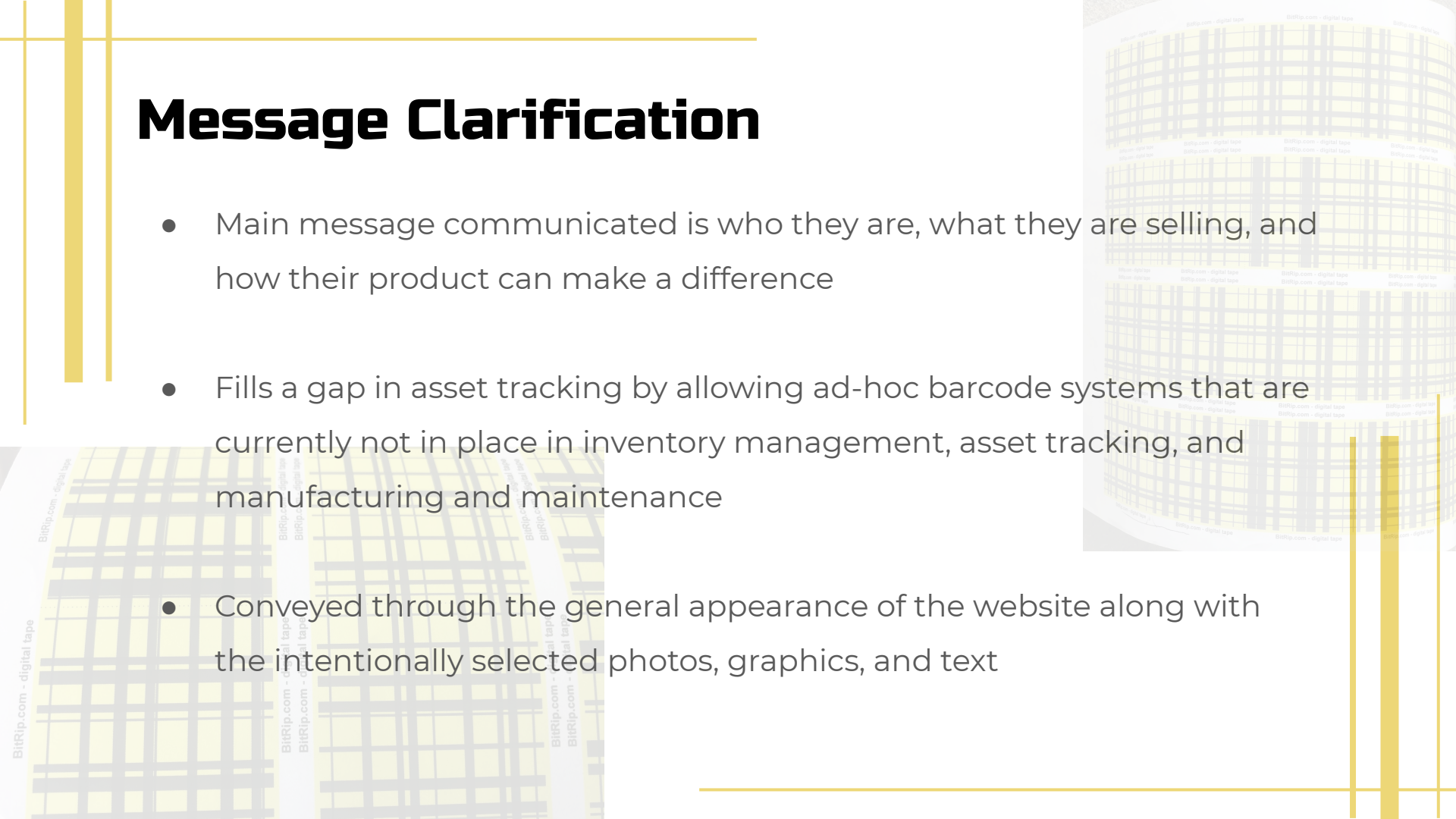


# Website Strategy

BitRip

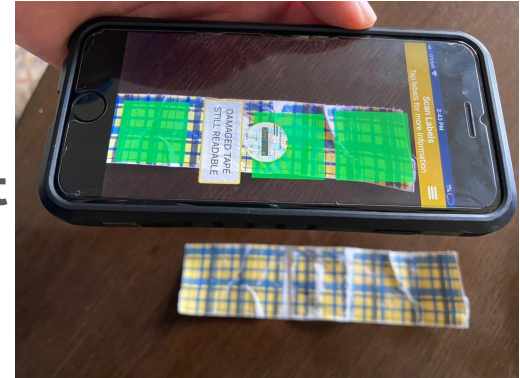
# Message Clarification

- Main message communicated is who they are, what they are selling, and how their product can make a difference
- Fills a gap in asset tracking by allowing ad-hoc barcode systems that are currently not in place in inventory management, asset tracking, and manufacturing and maintenance
- Conveyed through the general appearance of the website along with the intentionally selected photos, graphics, and text



# Unique Value Proposition

## Rugged Project Management in Your Toolkit



- Emphasizes...
  - Durability of the tape to be read after damaged
  - Versatility of the tape as a dynamic QR code instead of static
  - Ease in use as a roll of tape instead of individual labels

# Story Script

- Character is consumer as both a construction worker and the person organizing their personal items
- Problem is that there are many confusions and miscommunications between people, especially when it comes to leaving notes, labels, or instructions in place for another person to interpret so time, energy, and money is being wasted

## **BitRip is the solution!**

- Allows you to alleviate the stress in communicating messages across construction sites or keeping the home organized while avoiding confusion, poor time and project management, and miscommunications with the hope that the main character will purchase the scannable tape and download the application

# Lead Generator

## 1. The BitRip team

- Personal salespeople
- Face-to-face and over-the-phone contacts



## 2. Champions of BitRip from personal experience

- Feedback and reviews/Personal testimonies
- Reposition the “blog post” function to include customer success stories

# Call to Action

**Buy Now**

Main CTA on Homepage

**Start Saving Time**

**Choose BitRip**

Supporting CTAs

**Purchase**

Consistent CTA in Navigation

# Offerings

- **Professional** → Construction Industry
- **Personal** → Home Projects

Both equipped with product information, user stories, and photos  
Separated target audiences into subpages for directed messages

- **About Us** → BitRip Information
- **Purchase** → Emphasizing the Main Objective

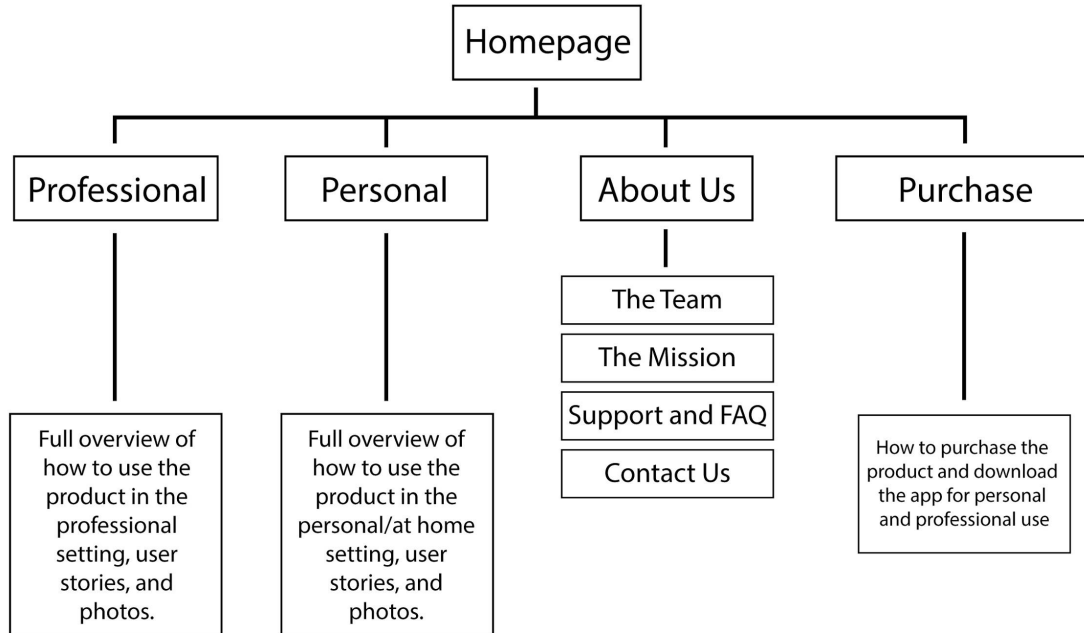
# Tagline



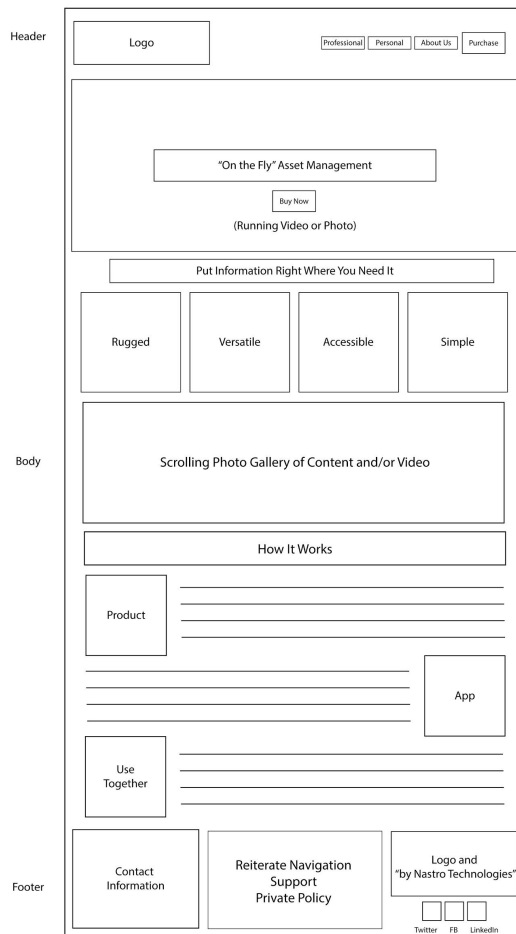
**“On the Fly” Asset Management**



# Site Map



# Wireframe



**Questions?**

**Thank You**