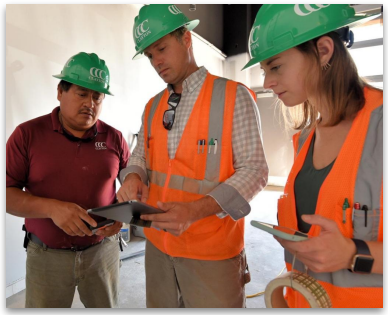
Final Website Presentation

BitRip

Who is BitRip? - A Recap

- Start-up company (under the parent company name of Nastro Technologies) out of Advanced Functional Fabrics of America (AFFOA) led by the Massachusetts Institute of Technology
- A software and hardware product consisting of an app with machine readable code and a machine readable tape that scans with the app like a QR code or barcode

BitRip makes project management simple and efficient for the price of a roll of tape.



Website Research

Target Audience

1. The Construction Industry:
   Instructions, organizing data, keeping logs and recording information
2. The General Consumer:
   Moving, personal storage items, DIY, and organization

Strategic Positioning

1. Roll of tape allows for any size or shape for different surfaces as needed
2. Construction specific market element
3. Access to digital content even if label is obscured or damaged

Site Goals

1. Streamline content to better communicate what the product is, how to use it, and why you should purchase it
2. Convey a sense of ruggedness for the construction side while being clean and organized for the general consumer
3. Carry functionality of purchasing, a contact form, and links to social media
4. Sell the product!

Website Strategy

Message Clarification: The main message communicated is who they are, what they are selling, and how their product can make a difference through the general appearance of the website along with the intentionally selected photos, graphics, and text.

Lead Generators: The BitRip Team (personal sales through face-to-face and phone contacts) and Champions of BitRip (feedback, reviews, reposts, and personal testimonies)

Offerings: Website Sitemap with 4 tabs → “Professional” and “Personal” (separated target audiences into subpages for directed messages), “About Us” with BitRip information, and “Purchase” to emphasize to main objective

Website Strategy

Unique Value Proposition

Rugged Project Management in Your Toolkit

Emphasizes... (1) durability of the tape to be read after damaged, (2) versatility of the tape as a dynamic QR code instead of static, and (3) ease in use as a roll of tape instead of individual labels

Tagline

“On the Fly” Asset Management

Call To Actions

BUY NOW | PURCHASE BITRIP TODAY | DOWNLOAD THE APP | CONTACT US

Content Strategy

Instagram

- “For Personal Use” = audience needs to feel connected with BitRip as a personable company for that they would do business with for their homes
- 2-3 times a week at noon: Monday, Wednesday, Friday

LinkedIn

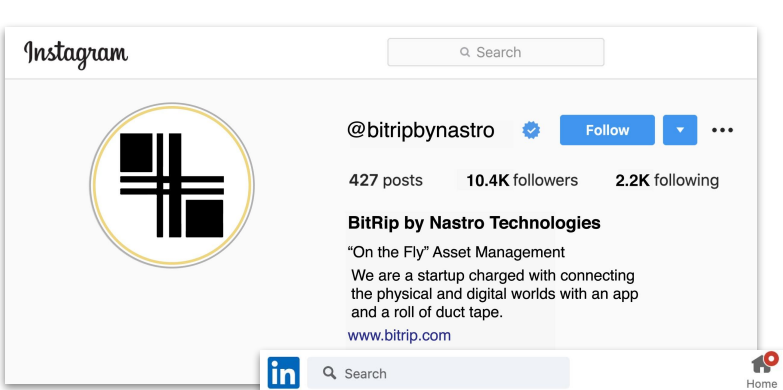
- “For Professional Use” = audience needs to feel like they can rely on BitRip as a credible, professional, and quality company to use the product in their own business
- 1 time a week: Try different days and times and gauge success

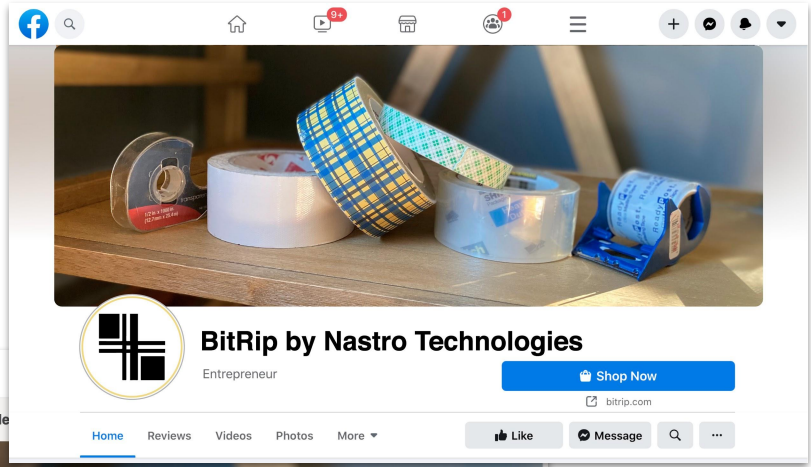
Facebook

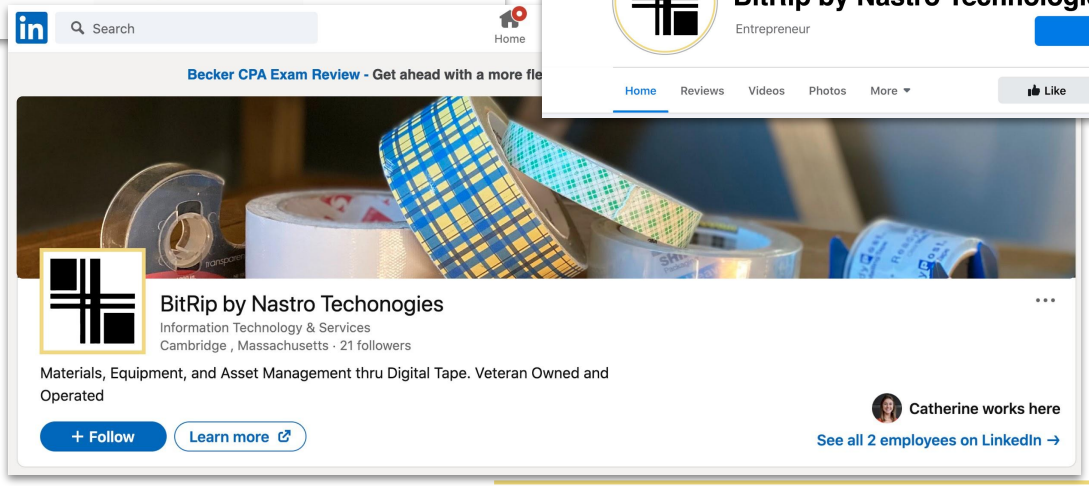
- For both the general customer and the construction business as it consistent of people and pages for personal content and marketing purposes
- 2-3 times a week at noon: Monday, Wednesday, Friday

Overall, social media usernames, profile pictures, voice need to be consistent!

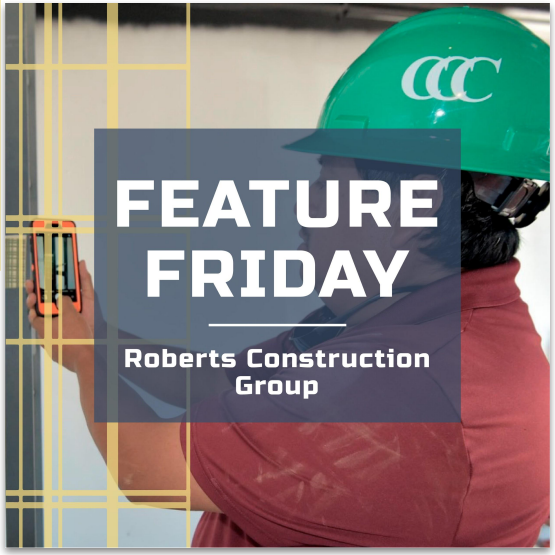
Content Design - Profiles







Content Design - Templates



For customer testimonials that link to blog posts

For introductions of the BitRip team

For general company and product information

The Website:

https://75m.3c4.myftpupload.com/

BitRip

Questions?

Thank You