

Website Research

BitRip

Who is BitRip?



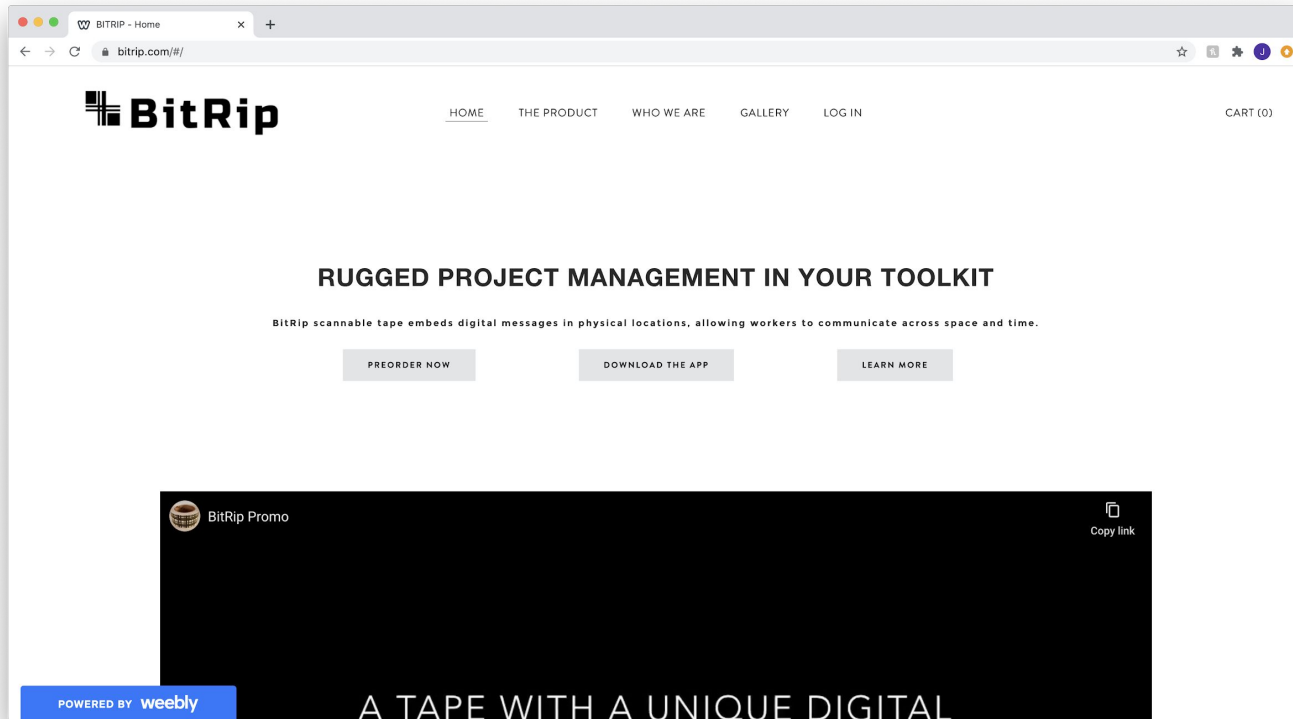
- A software and hardware product consisting of an app with machine readable code and a machine readable tape that scans with the app like a QR code or barcode
- Pattern embeds digital information to allow anyone to rapidly tie relevant content to precise points in space
- Start-up company (under the parent company name of Nastro Technologies) out of Advanced Functional Fabrics of America (AFFOA) led by the Massachusetts Institute of Technology

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

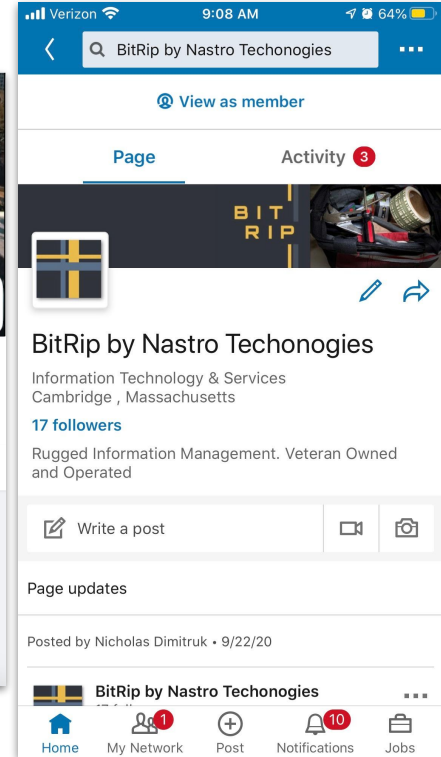
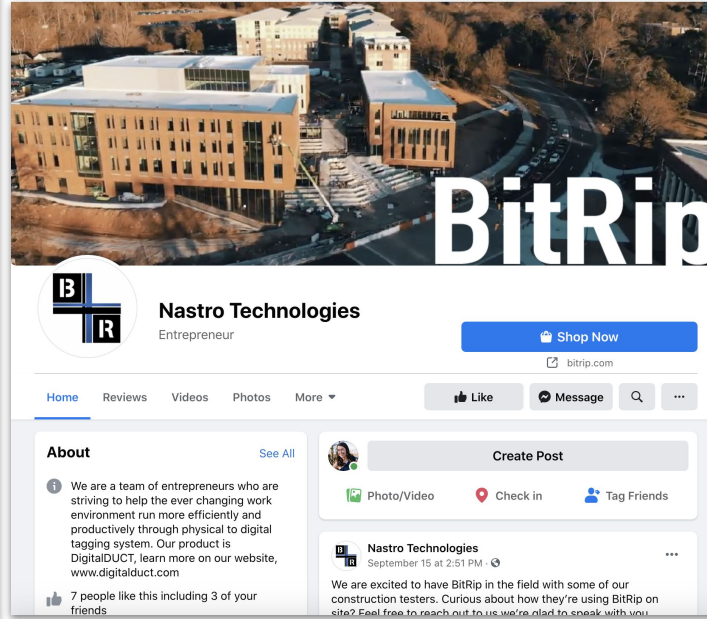
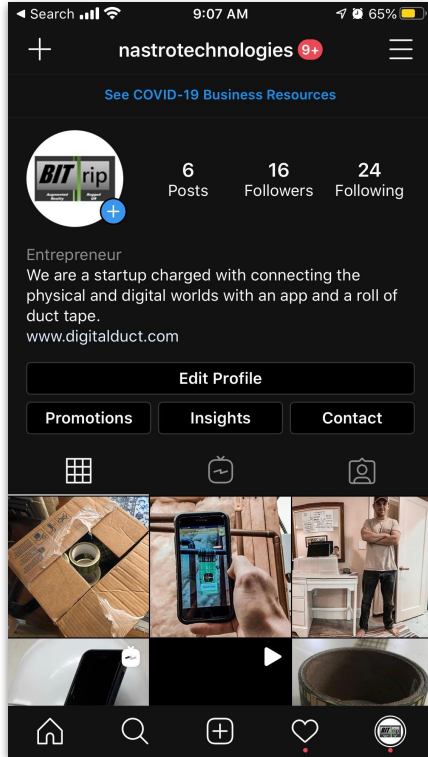
The Product



Current Website



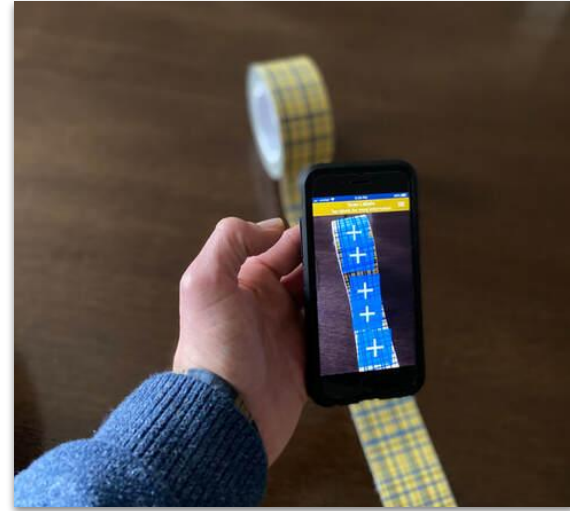
Current Social Media



Target Audience

#1 Construction Industry

Instructions, organizing data,
keeping logs and recording
information



#2 General Consumer

Moving, personal storage items, DIY, and
organization

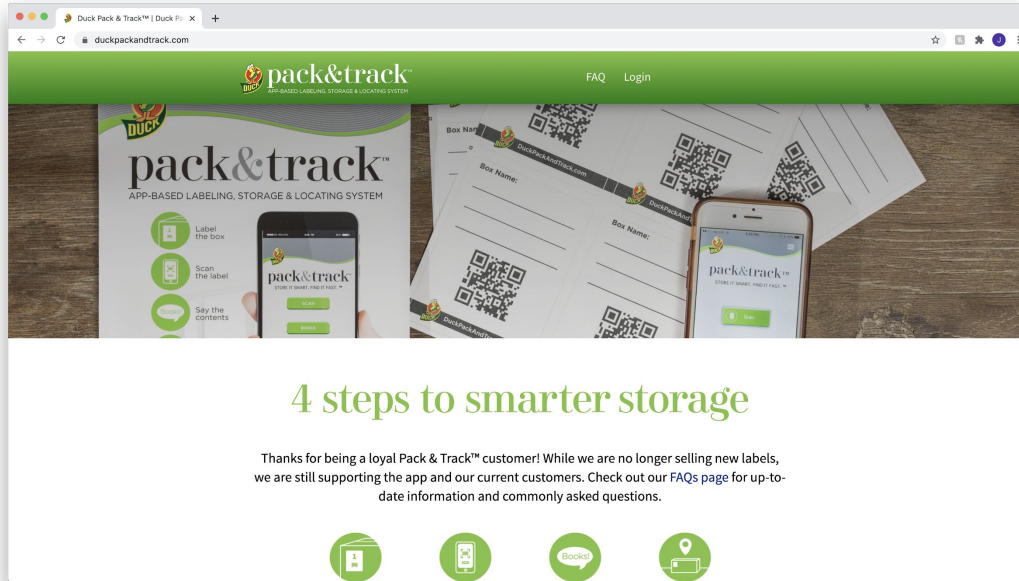


Site Goals and Qualifications

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, videos, and eventually a chat function
4. Sell the product!



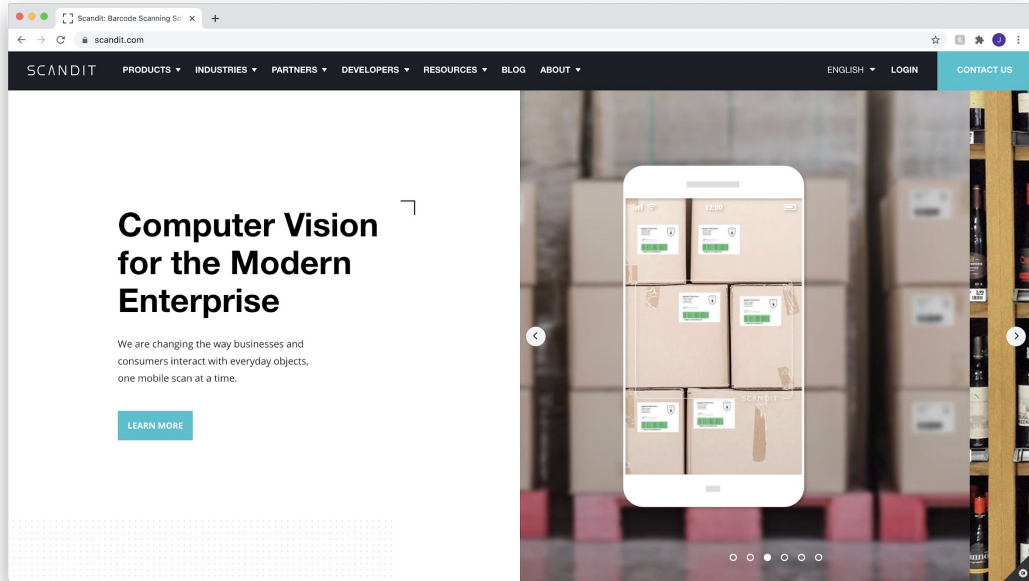
Competitor - Duck Pack and Track



- App-based labeling, storage, and locating system
- Product of Duck Tape
- Applies to general public
- Only works with square labels



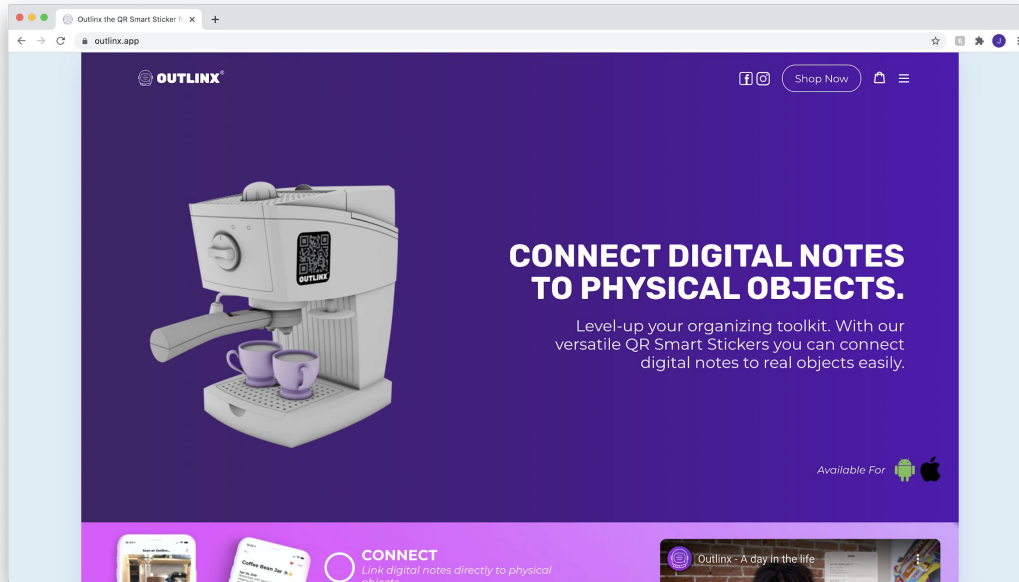
Competitor - Scandit



- Barcode scanning application for any smartphone
- Market-leading scan speed and accuracy
- Technological style with professionalism
- Does not include label



Competitor - Outlinx QR



- Manufactures QR smart stickers and an app that connects with digital notes on any object for organization and storage
- Allows for online purchase
- Applies to general public



Strategic Positioning

BitRip's unique value proposition to stand against these competitors in terms of functionality, communication, and identity must be built through this website revamp.

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





BitRip must create a digital presence above the rest with clear communication of who they are, what the product is, and what they want the viewer to do with that information in purchasing their product of the scannable tape embedded with digital information, channeling the technological and professional aesthetic merged with the rugged construction feel for each of their target audiences.



Questions?

Thank You