

# TRANSCODING DESIGN BRIEF

## TASK

An opportunity exists to design a website to support the launch of an 'Intelicoder' transcoding engine, a standalone brand and property which powers the entire Intelivideo platform.

**STRENGTHS:** We own the price floor—we can't be beat on price. Three years in video delivery. Pure messaging: We built an entire company around this because it made our life easy; We think it can make your life easy too. Simplicity. Same customer segment as Intelivideo.

**WEAKNESSES:** Poor brand strength. No add-ons or special features. Not our core business. Building out streaming formats is not in line with the strategic direction of IV. Limited content going forward (poor SEO), zero market awareness, extremely crowded marketplace, highly overbid ad space which makes an adwords campaign difficult, extremely narrow audience of media executives + tech gatekeepers and CTO's with limited bandwidth for high involvement brands.

**OPPORTUNITIES:** Keep the message simple and the brand loud and unapologetic. Use design to create a conversation. Leverage earned media attention with a website that is fresh, beautiful, and entertaining. Submit to design contests and grab PR by de-mystifying transcoding for all. Buy ads and reach design fans in foreign markets via translation, leveraging the lightweight nature of the site. Emphasize Colorado.

**THREATS:** Amazon or a large competitor bringing price to zero for hosting or other services.

## DESIGN CONSIDERATIONS:

- One-pager with support pages. Include pricing on homepage.
- Static site build for cost savings and speed to launch
- Two-Screen design that emphasizes desktop and autodetects mobile with redirects to support/contact pages.
- Avoid all classic or overused motifs of SaaS/Cloud competitors (top nav, sign up, page layout, stock images, technical terminology)

## TARGET AUDIENCE:

- Primarily Male; English speaking; Urban; 35-65; In and around film and art for most if not all of their lives; Often deficient in technology despite working in and around media—there may be anxiety or embarrassment about this; Philanthropic; Large networks but limited social presence—technical leads may be better at this.

## CALL TO ACTION:

- Sign Up Modal
- Calculate savings and/or share this with others

## FUNCTIONAL REQUIREMENTS

- Legal Pages and SLA
- Contact
- Language support
- Sign-up flow of some kind

**COMPETITION:** <http://www.heywatch.com/>, <http://www.encoding.com/>, <https://zencoder.com/en/>, <http://aws.amazon.com/elastictranscoder/>, <http://info.wowza.com/>, <https://streamingmediahosting.com/>

**DESIGN INSPIRATION:** All caps, gritty, quirky sense of humour, bold use of typography and color, high degree of .js interactivity, including 'easter egg' hidden elements, unapologetic.