



SpiritIn.com Website Design

Deadline: 05.10.2009 23:59 GMT

Brand: SpiritIn.com

Sector: B2C Services

Country: United States

Category: Design : Web

Published: 31.08.09 02:40 GMT

Budget: \$1 200

Status: Closed

Language of Solutions: English

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

SPIRITIN.COM - IDOLS NEVER DIE - is the first social network to tribute people who passed away and keep their memories alive.

Do you have any Idol or know any person who has already passed away and you want to honor but can't find a way to do that? Someone you want to keep on remembering and honoring?

What if you could relate this person to other fans, family members, and friends by creating a virtual community? And for free? Spiritin is a real opportunity to keep people's legacy alive. Anyone can create a profile of someone who has passed away, feeding it with its biography, videos, music, teachings and having the possibility to pay for virtual gifts and goods.

Surprisingly this social network was created for remembering loved ones who have already gone, for example Michael Jackson, Lady Dai or even a family member. It offers the possibility to pay different types of gifts, such as sending flowers, lighting up candles, and sending messages, as well as a wide range of smart memory gifts.

Based on a user-friendly interface in a collaborative way the users will find a virtual environment for registering their deepest feelings and get connected with fans, friends and family.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

To create a new design for the website based on the current website structure and tools, including the following webpages:

- ∞ The Home Page
- ∞ User Profile
- ∞ Spiritin Profile *
- ∞ Help
- ∞ Flash Gifts Browser Layout

* The Spiritin Profile must be divided in 2 Tabs/Subpages: The Spiritin Profile Home Page and the Spiritin Legacy Page. The Main Page will contain the Gifts Browser, Messages/Testimonials and the Song Player. The tab Legacy will contain Songs, Teachings, Videos, Biography, Fans, Treasure's Arc, Google Ad-words, Amazon.com featured products.

3 Step Target Audience

[who should you influence ?]

To everyone who has idols, friends or family members who passed away. People with heart and feelings that can be touched by an emotion gift and clean layout.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

The new layout must transmit emotion, but we don't want it to remind of the death. It has to be happy, because we do not want to celebrate people's death, but people's life.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Gilgamesh was a historic king of Uruk, in Babilon, a place which nowadays is called Iraq. He lived around 2.700 b.c. Many histories and miths were written about him, and the complete and lasting version was written around 2000 b.c. for Shin-eqi-unninni in 12 tables of rocks found in the ruins of Assurbanipal King of Assiria's library, in Ninive. So, you are presented to the oldest human writer. The Gilgamesh history talk about the fight of a man who searched for immortality. Shin wrote about Gilgamesh: "He recovered the knowledge of all times before the flood. He traveled far away, away from exhaustion. So he recorded his history in rocks". That means he's become immortal by words recorded in rocks. And today he is immortal by words formed by bits and transferred into a web-site. Gilgamesh really succeeded in search for the immortality. Try searching for his name on Google and you will see that 4700 years after, he is immortal as ever. Ain't this what everyone wishes, to die, but be known for ever? Is the Spiritin the modern way to record history, like it was with the rocks? Is it possible to keep yourself imprinted in the history? To any person who Google himself, we think that the answer is YES!

6 Step Character

[what are the features that define the personality of the Brand ?]

- ∞ Spiritually responsible;
- ∞ Remembering ancestors;
- ∞ Caring for the past achievements and successes;
- ∞ Joyful;
- ∞ Respectful;
- ∞ Sensitive.

7 Step Media Plan / Placement

[where will your work appear?]

At www.spiritin.com

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

You can send the solutions in HTML + CSS and SWF + XML.

Attachments

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