

STUDY
CASE



HashtagWeb

Case Study

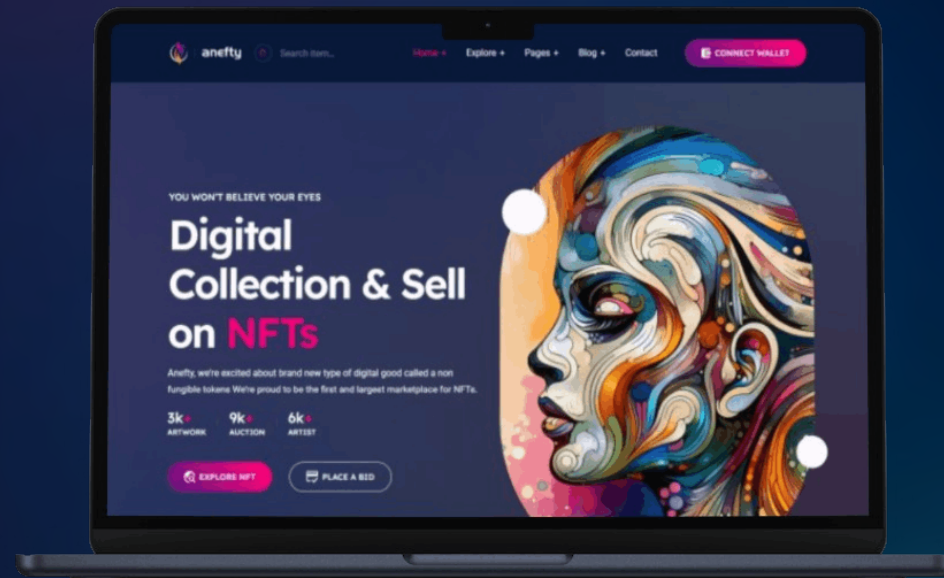


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NFT Market Place

Introduction

Anefty is an emerging NFT (Non-Fungible Token) marketplace, designed to facilitate the buying, selling, and auctioning of digital assets. This platform seeks to differentiate itself through user-friendly interfaces, robust security measures, and innovative features that cater to both seasoned crypto-enthusiasts and newcomers to the NFT space.



OBJECTIVES

Objectives

01

Establish Market Presence

Gain a foothold in the NFT marketplace sector.

02

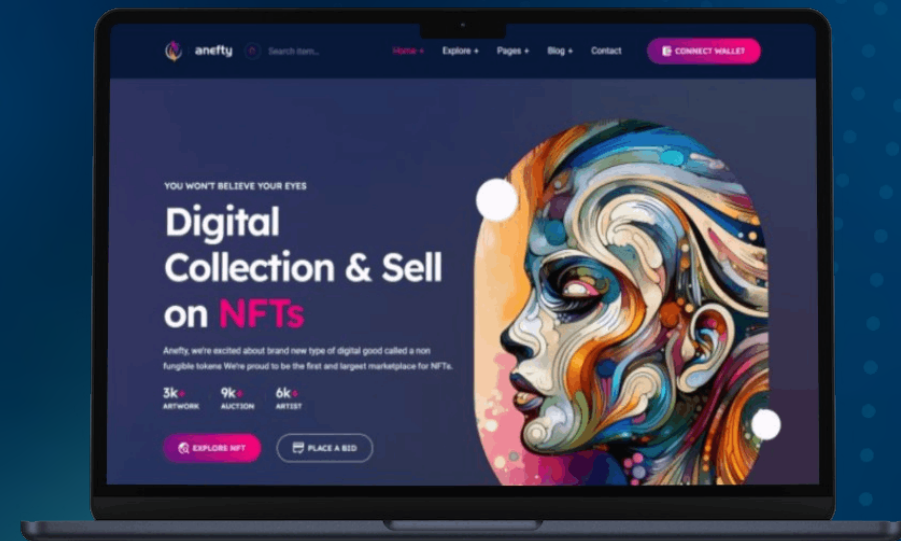
Enhance User Experience

Deliver a platform that is both intuitive and feature-rich.

03

Security and Trust

Build a secure and trusted environment for NFT transactions.



Problem Statements

01

User Adoption and Market Differentiation

In a rapidly expanding and highly competitive NFT market, Anefty faces the challenge of attracting and retaining users, while differentiating itself from established marketplaces like OpenSea and Rarible.

Possible Solutions

- ✓ Unique Features
- ✓ Strategic Partnerships
- ✓ User Education
- ✓ Community Building



Problem Statements

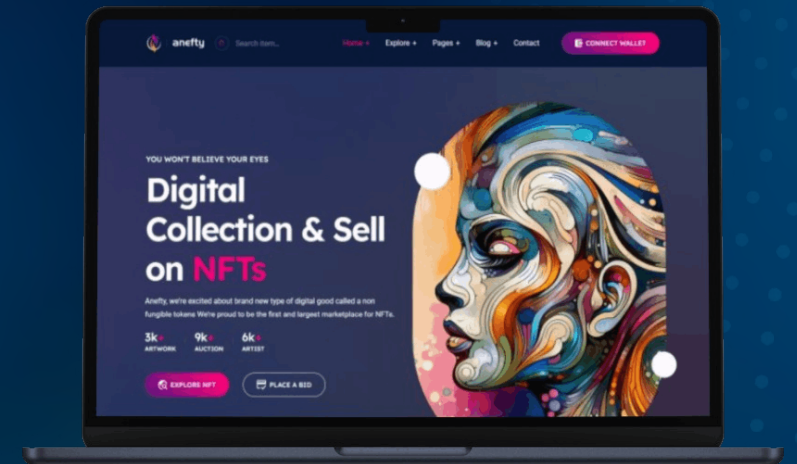
02

Scalability and Performance

Ensuring that Anefty remains scalable and performs efficiently under increased user load and transaction volume.

Possible Solutions

- ✓ Scalable Cloud Infrastructure
- ✓ Database Optimization
- ✓ Load Balancing
- ✓ Caching Strategies



Problem Statements

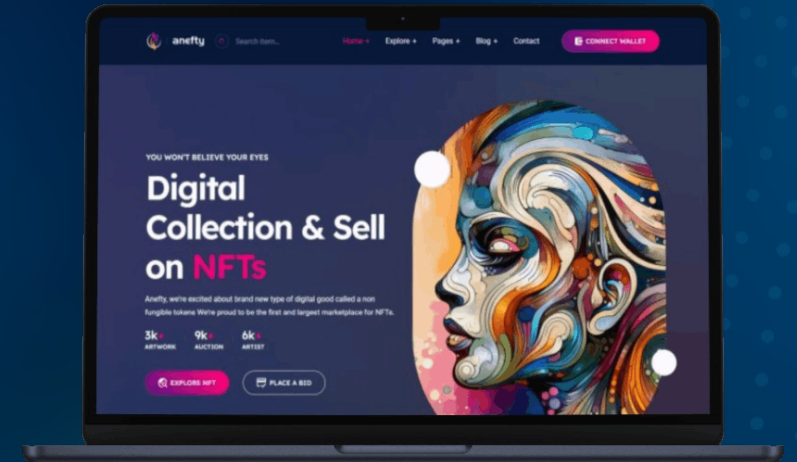
03

Security and Trust

Building and maintaining a high level of security and trust, especially in handling valuable digital assets and personal user data.

Possible Solutions

- ✓ Regular Security Audits
- ✓ Two-Factor Authentication (2FA)
- ✓ Transparent Processes
- ✓ User Education on Security



Problem Statements

04

Regulatory Compliance

Navigating the complex and evolving regulatory landscape of digital assets and ensuring compliance across different jurisdictions.

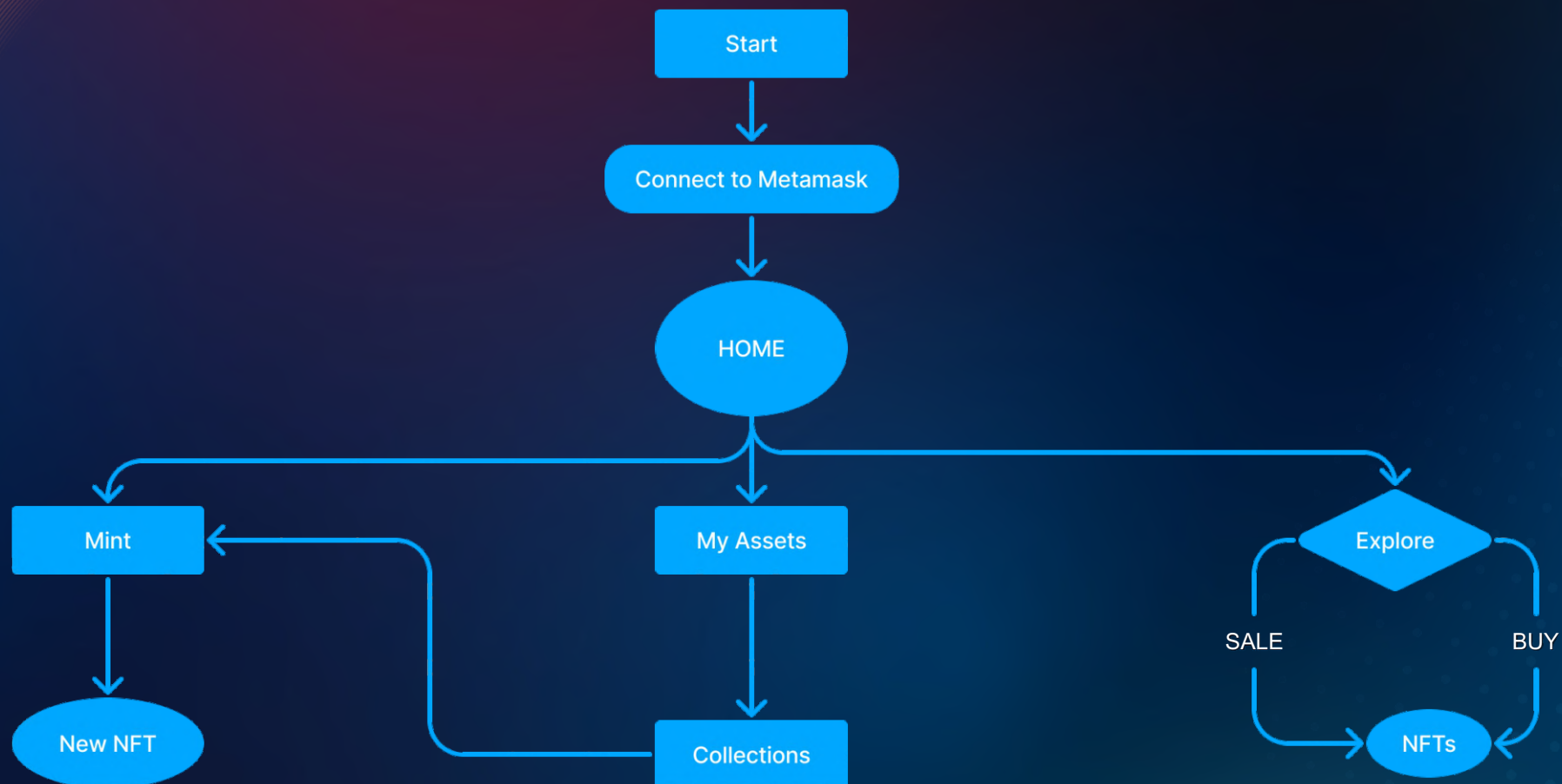
Possible Solutions

- ✓ Legal Expertise
- ✓ Compliance Framework
- ✓ KYC/AML Implementation



USER FLOW

User Flow



USERFLOW

Typography

Font

Lexend

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Size

Heading 01 = 60

Heading 02 = 32

Heading 03 = 28

Heading 04 = 20

Heading 05 = 18

Heading 06 = 16

Heading 07 = 14

Specification

Line Height 100% , Weight 900

Line Height 110%, Weight 800

Line Height 120%, Weight 700

Line Height 130%, Weight 600

Line Height 140%, Weight 500

Line Height 150%, Weight 400

Line Height 160%, Weight 400

Color Palette

Primary



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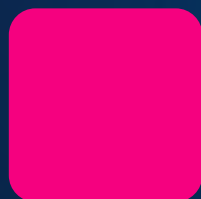
Secondary



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#6A16F9



#F5017F

Background



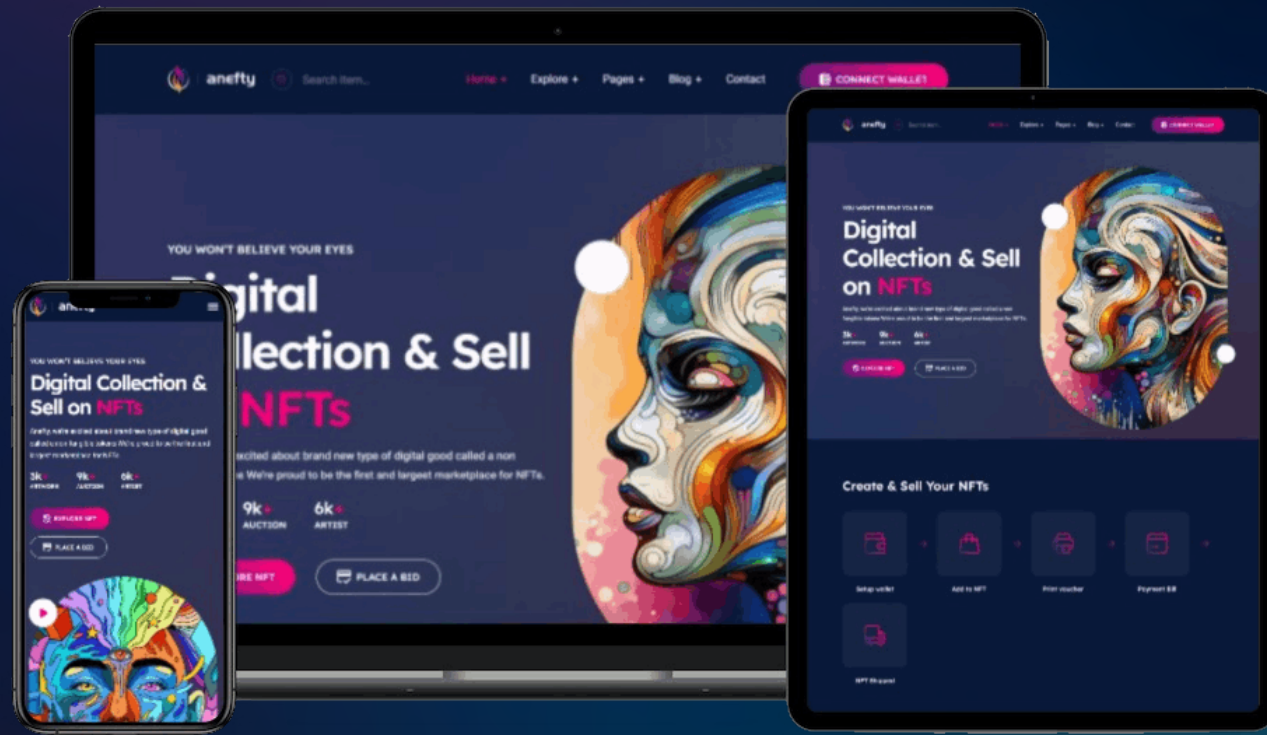
#05294C



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Responsiveness

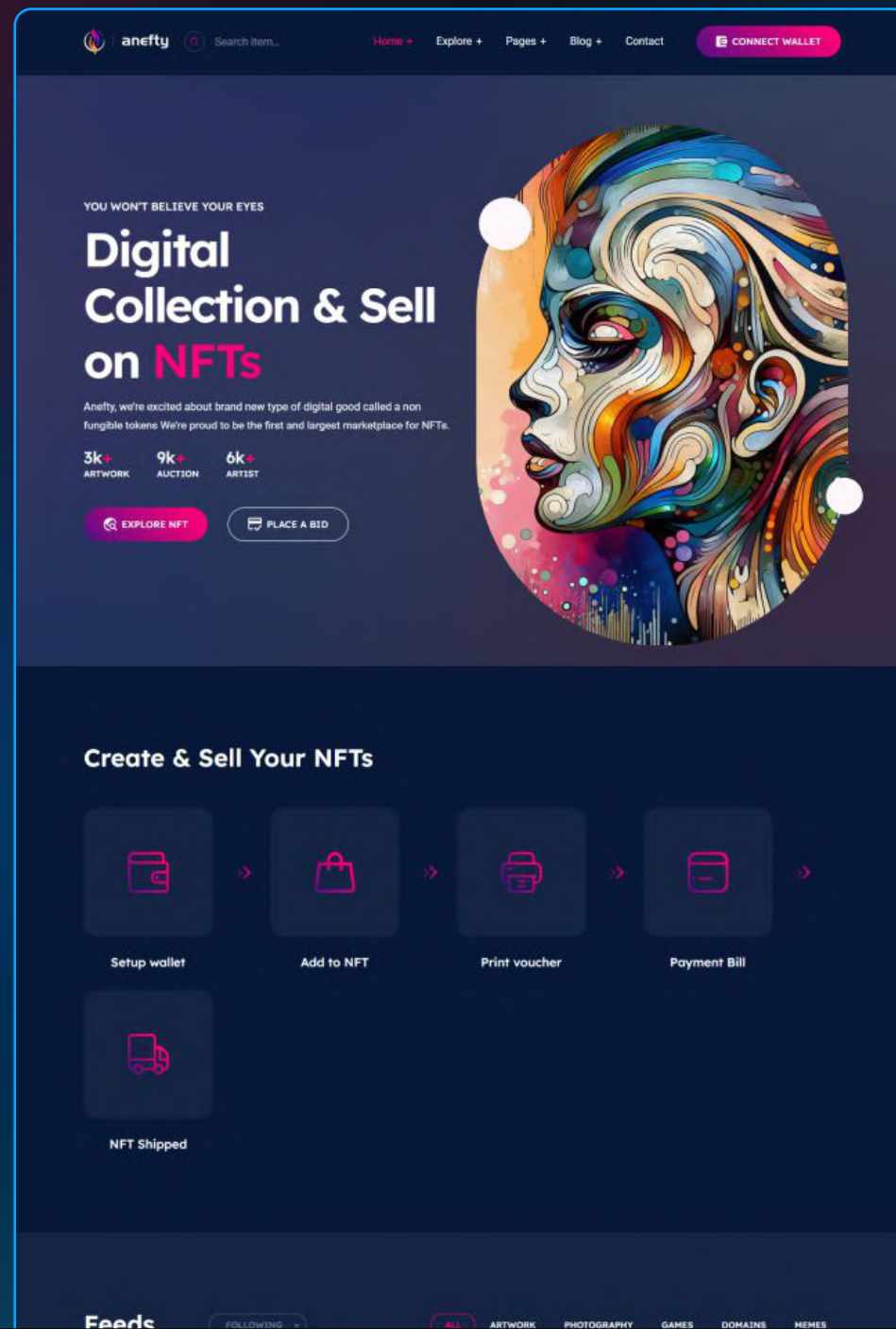
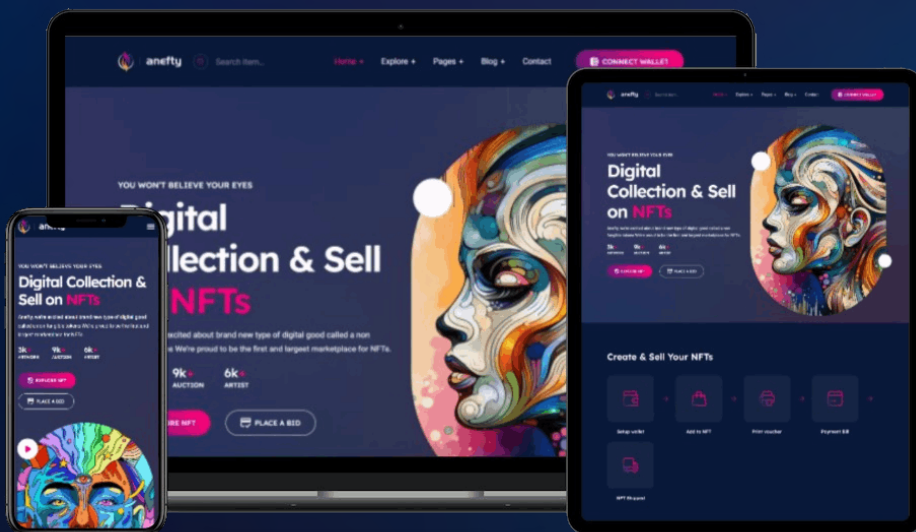
Ensuring a highly responsive user experience is critical for Anefty, especially considering the real-time nature of NFT transactions, auctions, and user interactions. The platform needs to maintain quick response times and seamless performance even during peak usage and high-traffic events.



RESPONSIVENESS

Technology

- React
- Solidity
- Smart Contracts
- NFT ERC721





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 hashtagweb.dev

 contact@hashtagweb.dev