

CASE STUDY

BITCOIN INTERACTIVE INFOGRAPHIC
STARTING WITH THE FIRST COIN

CREATIVE BRIEF

BITCOIN | 2

INTERACTIVE INFOGRAPHIC

CLIENT

WIRED

Wired is a monthly magazine published in print and online. Wired mainly focus on subjects relating to emerging technologies and how it can affect culture, economy, and politics.

PROJECT CONCEPT

An interactive time-line that mark the important dates and achievements of Bitcoin through out human history. The Interactive Infographic will also spotlight the key features of Bitcoin as well as a quick explanation of each feature.

TARGET AUDIENCE

Netizen

Cryptocurrency Benefactor

Cryptocurrency Investor

Cryptocurrency Activist

SOLUTION

Develop and design a unique, intriguing, and educational interactive Infographic depicting the history of Bitcoin.

Represent how important Bitcoin is by showcasing real world implementation of Bitcoin. Use typography, color, and strong design elements to get the audience engaging and sharing their new learnt knowledge to their friends and family.

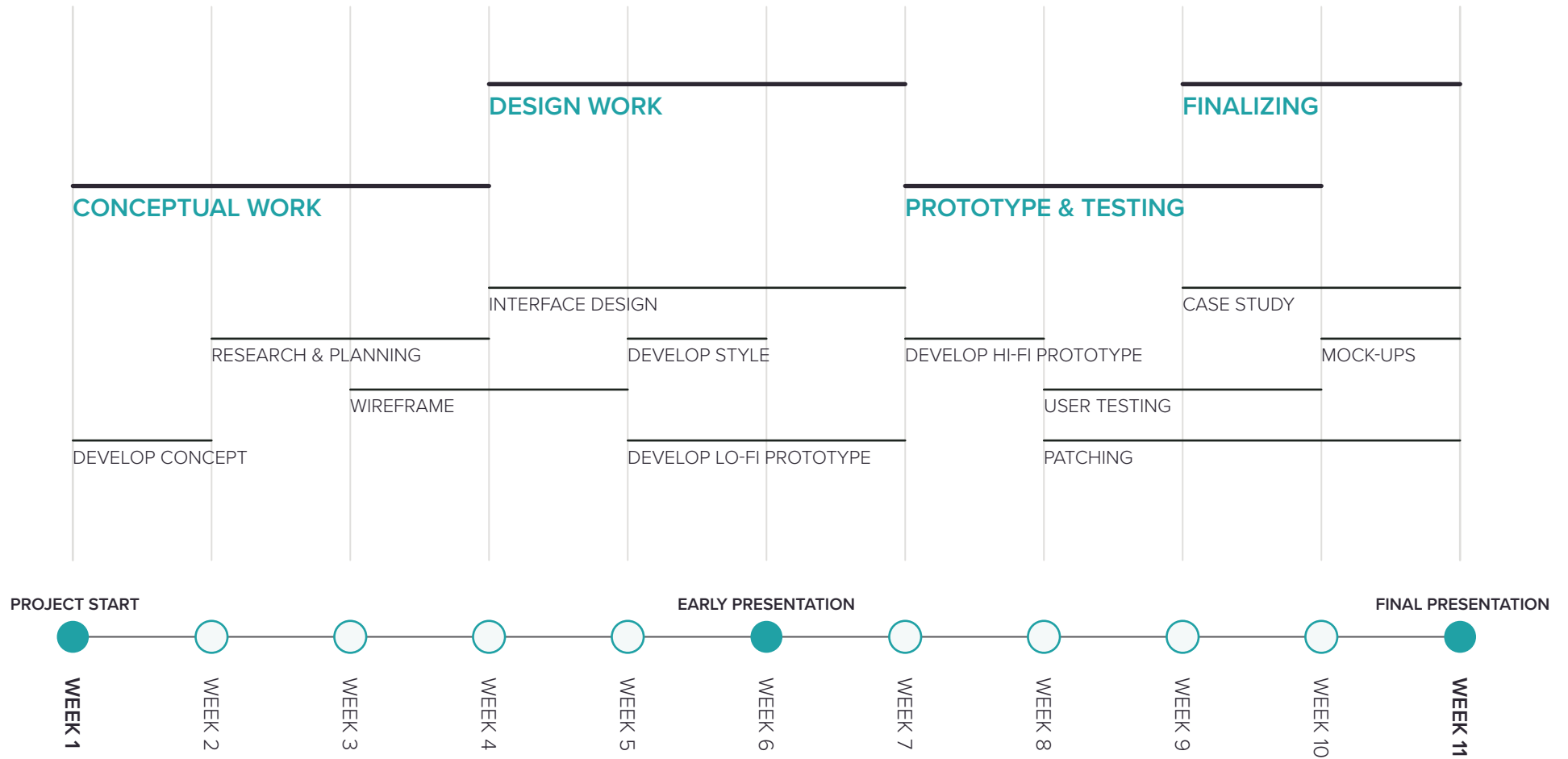
ASSUMPTIONS AND RESEARCH

Research are done by collecting any and all data of relation to the important events that happen to Bitcoin throughout its beginning to its current state.

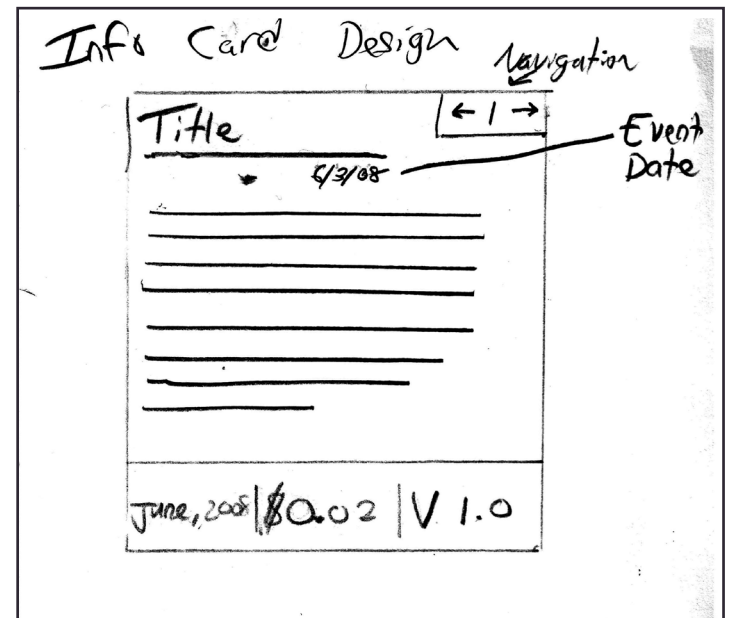
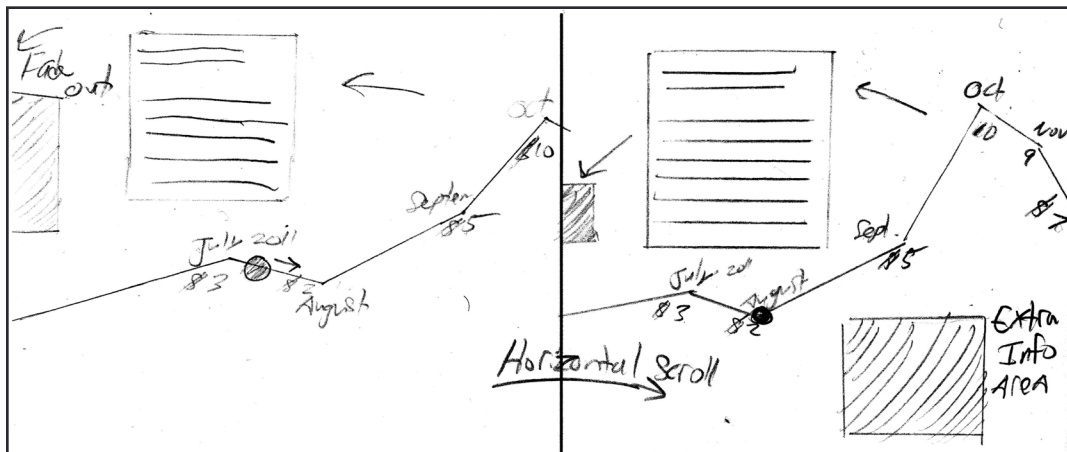
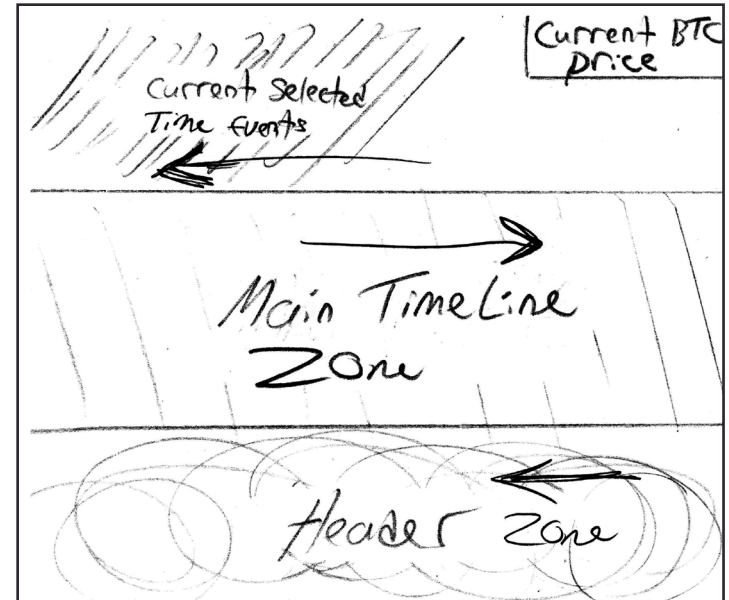
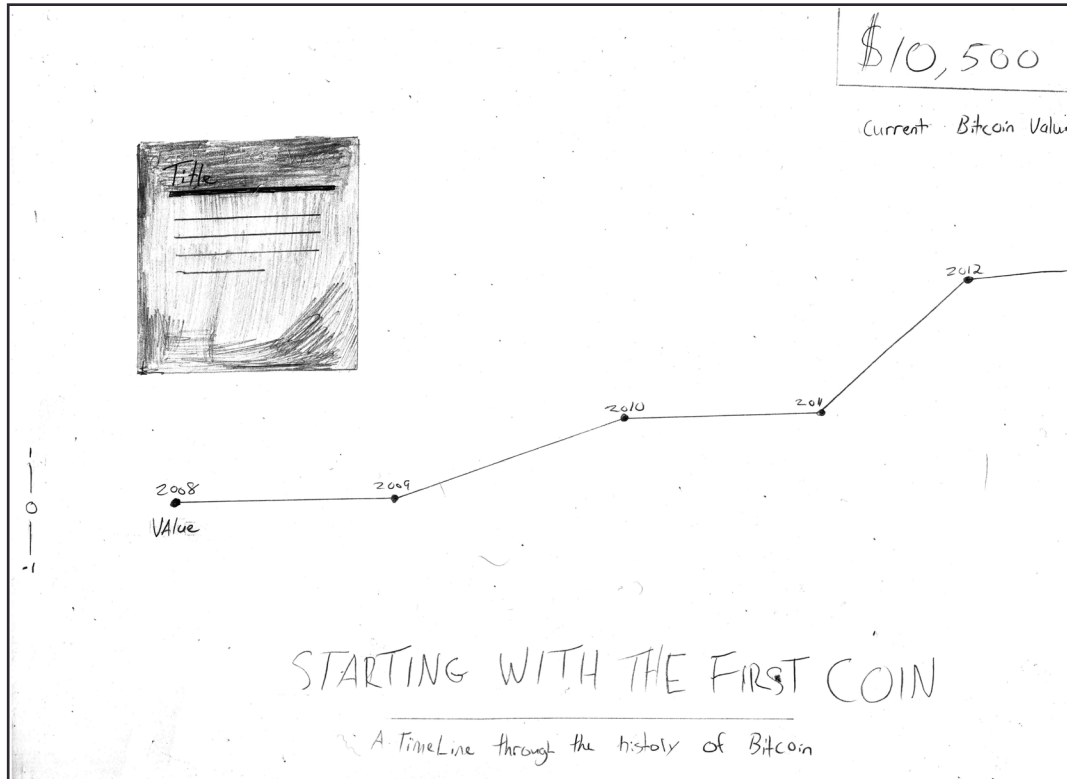
COLLATERAL

Interactive Infographic

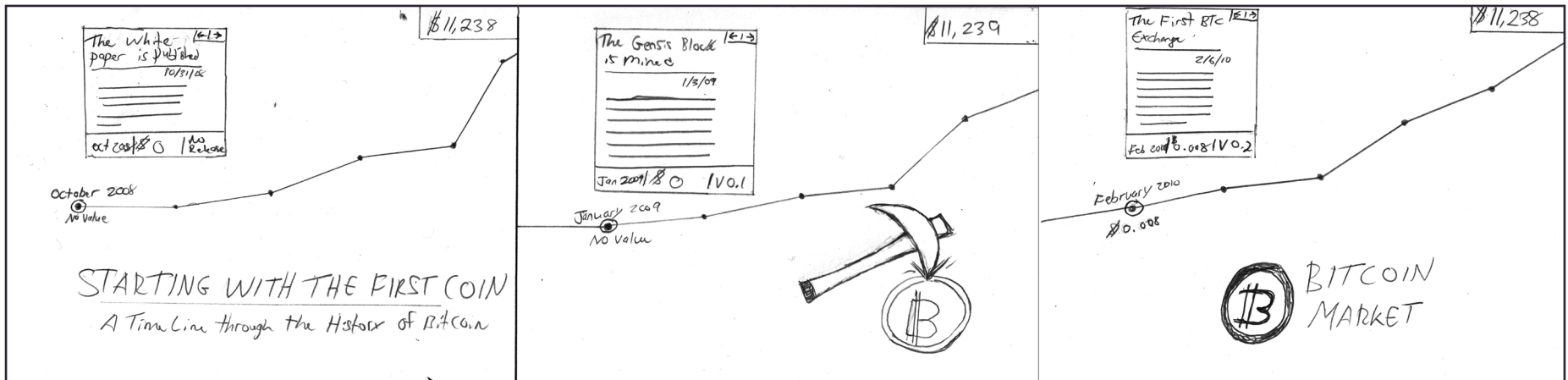
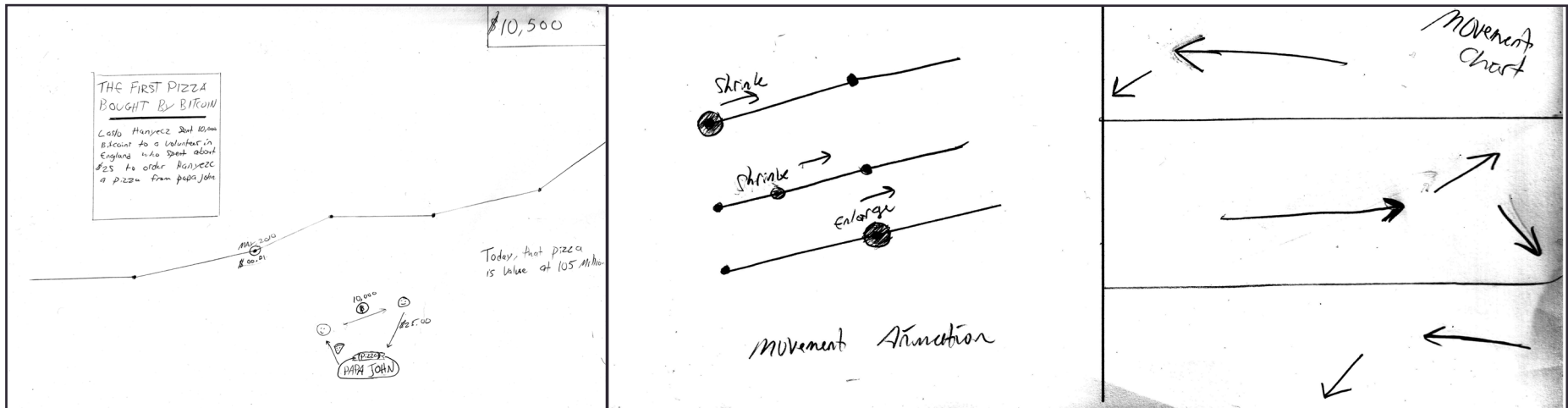
PROJECT TIMELINE



CONCEPT SKETCHES



CONCEPT SKETCHES



DEMOGRAPHIC

*Demographic data are pulled from Wired Media Group 2017 Media Kit Version 3

AVERAGE MONTHLY REACH

62 MILLION

DIGITAL	20 MILLION
SOCIAL	21 MILLION
VIDEO	21 MILLION
MAGAZINE	2.8 MILLION
EVENTS	210,000

COMMUNITY BREAK-DOWN

	WIRED MAGAZINE	WIRED.COM
TOTAL AUDIENCE	2.7 MILLION	20 MILLION
MEN	72%	62%
WOMEN	28%	38%
MEDIAN AGE	39 YEARS	43 YEARS
MILLENNIALS (18-39)	39%	45%
ADULTS (40-55)	36%	26%
SENIORS (55+)	25%	29%
MEDIAN HOUSEHOLD INCOME	\$97,661	\$87,333
GRADUATED COLLEGE	71%	44%
POSTGRADUATE DEGREE	59%	15%
PROFESSIONAL / MANAGERIAL	50%	38%
TOP MANAGEMENT	10%	7%
INFLUENTIALS	11%	11%

RESEARCH

BITCOIN?

Bitcoin is the world first decentralized digital currency or a cryptocurrency that is created in 2009 by an unknown person under the alias Satoshi Nakamoto. Transaction are made through an open source peer to peer network between the users directly. These transactions are verified by a network of nodes through the use of cryptography and are recorded in a public ledger called a blockchain.

NODES?

A node is a computer that is connected to the blockchain network using a client to performs certain tasks like validating and relaying transactions. In Bitcoin case, each node will have a full copy of the entire public ledgers blockchain.

CAN BITCOIN BE HACK?

If a certain somebody want to hack the public ledgers within the block chain to give themselves free Bitcoin, they will be required to hack all 11,000 current reachable nodes located at different location across the world within 10 minute. Its almost near impossible.

BLOCKCHAIN?

A blockchain is a digitized, decentralized, public ledger of all cryptocurrency transactions. A continuously growing list of records called blocks of which are linked and secured simultaneously using cryptography. Once recorded, the data in any given block cannot be altered without altering all copy of the blockchain within every nodes.

FORK?

Bitcoin is a open source software and like all other software out there, it have updates. Being open source, anyone can create updates for bitcoin. The update will go through a vote system and if the majority or at least 51% of all bitcoin users agreed on the update than the update get apply to the main blockchain. A group of users who disagreed with the majority vote can fork the blockchain, creating two separate blockchain that shared the same history. One blockchain moving forward with the update and one without the update. Beside sharing the same history, the two blockchain will not have any other connection with each other and are completely incompatible with each other moving forward.

MINING?

Bitcoin mining is the process by which transactions are verified and added to the public ledger. Miner are rewarded with the transaction fee for their work. Bitcoin mining are done with the use of CPUs and GPUs from a computer, so anyone can start mining for Bitcoin using their computers.

KEY SURVEY DATA

Based on the following survey, it seem that the majority of Americans are familiar of Bitcoin or at least have heard of it. With focus on Millennial, the male millennial are more likely to get involve in Bitcoin than female.

BLOCKCHAIN CAPITAL BITCOIN SURVEY FALL 2017

Data are drawn from a recent online survey conducted by Harris Poll on behalf of Blockchain Capital of more than 2,000 U.S adult.

27% of Millennial prefer to have \$1,000 of Bitcoin over \$1,000 of stock

42% of Millennial are familiar of Bitcoin

50% of Male Millennial are familiar with Bitcoin while only **24%** of Female millennial are familiar with Bitcoin

48% of Millennial agreed that Bitcoin is a positive innovation in financial technology

41% of male millennial are likely to buy Bitcoin in the next year

BITCOIN'S PRESENT ROLE IN THE AMERICAN ECONOMY

Data are drawn from a online survey conducted by OnePoll, commissioned by LendEDU. 1,000 Americans consumers age 18 and up participated in the poll.

78.60% of Americans have heard of Bitcoin

86% of Millennial have heard of Bitcoin

13.99% of Americans currently or have owned Bitcoin in the past

17% of poll participants plan to invest in Bitcoin in the future

21.8% of male are likely to be involved with Bitcoin while only **8.9%** of female plan to be involved with Bitcoin

ENTRY POINTS

*Certain entry points may be changed, added, or removed later on in the project development.

CHAPTER 1

October 31, 2008

A paper called “Bitcoin – A peer to Peer Electronic Cash System” was posted to a mailing list discussion on cryptography. The Paper was posted under the name of Satoshi Nakamoto, whose real identity still remains a mystery today.

November 09, 2008

The real deal begins here, The Bitcoin Project is registered on SourceForge.net, a community collaboration website focused on the development and distribution of open source software.

January 03, 2009

Satoshi Nakamoto mined the first Bitcoin block, The genesis Block. Nakamoto left a message in the code of the block “The Time 03/Jan/2 009 Chancellor on brink of second bailout for banks”.

The line come straight from the headline of a London Times article dated January 3, 2009, which stated that banks are being bailed out by the British government.

October 05, 2009

New Liberty Standard open a service to buy and sell bitcoin.

New Liberty Standard buy 5,050 BTC for \$5.02, roughly a tenth of a cent per bitcoin.

New Liberty Standard based the price on the cost of electricity a computer use to mined a Bitcoins

February 06, 2010

February 6, 2010; Mark the birth of the first Bitcoin currency exchange.

“BitcoinMarket.com”

Today, Bitcoin Market no longer exist.

May 22, 2010

Jacksonville, Florida programmer, Laszlo Hanyecz offer to pay 10,000 Bitcoins for a pizza on a forum.

Laszlo sent 10,000 Bitcoins to a volunteer in England who spent about \$25 to order Laszlo a pizza from Papa Jones.

At Today’s prices, that pizza would be worth more than \$100 million.

November 06, 2010

Bitcoin market cap exceeds \$1 Million USD, with the value at 50 cents per Bitcoin.

January 28, 2011

25% of total Bitcoins has been generated. 5.25 million of the 21 million existing bitcoins have been mined and are circulating through the market.

February 09, 2011

Silk Road Market open for business, a place to buy and sell drug for Bitcoin. Sometime is called the eBay for drugs.

Bitcoin value reaches \$1 USD per Bitcoin.

March 27, 2011

Bitcoin, the first market exchange for Bitcoins and the British Pounds.

March 31, 2011

Bitcoin Brasil, the first market exchange for Bitcoins and Brazilian Reals.

April 16, 2011

TIME magazine publishes an article about Bitcoin: Online Cash Bitcoin Could Challenge Governments, Banks.

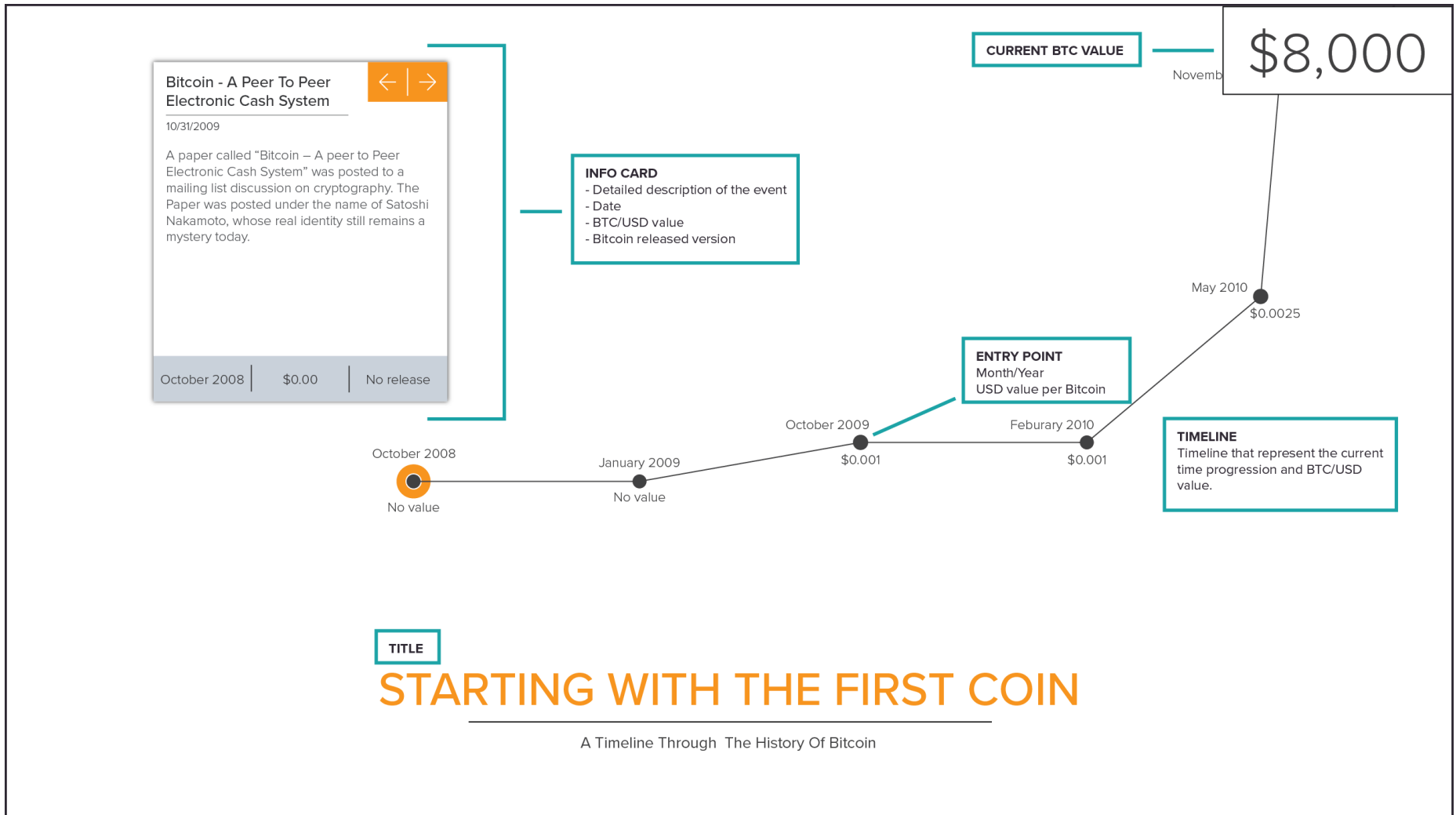
CHAPTER 2

*Coming Soon

CHAPTER 3

*Coming Soon

STAGE LAYOUT



PLANNING

Planning

STAGE

Entry Point

- Month/year
- USD Value

Time Line

- X-axis: Time
- Y-axis: USD Value

Info Card

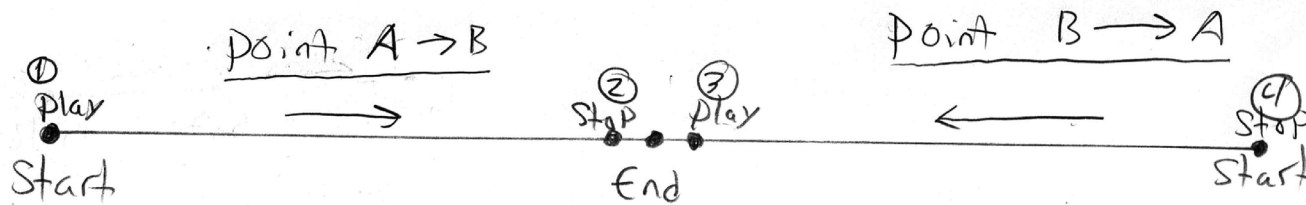
- Back BTN
- Forward BTN
- Event Date
- Event Description
- BTC Version
- Entry Point Relation
- USD Value

Extra Element

- Title
- Graphic element
- Current USD Value

TIME-LINE DESIGN

Time Line Design



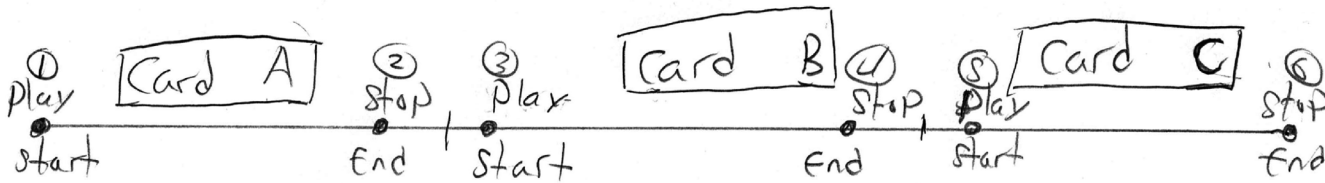
Forward

1 → 2

Back

3 → 4

Info Card



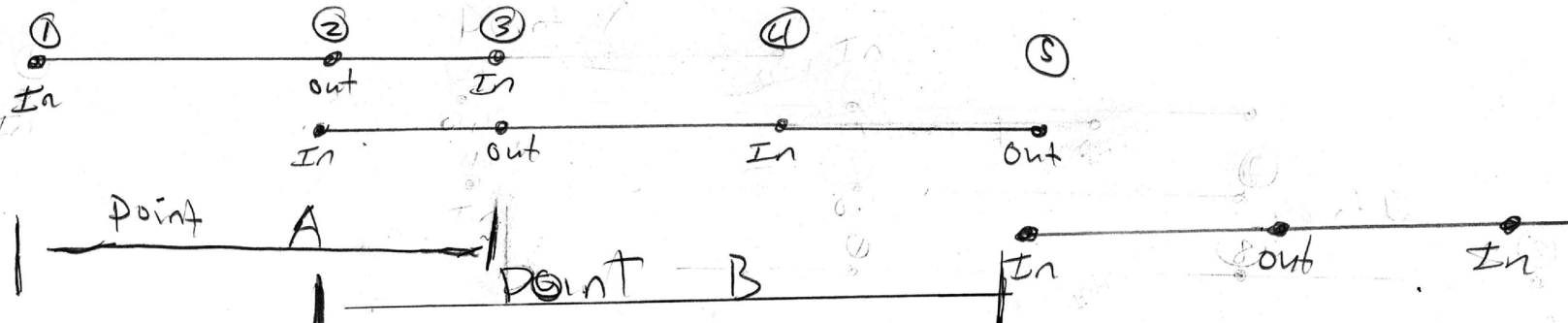
Forward

1 → 2

Back

1 → 2

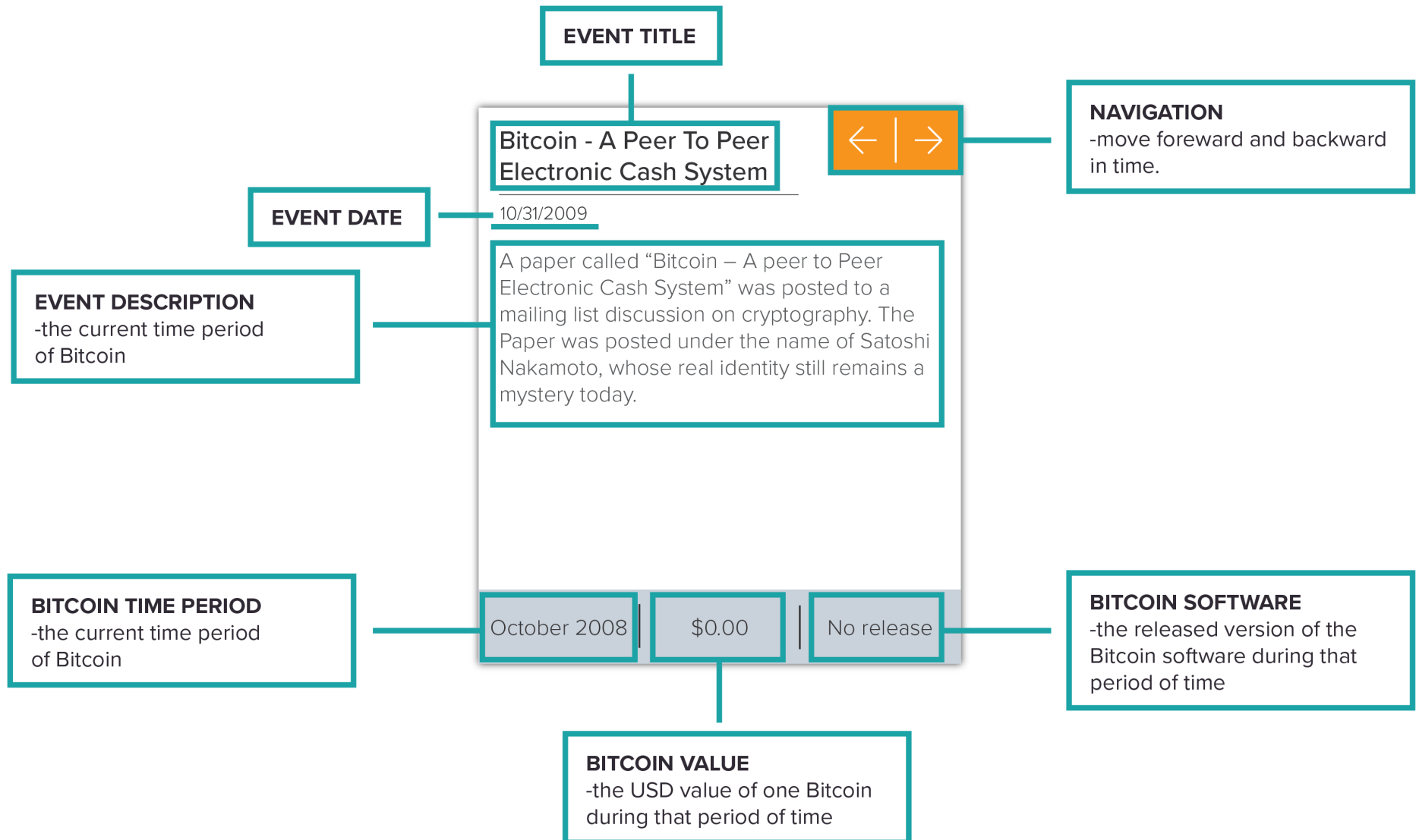
Entry Point



BUTTON FRAMES TRACKING

Timeline	Back BTN Frame			Forward BTN		
Date	Entry point Info frame	Timeline Frame	Info card Frame	Entry point Info frame	Timeline Frame	Info card Frame
Oct 08	—	—	—	16	2	26
Nov 08	50	25	1	73	49	51
Jan 09	97	73	26	121	97	73
Oct 09	145	121	51	169	145	97
Feb 10	192	169	73	217	193	122
May 10	240	216	97	265	241	146
Nov 10	288	264	122	313	289	170
Jan 11	336	312	146	361	337	194
Feb 11	384	360	170	409	385	218
Mar 11	432	408	194	457	433	242
Apr 11	480	457	194	—	—	—

INFO CARD LAYOUT



INFO CARD DESIGN

Bitcoin - A Peer To Peer Electronic Cash System

10/31/2008

A paper called "Bitcoin – A peer to Peer Electronic Cash System" was posted to a mailing list discussion on cryptography. The Paper was posted under the name of Satoshi Nakamoto, whose real identity still remains a mystery today.

October 2008 | \$0.00 | No release

The Real Deal Begins Here

11/09/2008

The real deal begins here, The Bitcoin Project is registered on SourceForge.net, a community collaboration website focused on the development and distribution of open source software.

November 2008 | \$0.00 | No release

Birth To The First Block And The First Coin

01/03/2009

Satoshi Nakamoto mined the first Bitcoin block, The genesis Block. Nakamoto left a message in the code of the block "The Time 03/Jan/2 009 Chancellor on brink of second bailout for banks".

The line come straight from the headline of a London Times article dated January 3, 2009, which stated that banks are being bailed out by the British government.

January 2009 | \$0.00 | Version 0.1

The First Bitcoin Exchange Rate

10/05/2009

New Liberty Standard open a service to buy and sell bitcoin.

New Liberty Standard buy 5,050 BTC for \$5.02, roughly a tenth of a cent per bitcoin.

New Liberty Standard based the price on the cost of electricity a computer use to mined a Bitcoins

October 2009 | \$0.001 | Version 0.1

The First Bitcoin Currency Exchange

02/06/2010

February 6, 2010; Mark the birth of the first Bitcoin currency exchange.

"BitcoinMarket.com"

Today, Bitcoin Market no longer exist.

February 2010 | \$0.001 | Version 0.2

The First Pizza Bought With Bitcoin

05/22/2010

Jacksonville, Florida programmer, Laszlo Hanyecz offer to pay 10,000 Bitcoins for a pizza on a forum.

Laszlo sent 10,000 Bitcoins to a volunteer in England who spent about \$25 to order Laszlo a pizza from Papa Jones.

At Today's prices, that pizza wolda be worth more than \$100 million.

May 2010 | \$0.0025 | Version 0.2

Bitcoin Market Cap Hit \$1 Million USD

11/06/2010

Bitcoin market cap exceeds \$1 Million USD, with the value at 50 cents per Bitcoin.

November 2010 | \$0.50 | Version 0.3

25% Of All Bitcoin Has Been Mined

01/28/2011

25% of total Bitcoins has been generated. 5.25 million of the 21 million existing bitcoins have been mined and are circulating through the market.

January 2011 | \$0.90 | Version 0.3

Silk Road Marketplace & Bitcoin Reaches \$1 USD

02/09/2011

Silk Road Market open for business, a place to buy and sell drug for Bitcoin. Sometime is called the eBay for drugs.

Bitcoin value reaches \$1 USD per Bitcoin.

February 2011 | \$1.00 | Version 0.3

Bitcoin join Europe and Brasil

03/27/2011

Bitcoin, the first market exchange for Bitcoins and the British Pounds.

03/31/2011

Bitcoin Brasil, the first market exchange for Bitcoins and Brazilian Reals.

March 2011 | \$0.72 | Version 0.3

Bitcoin Apperance On TIME Magazine

04/16/2011

TIME magazine publishes an article about Bitcoin: Online Cash Bitcoin Could Challenge Governments, Banks.

April 2011 | \$1.00 | Version 0.3

ASSESSMENT GUIDELINE

DETERMINED THE SUCCESS

FOR WIRED

- Continue to provide engaging content to Wired audience
- Continue to reinforce the notion that Wired is a reputable outlet for emerging technologies
- Gain new subscriber

FOR INFOGRAPHIC

- Tell the tales of bitcoin from the beginning to its current state
- Help the audience established a clearer understanding of what Bitcoin is
- Spark an interest in the user on the subject, Encourage the user to learn more about Bitcoin
- Infographic interface is user friendly
- Overall design is amusingly pleasing

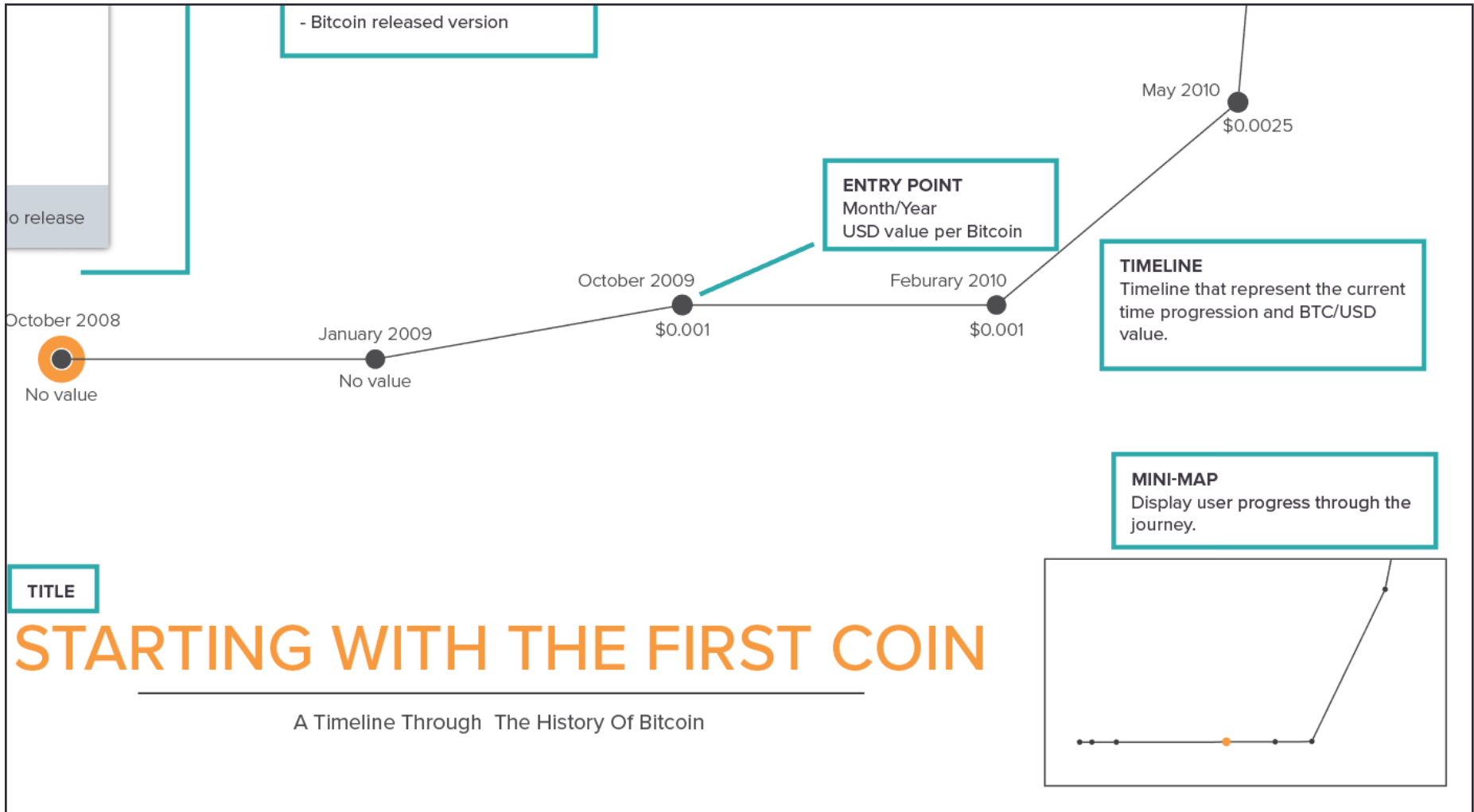
IDENTIFY EACH OF THE ELEMENTS YOU PLAN ON HAVING

- Info card (describe the events that took place at the time of date)
 - o Detailed description of the event
 - o Detailed date
 - o BTC/USD value
 - o Bitcoin released version
- Graphic elements (help aid the event's description and present more interaction to the infographic)
- Timeline that represent the current time progression and the BTC/USD value at the time
- Current BTC price counter

WHAT DETERMINES THE EFFECTIVENESS

- Viewer impression

MINI-MAP IMPLEMENTATION



MINI-MAP TIME-LINE TRACKING

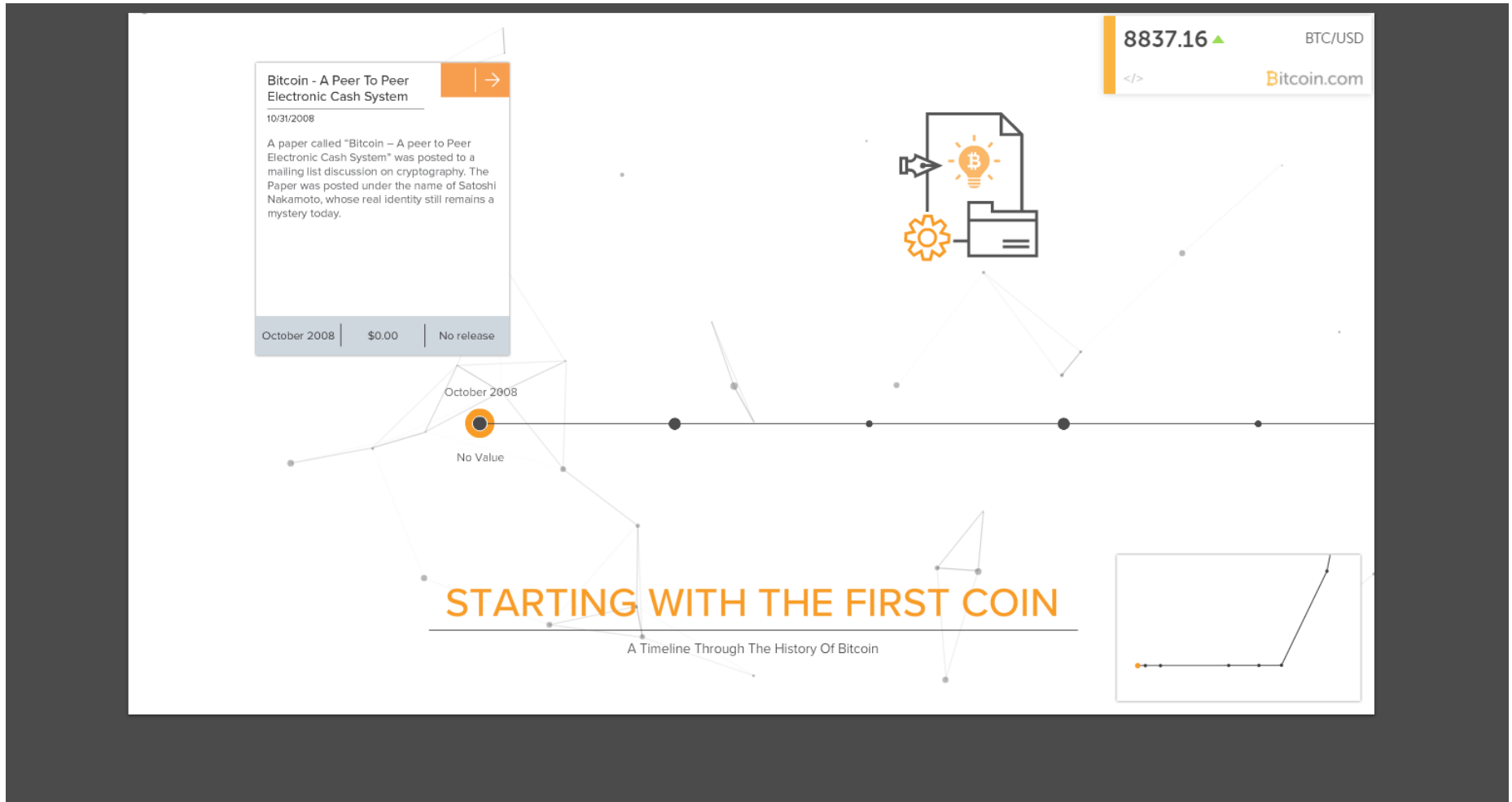
BITCOIN | 20

TimeLine Date	Back BTN	Forward BTN
Oct 08	—	25
Nov 08	49	73
Jan 09	97	121
Oct 09	145	169
Feb 10	193	217
May 10	241	265
Nov 10	289	313
Jan 11	337	361
Feb 11	385	409
Mar 11	433	457
Apr 11	481	—

MARKETING PROPOSAL

A short (est. 30sec) Facebook video clips that showcase a quick teaser of the project content. The video clip is expected to act like an advertisement campaign that would reach it appropriate target audience through a network of Facebook user sharing the video clips with their friends and family and their friends and family sharing it with their friend and family.

The video clips would showcase a teaser of what the content would entail. The video clips would also contain links to the full content as a call to action for when it reaches an appropriate target audience that show some interest in the subject and wishes to continue on forward.



DEMO:

TheTruDesign.com/Bitcoin-demo

FULL PROJECT DETAILS

TheTruDesign.com/bitcoin/bitcoin-interactive-infographic.html

PLANS FOR MOVING FORWARD

- Update Graphics
- Add interaction to graphics elements
- Revamp Controls to make it possible to flow through timeline with directional key
- Refine timeline movement
- Improve interface structure
- Add sounds
- Improve narration
- Implements theatrical intro and outro
- Start production on chapters 2 and 3
- Remastered to HTML/CSS for none flash compatibility devices
- Redo marketing video
- Beta stage
- Official version