



 **Speaks Greeks**  
PROCESS BOOK

CREATING AN AESTHETIC



# PROCESS OVERVIEW

## 4 Stage Process to Achieve Your Goals

**Note:** All worksheets are within this Brand Builder Packet. None of the worksheets are self-guided, they will be completed before delivery.

01

### Creative Kick-start

#### Overview

A guided conversation that facilitates a better understanding of your business, specific design needs, & target user group.

#### Deliverables:

Business Analysis Worksheet  
Keyword Ideation Worksheet  
User Persona Profile



02

### Research & Synthesis

#### Overview

After doing a deep dive into target brands, we will synthesize everything we've learned into a **critical messaging statement**.

#### Deliverables:

Research Packet  
Critical Message Worksheet

03

### Mood-Boards

#### Overview

Mood-boards translate your company's critical messaging statement into visual aesthetics. Two unique mood-boards will be created, but only one will be selected for use in stage 4.

#### Deliverables:

2 Mood-boards



04

### Design

#### Overview

A visual aesthetic that is uniquely your brand. It will be aligned with your company's core values and resonate with your target customer.

#### Deliverables:

##### Brand Guideline Book

Color Palate	Mock-Ups
Typography	Logo + Best Practices
Iconography	Asset Download Drive
Textures	Social Media Kit

# STAGE 1

## CREATIVE KICK-START

### Overview

A guided conversation that facilitates a better understanding of your business, specific design needs, & target user group.

### Deliverables:

Business Analysis

Keyword Ideation

User Persona Profile



# BUSINESS ANALYSIS

## Basics of Your Business

### Offer

What does it offer? Does it solve problems?

Because Speeks Greeks offers a dependable data and software with tested results.

### Proof Points

Why should users trust the brand?

Because Speeks Greeks offers a dependable data and software with tested results.

### Competitors / Peers

Who targets the same audience?

Trading signals (discord chats)  
Other trading softwares  
Investment firms/banks

### Culture

What is the culture like in your industry?

Grind-core  
Hard working  
Education focused  
Self Improvement

### Key Benefits / X-Factor

What makes you unique?

A good portfolio with solid returns that will allow you to have independence and a steady income to sustain yourself.

### Growth

What does the ideal future look like?

Helping others learn  
Education to customer sales funnel

### Inspiration

What inspires you? Personal, business, etc.

Gary V  
Mark Cuban

### Personal Values

What's most important to YOU?

Growing Business

### Disposition

If X was a person, how would you describe them?  
What would they sound like when they speak?

Well educated  
Ambitious  
Teacher  
Master of craft

# USER PERSONA NAME HERE

Insert core user statement here.



## Personality

User overview (last step)

Driven and curious.

## Summary

Describe them.

Likes the hands on, in control approach, but also tech. Type of person who would enjoy paddle shifters in a car. Dedicated to self improvement and building a

## Present Needs

Personal, business, etc.

Guidance and instruction.

A path to success.

Specific data to inform investment decisions.

## Basic info

Age, Location, Profession

20's, in college studying finance or business.

## Hobbies

What do they do for fun?

Day trading (for at least a year)

Current events

Golf

Travel

Interested in technology

## Future Aspirations

What is in their ideal world?

Escape from the rat race

Independence

Riches & accompanying lifestyle

Self employed and independent.

Living comfortable and care-free.

## Share & Socialize

Where do they interact with peers?

Discord

Youtube

Telegram

Instagram

Redit

(R/agorating & R/options)

## Brand Affinities

What brands / businesses do they love?

Trading Gurus

Self help resources/personalities

Warren Buffet

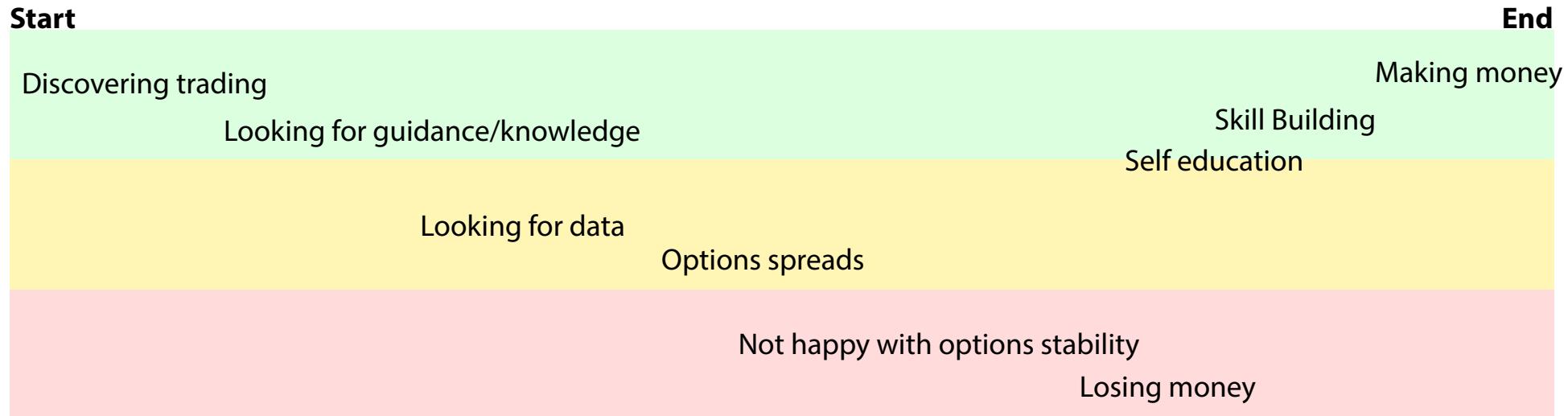
Brooks brothers

Grant Cardone

Tasty Works

# USER JOURNEY

## Outline of Peaks & Valleys



### Compelling Events

What makes the user want to take action?  
 First discovering options trading.  
 Suffering a big loss.  
 Options spreads.

### Valley Responses

How might we diminish valleys?  
 Offering knowledge and data that help people not lose money, and empower them make steady returns on their investments.

### Obstacles / Objections

What stands between them & you?  
 May be skeptical of get rich quick schemes.  
 May be enticed by get rich quick schemes.  
 May not have \$ to start investing.

### Peak Responses

How might we enhance peaks?  
 Seeing the returns  
 Benchmarks (2k, 10k, 25k)  
 [25k is a big deal because you can trade without restrictions]

### Expectations

What preconceived notions do they have before interacting with your business? Which expectations are true, which are not?

Transparency  
 Make Money  
 Signals work



## STAGE 2

# RESEARCH & SYNTHESIS

### TARGET BRANDS:

Selected Brand X

Selected Brand Y

### Overview

After doing a deep dive into target brands, we will synthesize everything we've learned so far into a critical messaging statement.

### Deliverables:

Research Packet

Critical Message Worksheet

# KEYWORD SYNTHESIS

Uncovering Themes in Keyword List



## STAGE 3 **MOOD-BOARDS**

### **Overview**

Mood-boards translate your companies critical messaging statement into visual aesthetics. Two unique mood-boards will be created, but only one will be selected for use in stage 4.

### **Deliverables:**

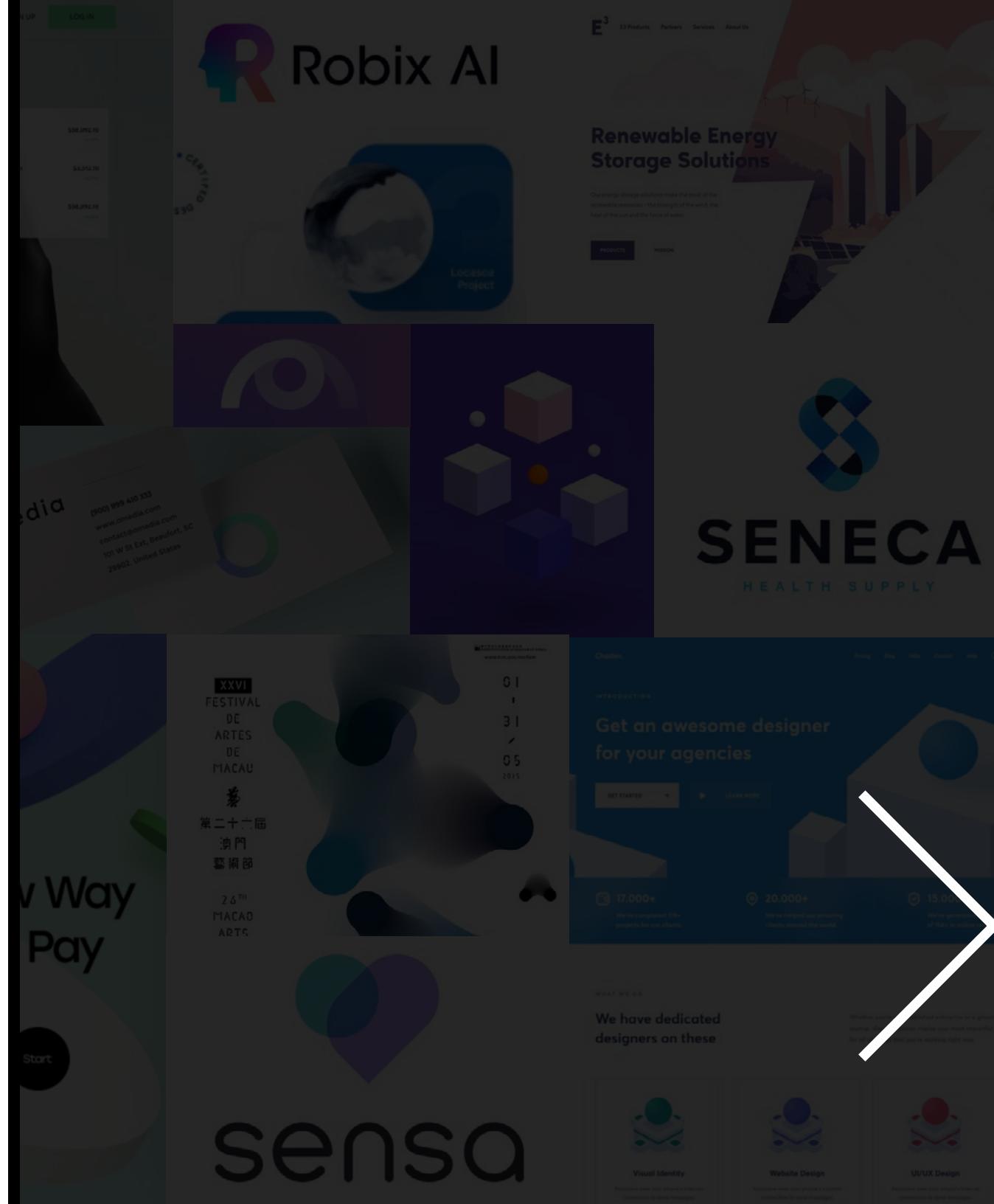
3 Mood-boards



# Mood-Board 1 Ethereal A.I.

## Description

"Ethereal A.I." is a guided journey through the surreal mind-scape of the ultimate super computer. Its use of **light and transparency** reflects the core principal of its company: **transparency in tech**. Much like the technology it represents, the physics of this world are a bit hard to grasp. However, this company will help you harness the power of tech in a way that is simple and approachable, as reflected by the **geometry**.

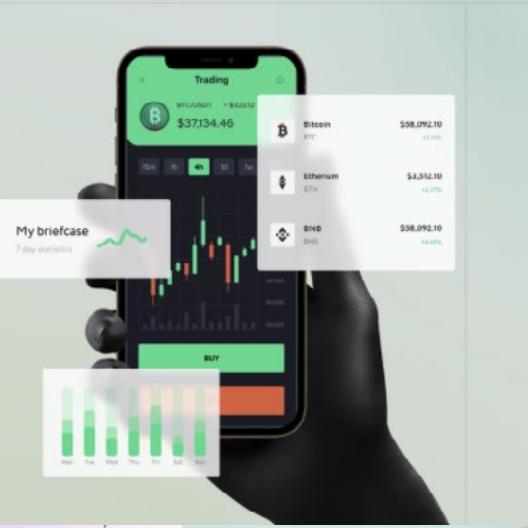


0% trading commission

# Join the best cryptocurrency exchange

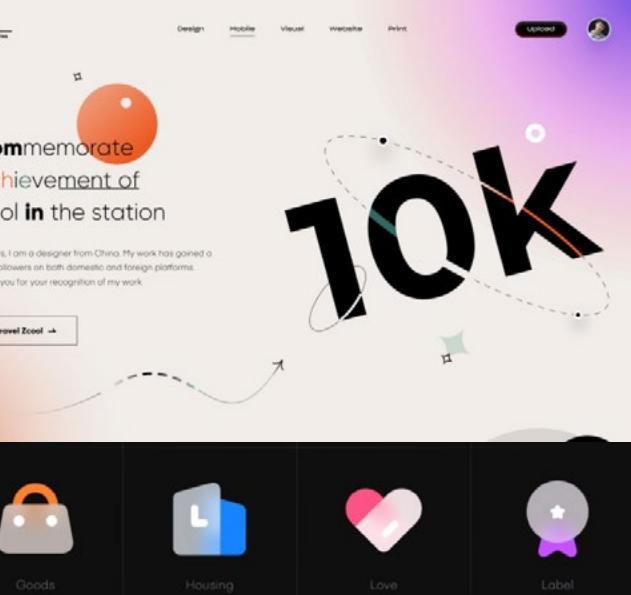
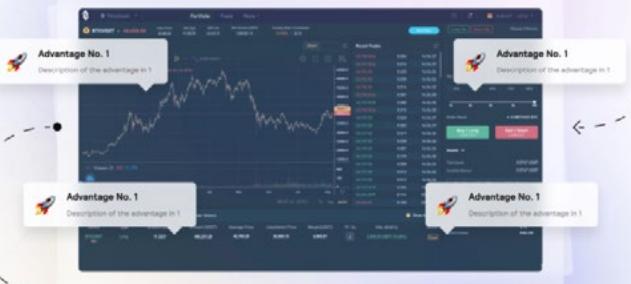
Trade with over 740 different cryptocurrency and fiat currency pairs, including Bitcoin, Ethereum and BNB pairs

START TRADING



## Leverage Trading meets DeFi

Trade up to 10x of your funds, earn interest on exchange fees, or stake different cryptocurrencies.



**SENECA**  
HEALTH SUPPLY

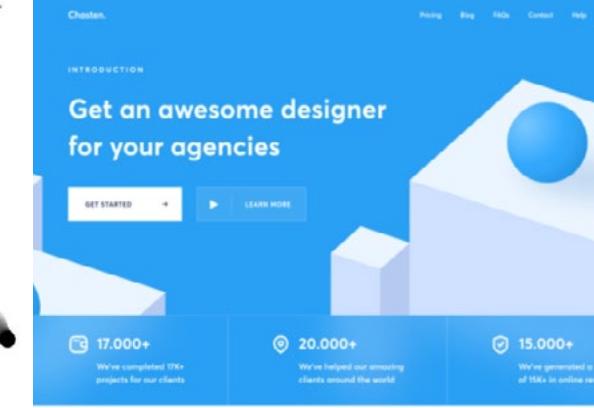


**senso**

## Renewable Energy Storage Solutions

Our energy storage solutions make the most of the renewable resources - the strength of the wind, the heat of the sun and the force of water.

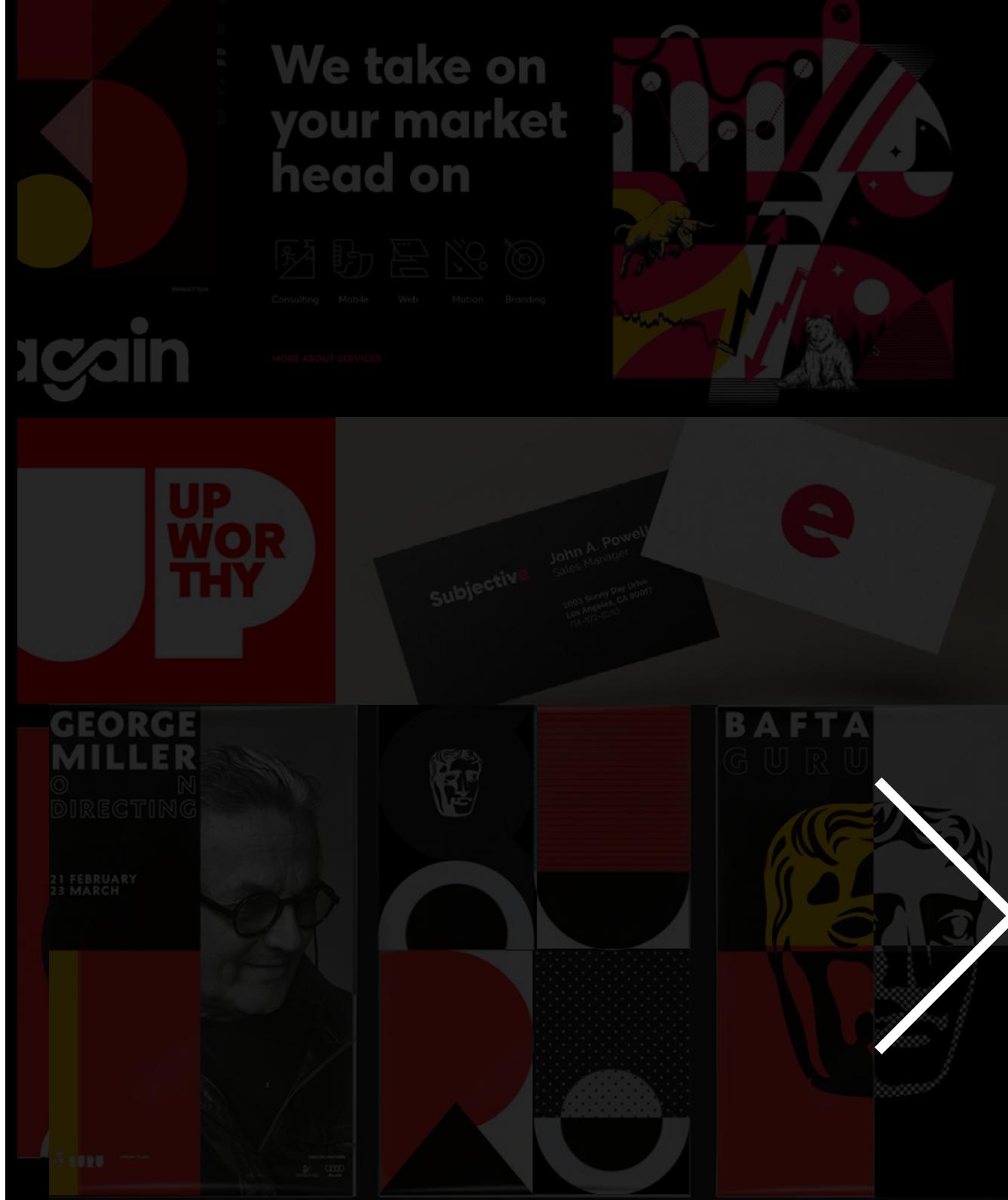
PRODUCTS MISSION



## Mood-Board 2 Building Blocks

### Description

"Building Blocks" uses the motifs of **modular blocks** to emphasize the brick by brick mindset necessary to build a long lasting financial portfolio. Additionally, it's use of **simple geometric shapes** evokes simplicity and assures the user that this company will translate sophisticated financial methods into terms even a child could understand.





We take on  
your market  
head on



MORE ABOUT SERVICES



zEROS



“The mind is like an umbrella -  
it functions best when open.

Explore our selection of Bauhaus abstract works,  
learn more about the artists and start building  
your own gallery.

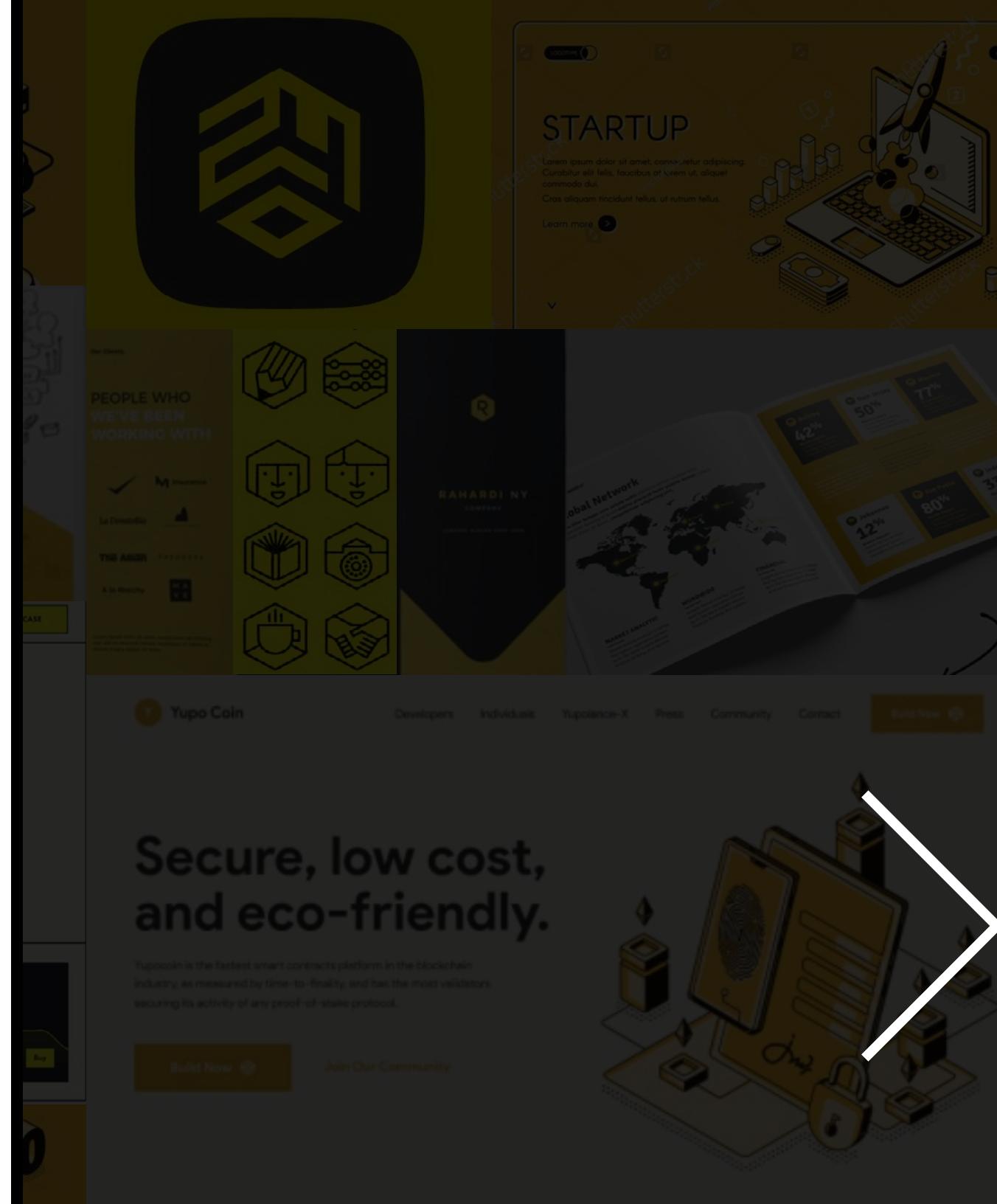
EXPLORE GALLERY

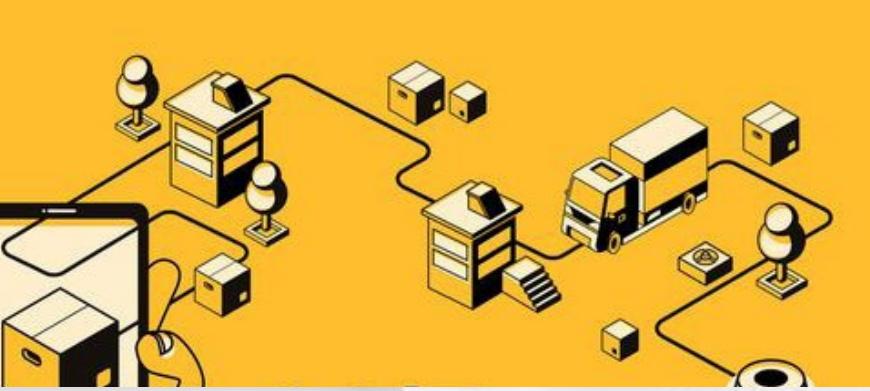


## Mood-Board 2 **Tactile Tech**

### Description

"Tactile\_Tech" uses industrial style drawings to represent abstract computer operations and data. Unlike Ethereal A.I., Tactile\_Tech is upfront about the complexity of Speaks Greeks operations, and attempts to provide **understanding through representation of systems**.





ampretco

**Making Creative Brochure**

INVEST GROUP

Shares Listing Blog Academy About Us

GET THE BRIEFCASE

## Shares briefcase selected by our financial analysts

Determine your level of risk and desired level of income per year and we will create a briefcase individually for you

Enter your email:  GET THE BRIEFCASE

**\$52,311,013**  
\$1,752,39 (142%)

**\$24,245,013**  
\$752,39 (142%)

**\$100,201,013**  
\$3,952,39 (142%)

1 2 3 4 5 6 7 8 9 0



Our Clients

PEOPLE WHO WE'VE BEEN WORKING WITH

RAHARDI NY COMPANY

STARTUP

Lorem ipsum dolor sit amet, consectetur adipiscing. Curabitur elit felis, faucibus ut lorem ut, aliquet commodo dui. Cras aliquam incidunt felis, ut rutrum tellus.

Learn more

shutterstock

shutterstock

shutterstock

Yupo Coin

Developers Individuals Yupoance-X Press Community Contact

Build Now

## Secure, low cost, and eco-friendly.

Yupocoin is the fastest smart contracts platform in the blockchain industry, as measured by time-to-finality, and has the most validators securing its activity of any proof-of-stake protocol.

Build Now Join Our Community



## STAGE 4 DESIGN

### Overview

A visual aesthetic that is uniquely your brand. It will be aligned with your companies core values and resonate with your target customer.

### Deliverables:

#### Brand Guideline Book

Color Palate

Logo + Best Practices

Typography

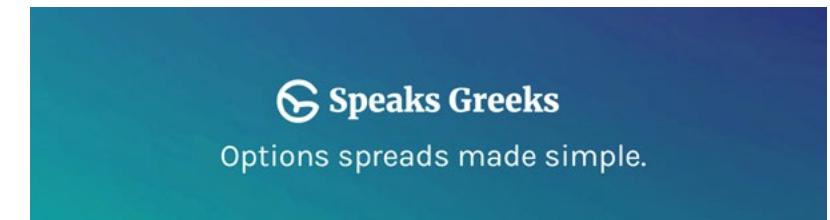
Textures

Icons

Mock-Ups

Social Media Kit

Asset Download Drive



# FINAL DESIGN

High-Fidelity



Greek Helmet

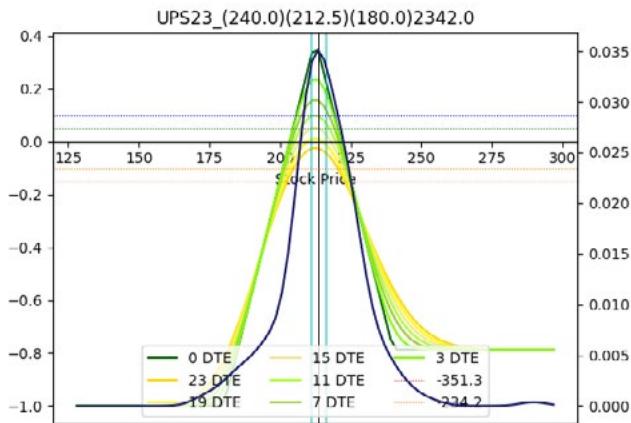
Speech Bubble

Chatting Face

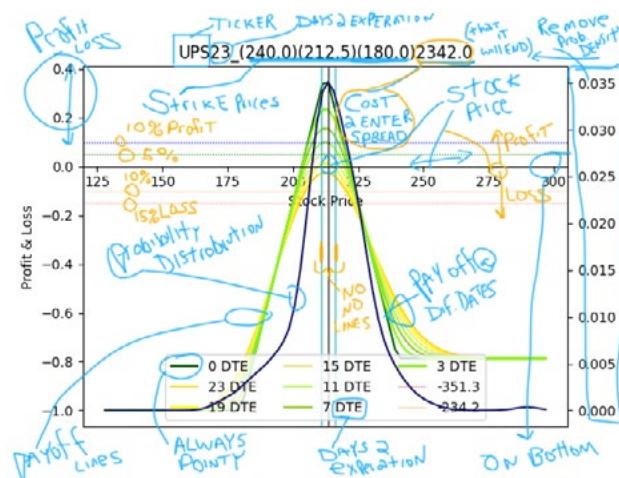
Speaks Greeks

# DATA VISUALIZATION

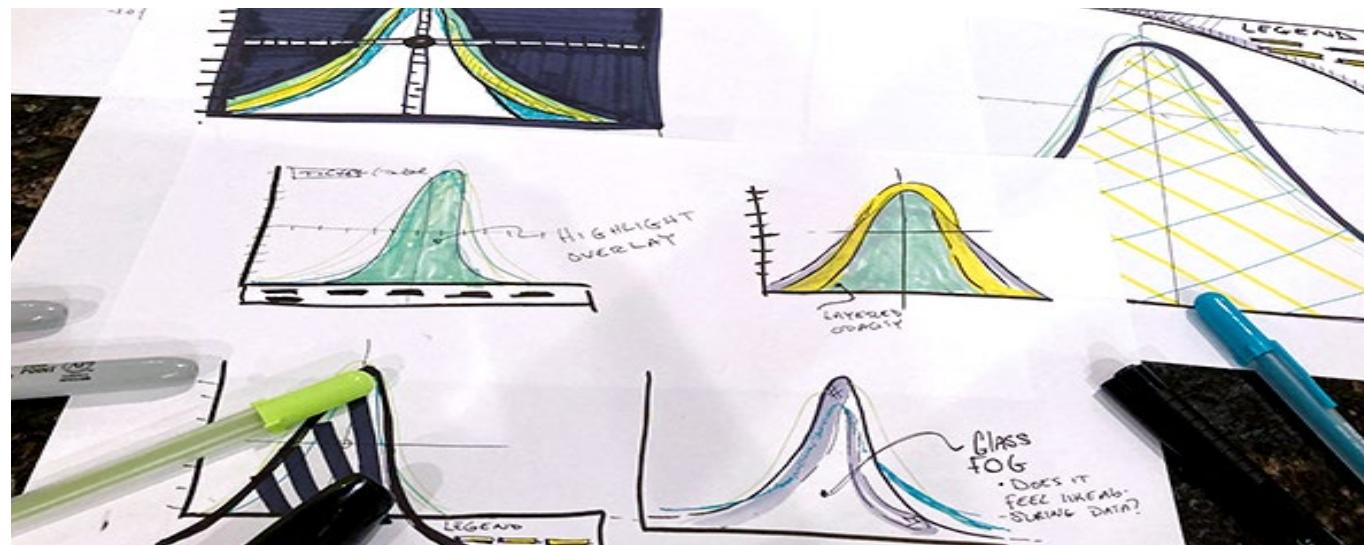
## Original Spread



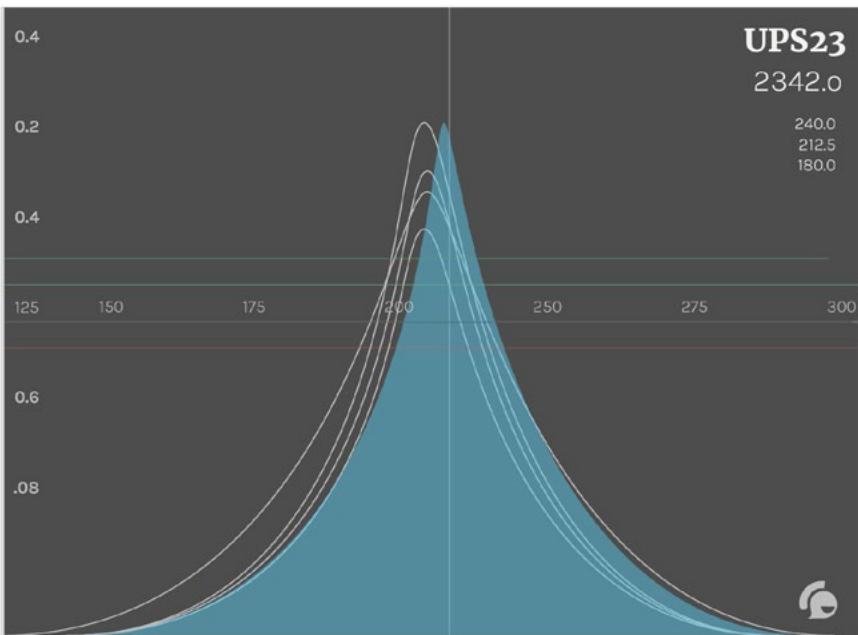
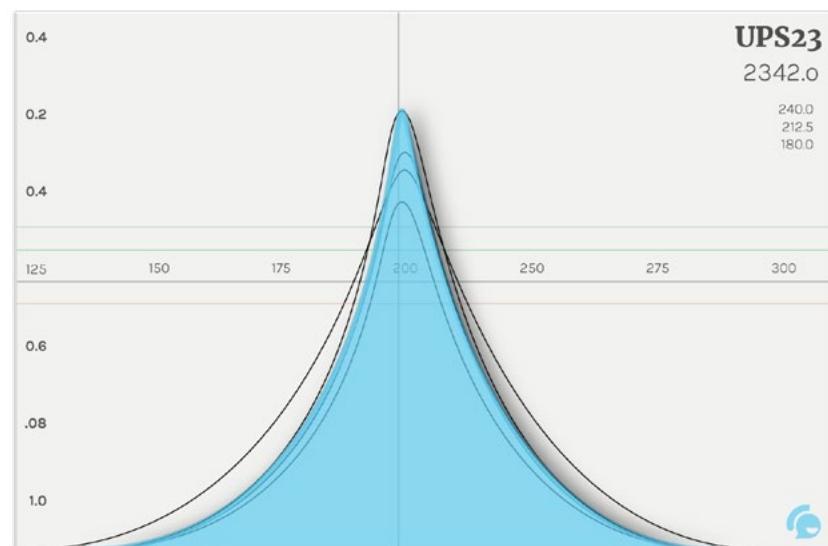
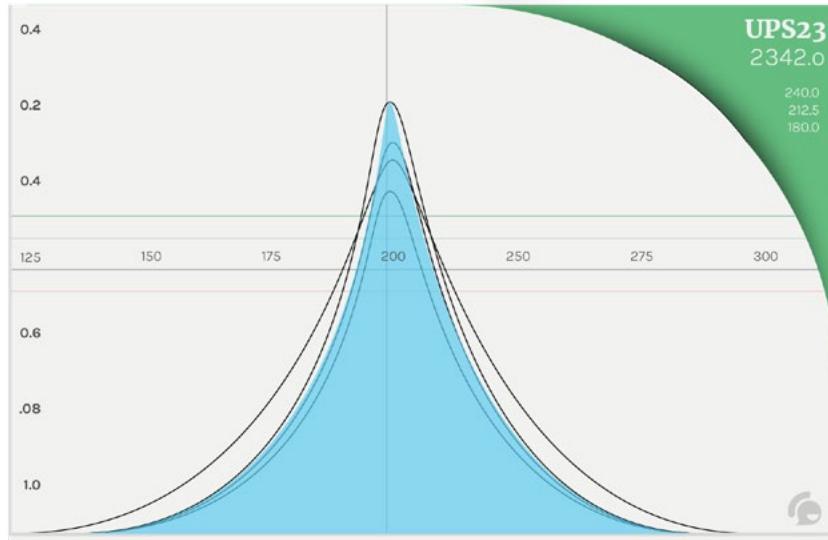
## Note Taking



## Ideation

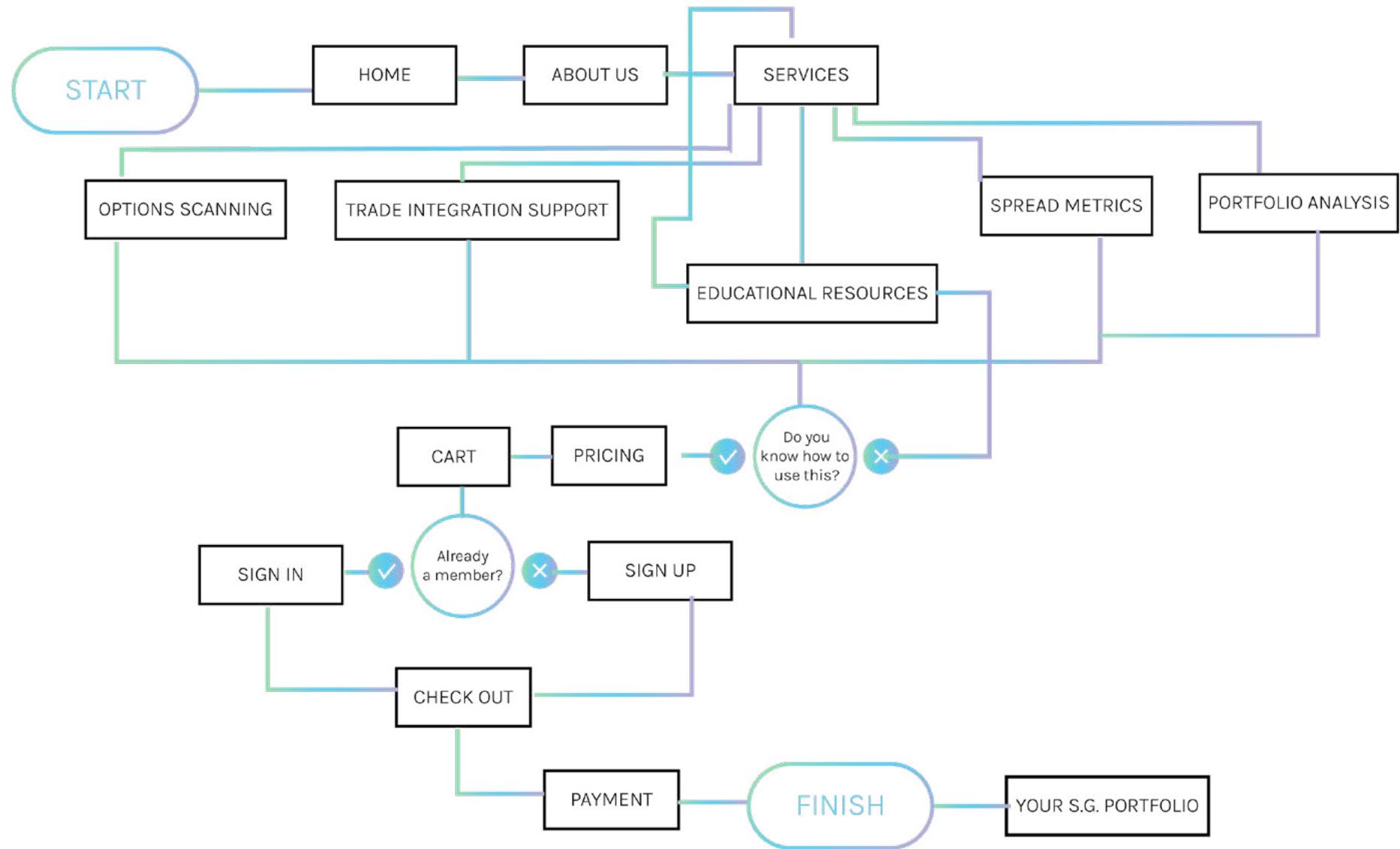


# DATA VISUALIZATION



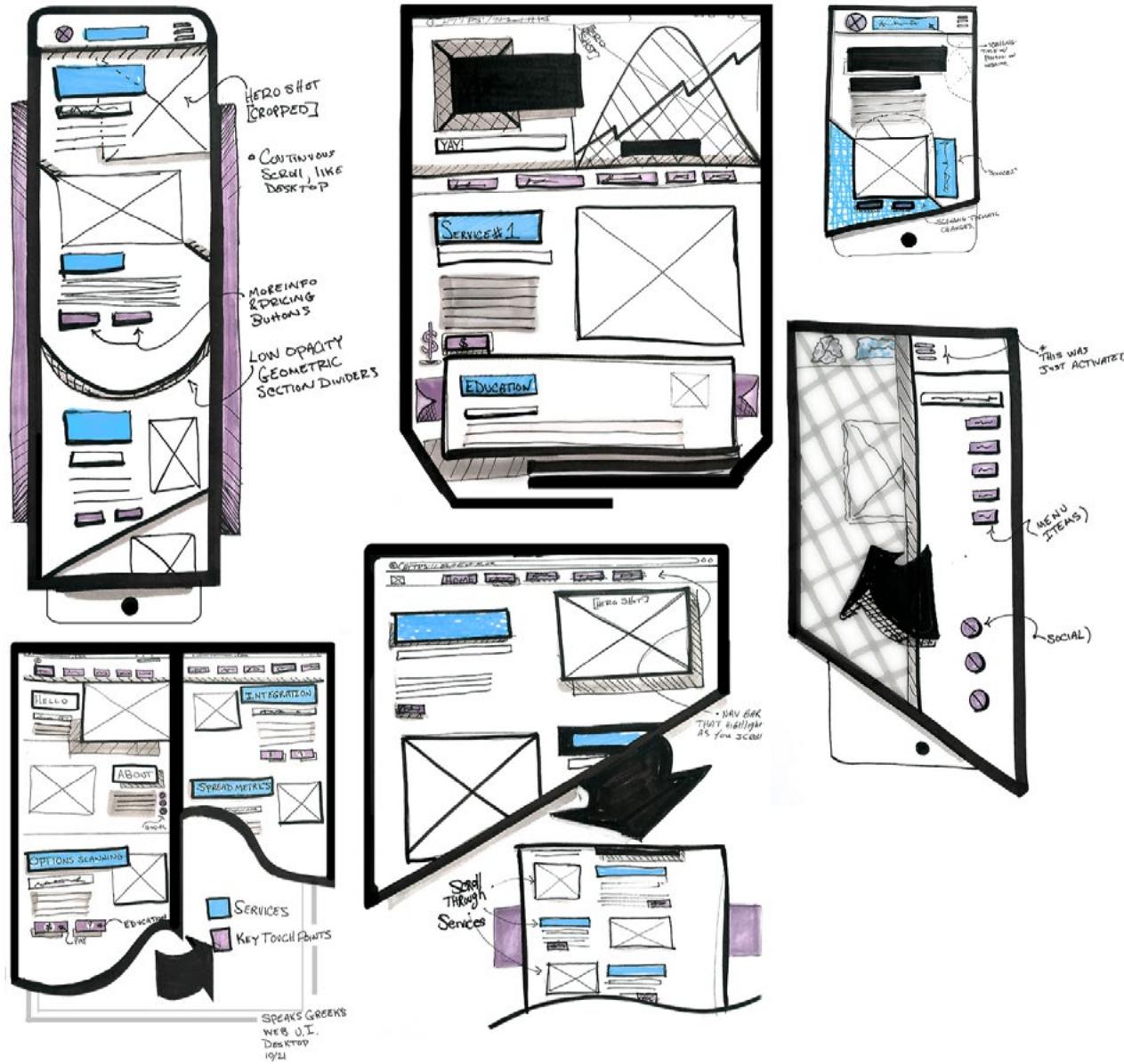
# U.I. DESIGN

## User Flow



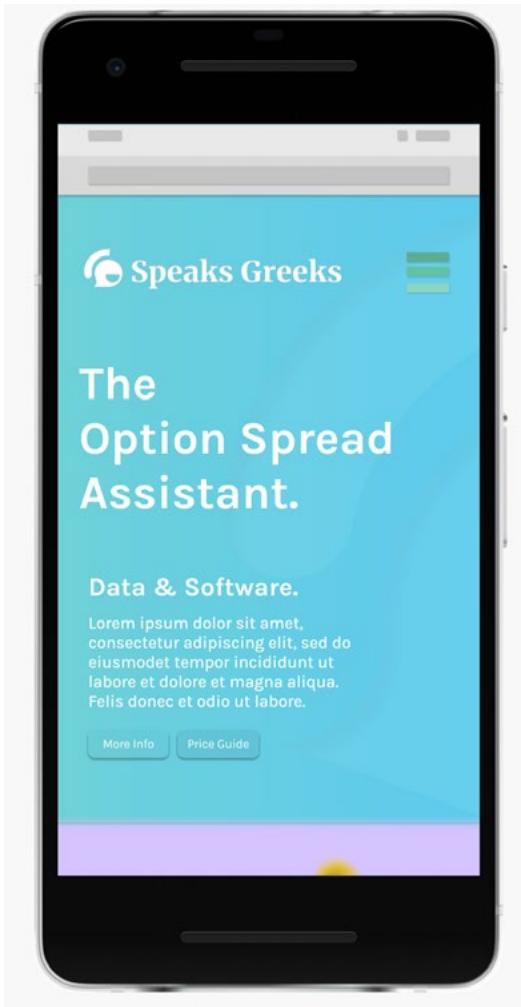
# U.I. DESIGN

## Low-Fidelity



# U.I. DESIGN

Mid-Fidelity



The webpage for 'Speaks Greeks' has a header with a navigation bar: Options Scanning, Spread Metrics, Portfolio Analysis, Gratis Resources, and Trade Philosophy. The main section features a large title 'Speaks Greeks' and a subtitle 'The Option Spread Assistant.' Below this is a sub-section titled 'Revolutionary data & software.' with a paragraph of placeholder text and two buttons: 'More Info' and 'Price Guide'. To the right, there's a mobile phone icon showing a 'Current Portfolio' screen with a balance of \$3,463.59 and a price of \$1394.00. Below this is a section titled 'Options Scanning' with a sub-section titled 'Data backed software.' containing placeholder text and two buttons: 'More Info' and 'Price Guide'. At the bottom right, there's a chart titled 'STOCKS' showing a line graph with various data points and annotations.

# U.I. DESIGN

Mid-Fidelity



The website header includes a logo, 'Options Scanning', 'Spread Metrics', 'Portfolio Analysis', 'Gratis Resources', and 'Trade Philosophy'. The main content features a 'Portfolio Review' section with a subtext, a photo of two people reviewing a chart on a tablet, and 'More Info' and 'Price Guide' buttons. Below is a 'New to Option Spreads?' section with an illustration of a stressed person at a desk and 'Don't worry!' text. The footer contains 'Spread Metrics', 'Scanning', and two 'More Info' buttons.

Options Scanning

Spread Metrics

Portfolio Analysis

Gratis Resources

Trade Philosophy

## Portfolio Review

Personalized for you.

Ut diam quam nulla porttitor massa id. **Enim** ut tellus elementum sagittis. Viverra tellus in hac habitasse platea dictumst. Massa sed elementum tempus egestas sed sed risus pretium quam. Imperdiet nulla malesuada pellentesque elit eget. Nulla aliquet porttitor lacus luctus accumsan tortor. Phasellus faucibus scelerisque eleifend donec pretium. Vestibulum lorem sed risus ultricies.

More Info

Price Guide

## New to Option Spreads?

We know it can be overwhelming at first...

### Don't worry!

We can teach you, for free.

Spread Metrics

Scanning

More Info

More Info

