



**about tomorrow**

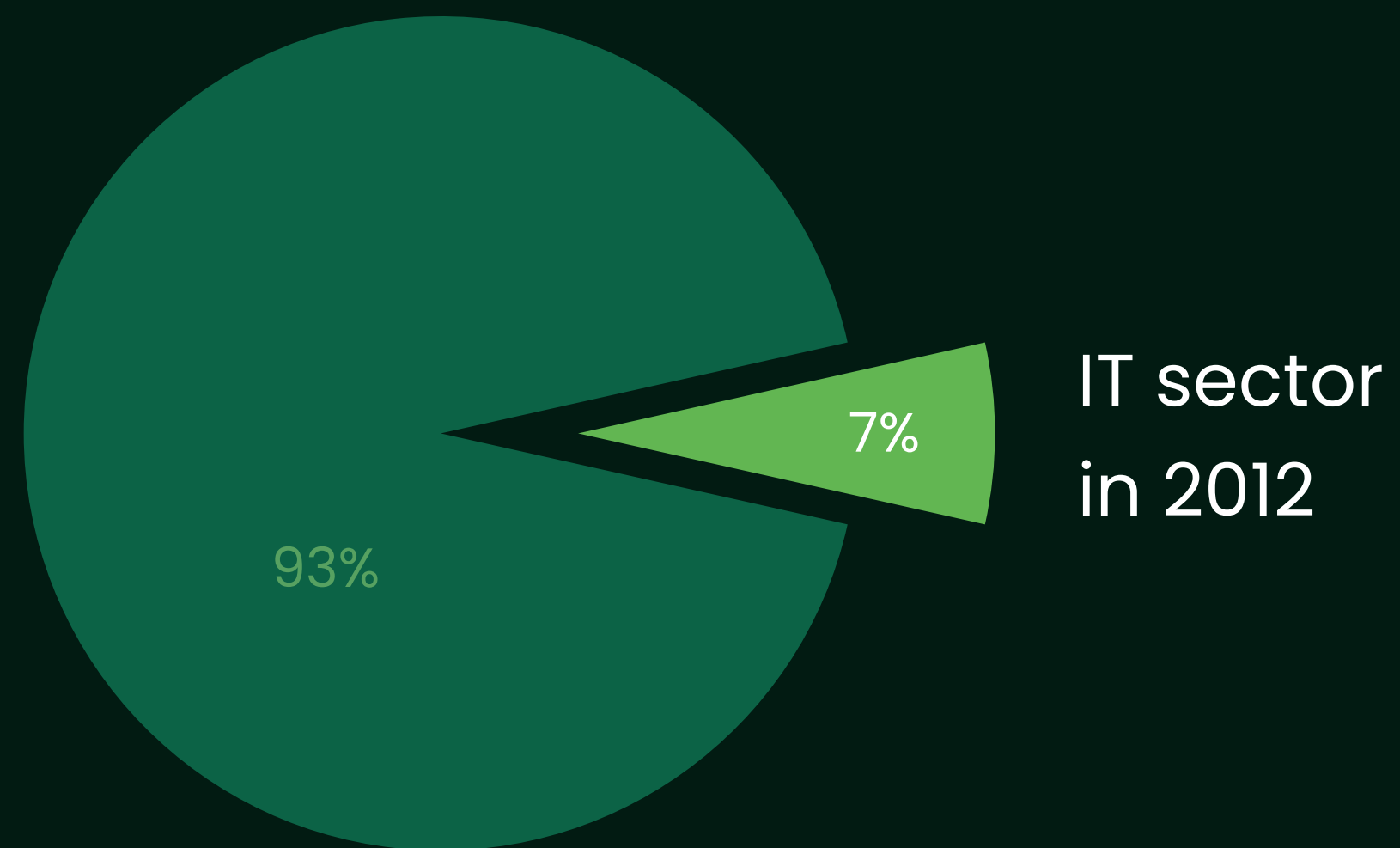


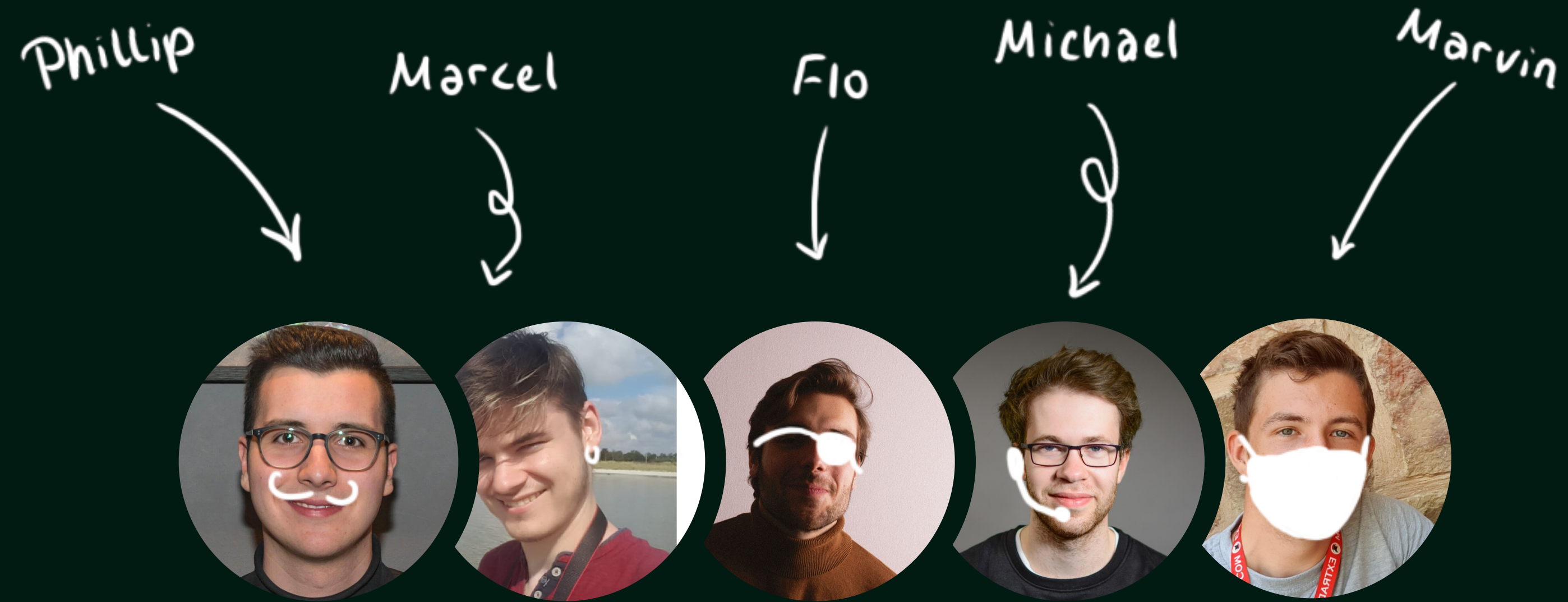
# What can we do?





The IT sector already consumes an estimated 7% of global electricity.





We can change the way to build websites!

**Why build tomorrow**



# Green Web Design



Dark Mode



Only SVGs



Green hosts

# Build it! with build tomorrow

The screenshot displays the Build Tomorrow web editor interface. At the top, there is a navigation bar with a hamburger menu, a '+ Add' button, the current page name 'Design Emission Tracker', mobile and desktop view icons, a 'Preview' button, and a 'Publish' button. Below the navigation bar is a horizontal ruler with a scale from 0 to 1550. The main workspace shows a live preview of a website for 'Barbara'. The website has a dark theme and includes a header with the name 'Barbara' and navigation links for 'Home', 'News', 'About Us', and 'Contact'. The main content area features a section titled 'HANDMAKING THE FUTURE' with a sub-headline 'We envision a world where the value of an object won't be signaled by a price or a brand anymore.' Below this is a form with an 'Enter your email' input and a 'subscribe newsletter' button. A smaller section titled 'HOW WE WORK' follows, with the text 'We travel Italy looking for the best unseen makers. Each Artisan has a story to tell.' The bottom of the preview shows two columns of text, each with a placeholder image and a quote. On the right side of the editor, there is an 'Add' panel with a search bar 'Search components...' and a list of component categories: 'Text', 'Media', 'Design', 'Widgets', and 'Embeds'. The 'Media' category is expanded, showing various image and video widget options. At the bottom of the editor, there is a footer with various metrics: 'Data Budget 1.2MB', '2/5 Images', '13/450 Wörter', 'Footprint', '3 Trees', '8kg CO<sub>2</sub>', '5000 Monthly page views', and 'Tips'.

# Track your Emission



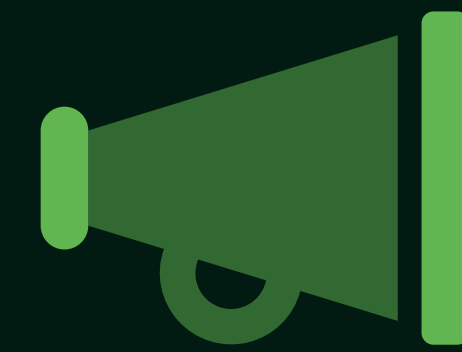
Given Data Budget



See you footprint



# Our Product Journey



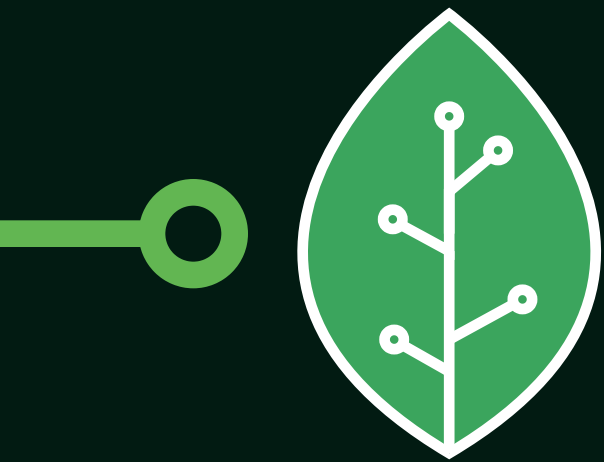
Agency



Checklist



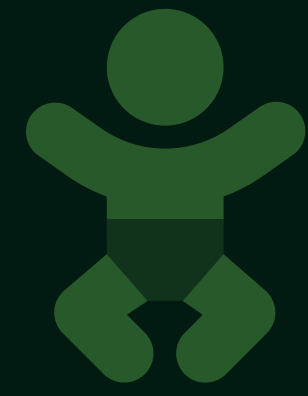
Design System



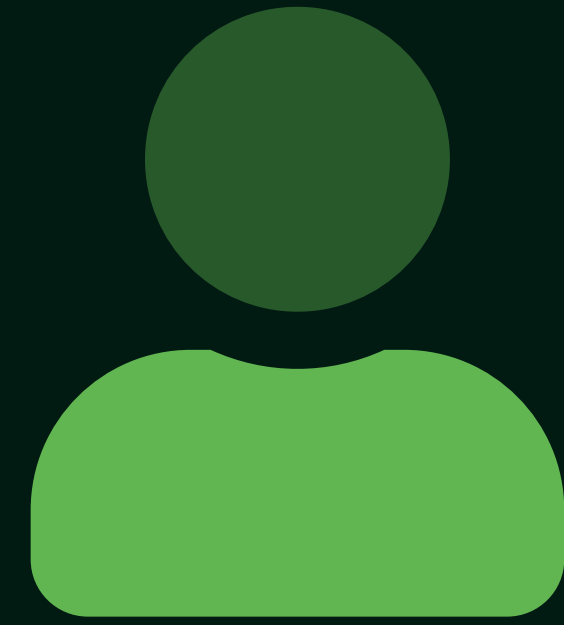
**Website Builder**



**Design System**



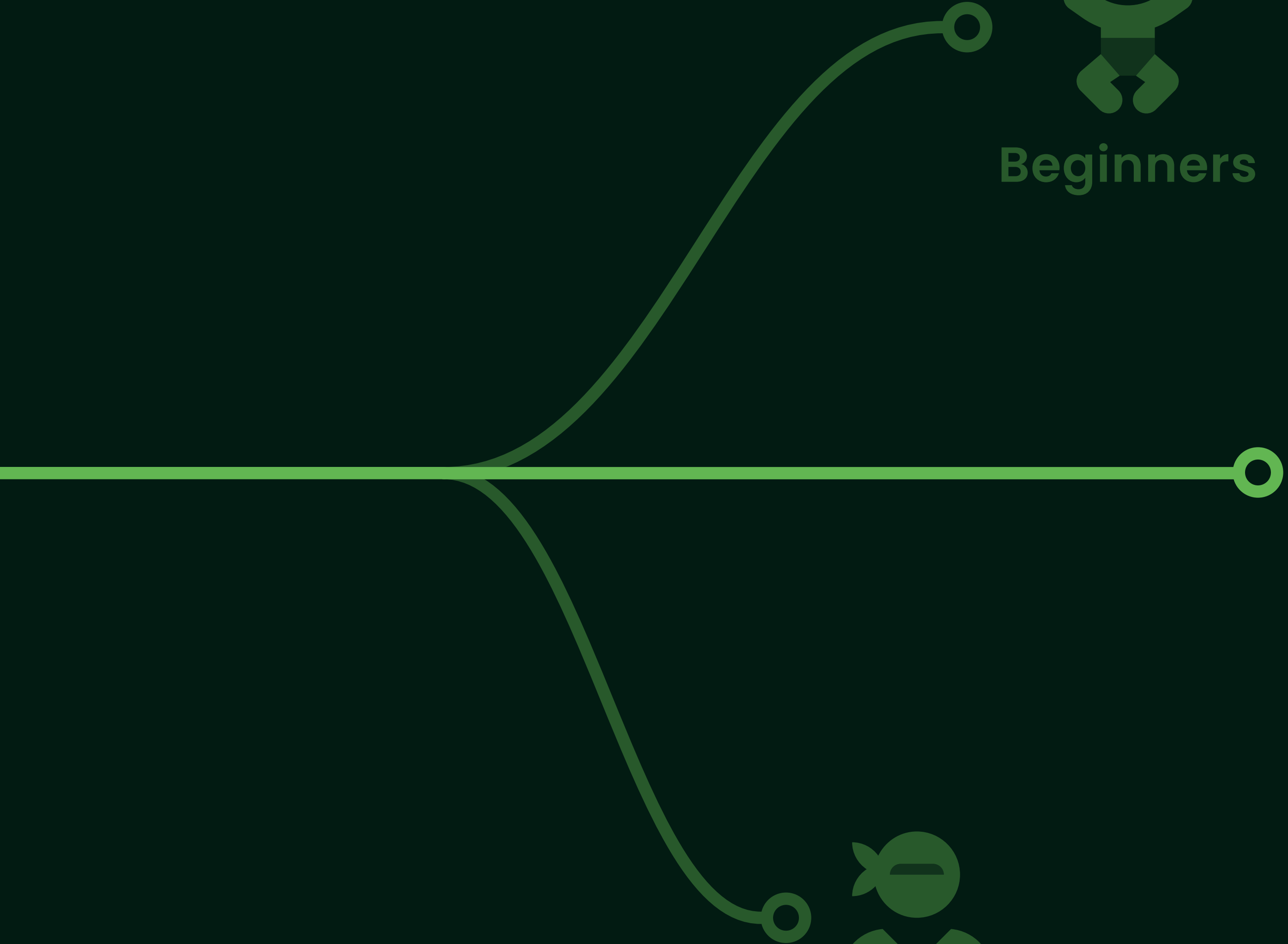
Beginners



For everyone

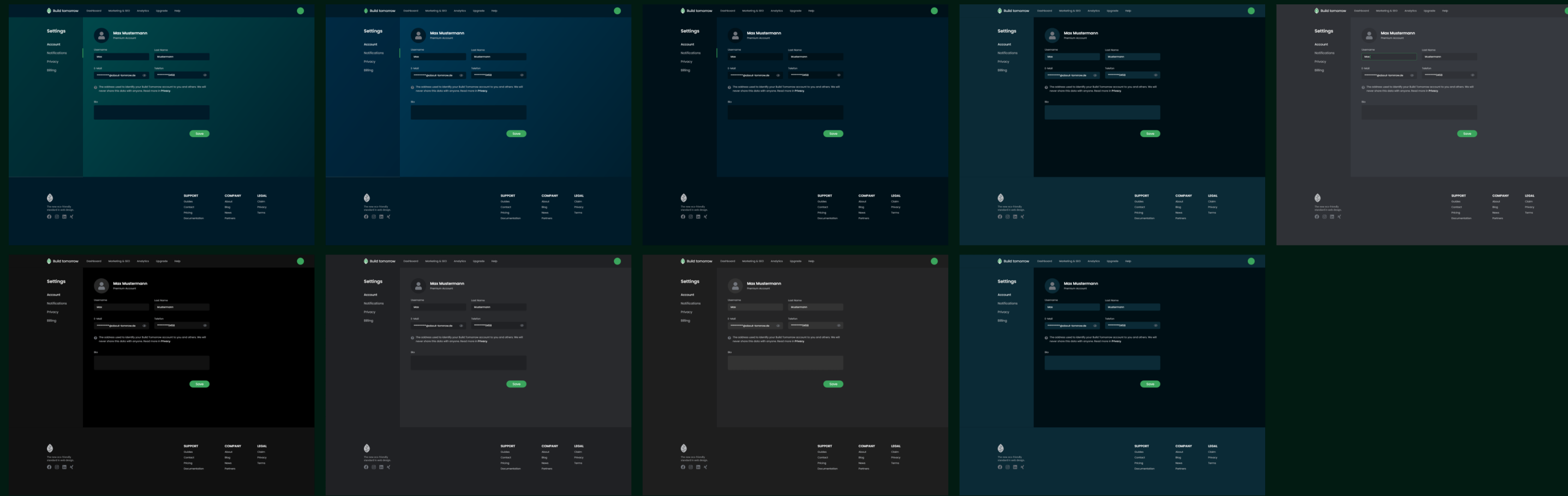


Expert

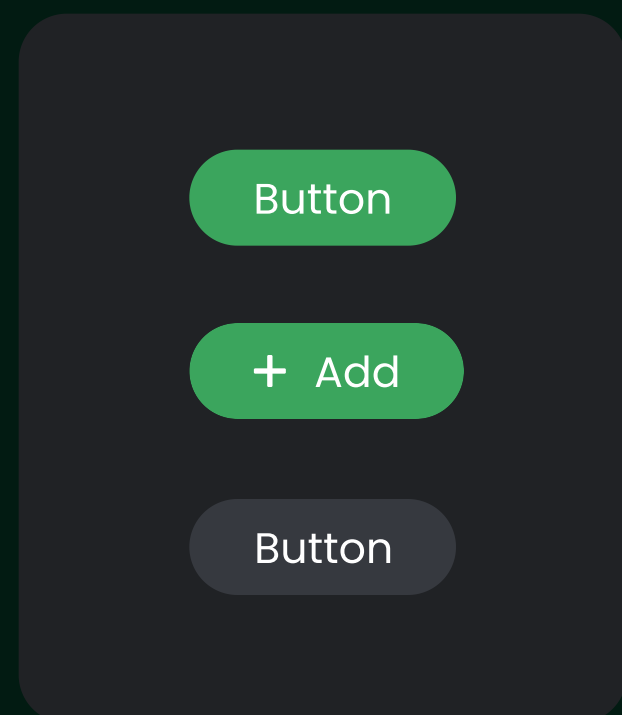




# Updates



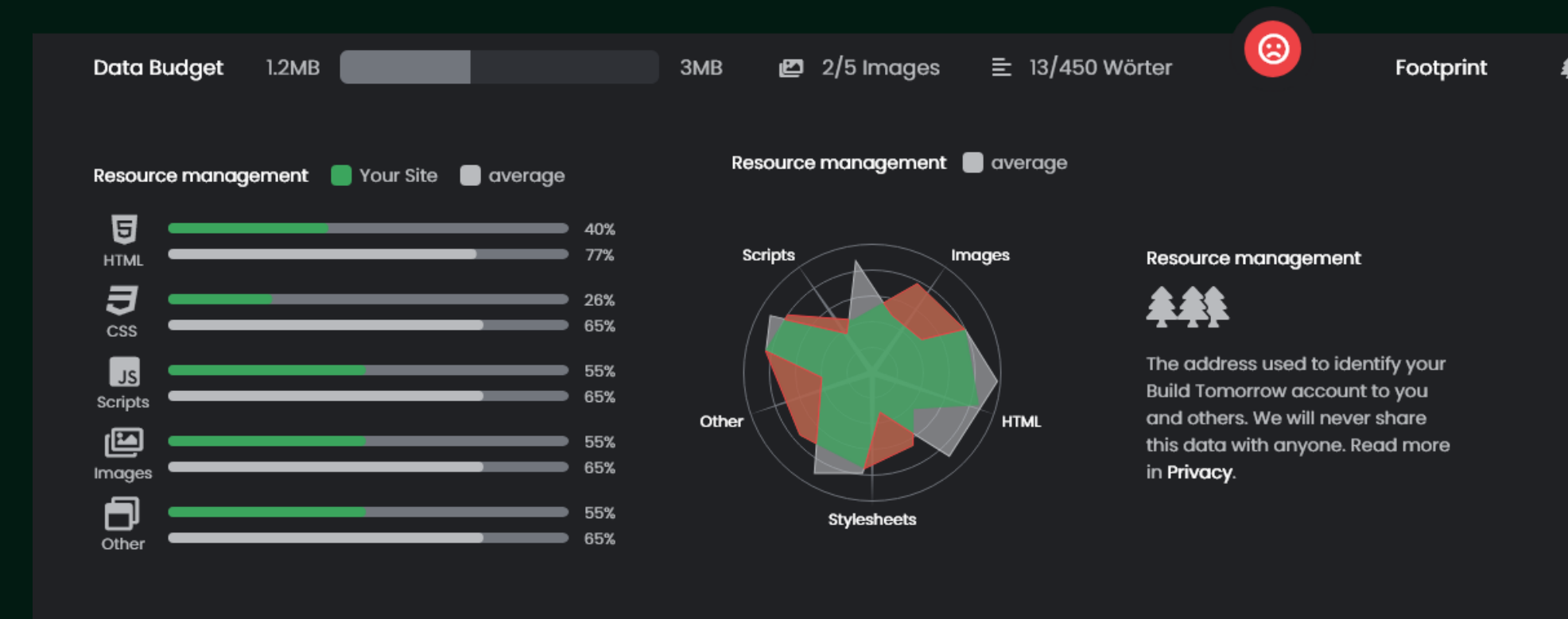
Update color palette



More details



Better click indicator



# High Fidelity-Prototype

1  
2  
3

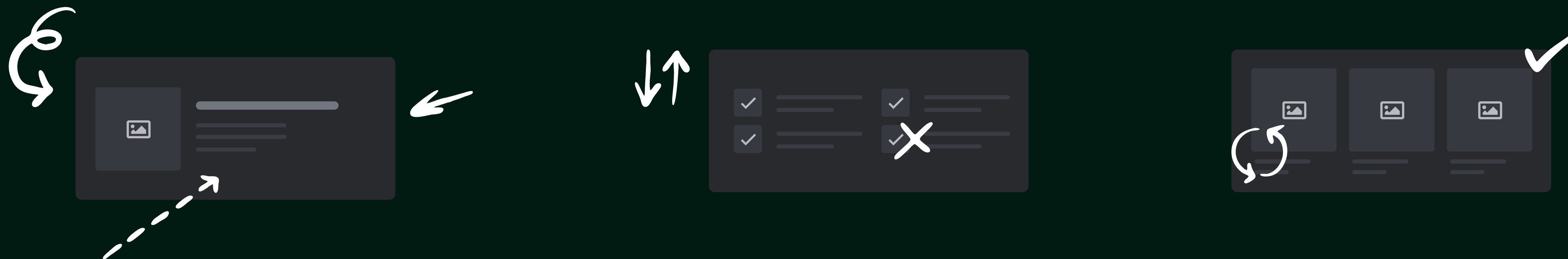


# What we learned!





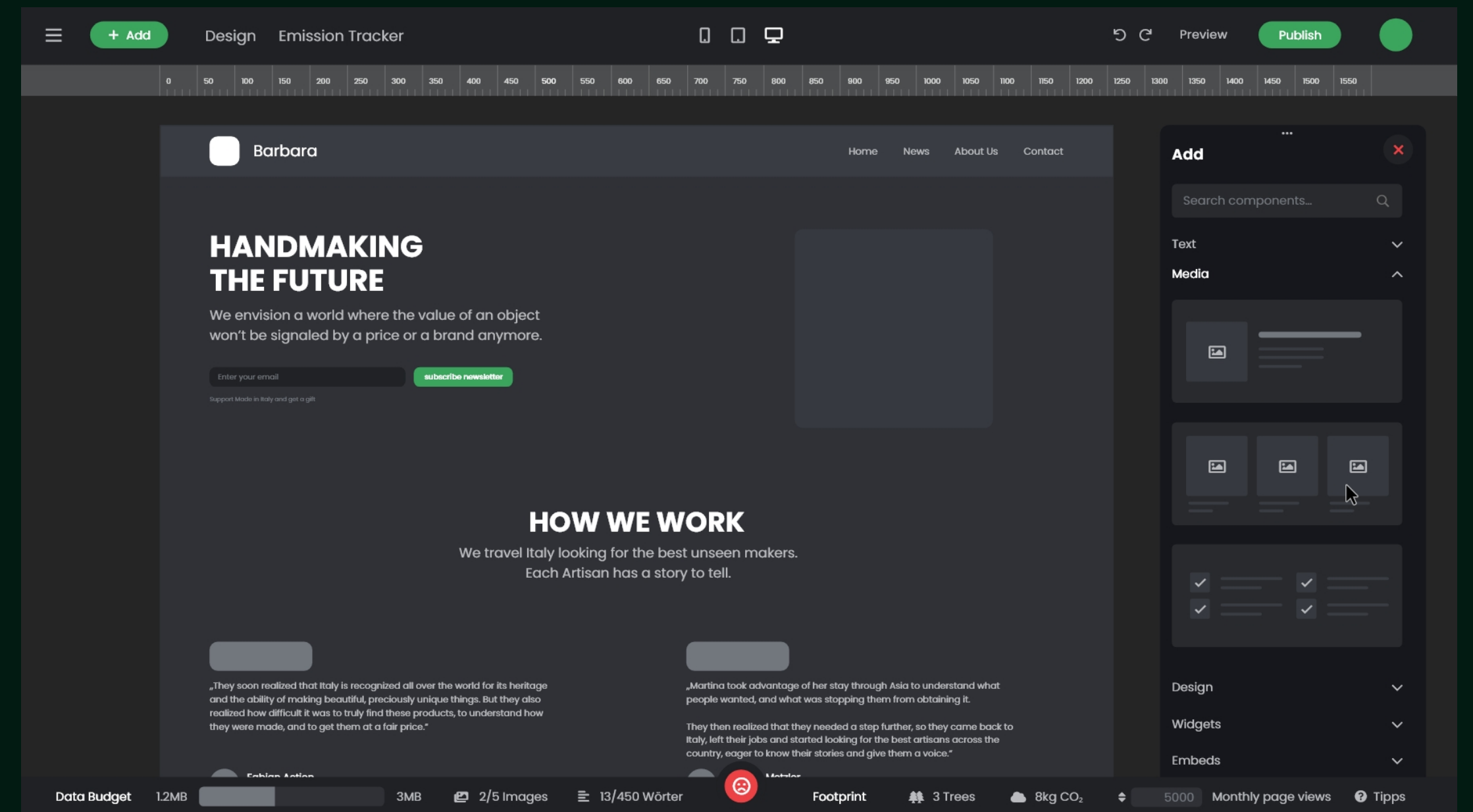
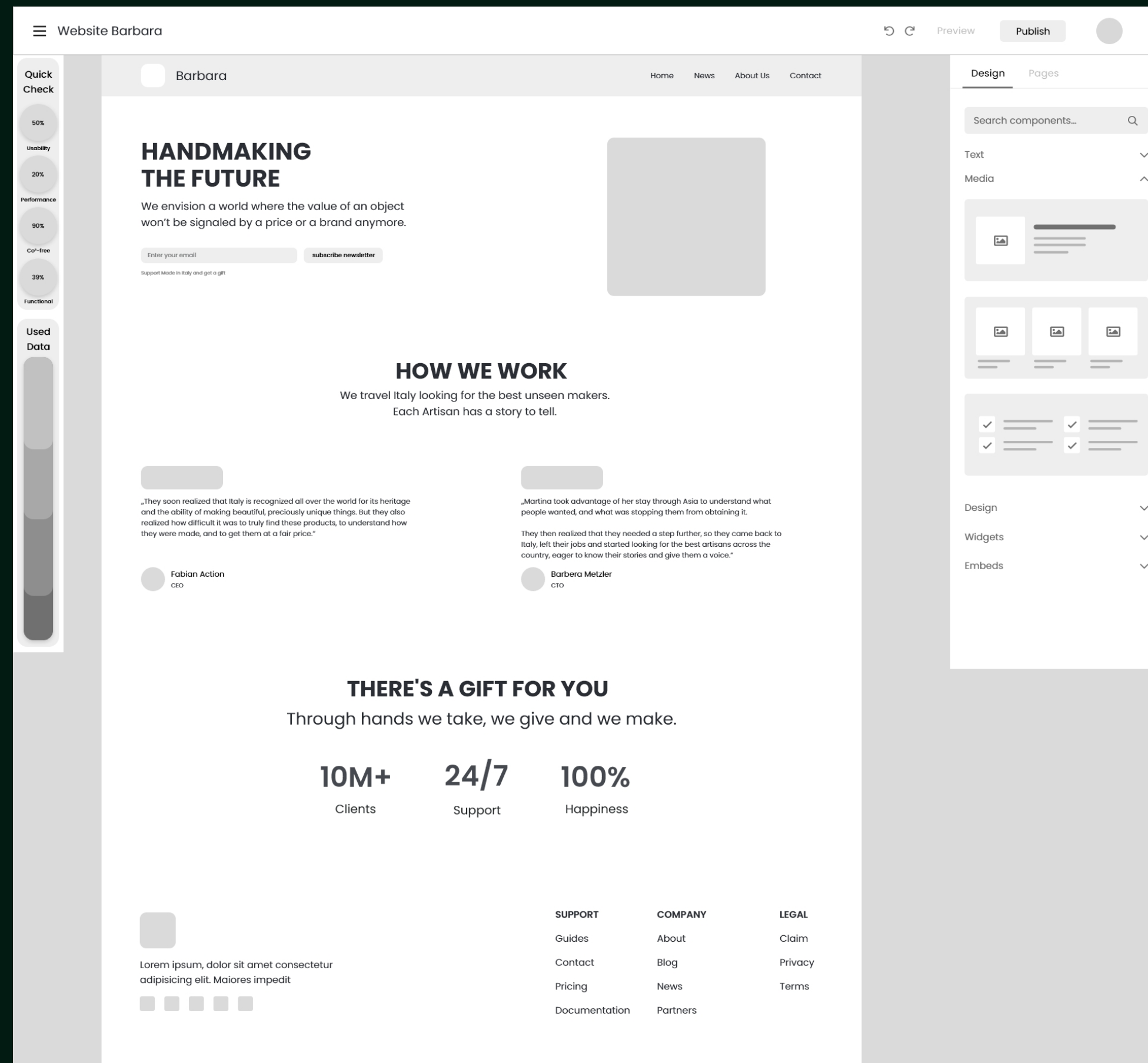
# Communication!



Justify your arguments with design not your opinion

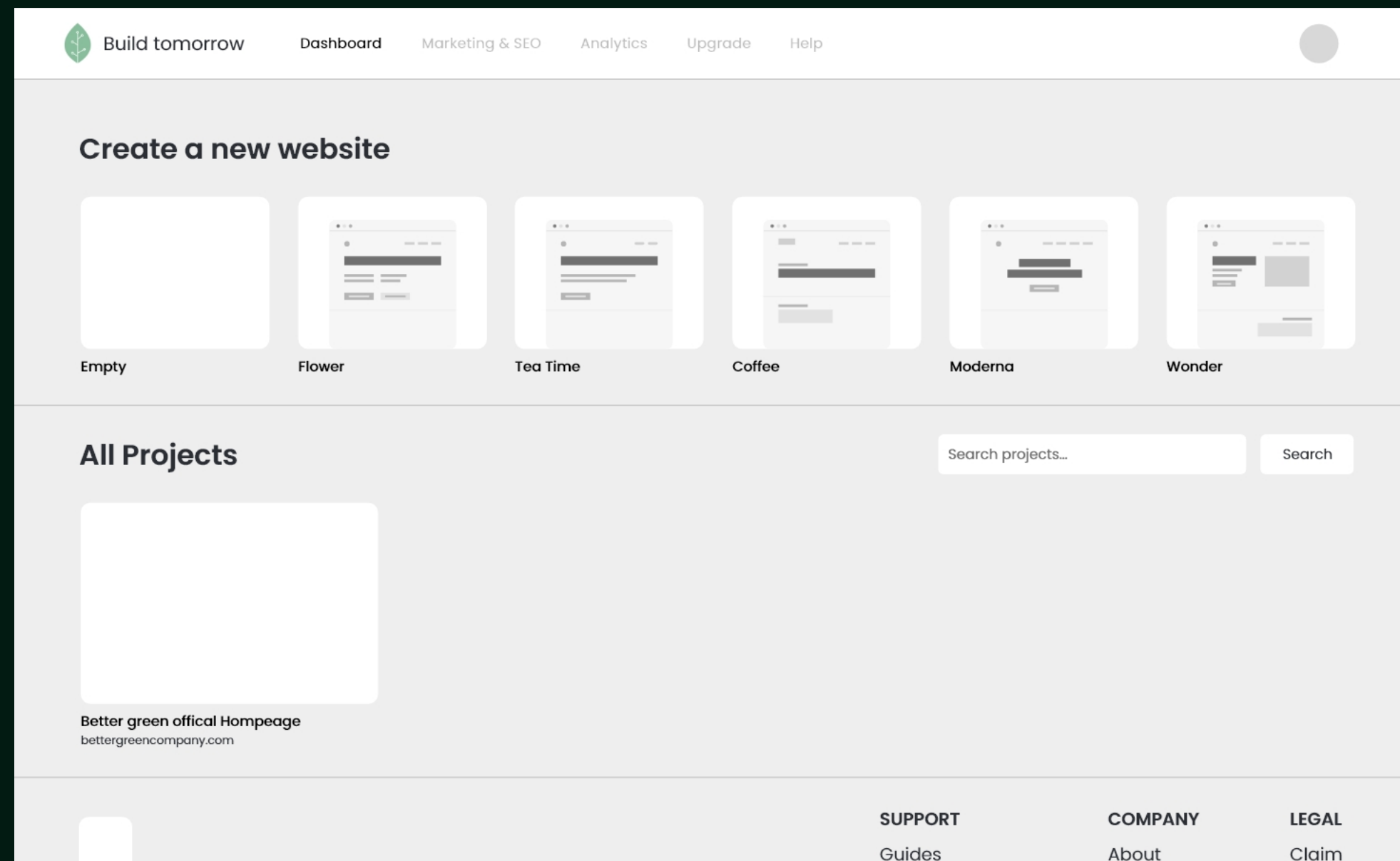
# Do it simple!

In Low Low Fidelity-Prototype put focus on user flow and functions

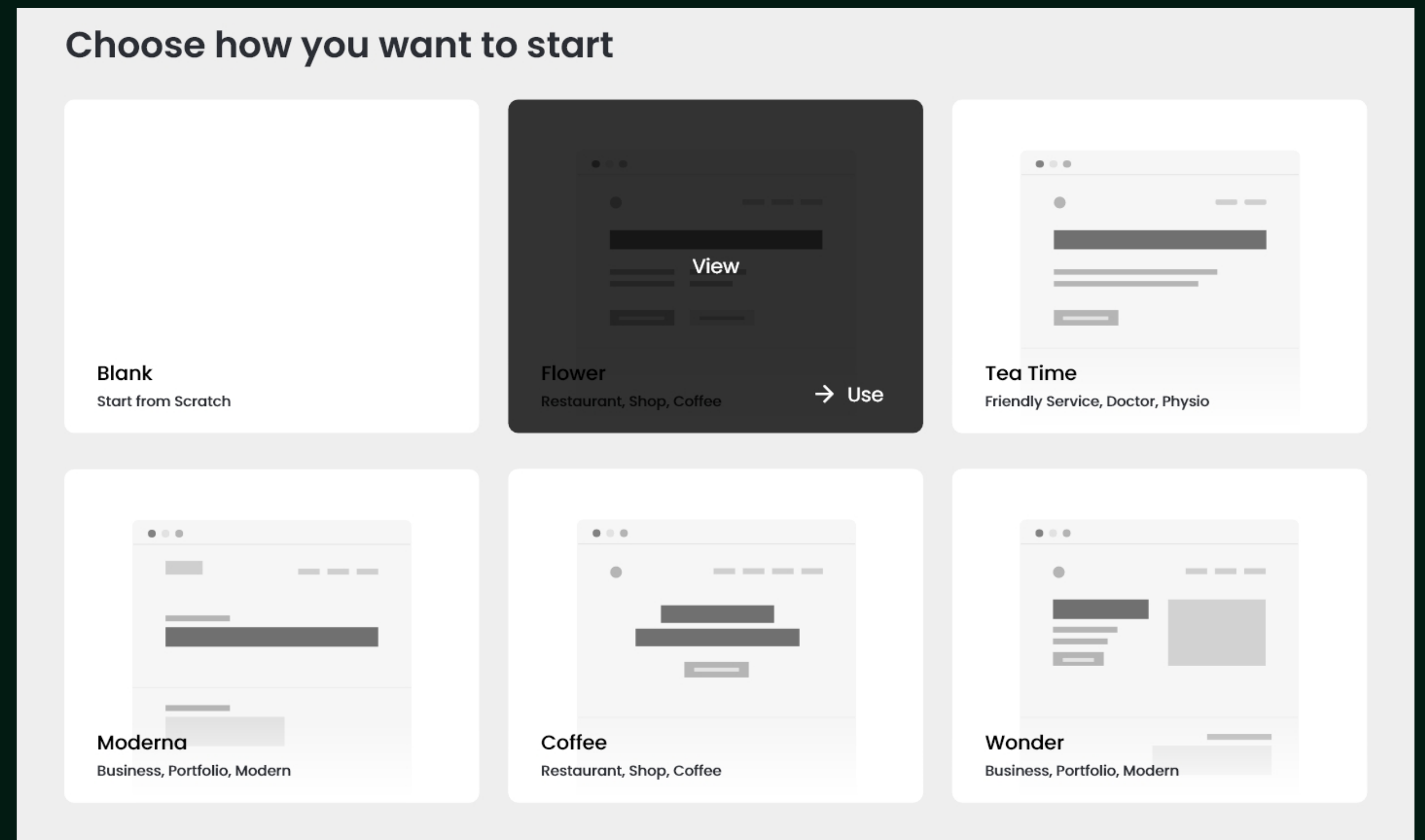


# Ask your target audience

Do not trust too much on your decisions.



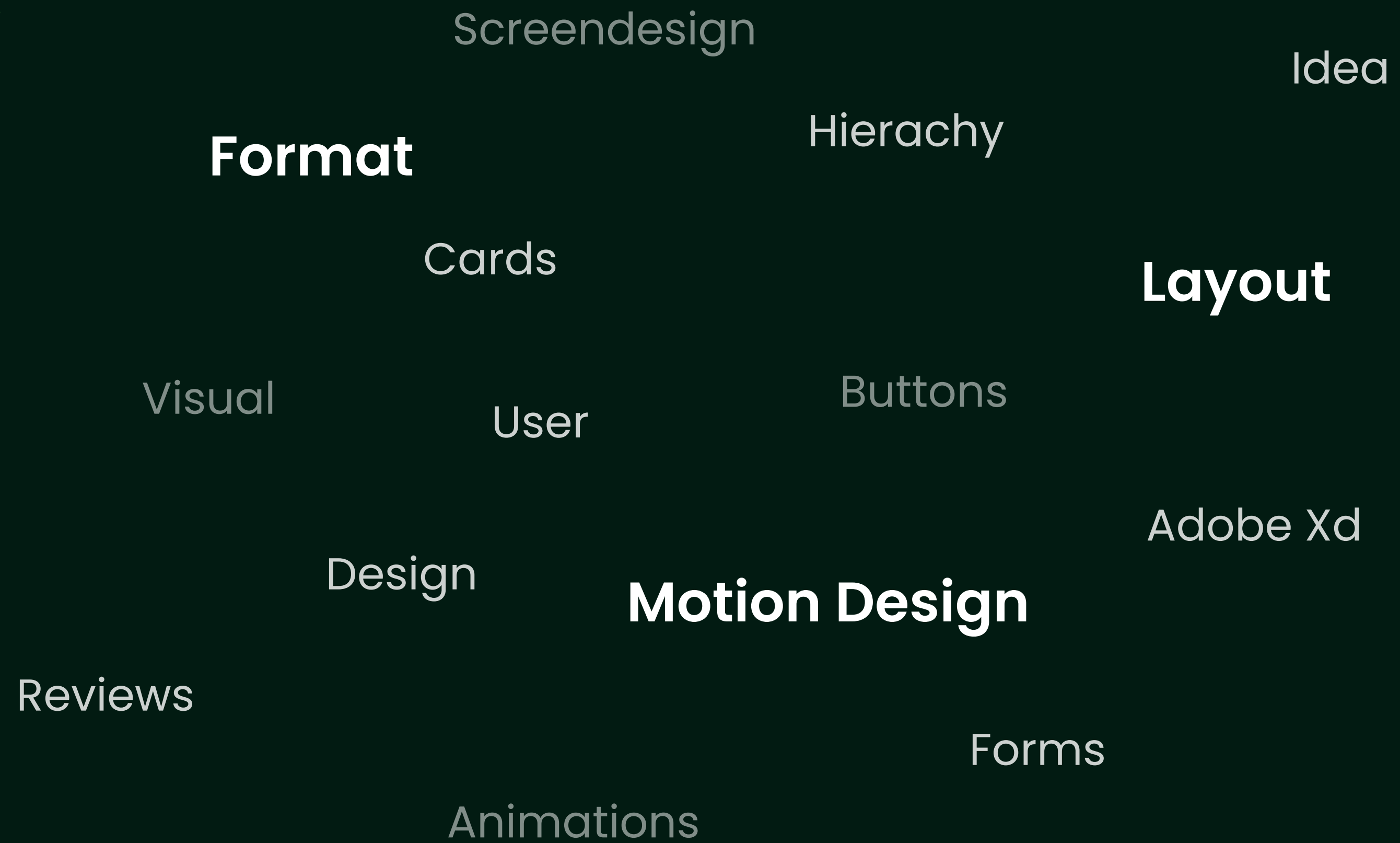
✘ Themes cannot be previewed. Small illustration showing the theme.



✔ Themes can easily get preview. Big previews with tags describing the theme.



# What's next?



## Components

# Animation

Button

— Primary Button Animation Idea 1

Button

— Primary Button Animation Idea 1

+ Add

— Button with Icon

Button

— Secondary Button Animation Idea 1

Button

— Secondary Button Animation Idea 2

Passiv Button — Nav Link



— Choose Device Buttons

E-Mail

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Telefon

0157393ze2934




? The address used to identify your Build Tomorrow account to you and others. We will never share this data with anyone. Read more in [Privacy](#).

Bio

Save

## Log Into Your Account

 Sign in with Google

or

Email or Username

Password

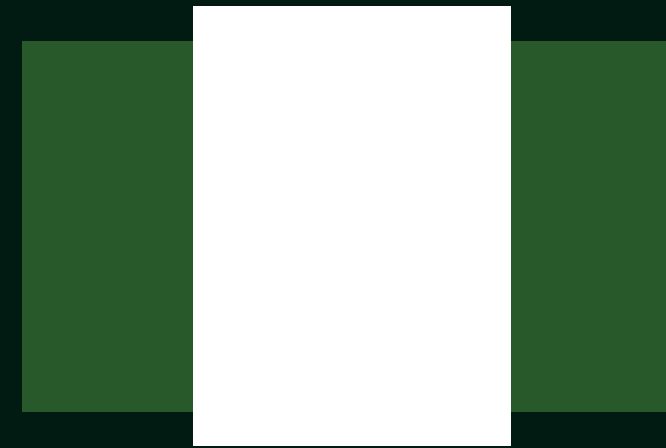
Log in

[Forgot password?](#)

[Don't have an account?](#)

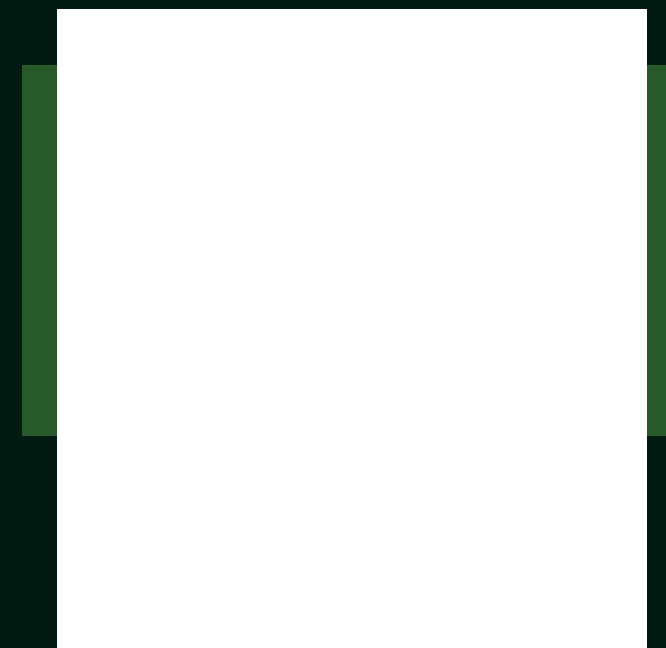
# Which format?

PDF



✘ PDF is not good for screens. Can't use advantages of a modern monitor.

Website



✔ Website format can use whole screen. Motion Design, Video and much more.





# Start making changes now!

# Thank you

Compress Images: [tinypng.com](https://tinypng.com)

Compress SVG: [jakearchibald.github.io/svgomg](https://jakearchibald.github.io/svgomg)

Our website: [about-tomorrow.de](https://about-tomorrow.de)