

Student Innovation Projects - Client Brief

Project Title: Market Research into Non-Fungible Tokens (NFTs)

Business Issue or Need (please contextualise this if appropriate):

We have been approached by a number of clients that are looking to have non-fungible tokens (NFTs) designed for their brand/music artist persona. This is a new area of design for us, and we would like to gain more insight into NFTs so we can provide the best product for our customers. This will include in-depth knowledge into how NFTs are used/ traded, what makes an NFT “attractive” for consumers, and examples of how they are used in various industries such as music and sports. We would also like some information on their current market conditions, providing us with some analytics of their potential risk and returns.

Project Aims (please be mindful that the expected student outcomes are a set of recommendations, not to implement their suggested solutions):

1. We want in-depth knowledge provided to us about NFTs, and how they are traded. Provide a step-by-step outline of a process of selling NFTs from design to listing, and outline any trends in NFTs and what makes them appealing to consumers.
2. To analyse the market of NFTs, their risk/returns, the current climate/future projected trends
3. To provide at least 3 case studies of examples of artists/brands that use NFTs in various industries such as the music industry (see Deadmau5/Muse for example)

Skills you think the students will require to complete the project:

- To have some knowledge/interest in the graphic design industry/the future of NFTs/the Meta-verse
- Ability to critically analyse markets and advise on business decisions accordingly.