

Algo for Designers

White Paper 1.0

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## **1. Introduction**

### **The New Role of Design in Business**

In the early days of the Internet, the functionality of a webpage was the most important aspect for a business wishing to conduct commerce online. However, as technology has made impressive strides in the past 20 years, making data transfer speed faster and the devices through which we interact with the Internet increasingly smaller, a trend can be seen - design is starting to be prioritized just as much as functionality in the world of technology, specifically in the UX/UI field.

Design can either make or break a business. When choosing between two products which offer similar functionality, a consumer is more likely to choose the product he considers to be more pleasing in terms of design, operability and “user experience”.

Likewise, if a consumer comes upon a product, particularly a webpage, which lacks coherent, accessible and inviting design, he is more likely to experience frustration over the website’s features which hinder him from experiencing the product to its full potential.

This is why the UX/UI design of a webpage is now valued just as highly as functionality. A website is often the first interaction that a user has with a product, and a well-designed webpage can greatly enhance a user’s experience of the product, which can lead to boosted sales.

This new trend of the prioritization of design can be seen throughout many global companies. Nearly every digital company has a UX/UI designer to help create interactive and engaging user interfaces for their products and according to the US Bureau of

Labor Statistics, there will be a 3% year-on-year growth (through 2028) in demand for UX designers.

## **Copyrighting Design**

As the demand for UX/UI designers grows, it will become increasingly important for those designers to copyright their unique creations.

If a designer is commissioned by a company to develop a UX/UI platform/website for a product, the work that the designer creates is considered their intellectual property (IP). It would make sense then for the designer to wish to copyright their unique design for the purpose of protecting it from future unwarranted use by other companies or designers or for its potential monetization.

However, since technology is developing at a faster rate than the legal framework within which it exists, there is a grey area in IP law that covers digital IP items. Therefore, many companies and designers have faced instances when their original designs were borrowed.

An example of this is a recent lawsuit between Apple and Microsoft, in which Apple claimed that Microsoft had stolen its GUI design and had a similar “look and feel” to Apple’s original design. In the end, the court ruled that the “look and feel” of a user interface could not be copyrighted because it has a functional aspect, which can only be covered by a design patent. The lawsuit created a precedent that signalled to designers that one could copyright their UX/UI designs if they did not have a functional/practical utility.

This is where Algo for Designers steps in.

## **2. Algo for Designers - A Brief Overview**

## **Background**

Algo for Designers is a product of Algo, the one-click solution for developers to secure code authorship via blockchain technologies. However, instead of code, Algo for Designers gives creators the chance to easily secure authorship over their original designs created in the Figma vector graphic editor.

Algo was created by a group of developers who specialize in creating software solutions for the automatization of IP rights management on the global market. Working in this field, the developers realized that they could use the same technology they created to protect IP rights to protect their own original works of authorship – code.

It soon became evident that Algo could also be applied to UX/UI design to help designers protect their original digitally created IP items in the field of user experience and user interfaces. And Algo created the Algo for Designers plugin to help designers quickly copyright their designs.

## **Algo's Advantages**

Algo's key feature is its use of blockchain technologies. With Algo for Designers, creators are now able to instantly deposit their unique designs (in SVG format) into a repository and record that fact using a blockchain network, thereby guaranteeing the data trail's immutability and the IP item's transparency of authorship.

Algo for Designers provides creators with several advantages.

First of all, it provides a simple solution for designers to quickly deposit their designs, an IP item, into a registry, thereby securing its copyright and all resulting benefits. It not only replaces an outdated model for copyright registration, which can be

cumbersome and unaccommodated for technology-based IP items , but it also provides a more efficient and reliable method for copyrighting UX/UI designs.

Secondly, the fact that all deposits made with Algo are recorded with blockchain technology, guarantees that this data will forever remain available for the author to access.

These advantages are an invaluable resource for designers seeking to copyright their UX/UI designs. As technology becomes more advanced, talented designers will only grow in value. They deserve to be rewarded for their innovative solutions and Algo provides a reliable and fast option for designers to establish authorship over their unique designs as well as tools to monetize them.

### **3. Service Description**

The Algo solution comes in the form of a plugin that can be downloaded from within Figma's marketplace. Then, it is as easy as clicking a button to send a design into a repository, with blockchain technologies registering this instance.

The blockchain network is the backbone of the Algo project. Without it, Algo would just be another private repository, that would remain vulnerable to potential attacks and network failures.

However, Algo's reliance on blockchain and specifically its partnership with the IPChain blockchain-based infrastructure that specializes in recording instances of IP item registration, guarantees that the instance a user deposits their unique design with Algo Figma, it is forever recorded in a decentralized transaction network and that instance's data trail will remain immutable.

This is due to the way a blockchain network functions. A blockchain-based database relies on the collaboration of a network of contributors whose every input is time-stamped and then entered into a chain that is copied into each entry as it develops.

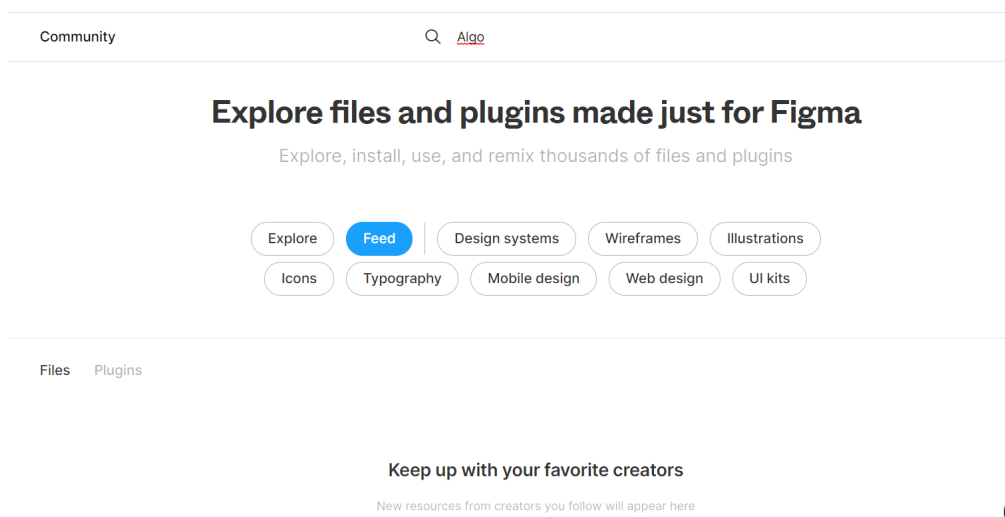
Each contributor has an irreplaceable and uncopyable private 'key' that pairs with the chain to make any contribution or interaction verifiable and secure. If evidence is tampered with or changed, the associated hash value will not match, making it clear that a change has occurred.

This feature of Algo can prove to be the most useful for independent designers, who are interested in protecting their designs against potential theft. If a designer discovers that his unique design has been plagiarized and seeks to gain monetary compensation, having the blockchain-secured data evidence of the fact of him initially depositing the original design, will prove priceless in the litigation process. In the US, for example, without proof of an IP items' registration with the Copyright Office, a court will not consider the litigation case on copyright infringement.

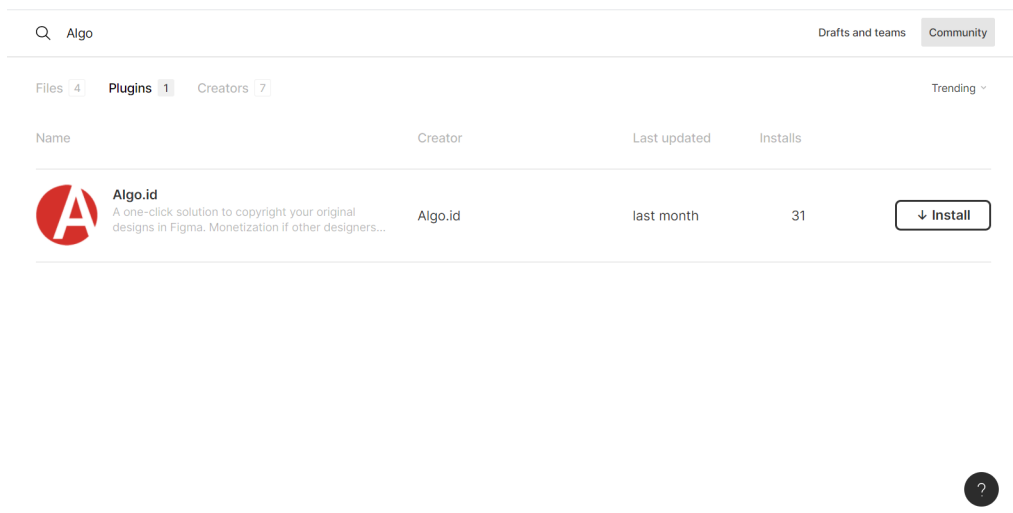
The old saying that "an ounce of prevention is worth a pound of cure" is very true in this scenario. Any designer, it is probably safe to assume, is in the habit of backing up his work, so why not backup authorship as well?

## 4. Usage Scenarios

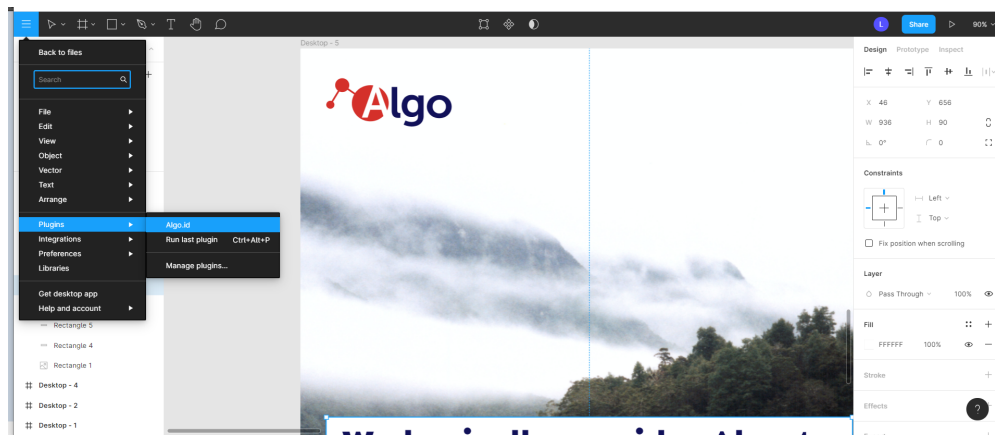
1) To use the Algo plugin, search for Algo in the Figma community tab.



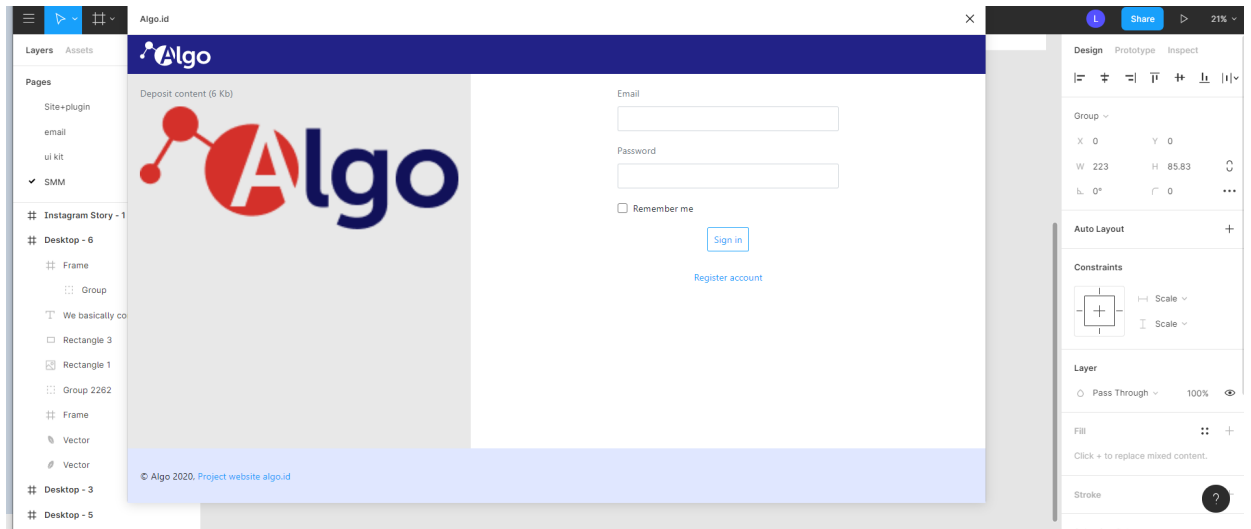
## 2) Install the Algo plugin



## 3) Go to your design, select which part you would like to deposit, then go to Plugins in the Main Menu. Select Algo.id



## 4) You will then see the login page for your Algo account. If this is your first time using Algo, register your account. If you already have an account, login.



## Create account

First name

Lisa

Last name

Jenkins

Email

Password

\*\*\*\*\*

Repeat password

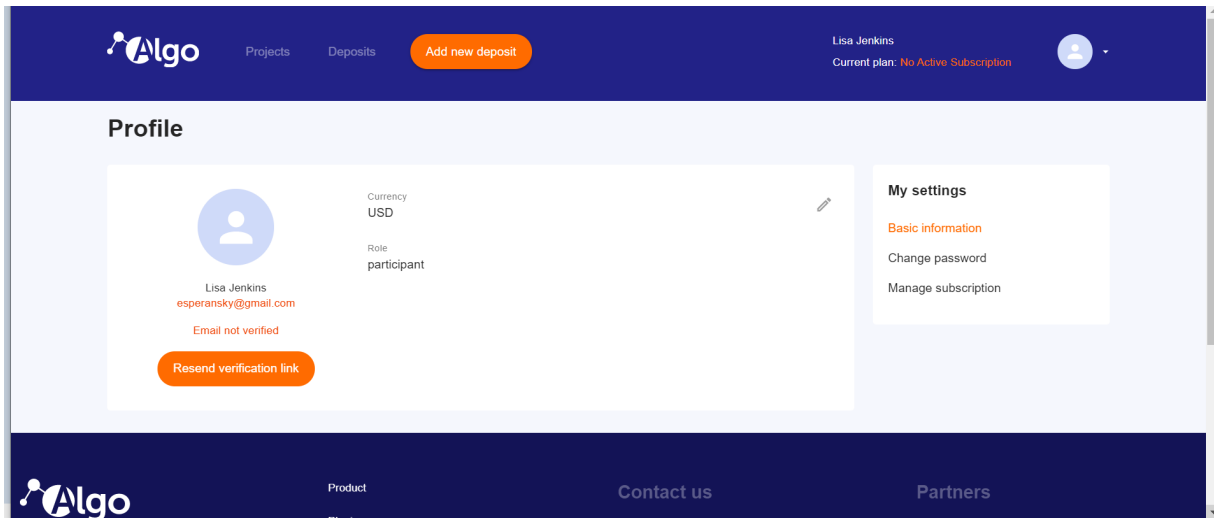
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☒ By clicking Sign up, you agree to [Algo's Terms of Use](#) and [Privacy Policy](#).

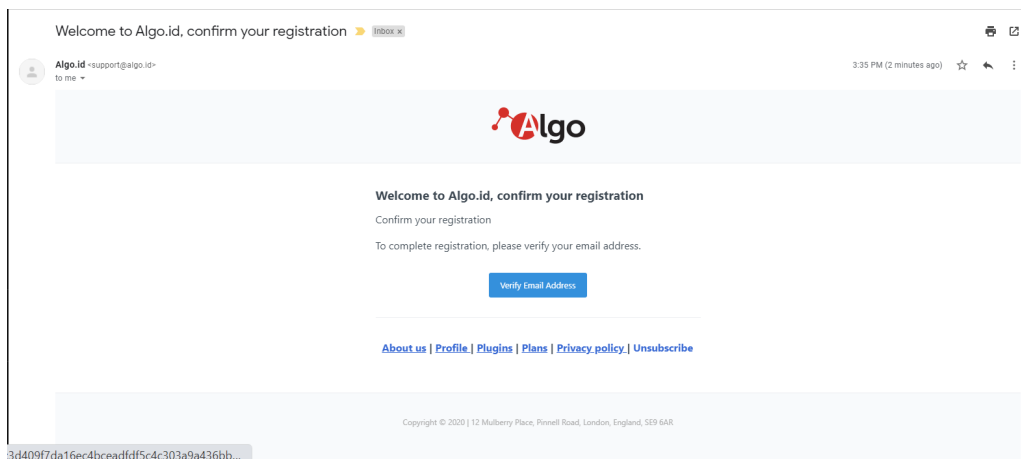
Sign up

5) Once you register, you will be taken to your Algo account where you can manage your deposits.

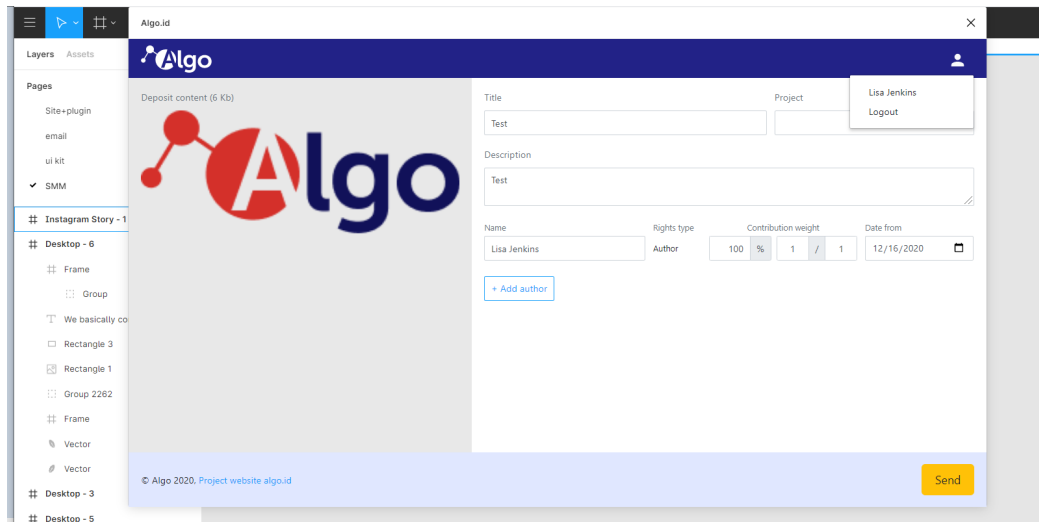




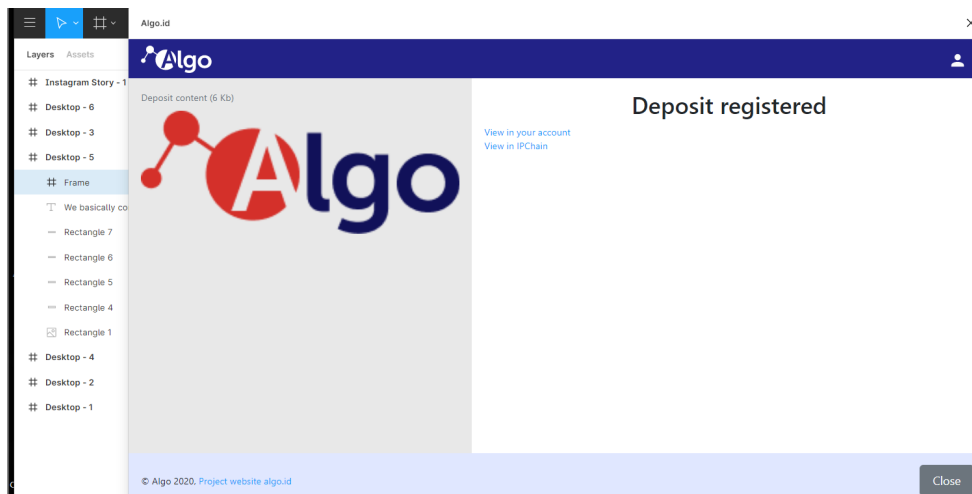
6) Once you register, you must confirm your email.



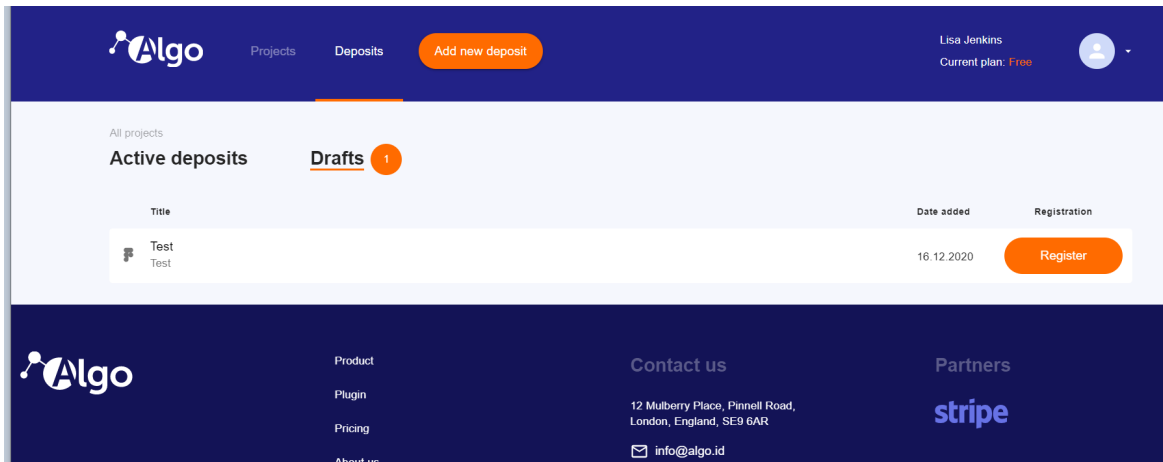
7) Now you can deposit your design. Fill in the required information such as title, description and all authors of the design.



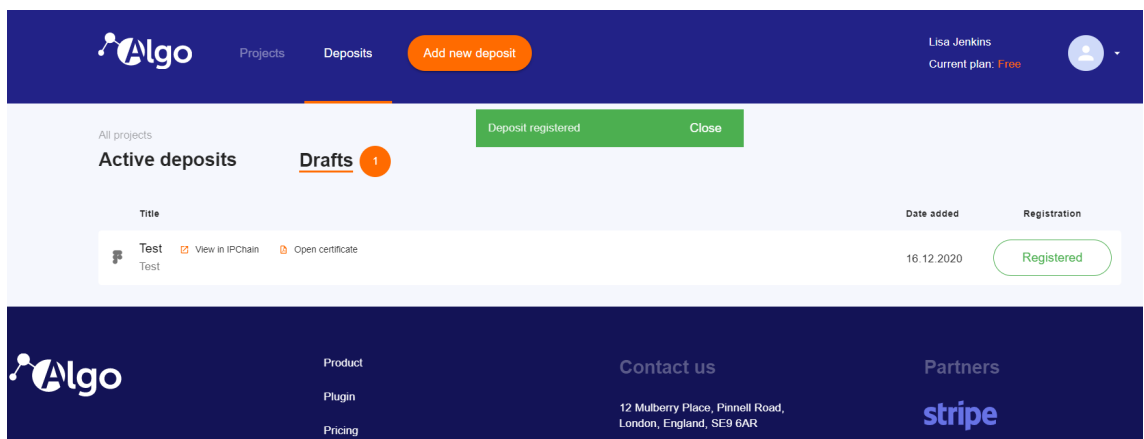
8) Click Send and you will see the option to view your deposit either in your personal Algo account or to view the fact of registration in IPChain.



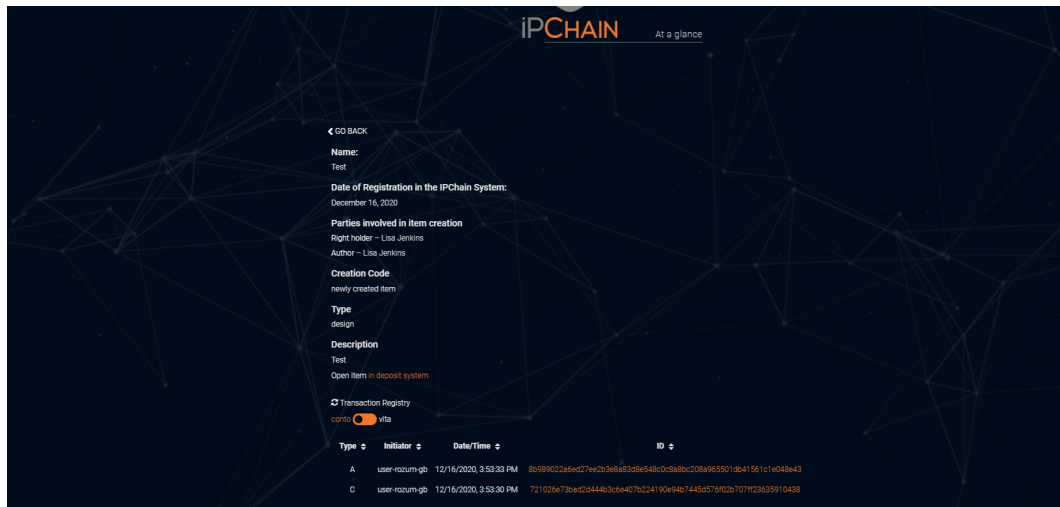
are taken to your Algo personal account. Click on the Deposits tab and you access all of your deposits. The most recent one will be saved as a draft and you must click the Register button to finish the copyright registration process.



9) Once the IP item is registered, you will see a confirmation window and the status of the item will have changed to “Registered” and be moved to the Active Deposits tab.



10) Once the IP item is registered, you can  
a) view the registration instance in IPChain



b) view and download the deposit certificate



## 5. Trial & Pricing

Algo offers a 30 day free trial period and three different price plans.

- 1) The Intro plan is intended for designers who aim to deposit 30 IP items per month or less.
- 2) The Basic plan offers designers 300 deposits per month.

- 3) The Enterprise plan is designed for high-output designers or businesses that aim to deposit and copyright a large number of IP items per month. The price and amount of deposits is determined on an individual basis following consultation with a sales manager.

## **6. Contact & Support**

For any questions or concerns regarding the Algo product and service, feel free to contact us at [support@algo.id](mailto:support@algo.id)

12 Mulberry Place, Pinnell Road, London, England, SE9 6AR

+442045770253