

Client app organization

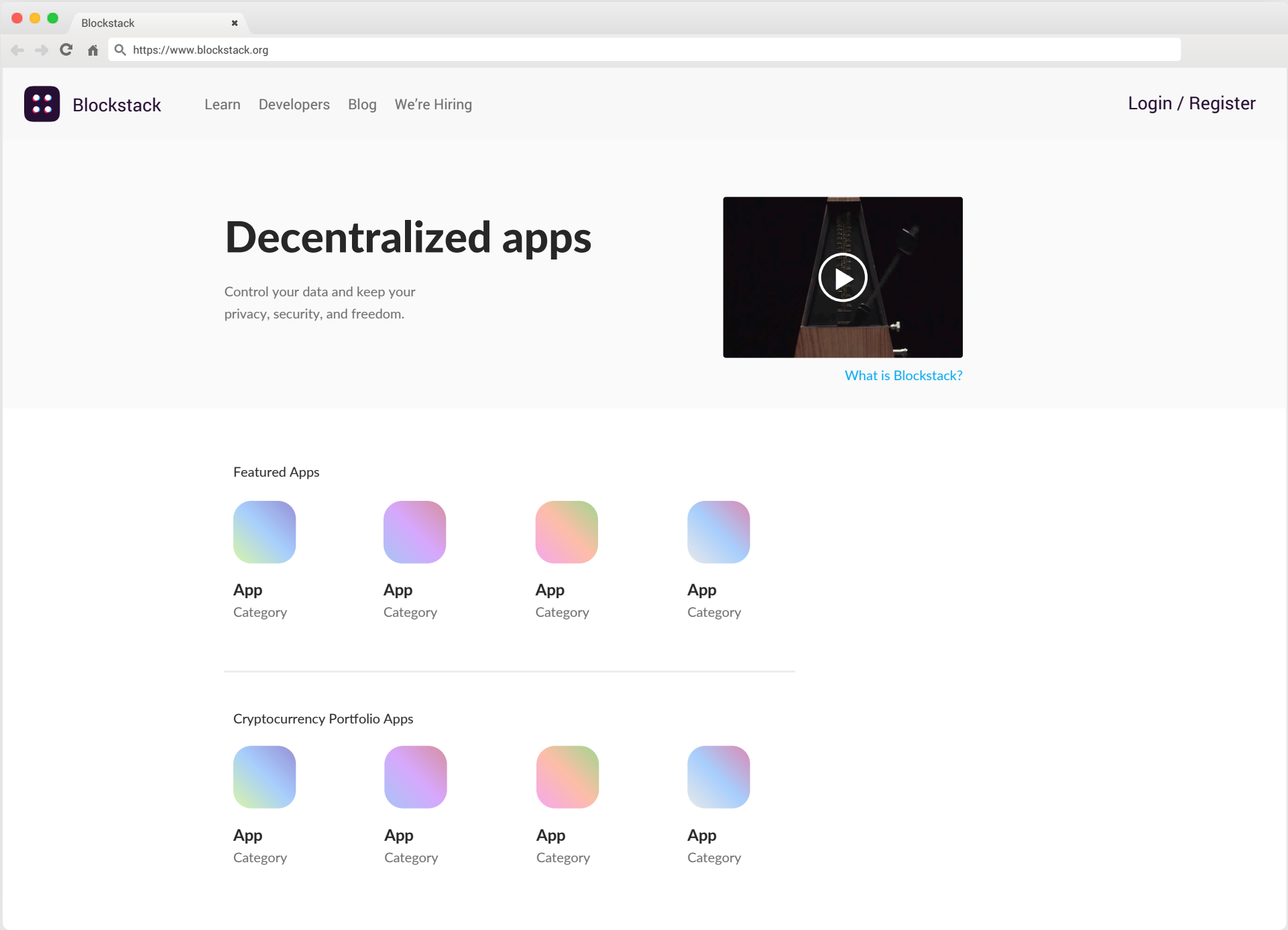
Right now, the user interacts with Blockstack via two channels:

1. Blockstack browser (account management, app discovery platform, and auth/registration)
2. Blockstack.org marketing site

Since we're moving toward a full remote experience (no need to install a local blockstack), we can provide the full blockstack experience on blockstack.org.

The coolest part about this is that blockstack.org could be a Blockstack app!

Blockstack.org



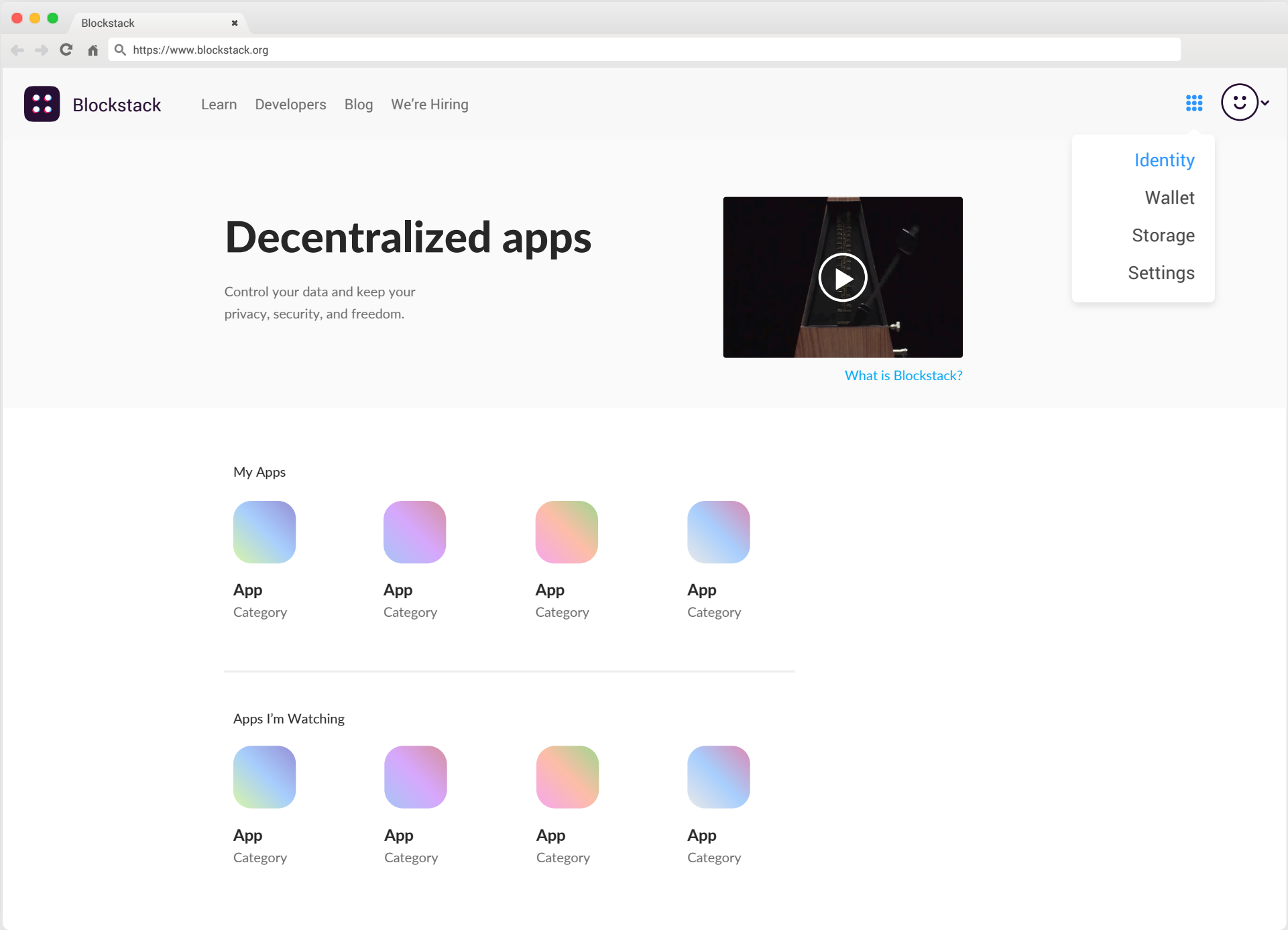
NOTES

People go to our blockstack.org website to learn more about us. It's an entry point to hubs like the Developer center, Resource Center, Blog, etc.

All of this is still accessible, but our users will likely be interacting with the app store the most, so this should be front and center.

- 1. The app store can itself be a Blockstack app (yay dogfooding!)
- 2. Clear separation of marketing pages and app store pages
- 3. App store should be a standalone module / React app we can plug in. This way, when we scale, the app store can be its own team working on its own repo.

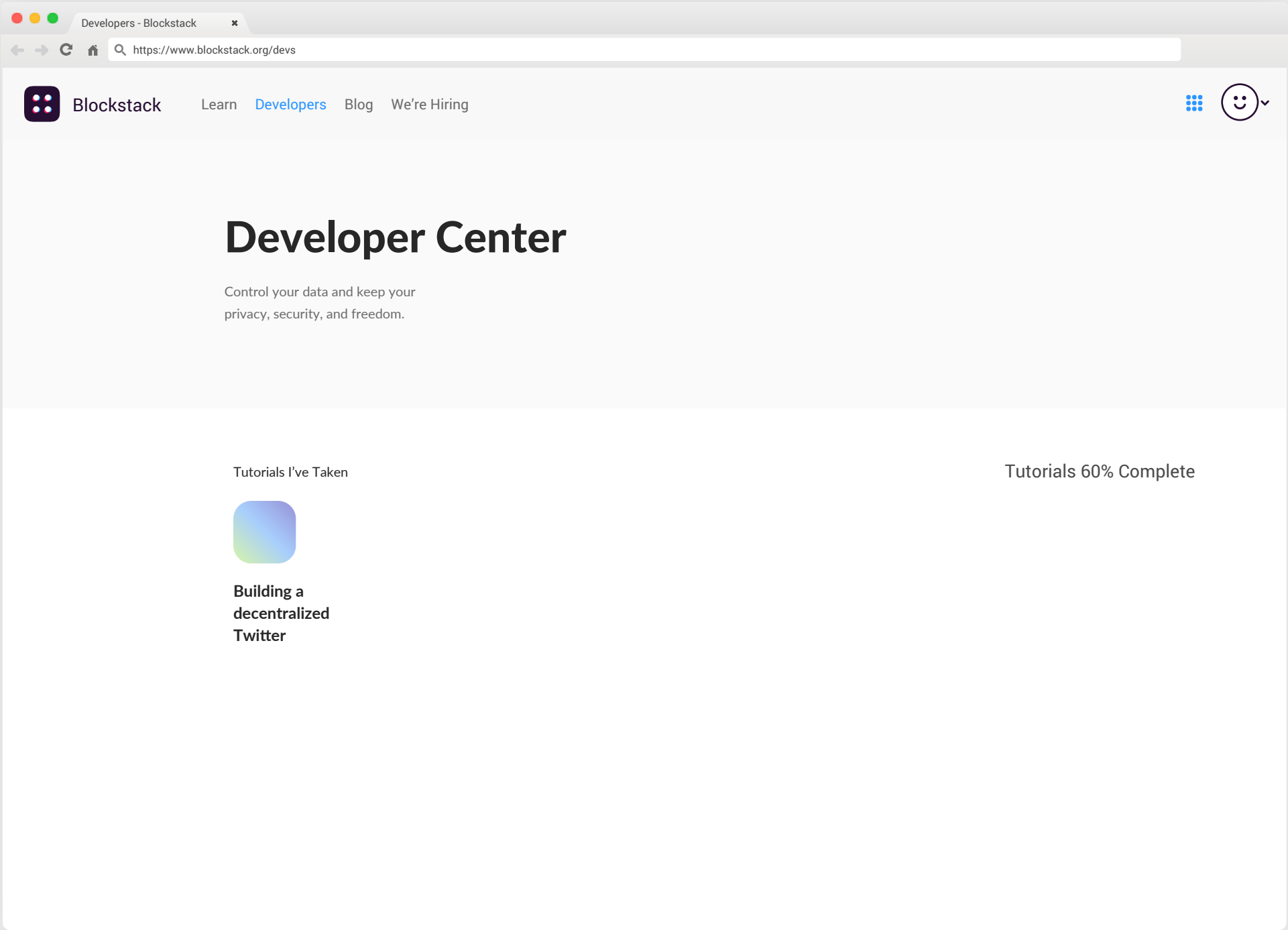
Blockstack.org (logged in)



NOTES

Notice that once you login, you have a personalized app store experience. You could be presented with apps you've used and apps you watch. You can also navigate into the account management side of Blockstack from the upper right dropdown.

Blockstack.org/devs

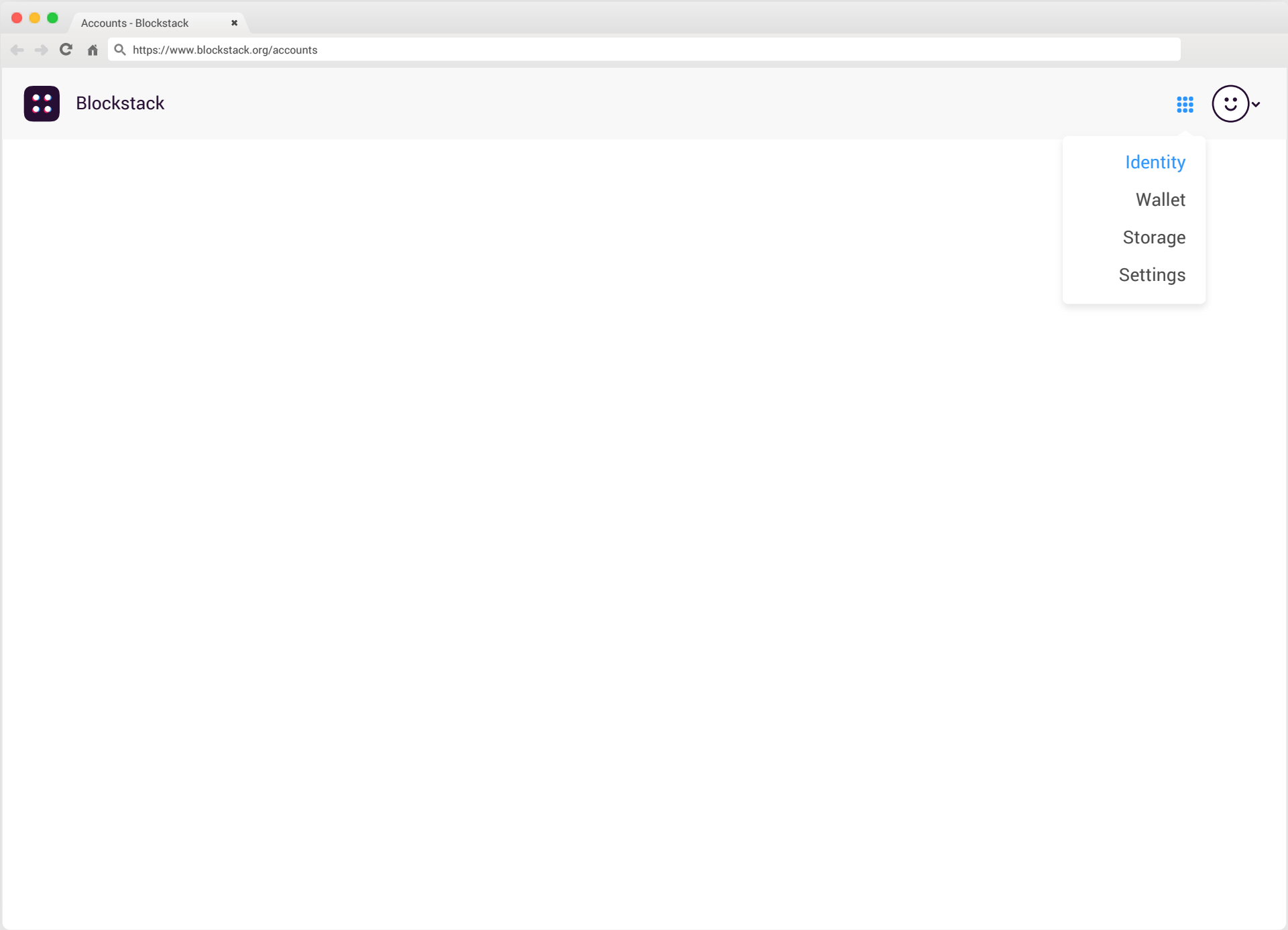


NOTES

Since blockstack.org is now a blockstack app, we could eventually even save tutorials you've taken, completion rate, and more in Gaia to gamify the dev experience.

Just an example of what opportunities this gives us.

blockstack.org/accounts

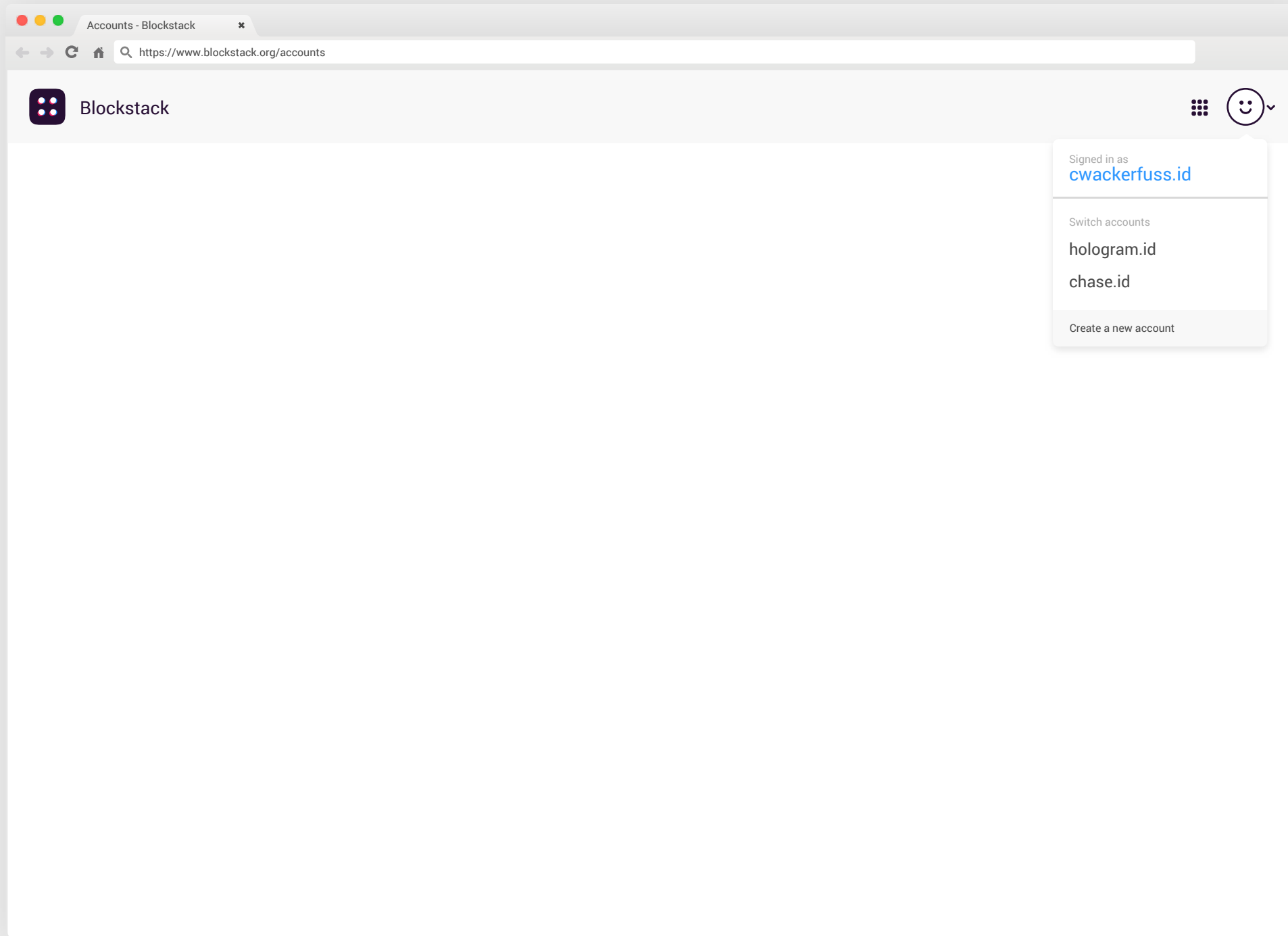


NOTES

Right now, from the account management app, you can manage your identity, wallet, storage, and settings from here, but in the future, this might also be the place you manage permissions for users and apps, storage files, etc.

(the UI for this would come later, just want to show that it lives on [blockstack.org/accounts](https://www.blockstack.org/accounts))

blockstack.org/accounts (identities dropdown)



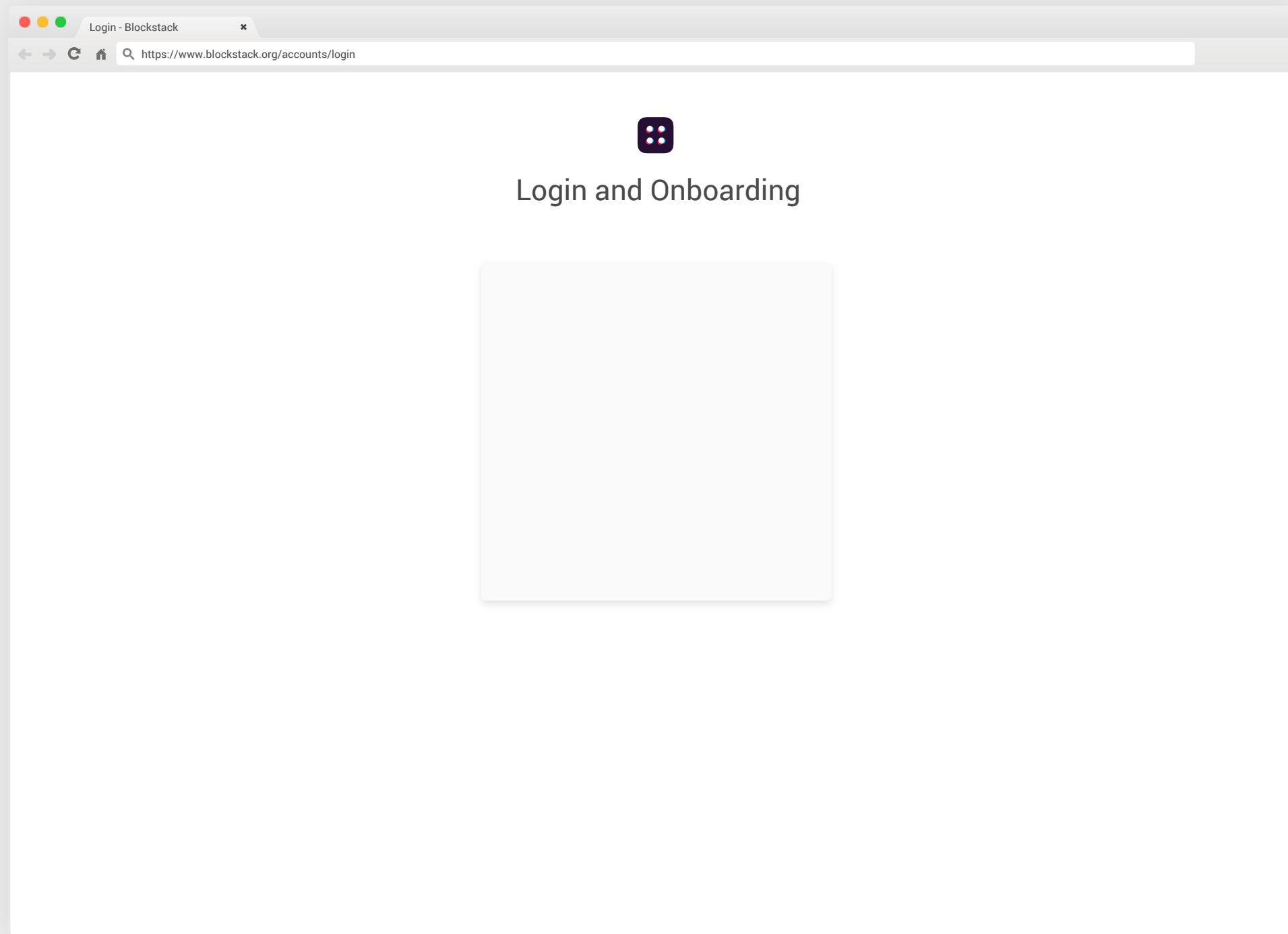
NOTES

Right now, there's not enough of a distinction between different identities you create within Blockstack. I'm left wondering if identities I create from within my account are subidentities or what.

I think going with a model like Google has standardized makes sense here. When you're logged into one account, that's the account you're viewing and that's uber clear.

You can also create a new account from here.

blockstack.org/accounts/login



NOTES

Login for mobile and web happens from blockstack.org domain as well.