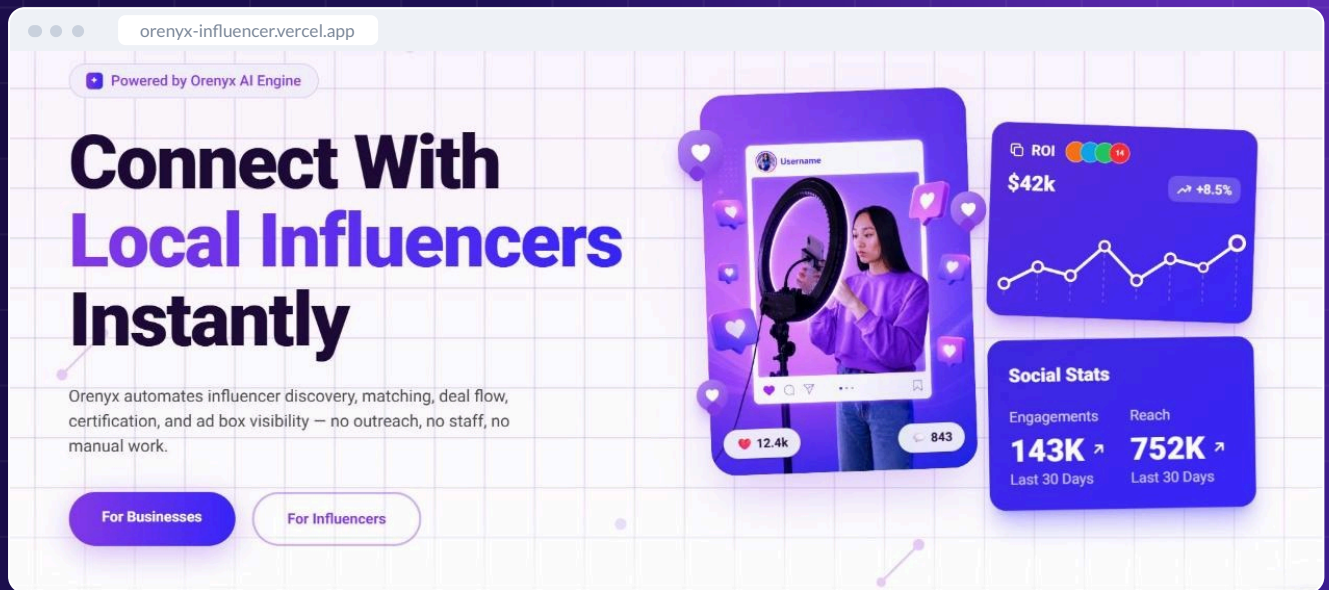




NEXT.JS · BILINGUAL SITE · CREATOR MARKETING

Orenyx Influencer Connect

A bilingual website for a platform that finds local influencers, matches them with local businesses and runs the deal on autopilot, city by city.

CLIENT

Orenyx Labs LLC

LAUNCH CITIES

Houston, Dallas,
Atlanta

INDUSTRY

Influencer marketing

STACK

Next.js on Vercel

LANGUAGES

English, Spanish

AT A GLANCE

Local businesses and local creators, matched automatically

Orenyx Influencer Connect scans a city for influencers and businesses, matches them, moves the deal through a pipeline and only shares contact details once both sides agree. Local businesses can also pay for rotating ad boxes across their city.

The product launches city by city, starting with Houston, Dallas and Atlanta. Orenyx needed a public website that explains a lot of automation in very little reading time, works for two very different audiences, and does it in English and Spanish.

14

pages, including three city pages and legal

2

languages, switched from the header

3

launch cities, with more on the map

2

audiences: businesses and influencers

5

automation areas explained on the site

The challenge

- The first content packet had page structure and headings but little body copy, no pilot city list and no brand assets.
- Matching, anti-cheat checks, contact unlock, certification and ad box rotation all had to make sense in a few seconds each.
- Businesses and creators want different things, and both had to feel the site was for them.
- Many people in the launch cities speak Spanish, so English alone would leave a big part of the market out.

What we delivered

- A scope split agreed with the client: we build the public site, their backend developer builds the engine behind it.
- A light, gradient-led design system, worked out section by section with the client.
- A scroll story that walks through how the automation works, step by step.
- English and Spanish across the whole site, plus dedicated pages for each launch city.

Scoping

UI design

Design system

Next.js development

Bilingual EN / ES

Scroll animation

City landing pages

Vercel

SCOPE AND PROCESS

Clear lines, then design one section at a time

Influencer Connect has a lot of moving parts behind it: bots, a matching engine, dashboards and the ad box system. Before any design work, we agreed exactly which side of that line was ours.

RISHFOTECH BUILT	CLIENT'S BACKEND DEVELOPER BUILDS
Every public page, layout and component	Matching engine and revenue bots
Design system, animation and responsive behaviour	Business and influencer dashboards
English and Spanish content switching	Account system and sign-up flows
Calls to action, ready to connect	Ad box serving and the database

Until the backend endpoints were ready, calls to action like Start Free Trial and Get Certified pointed to placeholders, so nothing on the public site had to change when they went live.

Filling the content gaps

We sent Cliff, the client lead, a short list: the missing body copy per page, the pilot cities, where each button should go, and the logo. The full content document that came back confirmed Houston, Dallas and Atlanta and covered every page.

Designing in sections

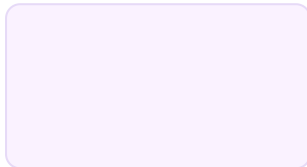
The client shared four reference sites from the creator-marketing space. An early dark concept was replaced by a light, airy direction, then built and reviewed one section at a time: what businesses get, server-side trust, onboarding, the deal pipeline, certification and the deal lifecycle.

Each section was signed off on its own before moving on, so feedback never piled up into one big redesign.

DESIGN SYSTEM

Mostly white, with colour where it counts

The client preferred clean, open layouts. So the base is white cards on a pale lavender ground, and the brand colour shows up only in gradients, icons, borders and the words that matter in each headline.

**Lavender**

#FAF2FF

Page background

**Indigo**

#3826FB

Gradient start, buttons

**Violet**

#853AE8

Gradient end, highlights

**Body grey**

#484848

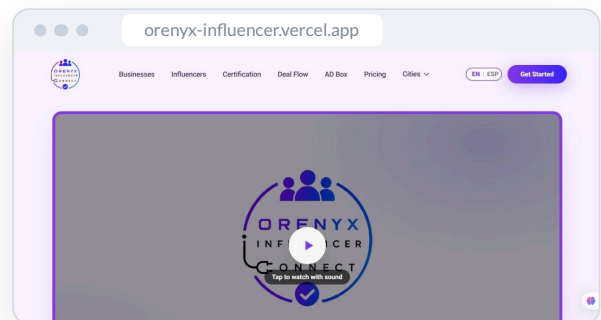
Running text



One three-stop gradient, indigo through violet, runs through buttons, step badges, icon tiles and the key word in each headline. Icon tiles carry a soft glow in the same colour.

Roboto

Bold for headlines, regular for body, so English and Spanish set cleanly at every size.

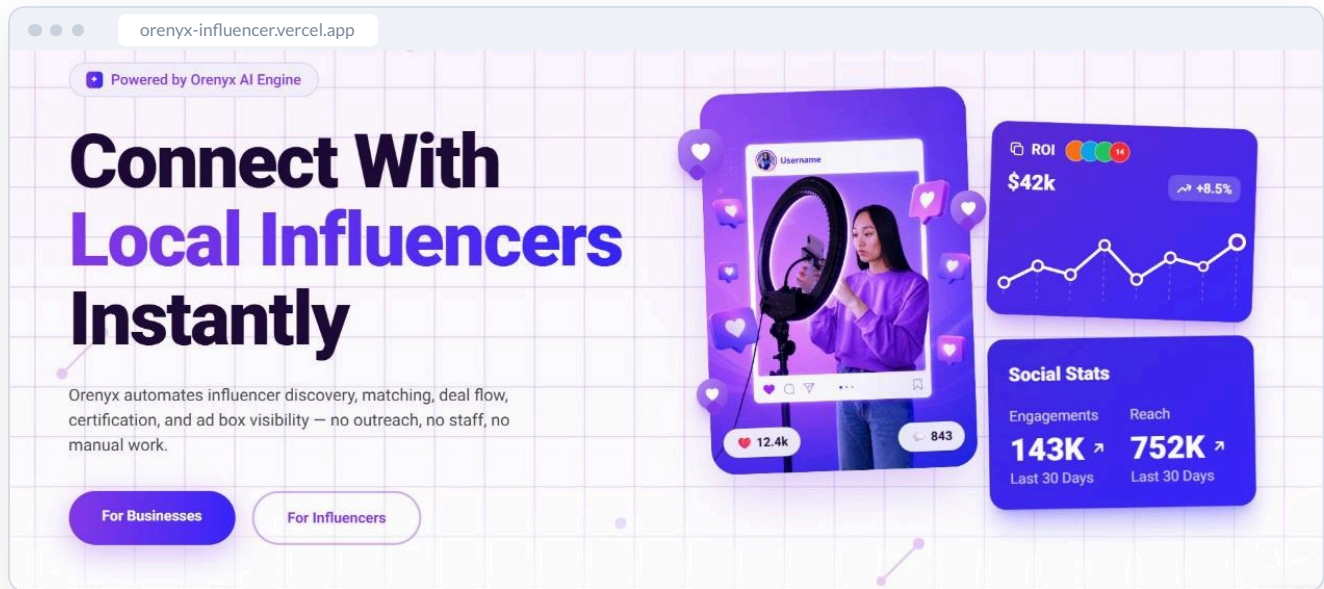


The homepage opens on a framed brand video with a "tap to watch with sound" prompt.

HOMEPAGE

Two doors and a map of where it works

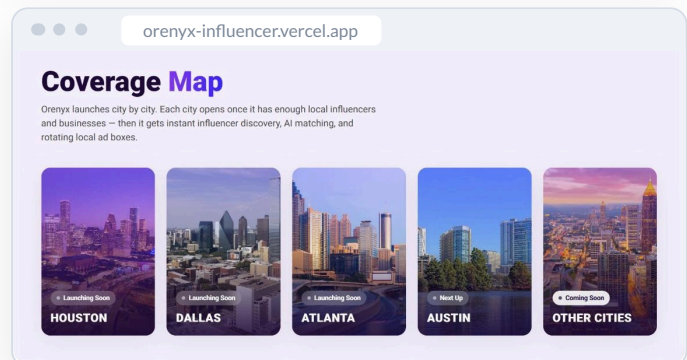
The hero gives each audience its own door, For Businesses and For Influencers. The product preview on the right shows what both sides care about: reach, engagement and return.



Coverage map

The product opens one city at a time, so the homepage shows that plainly. Each city card carries its status, Launching Soon, Next Up or Coming Soon, which tells a visitor in Austin or elsewhere that their city is on the way.

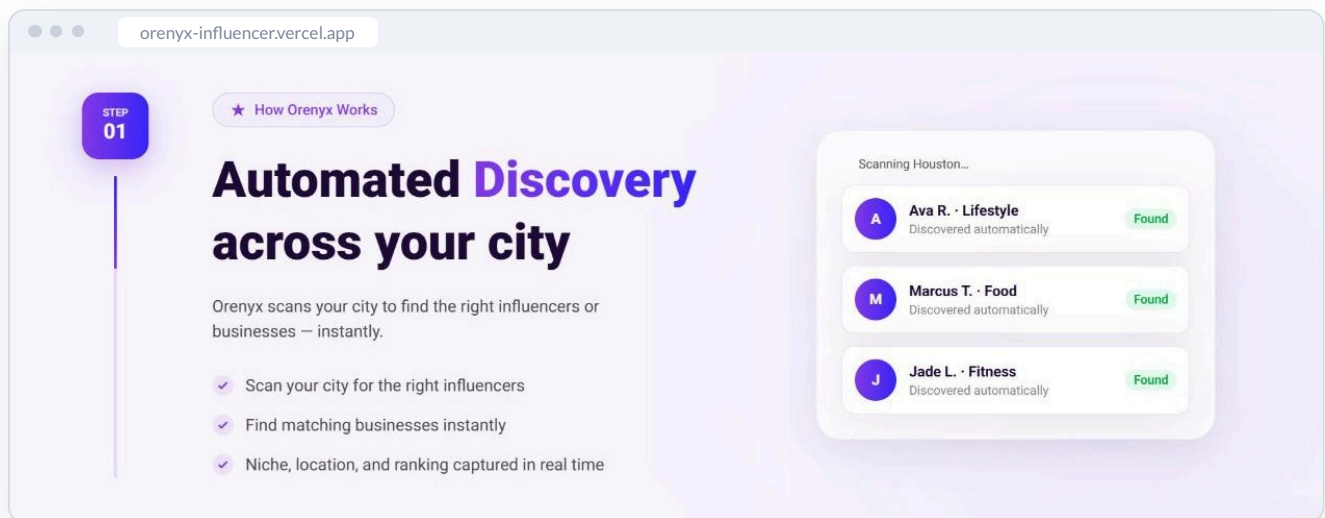
Every launch city links to its own page.



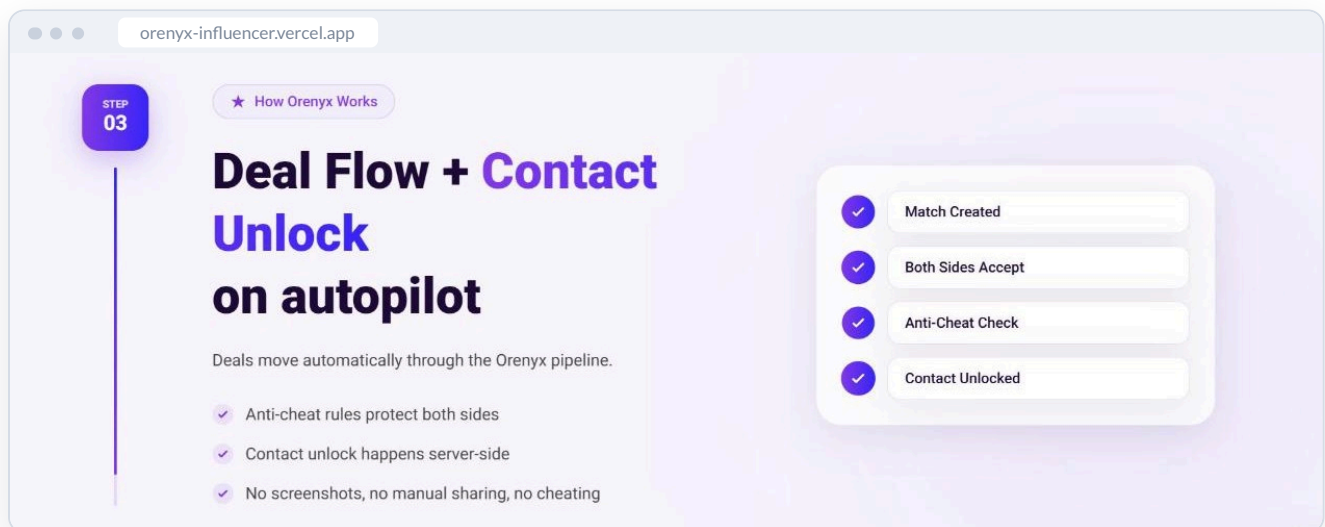
HOW IT WORKS

A scroll story for a lot of automation

"How Orenyx Works" is a pinned section. As the visitor scrolls, a progress rail fills and each step swaps in with its own live-looking product card, so the whole pipeline is told without a wall of text.



Step 01. Discovery: the card scans a city and marks local creators as found.



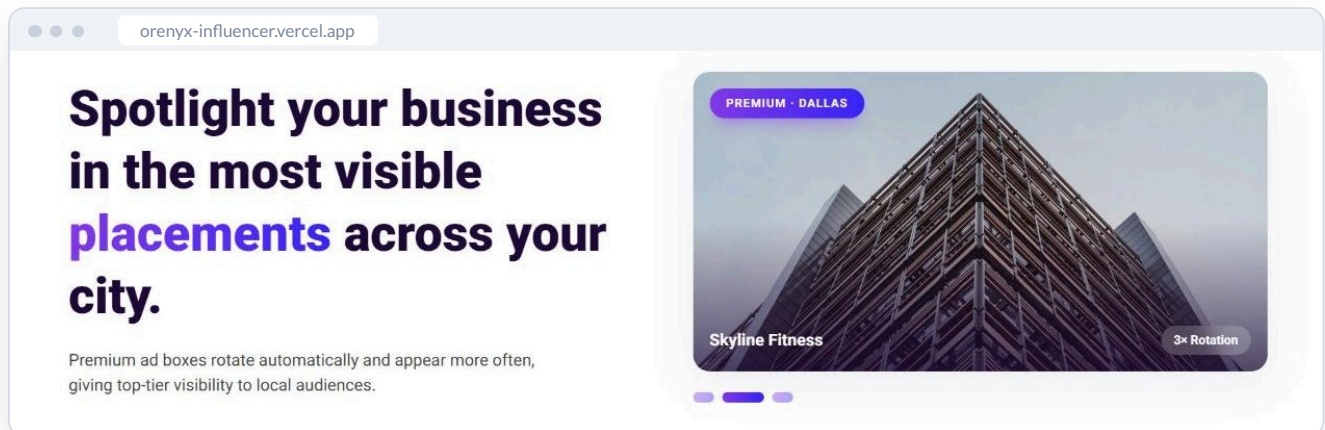
Step 03. Deal flow and contact unlock: match created, both sides accept, anti-cheat check, contact unlocked.

The copy is careful about trust. It says plainly that contact details unlock on the server, only after both sides accept and the anti-cheat check passes. No screenshots, no manual sharing.

AD BOXES AND AUTOMATION

Paid visibility, explained without a sales pitch

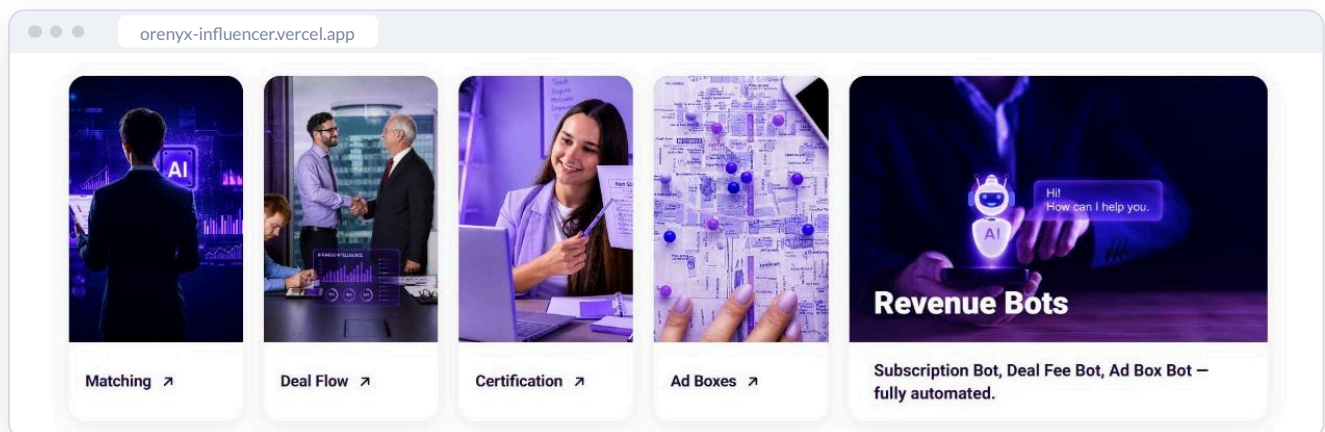
Ad boxes are how local businesses buy extra visibility. Rather than describe the rotation, the site shows it: a premium box cycles through real-looking placements with its city and rotation weight on the card.



Premium ad boxes rotate automatically and come up more often, shown on the card as a rotation weight.

Automation overview

Near the bottom of the homepage, five tiles sum up everything the engine runs: matching, deal flow, certification, ad boxes and the revenue bots. Each one links to its full page.

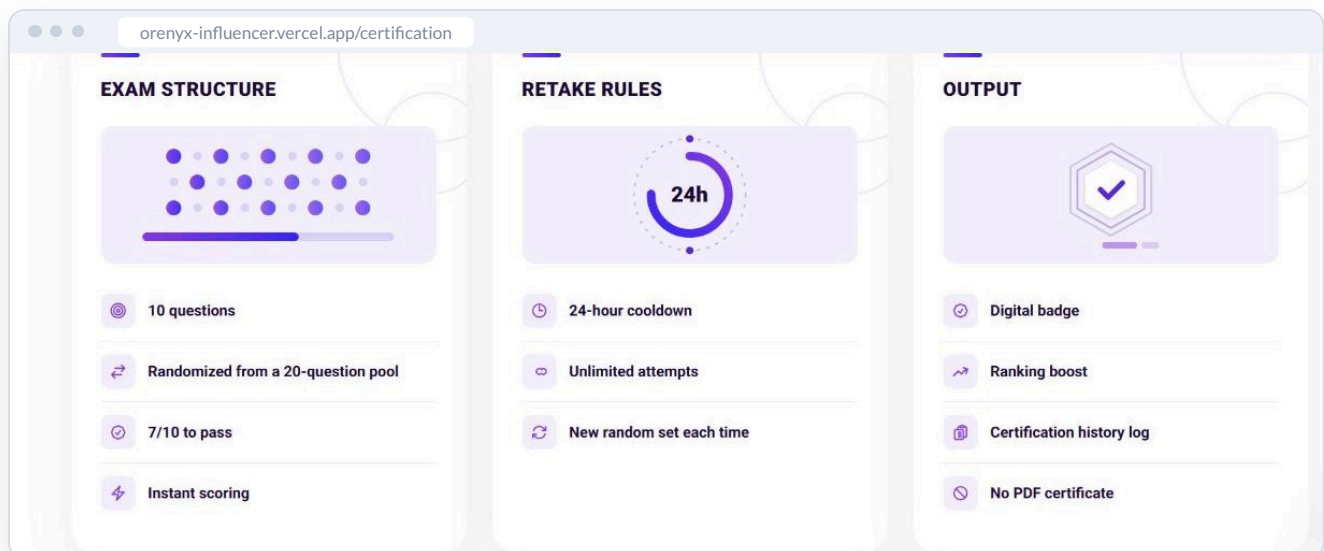


Below that, an "other Orenyx companies" block links across to Orenyx NIL Engine, so the two products send visitors to each other.

CERTIFICATION

Rules on the page, not in the small print

Influencers earn a free Orenyx badge by passing a short exam, and the badge lifts their ranking in matches. The certification page sets out every rule as a scannable card, so there are no surprises on exam day.



Exam structure

- 10 questions
- Drawn at random from a pool of 20
- 7 out of 10 to pass
- Instant scoring

Retake rules

- 24-hour cooldown
- Unlimited attempts
- A new random set each time

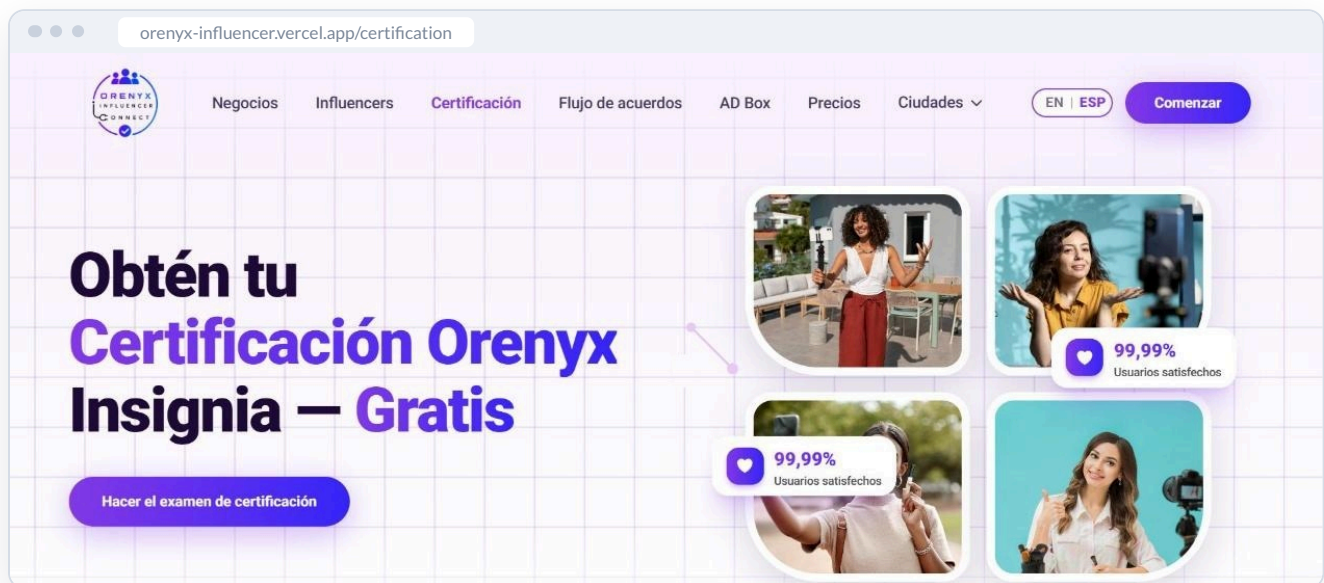
What you get

- Digital badge
- Ranking boost
- Certification history log
- No PDF certificate

BILINGUAL AND LOCAL

English or Spanish, and a page for every city

A toggle in the header switches the whole site between English and Spanish: navigation, headlines, buttons and body copy. The launch cities have large Spanish-speaking audiences, so this was part of the product, not an extra.



The certification page in Spanish. The header, menu and call to action all switch with the page.

City pages

Houston, Dallas and Atlanta each get their own page with influencers in the city, businesses in the city and the local ad boxes. One template drives all three, so adding the next city is a content job, not a build.



THE OUTCOME

What Orenyx got

- A clear split between the public site and the backend, agreed before work began.
- A design system the client shaped section by section, with no big redesign at the end.
- A homepage that explains discovery, matching, deal flow and ad boxes in one scroll.
- The full site in English and Spanish.
- A city template that turns each new launch city into a content task.
- A sister site linked with Orenyx NIL Engine and built to the standard of the Orenyx AI Engine site.

STACK

Next.js · Vercel · Roboto · English and Spanish content · scroll-driven animation

Launching a product city by city, or in two languages?

We build WordPress, Shopify, Laravel and Next.js sites for clients across Europe, Australia and the US, from marketing sites to multilingual builds and custom plugins.

EMAIL	sales@rishfotech.com
PHONE	+91 98747 00540
BOOK A CALL	calendly.com/rishav-rishfotech/30min
WEB	rishfotech.com