## **Instruction**

Create a signup page, modal, form, or app screen related to signing up for something. It could be for a volunteer event, contest registration, a giveaway, or anything you can imagine.

## **My concept**

### **Format**

A signup page for a brand.

### **Branding/Design**

I want to use cloud design, and my interests are on well being and skin routines lately.

Therefore, the brand’s style will be positivity and lightness. They’re selling creams or something.

### **Color Palette**

White, light blue, pastel tones.

Link: <https://colorhunt.co/palette/fcf8f3aedadddb996c6e7da2>

### **Fonts**

[Montserrat](https://fonts.google.com/?preview.text=CIRRUS%20GLOW&query=montserrat) - For titles

[Raleway](https://fonts.google.com/specimen/Raleway?preview.text=CIRRUS%20GLOW&query=Raleway) - For text

[Poppins](https://fonts.google.com/specimen/Poppins?preview.text=Cirrus%20Glow&query=Poppins) - For special text

## **Form**

### **1. Headline**

* **"Glow with Us"** or **"Join the Glow Squad"**
* A brief subheading like **"Sign up for exclusive skincare tips, new product launches, and special offers!"**

### **2. Form Elements**

#### **Basic Information**

1. **First Name**:
   * Personalizing future communications will make the brand feel more friendly and approachable.
   * Label: "First Name"
2. **Email Address**:
   * This is essential for account creation and marketing.
   * Label: "Email Address"
3. **Password (if needed)**:
   * If the form is for account creation rather than a simple newsletter sign-up, include a password field.
   * Label: "Create a Password"
   * Optional: Include a toggle to show/hide password.

#### **Optional Preferences**

1. **Skin Type (Optional)**:
   * Include a dropdown or radio buttons for users to select their skin type, which could help for product recommendations later on.
   * Options:
     + Dry
     + Oily
     + Combination
     + Sensitive
     + Normal
   * Label: "Select Your Skin Type"
2. **Newsletter Signup Checkbox**:
   * Pre-checked or optional depending on your privacy preferences. This will be a key for building long-term customer relationships.
   * Text: "Sign me up for the latest skincare tips, new products, and exclusive offers!"
3. **Checkbox for Offers or Discounts**:
   * Another checkbox for people who specifically want exclusive promotions.
   * Text: "I want to receive personalized offers and skincare discounts."

#### **Optional Skincare Routine Questions (for future engagement)**

1. **Primary Skincare Concern (Optional)**:
   * A dropdown or checkbox field to understand customer needs and target future recommendations.
   * Options like:
     + Acne
     + Anti-aging
     + Dark spots
     + Hydration
     + Sun protection
   * Label: "What's your primary skincare concern?"
2. **Preferred Product Types (Optional)**:
   * A multi-select field where customers can pick products they are most interested in, helping you segment and offer personalized content later.
   * Options:
     + Cleansers
     + Moisturizers
     + Serums
     + Sunscreen
     + Masks
   * Label: "What skincare products are you interested in?"

### **3. Call to Action Button**

* The button should be inviting and on-brand. Text like:
  + "Join the Glow"
  + "Get Started"
  + "Glow Up Now"
* The button can include some fun microcopy below it, like:
  + "We promise not to send too many emails—just the glow-up essentials!"

### **4. Post-Submission Message**

* After users click to sign up, show a thank-you message like:
  + **"Welcome to the Glow Squad! You’re one step closer to radiant skin."**
* A next action could be offering a discount code, like:
  + **"Check your inbox for 10% off your first purchase!"**

### **Additional Considerations**

* **Form Simplicity**: If the goal is to keep it quick, you can make all the optional questions collapsible, with a note saying “Help us customize your skincare routine (optional).”
* **Consent**: A checkbox for consent to your privacy policy is important if you're collecting user data. Example:
  + **"I agree to the Privacy Policy and Terms of Service."** (with links).