

Ringan MVP – Landing Page Brief

Objective:

Create a clear, empathetic, and conversion-driven landing page for the Ringan MVP mental health app. The page should reflect the **user journey**, tackle **pain points**, and guide visitors from awareness to sign-up or app download.

Core Messaging

“Temukan ketenangan dalam genggaman. Ringan bantu kamu atasi stres, cemas, dan burnout — dengan cara yang aman, anonim, dan penuh empati.”

Page Sections (Mapped to User Journey)

1. Hero Section (Awareness)

Goal: Instantly connect emotionally and reduce stigma.

Content:

- **Headline:** “Merasa lelah? Ringan hadir untuk mendengarkan.”
- **Subtext:** AI-powered mental health support. Gratis, aman, dan anonim.
- **CTA:**
 - 🌿 [Mulai Cek Kesehatan Mental]
 - 📱 [Download Aplikasi]

Visuals:

Warm, safe illustration (calming scene), or short loop showing chatbot, mood tracker, and relaxed user.

2. What is Ringan? (Consideration)

Goal: Explain the app simply for first-time users.

Content:

- **3 Pillars:**
 - **AI Assistant yang Peduli** – untuk ngobrol kapan saja
 - **Self-Assessment Interaktif** – kenali dirimu lebih baik
 - **Komunitas Anonim & Artikel Bermanfaat**

Icons: Soft, minimalistic visuals for each feature.

CTA: [Lihat Semua Fitur]

3. Why Ringan? (Addressing Pain Points)

Goal: Eliminate common concerns from user journey mapping.

Content:

Pain PointRingan's SolutionTakut di-judgeAnonim sepenuhnyaMahal?Mulai dari GRATISRibet sign-upLogin 1 klik, tanpa banyak tanyaBingung pilih psikologDirekomendasikan oleh AI & review nyata

CTA: [Mulai Gratis Sekarang]

4. How It Works (Decision)

Goal: Show simplicity & privacy of app journey.

Steps:

1. Check-in mood harian
2. Coba self-assessment singkat
3. Ngobrol dengan Ringan AI
4. Pilih saran, lanjutkan ke terapi atau komunitas

CTA: [Lihat Demo Interaktif]

Visual: Animated walkthrough / carousel mockup

5. Testimonials / Community Voices (Experience)

Goal: Reinforce trust and comfort post-signup.

Examples:

"Saya gak nyangka bisa merasa didengar walau cuma lewat AI. Ringan bener-bener bantu di masa sulit." – Mahasiswa, 22 tahun

"Fitur journaling dan artikel-artikelnya membantu banget waktu burnout kerja." – Fresh Grad, 24 tahun

6. Retention Tools Highlight

Goal: Highlight features that keep users coming back.

- Dashboard kemajuan pribadi
- Reminder lembut & rencana terapi
- Program loyalitas (vouchers / premium unlocks)
- Community shoutouts: "Kamu gak sendiri"


Visual: Mobile screens of dashboard, reminders, community threads

7. Call to Action (CTA)

Content:

"Kesehatan mentalmu penting. Yuk mulai dari langkah kecil, bersama Ringan."

Buttons:

-  Download Sekarang (Play Store)
 -  Mulai Self-Assessment Gratis
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8. Footer

Includes:

- Tentang Ringan
 - FAQ
 - Kebijakan Privasi
 - Hubungi Kami
 - LinkedIn, IG, TikTok icons
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Technical Notes

- Mobile-first responsive design
- Use soft gradients, lilac/blue/green calming palette
- Local font and Bahasa-friendly language tone
- Minimal Lottie animation or transitions
- Lead capture form for email (optional for closed beta)