**Website Brief**

**Project Title:** Flowork Software Marketing Site

**Company name:** Flowork

**Overview:** Flowork is a SaaS product targeted to other SaaS businesses. It is one tool that manages the entire post-sale customer-facing lifecycle. Companies can purchase this software instead of having to purchase three separate software products, and save up to 2/3 of their software cost. The product has not been launched yet; this website is to provide some “teaser” information and collect marketing leads via a “More Info” page.

**Objectives:** Create a compelling marketing home page, about page featuring the co-founders, and a More Info page to capture leads.

**Target Audience:** Chief Customer Officers, VPs of Customer Success, VPs of Professional Services, and VPs of Technical Support at 50-300 employee SaaS businesses.

**Website Features:** No special features beyond what is detailed below.

**1. Home Page:**

- [Describe the main elements and sections that should be included on the home page, such as a hero section, featured products/services, or a call-to-action.]

- [Indicate any specific content or visuals that should be highlighted on the home page.]

Content:

Incorporate product screenshot; does not need to be (and probably shoulnd't be) full size; people visiting don't necessarily have to see the details. (Maybe make it clickable and have the full size version come up in a popup). I’ve also included a shortened version of the company logo that could be (but doesn’t have to be) incorporated into the design.

Flowork is software for your entire post-sale customer lifecycle

Onboarding \* Professional Services \* Customer Success \* Technical Support

Save up to 2/3 of your current software spend

Features

Customer Success

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AI-based Health Scoring

AI-based Recommendations Engine for CSMs

Playbooks

Success Planning

Maturity Modeling

Sophisticated Journey Conductor

- Create Complex Customer Journeys

- Assist with Customer Success at Scale

See GRR and NRR Company-wide, Per Team, and Per CSM

Onboarding & Professional Services

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Assign Tasks to Customers

Customer Portal

Project Templates

- Quickly build simple or complex projects

Easy Project Kanban Board

AI-based Recommendations Engine for Project Managers

Technical Support

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Ticketing System

Knowledgbase

Case Deflection

- Automatically search knowledbase for common issues

Customer Portal

Advanced Support tracking metrics

AI-based Recommendations Engine for Support Analysts

Button for "More Info" that leads to the More Info Page (also should be an item for it on the top menu)

**2. About Us:**

- [Detail the information to be included in the About Us section, such as company history, mission, values, and team members.]

- [Specify any multimedia elements, such as images or videos, to be incorporated.]

Content:

[This is just to introduce the cofounders… pictures of each co-founder and small paragraph description of their background]

Ariel Benzakein

Co-Founder & CEO

Ariel has over 25 years of experience leading all of the post-sale, customer-facing teams at tech companies, including Professional Services, Customer Success, Technical Support, and Account Management. He created the first Customer Success team at Experian Data Quality, and has a track record of using proven playbooks to increase gross and net revenue retention at many companies. He is frequently asked to share his expertise in Customer Success on leadership panels and podcasts, and has won the APPEALIE Award for Customer Success Leadership. Ariel graduated Summa Cum Laude from Arizona State University.

Justin Johnson

Co-Founder & CTO

(I don't have the text for this yet, you can just put placeholder text in there)

**3. More Info:**

- [Provide details on the preferred contact information and methods, such as a contact form, email address, or phone number.]

- [Indicate if any additional features, such as a location map or chat support, should be incorporated.]

Content:

[Here is the text for the page, should be at the top. I will provide the code for the embedded contact form; there are also customizations that can be made to the colors on the form -- I provided the fields in screenshots so you can tell me what to put in them to work with the design:]

Flowork is currently in development. Sign up for our mailing list so you can receive the latest news and information about the product and release information!

**Design Preferences:**

- [Describe the desired overall look and feel of the website, including any specific colors, typography, or imagery preferences.]

- [Specify any existing branding guidelines that should be followed or any reference websites that can serve as inspiration.]

I like the page: [www.clientsuccess.com](http://www.clientsuccess.com) -- it is a similar product.

I would like the design to fit the colors/branding of the company logo.

**Timeline:** This is not a rush project, but it is a fairly simple one. I am open to any reasonable timeline – please let me know how long you anticipate it taking.

**Budget:** $200 as in your bid.

**Submission Details:** You can send me the files and I will upload to my server. The website URL will be <http://www.floworksoftware.com>