Memorandum

TO: Dr. Wallace

FROM: Andrei Cozma

DATE: September 15, 2021

SUBJECT: Creator Economy Landing Page



I am writing to inform you about a landing page I have designed for the creator economy platform. I have designed this page to have a clean, simple, and modern look to minimize distractions. The color palette is indigo, white, and gray, creating an aesthetically pleasing browsing experience and a sense of security and trust.

The first section is a hook for the visitor. The words, "The future is in our hands..." immediately capture the visitors' attention, as they resonate with the visitors' desire for a better future. This section contains three images, and they further engage the reader with a sense of the future—for example, an intelligent assistant robot, a drone, and a rocket taking off for space exploration. The second section describes the problem and solution related to the platform. It gives an overview of some of the content that will be discussed while at the same time, engaging the visitor by asking questions. This approach creates curiosity, which will compel the reader to continue scrolling down the page. The third section of the page is the call to action. It offers content that is exclusive to the email list, such as receiving early access and insights into future articles and a collection of free additional content. This is compelling because the visitor does not have to do much to access the added benefits - they simply have to subscribe to the email list, which is simple, quick, and completely free.

I have designed the page with HTML and CSS, and I have included a PDF copy of the landing page, which you can use to review the design. Additionally, I also made it available on my website at www.andreicozma.com/future-horizons/ as a demo.

