

## **Name of the Site/Company**

Rozlens

## **About the Company**

Rozlens is the producer of augmented reality glasses which block out programmable levels of negativity and are also capable of replacing negative images with positive ones.

## **Target Audience**

### **Demographics**

General population: ages 13 and up, all ethnicities, all gender identities  
Employers: 20s-60s, all ethnicities, all gender identities

### **Motivations**

Buy happiness / eliminate negativity  
Increase productivity and wealth  
Purchase present for someone

## **Hope to Accomplish with Design Concept/Approach**

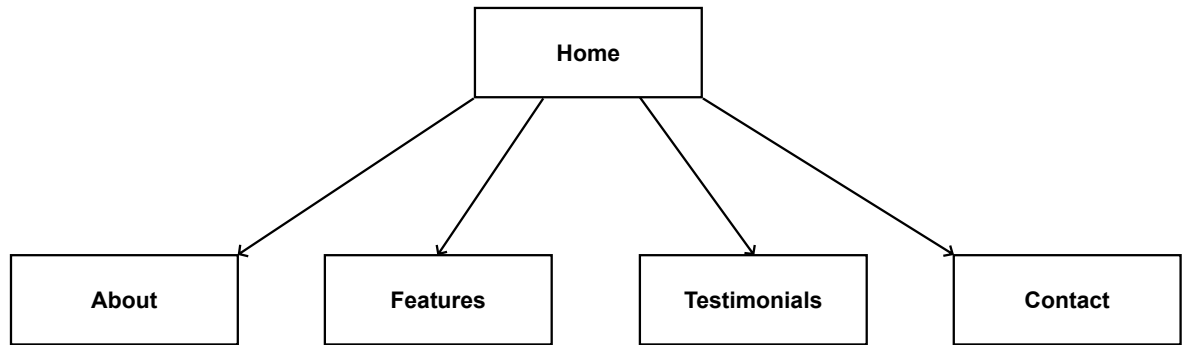
Capture visitors' attention  
Inform target audience about the product  
Encourage purchases of the product  
Allow visitors to share the website  
Provide contact information

## **Description of Design Concept/Approach**

The website will be a single page made with HTML, CSS, JavaScript, Bootstrap, and FontAwesome. The masthead image will create interest and encourage the visitor to learn more about Rozlens. The page will include a prominently-featured explainer video to convey information about the product. Throughout the site, color-scheme helps to establish the company brand. The images used clearly communicates main ideas to help reinforce the message of written content.

## **Websites for Inspiration**

<https://bootstrapmade.com/demo/Alstar/>  
<https://bootstrapmade.com/demo/Reveal/>  
<https://bootstrapmade.com/demo/eStartup/>  
<https://startbootstrap.com/template-overviews/creative/>

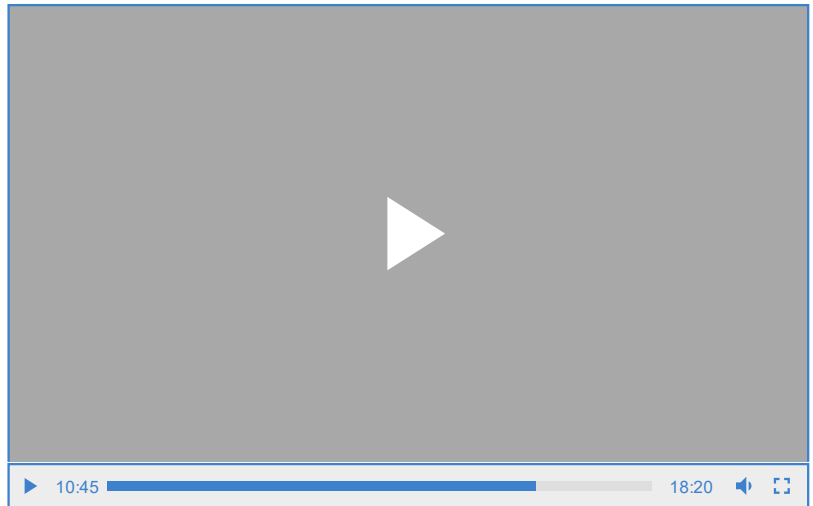
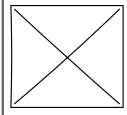
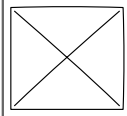
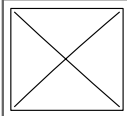
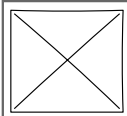


[Learn More](#)

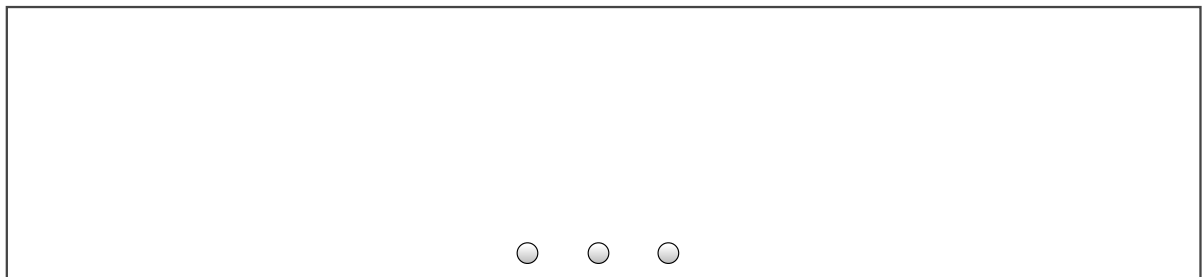
## About

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## Features



## Testimonials



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[Order Now](#)

## Contact



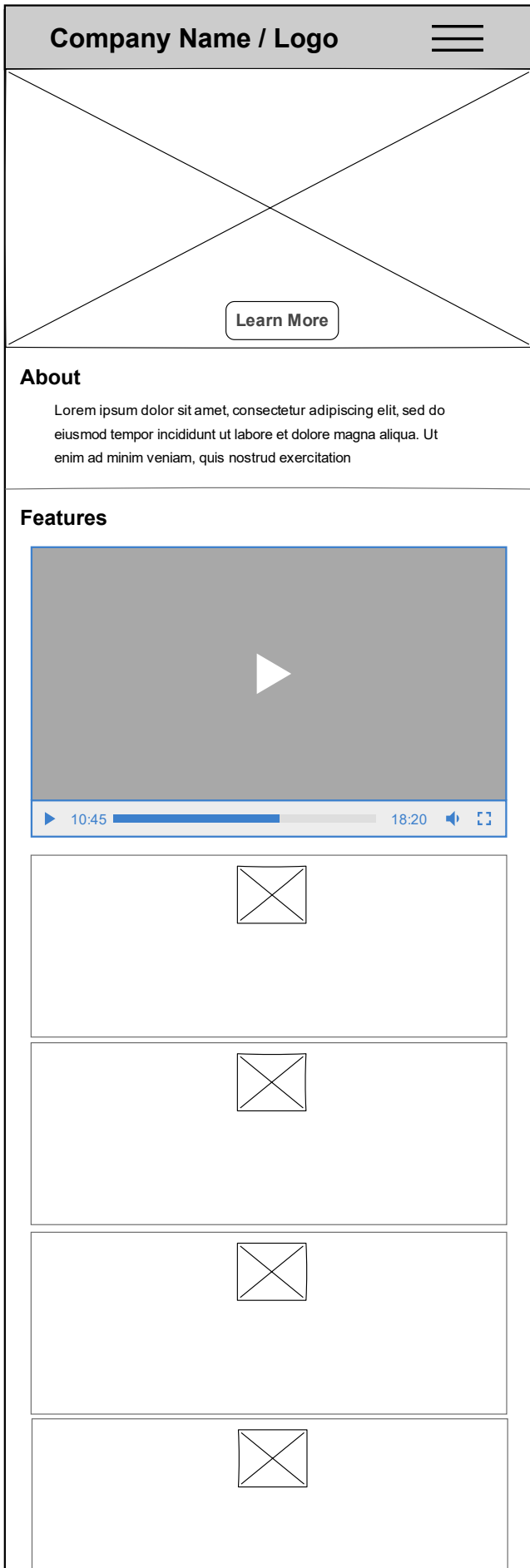
123 N 4th St, City, State 56789, USA



+1 (123) 456-7890



contact@company.com



## Content (Text)

### Product Slogan

Helping you look at the bright side of life!

### About

*Rozlens*: the latest in augmented reality technology. Adjustable to any prescription, our glasses increase happiness by blocking out negativity. Perfect for personal and professional use. Different styles to match your taste and attire. Your happiness starts today...with *Rozlens*!

### Features List

- Increase happiness—Enjoy your day-to-day life by eliminating negativity!
- Boost productivity—People who enjoy what they do get more done!
- Fully programmable—Block some or all negativity; customize your reality!
- Easy payment options—Pay with credit card, *PayPal*, check, cash, IOU, or trade!

### Testimonials

“I used to be extremely irritable before *Rozlens*. Now, I am happier and everyone around me is happier as a result. I was even invited to my first party, all thanks to *Rozlens*!” -- John Smith, a regular guy

“What I love about *Rozlens* is that they’re completely customizable. With *Stop&Smell*, all negativity was always countered with the smell of flowers. I started getting sick of flowers! *Rozlens* allows me to decide how much negativity to let into my life. I even get to decide whether to remove or replace it. I’ve been so much happier since replacing all images of Mr. Politician with images of cute kittens!”  
-- Ann Onn, former *Stop&Smell* user

“Since getting *Rozlens* for my employees, I’ve seen a 325% increase in productivity! We’re now on track to having our most profitable year ever!” -- Jane Doe, CEO of *Large Company*

### Call to Action

Buy one, get one 25% off! Corporate discounts available.

### Contact Information

- Location: 123 N 4<sup>th</sup> St, City, State 56789, USA
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- Email: [contact@rozlens.com](mailto:contact@rozlens.com)