Creative Brief – grona.ai "Coming Soon" Page

Overall Tone & Style

- Inspired by diabrowser.com → minimal, direct, and human.
- Focus on clarity over cleverness: short sentences, no jargon, high contrast, and white space.
- Designed to feel trustworthy, modern, and quietly intelligent — the AI that works quietly in the background to make your site better.

Page Structure (High-level Layout)

Section	Purpose	Key Elements
1. Hero (Above the Fold)	Capture attention and communicate core value instantly	Headline, subheadline, CTA button, reassurance line, light animation
2. Footer	Close with brand, transparency, and social links	3-column layout (About / Links / Social)

Detailed Section Breakdown

1. Hero Section

Goal: Instantly show what grona.ai does — simple, confident, and friendly.

Layout:

- Centered content, large typography.
- Minimal teal/emerald gradient background.
- Subtle animated particle or glow effect symbolizing "learning / optimization."
- The grona "g" logo above or left of the headline.

Content:

```
Headline: Your website. Always improving.
Subheadline: grona.ai finds what works — by testing, learning, and optimizing
your pages on its own.
CTA: [Join the waitlist] — Be part of the private beta.
Microcopy: No spam. Early access updates only.
```

background animation:
Soft pulse behind the CTA button or gradient wave animation across the hero background.

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5. Footer Section

Goal: Close with brand identity, trust, and transparency.
Simple, elegant, inspired by Dia's visual hierarchy.

Layout: Three-column grid (stacked on mobile):

1. **Brand block:**

2. grona logo

3. "grona.ai — website optimization, simplified."

4. **Links block:**

5. Privacy Policy

6. Terms of Service

7. Contact (mailto:hello@grona.ai)

8. **Social / trust block:**

9. LinkedIn

10. X (Twitter)
11. © 2025 grona.ai — All rights reserved.

Design cues:

- Subtle top gradient line to separate from main content.
- Smaller font size, muted text color.
- Responsive layout: 3 → 1 column stack on mobile.
- Back-to-top arrow (optional, minimalistic).

- **Animation cues:**
- Micro-interactions only (CTA hover, gradient pulse)
- Hero background has slow ambient motion
- Scroll transitions for cards (fade-up)

Technical Implementation Notes

- **Stack recommendation:**

- Simple static HTML + CSS (works well for Hostinger/GitHub Pages)

- Optional Framer / Vercel deployment for smoother animations

• Form submission via Formspree or Mailchimp (for waitlist)

• **Accessibility:**

• All text readable on dark backgrounds

• ARIA labels on buttons and forms
• Mobile-first responsiveness