

# Project 4: Local Service Landing Pages with AI-Generated Visuals

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## Service 1: Home cleaning service

**Landing page link:** <https://pristinepro.lovable.app/>

**Business goal:** To provide reliable, professional home cleaning services that make customers' lives easier and homes healthier. The goal is to build trust and convenience through easy online booking, transparent pricing, and high-quality service.

**Rationale (3–5 sentences):**

- How does the page support the business goal?  
The landing page supports the business goal by clearly presenting the cleaning services offered, emphasizing convenience, professionalism, and trust, it uses simple language and intuitive layout to guide users toward booking a service without confusion.
- How is the CTA aligned with the goal?  
Is prominently placed and encourages immediate engagement, aligning with the goal of driving online bookings.
- How do the AI visuals/testimonials reinforce trust and usability?  
AI-generated visuals showcase clean, welcoming homes and professional cleaners, reinforcing the quality and reliability of the service. Testimonials from satisfied customers add credibility and help new visitors feel confident in choosing the service.

## Service 2: Dog grooming service

**Landing page link:** <https://pawsitivegrooming.lovable.app/>

**Business goal:** The goal of the dog grooming business is to provide professional stress-free grooming services that keep pet clean, healthy, and looking their best. By offering convenient online booking and caring service, the business aims to build lasting trust with pet owners in the local community.

**Rationale (3–5 sentences):**

- How does the page support the business goal?  
The landing page supports the business goal by creating an inviting online space where

pet owners can easily learn about the grooming services and book appointments. The hero section features cheerful, well-groomed dogs to instantly build trust and appeal to visitors. Clear calls to action guide users to schedule appointments quickly, while testimonials highlight customer satisfaction and reliability. Together, these elements help the business attract new clients, increase online bookings, and strengthen its professional image.

- How is the CTA aligned with the goal?  
The call-to-action (CTA) is directly aligned with the business goal by encouraging visitors to **book a grooming appointment online**, which is the main objective of the page. It provides a clear and easy path for potential customers to take immediate action. By using friendly, action-oriented language like “Book Now” or “Schedule Your Pet’s Grooming,” the CTA converts interest into real appointments, helping the business grow its client base and streamline its booking process.
- How do the AI visuals/testimonials reinforce trust and usability?

The AI-generated visuals and testimonials reinforce trust and usability by creating an immediate sense of professionalism and care. The visuals of happy, freshly groomed dogs help customers visualize the quality of service and the positive experience their pets will have. The testimonials add authenticity by sharing real customer satisfaction, which builds credibility and emotional connection. Together, they make the page more engaging, reassuring visitors that the service is reliable, friendly, and worth trying.