

Project brief: Landing Page for Mobile Budgeting App

Client: Numm Inc.

Hello and thank you for reading this project brief. The goal is to describe our requirements and present some guidelines for the landing page design.

Our goal

We need you to design a landing page for Numm. Numm is a mobile budgeting app that we've just launched and we want a landing page that describes the product in much detail and also offers visitors a way of downloading or purchasing Numm.

A bit of history for Numm and the company

Numm comes from the latin word *nummum*, meaning coin. We're using this name because it's short and easy to remember.

Initially, Numm was developed as a web app, but we soon turned it into an iOS app because we thought it's easier to use as a dedicated app.

As for the company, we're called Numm Inc and we're based in California. We might want to include our company information in the page somewhere, so here it is:

Numm Inc.

2569 Land Park Dr, Sacramento, CA 95818

office@nummfinance.com

+1-916-555-0184

For your own reference, we started our company in one of our co-founders basement. We were really struggling to find good budgeting software at that time, so we decided to create our own. 5 months later we had our first prototype done and 1 year later the first version was available on the web. We soon decided that people will be much more comfortable using a dedicated app than a web service so for Numm 2.0 we decided to move the entire software to a dedicated iOS app.

Taglines

We have several taglines we would like to use in the page. Feel free to give us more options if you deem it necessary.

- Main tagline: **Take charge of your finances**
- Secondary tagline: **Getting out of debt and saving more money has never been this easy**

Call-to-action

The call-to-action (CTA) sections are the most important ones in the page because they do the conversion basically. They turn the visitor into a user. For these, our marketing team came up with the following copy:

Main CTA

- Title: **Ready to take charge of your finances?**
- Subtitle: **Download the free Numm app today or sign up for Numm Pro.**
- Buttons: **Download Numm for Free | Buy Numm Pro**

Small CTA

- Title: **Take charge of your finances today**
- Subtitle: **Get out of debt and save more money. Download Numm for free.**
- Buttons: **Download Numm for free**

Product features

Our marketing team put together a list of product features we want to see in the page, along with a small description for each feature. Feel free to use these as you see fit.

Works beautifully on your iOS device

Subtitle: iOS Magic

Numm can be installed on any iPhone or iPad still supported by Apple. The app is universal and scales nicely on any device.

- works with Touch ID and Face ID
- support for 3D Touch enabled iOS devices
- retina optimized
- optimized for all screen sizes of iPhones and iPads

Your data is secure

Subtitle: Security

We take privacy and security seriously so you can rest assured that your financial data is safe with Numm.

Online banking

We never store your bank login credentials but instead use 3rd party data aggregation providers.

Data Encryption

We encrypt all your data and also bcrypt hash all user passwords. On top of that, the data centers we use are hacker-proof.

Great support for a great product

Subtitle: Support

We believe that a great product should have great support. So we're always here for you to make sure you have the best experience possible.

24/7 online support

Our team is here to help you with any questions or problems you might have. Round the clock. Reach us via chat or support ticket.

Free educational classes

Our YouTube channel contains a large number of educational videos for best practices and weekly tips and tricks for getting the most out of Numm.

Budgeting made simple

Subtitle: Envelope Budgeting

Numm uses an envelope budgeting style where each expense has its own envelope.

Payees

Create payees for your most commonly used payment destinations.

Categories

Group similar transaction destinations for easier operation.

Scheduled transactions

Get notified ahead of time of due transactions.

Multiple budgets(PRO)

You can seamlessly switch from a personal budget to a company one.

Goal tracking(PRO)

Track your transactions and updates the goals you set for various categories.

Sync between devices(PRO)

All your data will be synced seamlessly between iOS devices.

Reports(PRO)

Generate insightful reports for your spending habits but also for income trends. Also export to PDF.

Sync with your bank(PRO)

Grab all the transactions from your bank statement automatically.

Pricing information

Numm is a free app, with limited functionality. There is also a Pro version, which includes all the features.

The pro version costs \$9.99/month in the App Store. Yearly and monthly subscriptions are available. The yearly subscription is \$99 (saving on \$21 compared to monthly).

Testimonials

Numm is already in the App Store and our clients are loving it. Here are some of the most relevant testimonials we pulled from the App Store:

I've been using Numm for over a year now and it had a significant impact on my life. I managed to get out of debt because I did something I hadn't done before: create a budget and stick to it.

- Tony, real-estate agent

I love the budgeting and reporting feature. It gives me a much-needed overview of my financials.

- Margaret, accountant

This was a life-changing app for me — I can now say with confidence that I'm in complete control of my financial life. The best \$10 I ever spent.

- James, interior designer

I highly recommend Numm for anyone that wants to be more sensible about spending and get some sort of idea on where their money is going.

- Julie, web developer

Numm is a great app for managing your finances, but it's not for everyone. There's a pretty big learning curve, but once you get the hang of it, it really helps you.

- Mary Ann, attorney

Page structure

Since we're building a landing page and not a website, we want to contain all the information in the same page and we need a good solution for quickly navigating between sections. Here are the sections we would like to have:

- Features
- Screenshots
- Testimonials
- Pricing

We would also like to feature some links to external resources:

- YouTube teaching center
- Roadmap on Notion
- Support on Zendesk

Also, we would like to display links to our social media accounts: Twitter, Facebook, YouTube and Instagram.

Design considerations

- The main color scheme should be centered around the color blue, because it conveys confidence and professionalism. Another option could be a grass green, for freshness and novelty.
- Make it colorful
- Maybe use wavy shapes in the background
- We like large drop shadows
- Make it modern, professional, yet playful
- We like pill and ghost buttons
- We would like to see some illustrations being used – if necessary, we'll comission some custom ones
- Maybe incorporate an image slider in the screenshot gallery?

Websites we love

There are a few websites that we absolutely love and hopefully you'll be able to draw some inspiration from these.

- [Stripe](#)
 - [Avocode](#)
 - [InVision](#)
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Thank you

We hope this project brief is more than enough to get you started on the design. If you have any questions you can reach us at all times via email.

Good luck!

The Numm Team