

LLmao — Testing Brief v1.0 (Ready)

1) What we're testing

Surface: Full landing page (end-to-end).

Copy focus:

- **Variant A:** "Don't walk in blind" (structure + predictability)
- **Variant C:** "Safety + transparency" (know the vibe + expectations before you go)

Primary CTA: Get early access

Secondary CTA: Preview upcoming hangs

2) Who's seeing this (arrival context)

We evaluate in **three contexts** because interpretation changes with intent:

1. **IG/TikTok cold ads** (lowest context, highest skepticism)
2. **Organic search** ("make friends NYC", "events alone") (higher intent, wants specifics)
3. **Campus/community newsletter** (semi-warm trust-by-association)

Primary trigger context: breakup

Secondary: new city + social reset

3) Persona buckets (final 5)

Each bucket includes name, behavior, quote, prevalence.

post_breakup_rebound (40%)

Behavior: Fresh off a breakup and trying to reconnect with life + people. Emotionally open but low tolerance for awkward randomness. Wants something structured, predictable, and not "dating in disguise."

Quote: "I'm not trying to date — I just want community again without it being weird."

Prevalence: 40%

new_city_rebuilder (20%)

Behavior: Moved recently, actively rebuilding a circle. Will try things, but hates walking into rooms blind and bouncing. Values structure + clarity + low-pressure entry.

Quote: “I’ll show up if I know what I’m walking into.”

Prevalence: 20%

event_burned_out (15%)

Behavior: Tried meetups/events and got burned by awkwardness, anonymity, or low-signal crowds. Needs proof this isn’t just “another random event.”

Quote: “What makes this not a waste of my night?”

Prevalence: 15%

institutional_connector (15%)

Behavior: Mostly meets people via school/community/group chats but feels capped by their bubble. Wants a way to expand circles while keeping the vibe safe + non-cringe.

Quote: “How do I meet people outside my bubble without it being sketchy?”

Prevalence: 15%

high_urgency_reset (10%)

Behavior: Acute social pain (“I genuinely have no one right now”). Will act quickly if the next step is clear and doesn’t feel humiliating.

Quote: “Just tell me exactly what to do — I’ll do it.”

Prevalence: 10%

4) Canonical product description (1–2 sentences)

LLmao is a platform for entering new social circles through curated, activity-based gatherings with built-in transparency and norms — so you don’t walk in blind.

(We do **not** explicitly lead with “not a dating app / no swiping” in the canonical line.)

5) Pricing (test condition)

- **\$10 per hang**
- Pricing appears in **Pricing section + FAQ**, not in hero.

6) Copy skeleton (structure)

1. Hero
2. Problem: walking in blind
3. Solution: curated activity-based hangs

4. Transparency + norms (safety woven in)
 5. How it works (3 steps)
 6. Preview upcoming hangs (examples)
 7. Social proof
 8. Pricing
 9. FAQ (especially “what happens after I sign up?”)
 10. Final CTA
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7) Evaluation criteria

Standard:

- Resonance
- Clarity
- Intent
- Conversion confidence
- Price perception
- Qualitative feedback

Test-specific:

- **Does this feel like a dating app?** (Yes/No + why)
 - **What exactly happens after I sign up?** (free response + scored)
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8) Stopping criteria

- Minimum **5 rounds**
- Stop early if **conversion Agree+ > 50%** *and* feedback converges
- Hard cap **10 iterations**

Agree+ = 4 or 5 on a 1–5 scale.

Landing Page Copy v1 (Ship-ready)

Primary CTA button: Get early access

Secondary CTA link: Preview upcoming hangs

Hero

Headline: Don't walk in blind.

Subhead: LLmao helps you enter new social circles through curated, activity-based hangs with built-in transparency and norms — so showing up feels easy, not awkward.

CTA (primary): Get early access

CTA (secondary): Preview upcoming hangs

Micro-line: Know the vibe before you go. No guessing.

Why this feels hard

Walking into a new room is a gamble:

- You don't know the vibe
- You don't know the people
- You don't know if you'll just stand there trying to look busy

When you're rebuilding — after a breakup, a move, or a reset — that uncertainty hits harder.

What LLmao is

LLmao is a platform that organizes **curated, activity-based gatherings** designed to make meeting people feel natural.

Instead of “show up and hope,” you get:

- **Structure** (conversation has a reason to happen)
 - **Transparency** (you know what you're walking into)
 - **Norms** (so the vibe stays respectful + low-pressure)
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Transparency + norms

Before you go, you'll have clarity on:

- **What you'll do** (the activity + flow)
- **What the vibe is** (chill / social / energetic)
- **What's expected** (simple norms that prevent weirdness)

Not “rules.” Just enough structure so everyone can relax.

How it works

1. **Get early access**
 2. **Tell us your city + what you're looking for** (new circle, post-breakup reconnection, social reset)
 3. **We notify you when curated hangs drop** — with a clear preview so you can decide fast
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Preview upcoming hangs

Here's what "activity-based" actually means:

- Coffee + conversation prompts (small group)
- Museum walk + talk-as-you-go
- Board games + low-pressure mixing
- Park hang + structured intros
- Food crawl + rotating pairs

The point: the activity carries the first 15 minutes for you.

Social proof (placeholder copy)

- "I'd show up if I knew what I was walking into."
- "Meetups aren't the issue — uncertainty is."
- "I'm not trying to date. I just want community again."

(Replace with real quotes when you have them.)

Pricing

\$10 per hang

You're paying for curation, structure, and a vibe that doesn't waste your night.

FAQ

What happens after I sign up for early access?

You'll confirm your city + what you're looking for. Then we'll notify you when curated hangs drop — with a preview of what it is, the vibe, and what to expect.

Who is this for?

People rebuilding their social life — post-breakup, new city, social reset, or just tired of awkward randomness.

Will this be awkward if I come alone?

That's why it's structured and activity-based. You won't be forced to cold-start small talk.

How do you keep it safe and respectful?

We set clear norms and build structure into the hang so it stays low-pressure and non-weird.

Final CTA

Stop guessing. Start showing up with confidence.

CTA: Get early access

Link: Preview upcoming hangs

Landing Page Copy v2 (Alternate hero angle, same strategy)

Hero

Headline: Show up with confidence.

Subhead: LLmao curates activity-based hangs with built-in transparency and norms — so you can meet people without the awkward uncertainty.

CTA (primary): Get early access

CTA (secondary): Preview upcoming hangs

Micro-line: Social confidence shouldn't depend on already knowing someone in the room.

(Everything else can stay the same as v1, or we can swap only sections 2–3 if you want a stronger “why now” tone.)

“What happens after I sign up?” — Canonical flow (use this everywhere)

Since events aren't live, your page needs a crisp, consistent post-signup story:

1. User clicks **Get early access**
2. Enters **email + city**
3. Selects **what brought them here** (breakup / new city / reset / other)
4. Optional: picks **2–3 interests + availability**
5. Confirmation: **“You’re in. Here’s what happens next:”**
 - We’ll send **early access drops**
 - Each drop includes a **preview** (activity + vibe + what to expect)
 - When events go live, you’ll be able to claim spots quickly

That’s the “correct answer” we want testers to repeat back.

Evaluation Form (Run-ready)

Test setup (required)

- Assign **persona bucket** (one of the 5)
- Assign **arrival context** (IG/TikTok cold OR organic search OR newsletter)
- Show **one** version (v1 or v2)

Scored questions (1–5 Likert)

1. **Resonance:** “This feels like it’s for someone like me.”
2. **Clarity:** “I understand what LLmao is.”
3. **Intent:** “This solves a real problem I have.”
4. **Conversion confidence:** “I would click ‘Get early access’ right now.”
5. **Price perception (after pricing section):** “\$10 per hang feels reasonable.”
6. **Overall confidence:** “I’d recommend this to a friend in my situation.”

Agree+ = 4–5.

Test-specific

7. **Dating-app confusion:** “Does this feel like a dating app?” (Yes/No) + Why
8. **Post-signup comprehension:** “What exactly happens after you sign up?” (free response)

Scoring rubric for #8

- **2:** Mentions early access + notified of drops + preview of hangs / what to expect
- **1:** Mentions waitlist/early access but unclear what happens next
- **0:** Confused/wrong

Open-ended

9. "What made you hesitate most?"
 10. "What would you change on the first screen to make it instantly click?"
 11. "What's missing that you'd need to feel comfortable showing up?"
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Round plan + iteration checklist (so you can actually ship)

Per round (minimum viable)

- **5–8 testers** total, mixed contexts
- Minimum coverage:
 - 2× post_breakup_rebound
 - 1× new_city_rebuilder
 - 1× event_burned_out
 - 1× institutional_connector or high_urgency_reset

After each round, do exactly this

1. Identify **top 2 confusion points** (clarity failures)
2. Identify **top 2 hesitations** (conversion blockers)
3. Make **one hero change + one section change** max (avoid thrash)
4. Re-run

Stop when

- After ≥5 rounds, **Agree+ > 50%** on conversion confidence and feedback stops changing meaningfully
 - Or you hit **10 iterations**
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