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## **ECE 140B - Assignment 6 & 7**

The following takeaways were made from the provided landing page feedback:

- Need to be clearer about the core value proposition
- Tagline did not make it obvious what the product is
- Top of page “call out” did not clearly describe the job-to-be-done
- Web integration should likely not be the first benefit touted
- Page seemed unrefined

To address these issues the following changes were made to our landing page.

- The top of page “call out”/tagline was reworded to clearly convey our product and job-to-be-done.
- Feature descriptions were reworded for accuracy.
- Reordered feature snapshot. Safety and anti-theft capabilities touted before web integration benefits.
- Made landing page responsive with images resizing properly for smaller displays.
- About Us page added for credibility. Still needs to be finished.
- Made navigation bar responsive to change menu selection mode for smaller displays.