PA - 307.2.1 Practice Assignment Wireframe

Objective

In this assignment, you will design a wireframe for the landing page.

Requirements

Create a wireframe for your landing page.

A wireframe is a two-dimensional illustration of a page's interface that specifically focuses on space allocation and prioritization of content, functionalities, and intended behaviors. For these reasons, wireframes typically do not include any styling, color, or graphics. Wireframes also help establish relationships between a website's various templates.

Components of a Landing Page

No two landing pages are the same. That said, there are five core elements that every high-converting landing page *should* have:

1. A unique selling proposition (USP).
2. A hero image or video.
3. The benefits of your offering.
4. Some form of social proof.
5. A single conversion goal (or your call to action).

1. Your Unique Selling Proposition (USP)

Your unique selling proposition is the sizzle that sets your product or service apart from the competition. It is the answer to the nagging question, "What makes this offer so special?" Do not get hung up on the whole "unique" thing. Think of your USP as how you position your offering as different (and better!) from all the rest.

Landing pages need to communicate this proposition in a succinct way so that your visitors immediately understand what makes your product or service more appealing. A series of page elements tell the story of why your offering is unique:

1a. The main headline:

Your headline is the first thing that your visitors will read. So it is critical that it very clearly describes what a visitor stands to gain from your product or service. Keep your headline punchy and be direct about your USP — this is not the place to compose surrealist poetry.
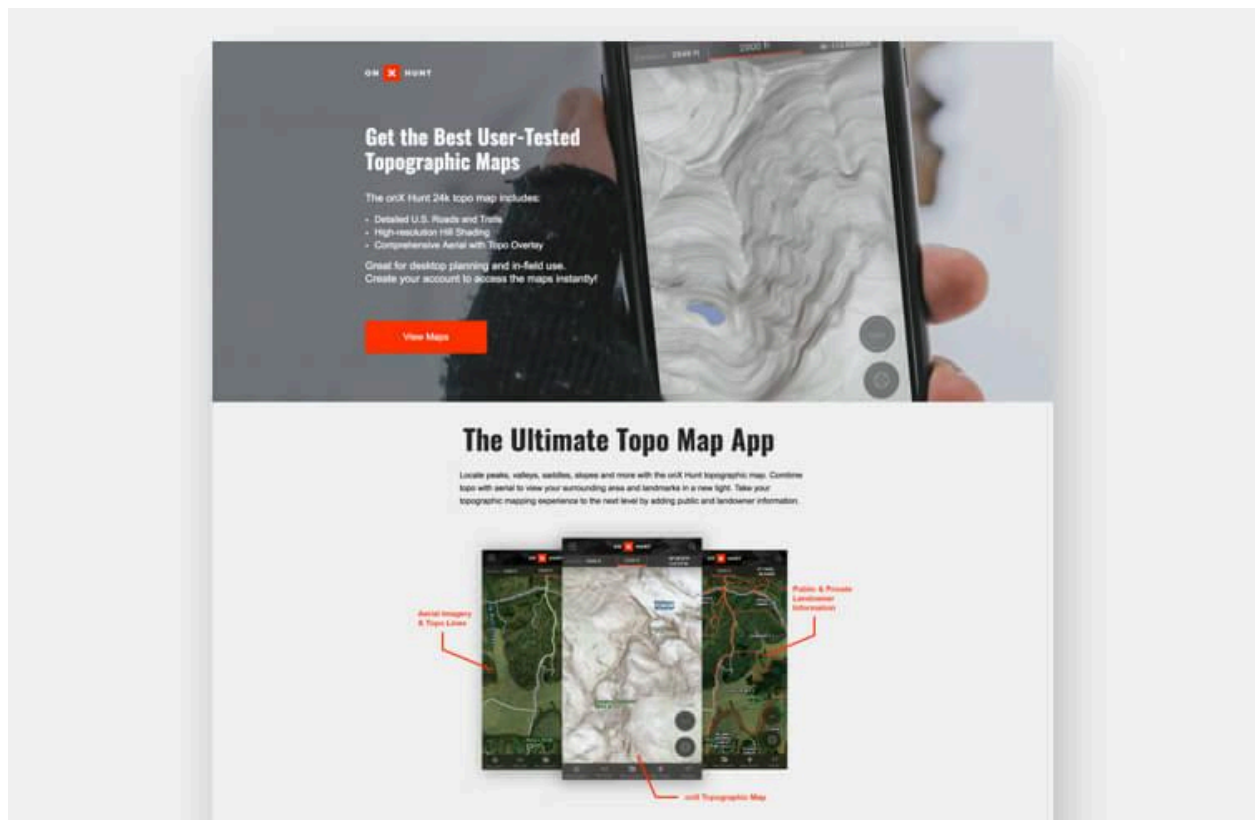
1b. A supporting headline:

Since headlines need to be short and sweet, sometimes you will use a subheading to provide a touch of extra information. However, do not get carried away here either. As with the headline, the shorter, the better. A supporting headline can take two approaches:

1. It can act as a direct extension of the headline, essentially finishing the thought. (However, your headline should stand on its own.)

2. It can offer additional value or convey a secondary persuasive message that is still related to your headline.

1c. A reinforcing statement (optional):

If your landing page runs long, it makes sense to remind visitors of your USP with a reinforcing statement toward the middle of the page.

When writing the reinforcing statement, consider what your reader now knows since first clicking on the page. What do they know now that they did not know before? How can you drive your USP home now that the reader is sufficiently primed and hyped?

1d. A closing statement (optional):

A closing statement backs up your unique selling proposition and gives your visitor one last chance to convert. It is your "mic drop," moment; the climax of the story you are telling about your offering, so make it count.

A strong closing statement might provide a little urgency or it could remind the visitor why they are there in the first place. For a clickthrough page, it should also repeat your call-to-action (see below) to eliminate the need to scroll back up.

2. The Hero Image

First impressions are important, and the hero image (or background video) is likely the first visual element of your landing page that visitors will see.

Ideally, a hero image should show the context of use. If you are running a SaaS company, this could be your killer app running on a sleek modern device. Or, if you are in ecommerce, it could be someone blowing a massive bubble of your vegan chewing gum.

(If you can convey emotion by using real people, all the better; but, avoid using goofy stock images that will ring false.)
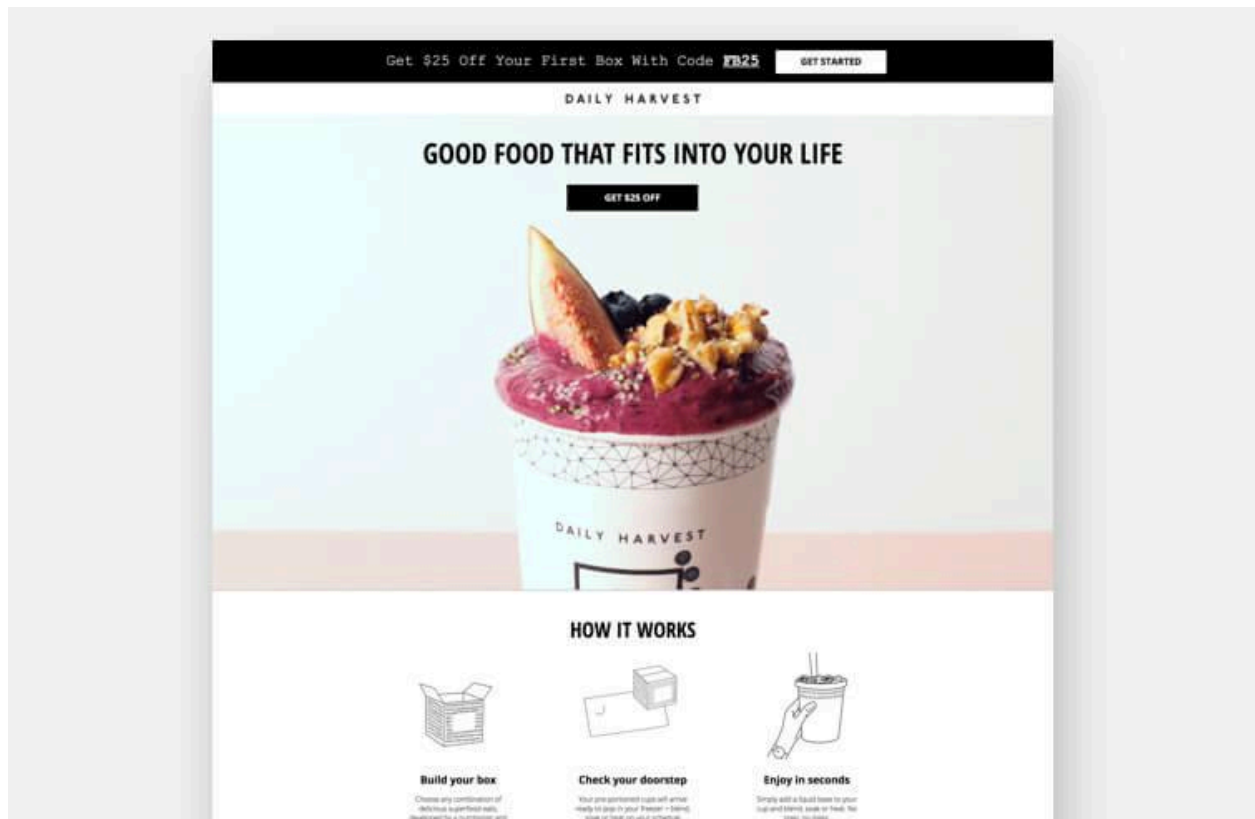
3. Benefits

Your landing page needs supporting copy beyond the headline to persuade most people. The key here is to describe specific benefits, along with features.

What is the difference? A feature is a specific quality of your product or service, while a benefit describes a positive impact that the feature has. (Here is a simple example: That lemonade that you are peddling may be ice cold, but it's the fact that it keeps you cool on a hot day that is a benefit.)

Sometimes, you will hear people say you should write benefits, not features. If you are looking to drive more conversions, it is usually smart to show off features and benefits together — but lead with the benefit when you can.

 For example:
1. "*Keep cool* with an *ice-cold* Sunshine Lemonade."
2. "You can *create landing pages by yourself* without help from a developer, using Unbounce's *drag-and-drop builder*."

4. Social Proof

Simply put, social proof is the influence that people around us have on the decisions we make. It is the reason why suddenly, everyone buys an Instant Pot, or why you might regret that WuTang Clan tattoo that Cindy talked you into.

On a landing page, social proof takes many forms:

1. Direct quotes from customers.
2. Case studies (or links to case studies).
3. Video interviews or testimonials.

4. Logos of customer companies.

5. Review scores from sites such as Yelp, Amazon, or Capterra.

Social proof is arguably the most powerful tool at your disposal, but there are two best practices to keep in mind.

First and foremost, you cannot fake it! If people smell a rat, you will have a hard time winning them back. Second, be specific. Whenever possible, give them the who, what, when, why, and how of your customers' experience. A testimonial will be most effective if your prospect can identify with the person giving it.

PRO TIP: Be sure to make your testimonials a whole lot more convincing by including real customer names and photographs instead of stock photos and fake names.

5. A Conversion Goal (Your Call to Action)

Last but not least, a landing page should be focused on just one conversion goal — or else it is not a landing page (see the previous section). To your visitor, this is presented as a call-to-action (CTA), which can be either a standalone button on a clickthrough page or a form on a landing page designed for lead generation.

Lead generation page   Clickthrough page
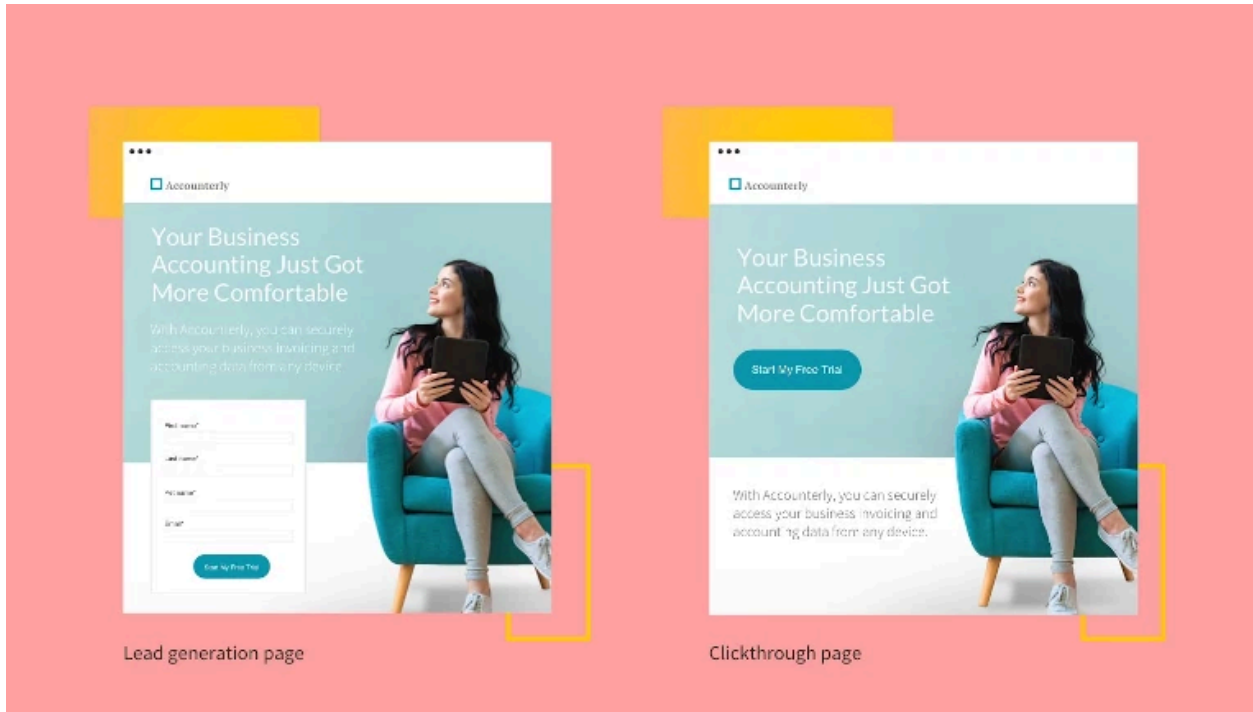
There are all sorts of advanced resources about creating the optimal CTAs, but here are two fundamentals to get you started:

1. Avoid bland button text like "CLICK HERE" or "SUBMIT." Use conversational language and let your visitors know exactly what they will get for their precious clicks ("START MY FREE TRIAL" or "GET 50% OFF YOUR PURCHASE").
2. Keep forms as short as possible and include a privacy statement to provide reassurance that their data is safe.

Easy-to-use drawing software is available:
● Google Drawing
● Paint (Windows)

Example wireframe below for a shipping company:
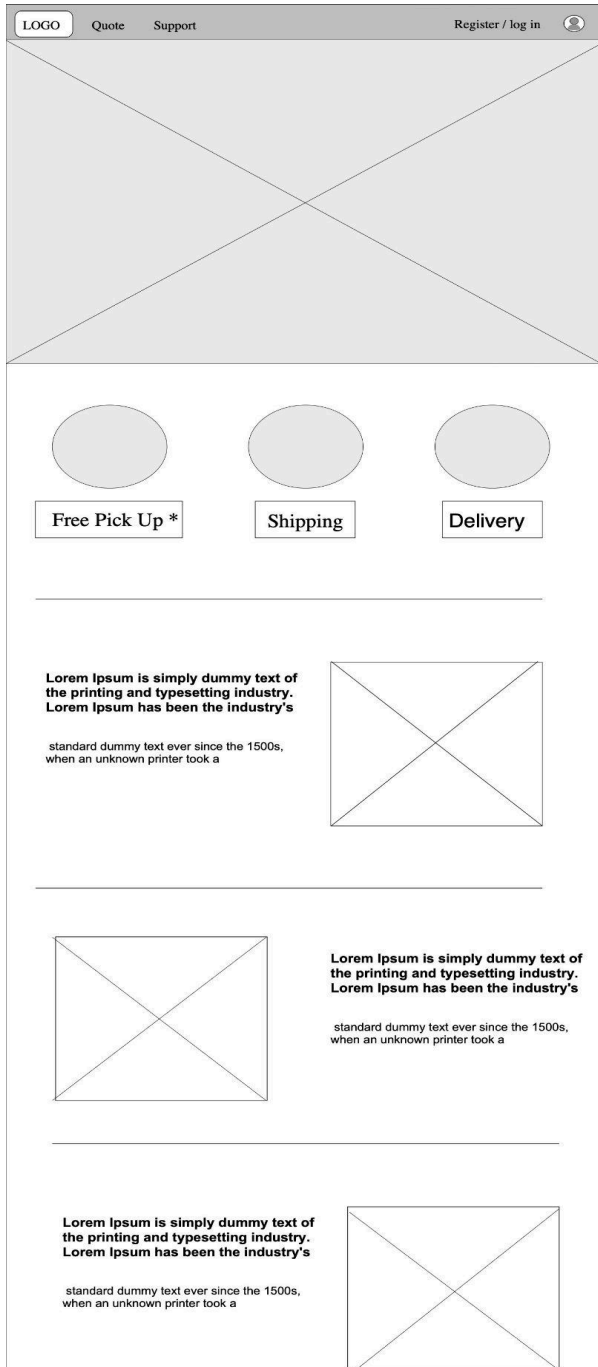
Submission Instructions:

Include the following deliverables in your submission:

- ○ Submit your source code or screenshots using the Start Assignment button in the top right corner of the assignment page in Canvas.

Instructions for Canvas Assignment Creation

Assignment Name: PA - 307.2.1 Practice Assignment Wireframe

Points: 100

Assignment Group: Module 307 - Fundamentals of HTML/CSS (Not graded)

Display Grade As: Complete/Incomplete

Do not count this assignment towards the final grade: Checked

Submission Types: File Upload

Everything else is the default.