

HardBoiled - Let your voice bring your stories to life

Some Background

We at HardBoiled Egnologies aim to provide our users the premier destination to consume interactive audio experiences. In order to achieve a user base and market the product, we are currently in the process of developing a landing page. A landing page that is able to adequately convey the concept of interactive audio experiences across to a reasonable extent.

Target Audience

People aged 16-34, who are also avid consumers of media in the audio form, i.e, podcasts, audiobooks, etc.

The Problem

Our current landing page, although quite well done, doesn't adequately convey the concept mentioned above. The main problem would be finding an interesting, engaging way to express audio in the visual form.

The ask

Design a landing page that would be used to generate intrigue in the site's visitors, so much so that they either sign up for early access, or further down the line, actually start using and playing the audio game. If time persists, also propose a logo redesign.

Brand tone of voice

Humorous / Dark / Surreal / Introspective

Considerations:

- Must include the "Get it from Google Assistant logo"
- Must include a sign up form