Frankl framework for landing page

Inciting Event, including the Villain (the Pain), the Hero (the user), the Wise Advisor (us), and the Gift (the product).

Obstacles overcome (a list of challenges in the user's flow, with a user testimonial sentence for each).

User triumph over those obstacles (a user testimonial measuring the overall effect of overcoming all those obstacles).

Landing page example from Engflow (www.engflow.com)

Slow builds waste your time. Standard build tools cannot handle the complexity of today's codebases. Speed up your builds now to keep engineers in flow.

We are the build experts. Ulf Adams, CTO, co-founder, #2 contributor to Bazel, and Helen Altshuler, CEO and co-founder, Bazel co-creator of BazelCon. Our expertise goes beyond the founders.

EngFlow Remote Execution distributes builds and tests across a cluster of machines and remotely caches the results to make them faster.

Before EngFlow, every time Chromium released a security patch, we had to start in the morning and get back to it late in the day. Now we just go get a quick coffee and by the time we are back it is ready to be tested! [name, title, company]

At Brave, EngFlow helps our Android and Linux developers speed builds up 8x (from hours to even under 15 minutes) while also removing the need for powerful, expensive or idle hardware. [name, title, company]

For large apps & codebases such as Snapchat, fast build speed is an essential component of developer happiness and our ability to move quickly as an organization. EngFlow enables us to achieve these goals. [name, title, company]

The EngFlow team has unmatched experience with debugging and accelerating Bazel builds. They have been very responsive and helpful. I can't think of a better partner in our effort to improve our builds. [name, title, company]

EngFlow's remote build execution service allows us to have blazing fast builds and consistently maintain high developer productivity for our rapidly growing engineering team. Faster builds

enable our teams to maintain high iteration velocity and focus on building new features for our marketplace. [name, title, company]

EngFlow comes with batteries included! We are running Bazel with remote execution on a large scale, starting with 2048 CPU cores, and are growing our usage as we migrate more projects to Bazel. [Name, title, company]

We are very happy with EngFlow product and SLAs: our team can now release 20x faster. EngFlow enables us to scale as our builds grow, which is critical to providing exceptional service and staying competitive in the telecom business.   [Name, title, company]