



Page Template:  
Homepage

User Path:  
Not Logged In

Elements:

- Global Header
- Primary Call To Action Bar, CTAs to Register User Type
- Services: Photo & Text Block to highlight Teledent's unique approach and services, CTAs to Services or Registration.
- Service Cards (T/C/P) to quickly funnel users by User Type through button interaction.
- About Photo & Text Block to highlight Teledent's unique approach and services, ctas for credentialization or registration.
- About: Photo & Text Block to highlight Teledent's history and reputation, CTAs to About or Contact.
- Global Call To Action Bar, CTAs to Register User Type
- Global Footer

Page Purpose:

- Default state of website if user is not logged in.
- Page is an introduction to Teledent for new clients, but also the place where people return to interact with the business. It should be pleasing, easy to use, and informative.
- The main purpose of the : Attract new business, and act as a landing page for existing clients.
- Provide an entry point to pages linked in main navigation through an infographic like presentation.