1. Headline ( Your Value Proposition)
2. **Hero Image (original image /video of your product)**
3. Benefit Statements (use ‘Why’ language & bullet point- “Start With Why”)
4. Lead Form (use an external service like MailChimp to gather emails)
5. CTA – Call to Action! (finish the “I want to…” sentence)
6. Trust **Indicators & Influence (social proof, authority, scarcity)**
7. **Post Conversion Follow Up (thank you page, next steps, auto email)**

LOGO HERE

Your easiest way to get the latest deals from your favorite choice of **entertainment**, **food**, **clothing**, and **more**!

HERO IMAGE

* **Pick your interests and get personalized recommendations tailored for you!**
* **Save time by not having to visit each store to find what you need.**
* **Be in the know with the latest entertainment in cinemas near you.**
* **Get latest deals that are tailored for you!**

**Get PURE now to get started!**

GET PURE!

**I want to**



“I am a shopaholic and PURE helps me to get the best deals!! It makes it easier for me shop since I don’t have to find the things that I need! It knows exactly where I have to go!”

“I get the latest events happening in the city! With PURE, it makes every weekend a great one!”

“As a Food Blogger, I want to keep my content fresh and exciting. PURE makes it easier for me to know which restaurants offer their latest menu that I can also share with my followers on social media!”

**PERSONA:**

**Client 1:**

Name: Charles

Age: 28 years old

Nationality: Swedish

Marital Status: Single

Hobbies: Gaming, Art, Concert

Occupation: Graphic Designer

Background: Charles is a tech-savvy and has a passion for design.

User Stories:

AS A

I WANT TO ---

SO THAT ----

**Client 2:**

Name: Rachel

Age: 31 years old

Nationality: American

Marital Status: Married

Hobbies: Writing, cooking,

Occupation: Editor-in-Chief

Background: Rachel is an Editor-in-Chief of a local magazine in Dubai. She is goal-oriented, outgoing and likes to read books. One of her goals is to write and publish a book about parenting.

Challenges & Pain Points:

Goals/Tasks:

**User Stories:**