Draftss

Landing Page UI Test Project

Overview

Hi, If you are seeing this you have successfully reached the stage where we are super interested to get you onboard our team but we aren't really sure how you would handle a real design brief and what kind of output you would give.

So here is how it goes, below is a REAL design brief, go through it, if you have questions, ask them right away, you cannot ask questions later once you have begun working on the project. You go ahead and design it in Adobe XD. If you are not good in XD and want to work on Figma, Invision, Sketch, Marvel, etc, that is fine with us. You can use Photoshop or Illustrator or any other software to create any graphic that will be used inside the landing page, but you aren't allowed to create the entire landing page layout in Illustrator or Photoshop.

What do you want to design?

Design a proper and outstanding landing page for Prospectss.com

Describe your company to a person who has no knowledge of your existence?

Prospectss helps users verify whether and email address is correct, valid, deliverable or not. It helps you find the email address of any person based on their First Name, Last Name & Company Domain Name.

Describe 3-5 products/services offered by your company?

Email Verification & Find Email

Describe the 'nature of communication' portrayed by your company? (Eg. premium, fun, serious, friendly, affordable, complex)

Easy, Professional, Sleek, Modern, Simple & Affordable.

Who do you consider as your competitors in the market?

Hunter.io, FindThatLead, Snov.io

Are there any particular examples of design that you would consider a benchmark in terms of style?

Yes. Almost all of our competitors have shitty landing page. They might have great copy but not very good design. Here are the links of the design that I really love and want our new landing page to be like:

https://www.getastra.com/

https://www.budibase.com/

https://www.secfi.com/products/options-exercise

https://logobly.com/

https://zenkit.com/en/todo/

https://suparise.com/

https://staylime.com/

https://storychief.io/social-media-management

https://www.handwrytten.com/

https://www.glyphfinder.com/

https://cueup.io/

https://mailbrew.com/

Are there particular colours that you would like to use/avoid?

You can use the current colors on Prospectss.com
I am open to trying out something different as well.

Anything else that you feel we should know?

There isn't much content on our current website, you can take the textual content from any of our competitors website and we can change that or you can use lorem ipsum text. We are looking for a killer design and not something mediocre.

Link to the vector version of the logo: http://bit.ly/prospectsslogo