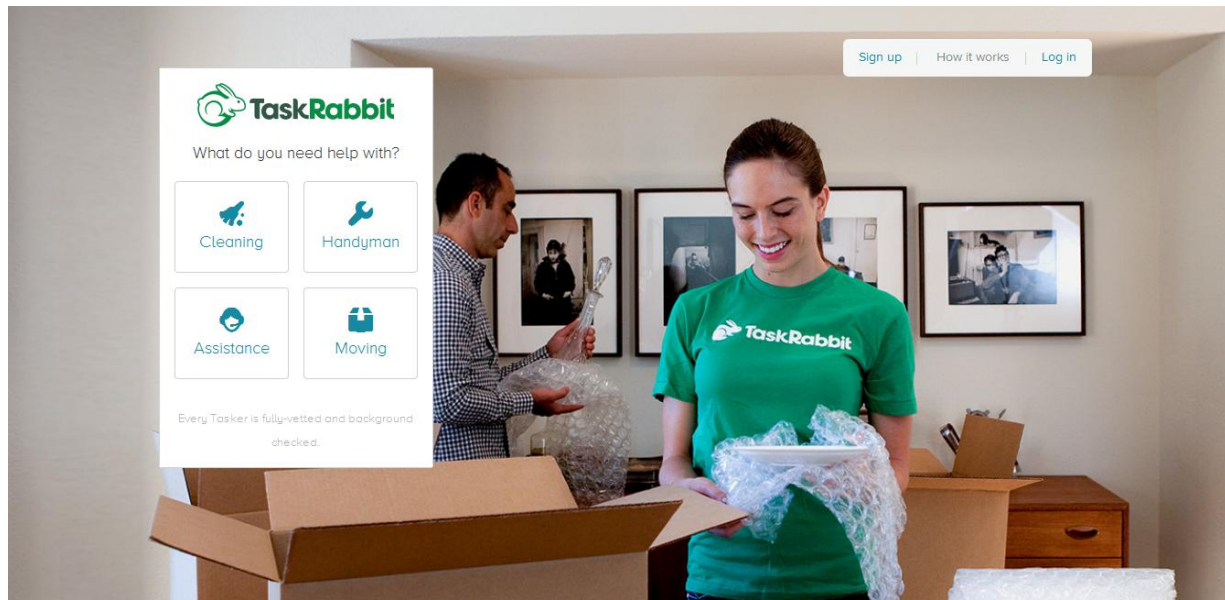








TaskRabbit



Why use TaskRabbit?

 Saves you time TaskRabbit helps you live smarter, giving you time to focus on what's most important.	 Safety first We vet all our Taskers, who undergo identity and criminal record checks as well as in-person interviews. Every task is insured up to \$1,000,000.	 Only the best quality Our skilled professionals go above and beyond on every job. Taskers are rated and reviewed after each task.
 Easy to get help Select the task you need done, then choose the Tasker you'd like to work with.	 Seamless communication Online communication makes it easy for you to stay in touch with your Tasker.	 Cash-free payment Pay securely online only when the task is complete.

[Learn More](#)

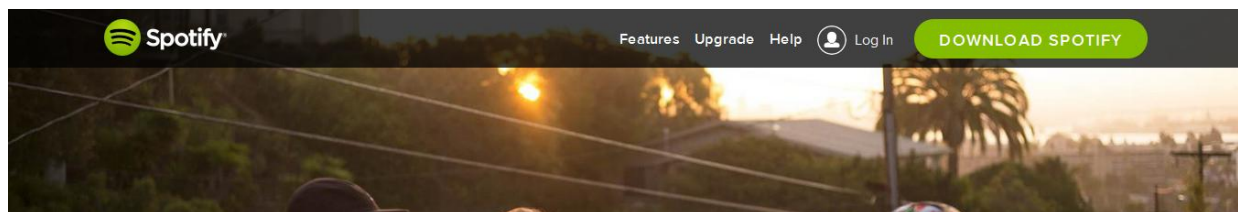
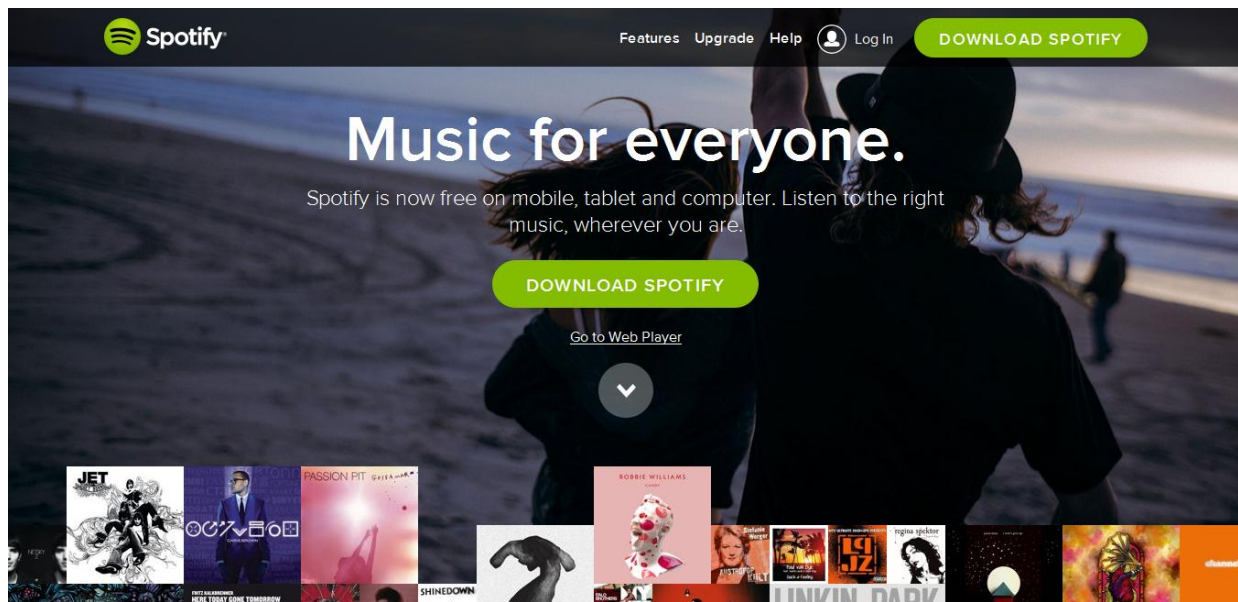
Pros

- They keep the text minimal and do a lot with white space on the page
- I would like to experiment with the electric blue or teal in trying to design with the logo
- Copy does an excellent job of empathizing with their target user and demonstrates a clear understanding of their problems/obstacles by offering targeted solutions

Cons

- May be able to do more with our navigation bar than what they do with theirs
- Not sure if we start with the customer or our solution for the customer when building the experience

Spotify



All your music is here.

Spotify gives you millions of songs at your fingertips. The artists you love, the latest hits, and new discoveries just for you. Hit play to stream anything you like.

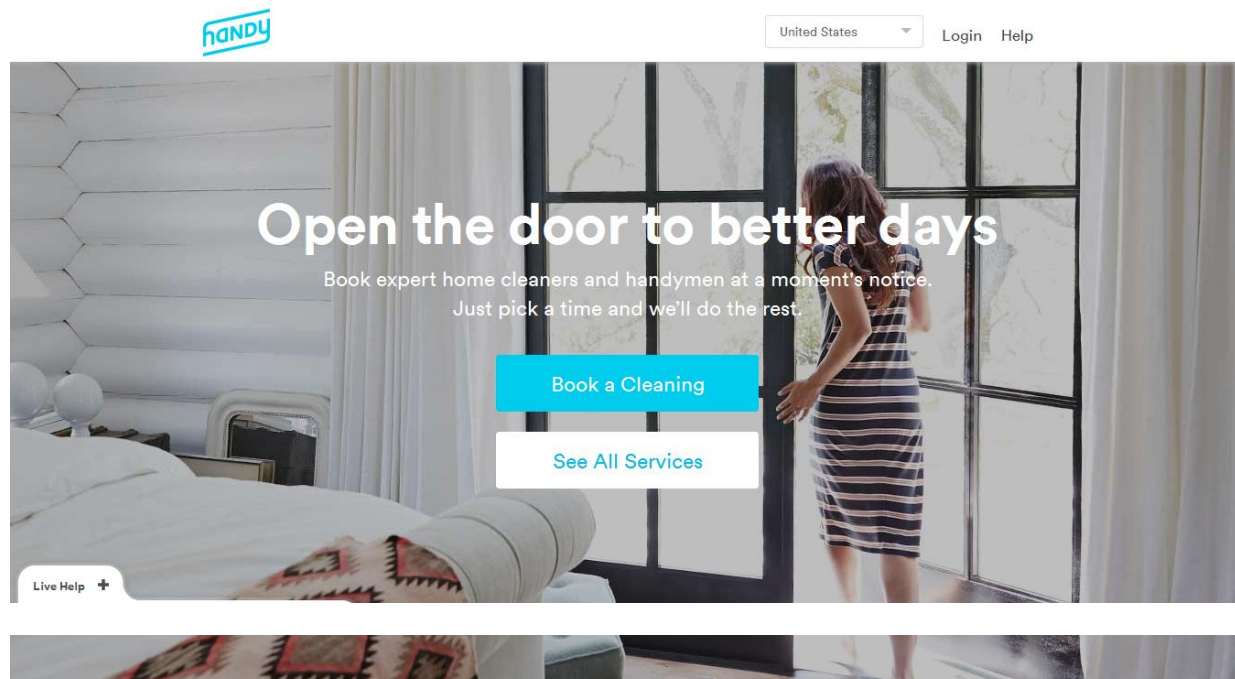


Pros

- Large and easy to read text
- They have a great call to action button for getting persons to download the application
- Like TaskRabbit, they impute well, leading with solutions to general problems

Cons

- Navigation in this site is not as relevant to the needs of Remarkety



TRUSTED PROFESSIONALS

Handy professionals are experienced, friendly, background-checked, and insured.



NEXT-DAY AVAILABILITY

Book online in 60 seconds and schedule your home service for as early as tomorrow.



100% MONEY-BACK GUARANTEE

If you're not satisfied with our work, we'll refund your money. It's as simple as that.

Handy helps you get your home in order

Help +

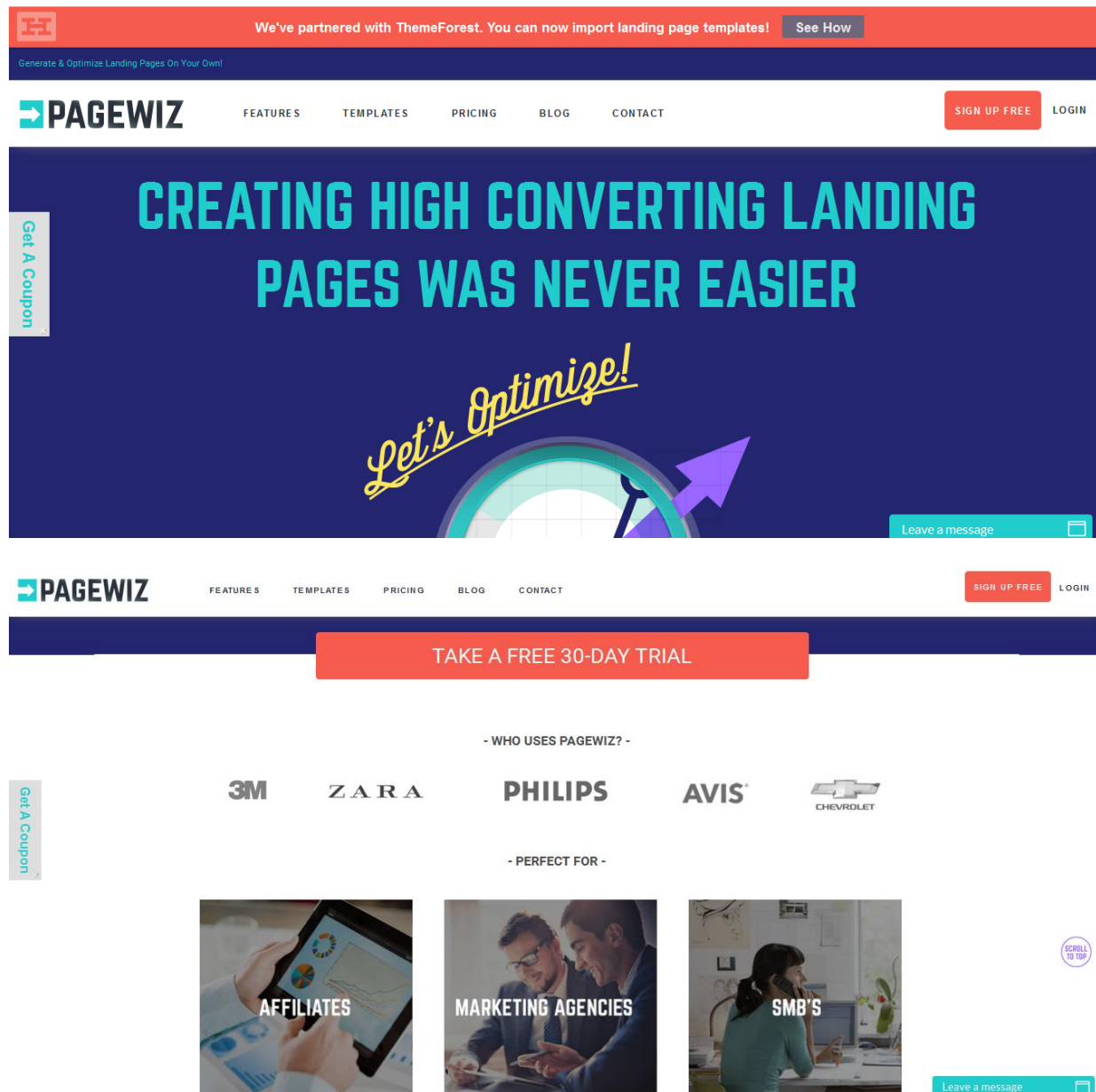
Pros

- LOVE their opt-ins- could be a great style for requesting a free demo
- Big fan of this blue (could compliment the red used in Remarkety)- they also use great and original illustrations.
- Really friendly fonts and super easy to read

Cons

- Nav bar may be too simplistic
- White font on image not super ideal, although it's still legible...for me at least
- Customer vs. product? as design starting point

PageWiz



Pros

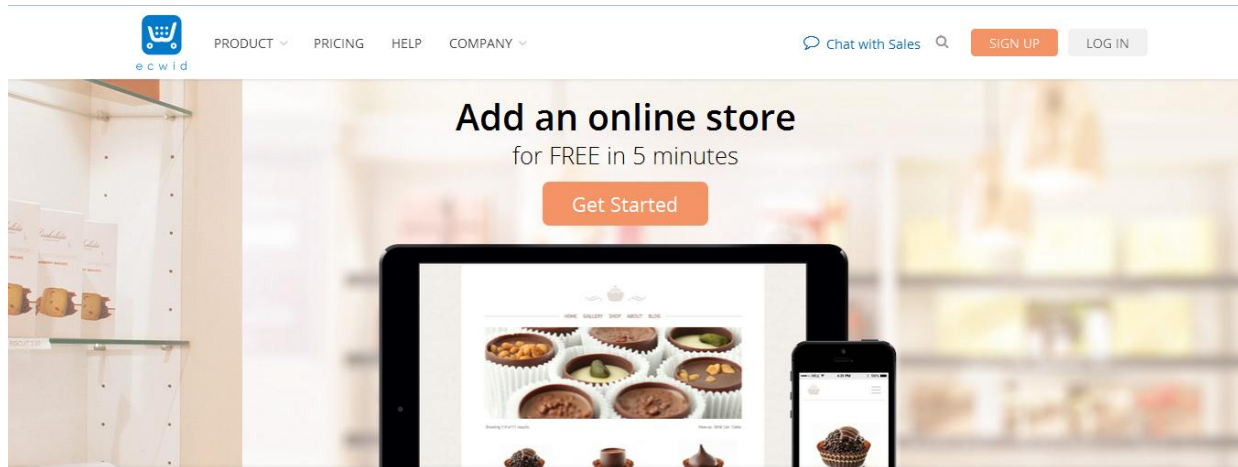
- They do a great job of using non-traditional colors to create energy on the site for their product
- Show's a great alternative to a huge photo with super imposed text
- Really authoritative fonts and super easy to read
- Strong calls to action

Cons

- May want to use a greater number of calls to action

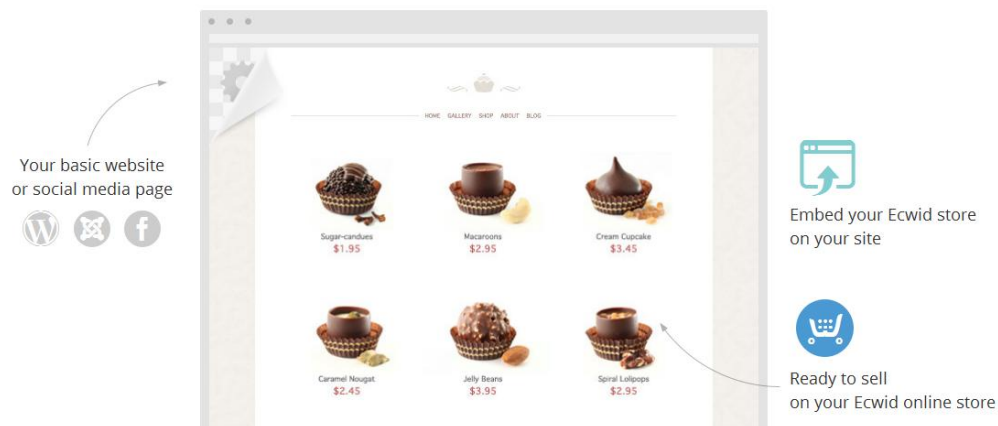
- Customer vs. product dilemma

Ecwid



Start selling on your existing website now

It's as simple as adding a YouTube video



Pros

- What Ecwid does is put into plain English, instead of industry jargon
- Show a cool alternative to the screen shot idea discussed
- Great diagram

Cons

- “Product” tab in navigation is a bit useless as it is super vague

Soundest

Knock knock! Who's there? 'Cookies!' By continuing to browse the site you are agreeing to our use of 'cookies'.



soundest

Pricing

Become a Partner

Blog

Log In

Sign up

Super easy
email marketing
for e-commerce

Sign up now

No.1 email marketing app for thousands of users

★★★★★

No need to spend hours writing code. Everything is pretty much done for you. Just add pictures and text and you are done. I would definitely recommend this app.

TALLYBOOKDIRECT.com
USA

★★★★★

Fantastic app that helps me generate new customers and returning customers. Very positive about the app!

auto-case
USA

★★★★★

Easy to use, easy to track and easy to design promotional email. Would recommend this app to everyone who is looking for a promotional email designing.

THE HAIRKLIP
India



Start right away

Select Soundest app from your ecommerce platform's app store to start using it in seconds. It works out of the box.

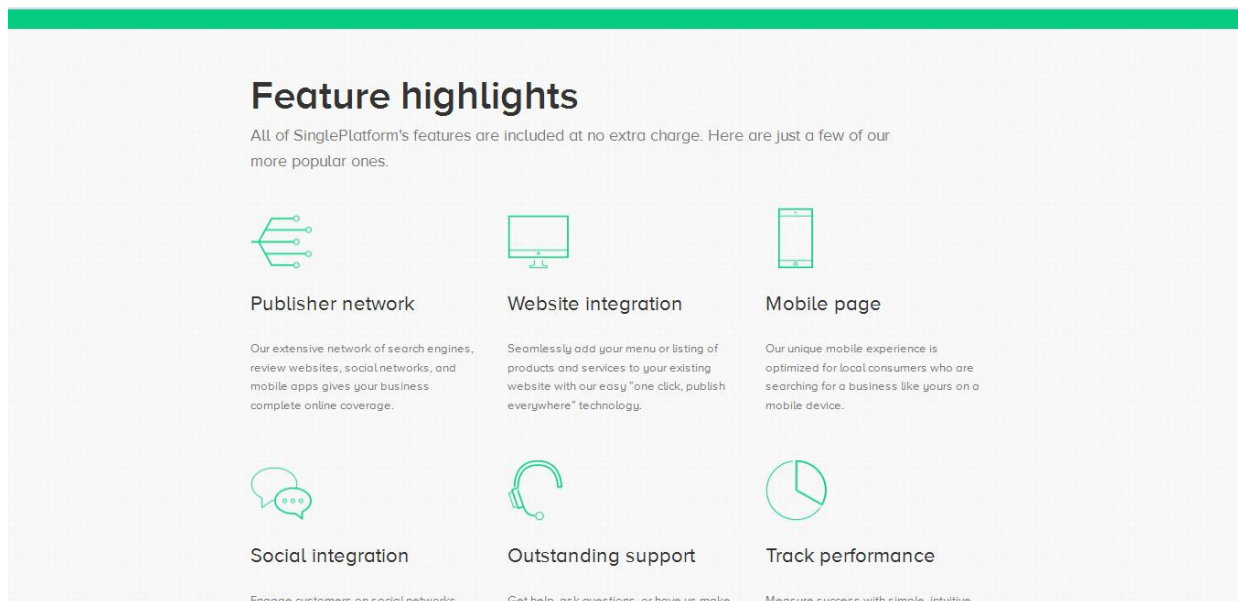
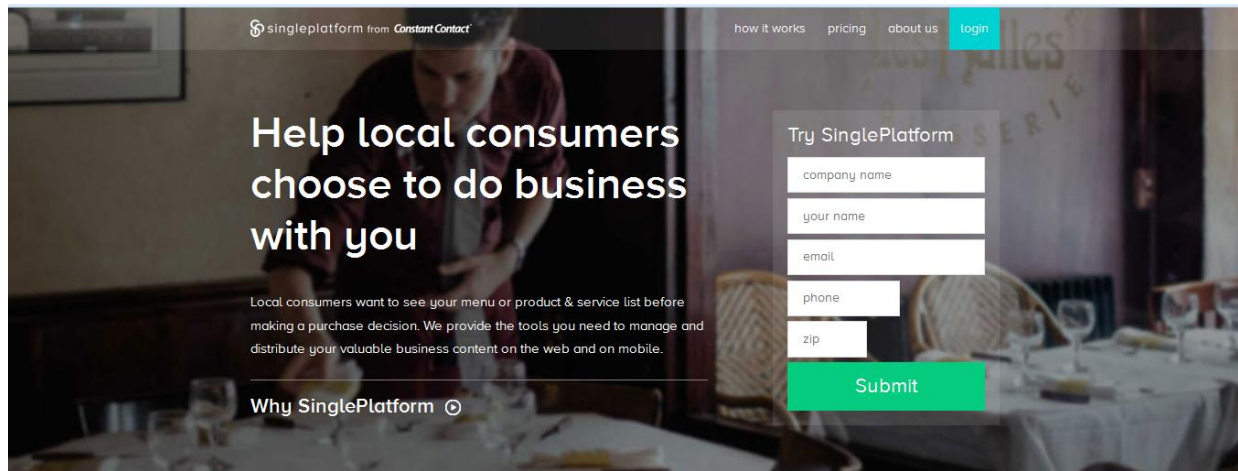
Pros

- Easy to understand what they do. Home page is essentially a how it works page
- Great icons and infographics
- I like how they weave in their testimonials
- Strong call to actions

Cons

- May want to incorporate some photos
- Site isn't very inspiring

Single Platform



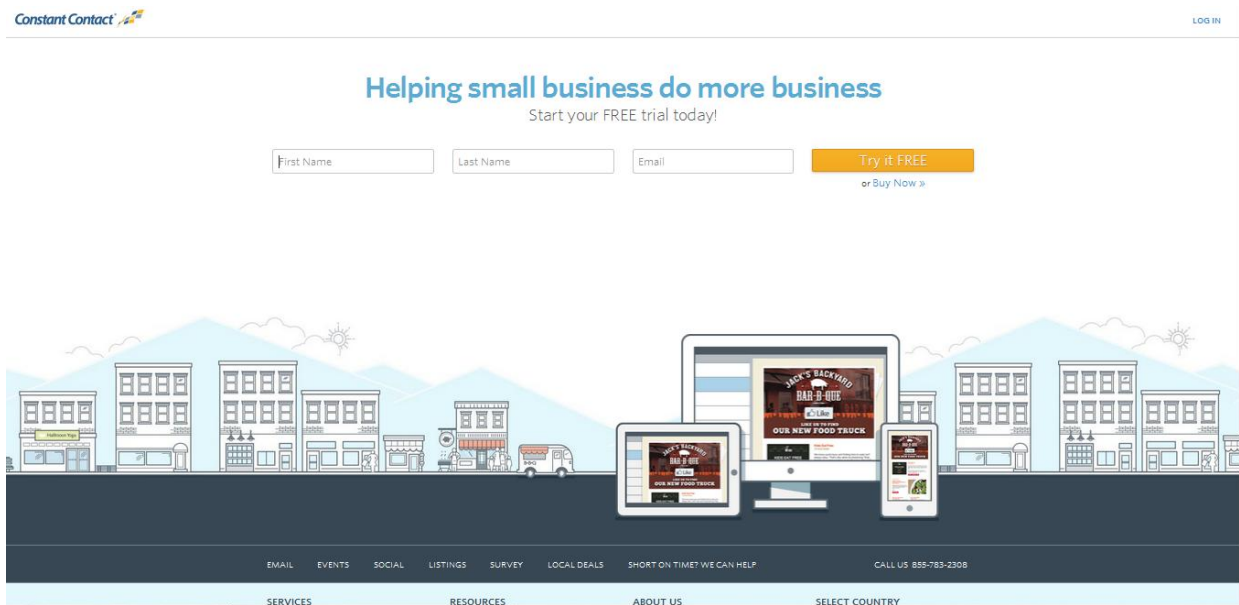
Pros

- I love the form and opt-in for the demo- they make this super accessible.
- Super easy to read font and a header photo that targets their potential customer.
- Incredibly light site...very digestible

Cons

- May want to use a greater number of calls to action
- Customer vs. product dilemma
- I think they use too many industry terms that potential customers may or may not understand

Constant Contact



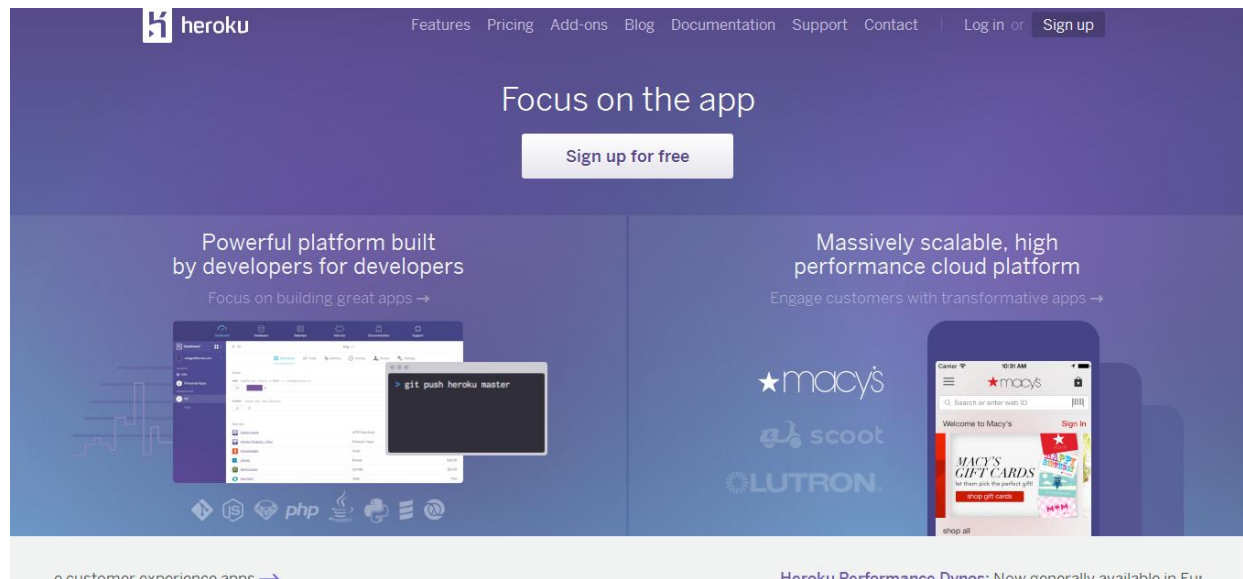
Pros

- They keep the homepage extremely simple
- Very easy opt-ins
- Cool artwork

Cons

- Again, an implicit instead of explicit statement of what constant contact does
 - Constant contact is a pretty big name and so they may assume that potential customers already know what they do by the time they reach the site
 - They do very little to show their features before one is asked to opt-in
- Customer vs. product dilemma

Heroku



Everything you need to
build, run, and scale



Dynos

Run virtually any language at any scale.



Database

Enterprise-grade Postgres as a service.



Add-ons

Marketplace for logging, data and other cloud services.



Heroku Connect

Seamlessly integrate and sync with Salesforce.



Support

Safe harbor certified, enterprise-grade support.

Pros

- They, like Square Appointments gives a great valued opt-in
 - Costs nothing to try
- Easy to read fonts
- Cool icons with simple product descriptions
- Great Job of tying product and target audience together.

Cons

- Very Implicit statement of what Heroku does...suffices for their very technical target audience
- Nav bar may be too extensive

Dropbox

 [Learn about Dropbox for Business](#)

[Download](#)



Dropbox is a simple way to view, share, and backup your files, wherever you are.

[Sign up](#)

or [Sign in](#)

[Learn more](#) 

Wherever you are

Put your stuff in Dropbox and get to it from your computers, phones, or tablets. Edit docs, automatically add photos, and show off videos from anywhere.



Share with confidence

Share photos with friends. Work with your team like you're using a single computer. Everything's automatically private, so you control who sees what.

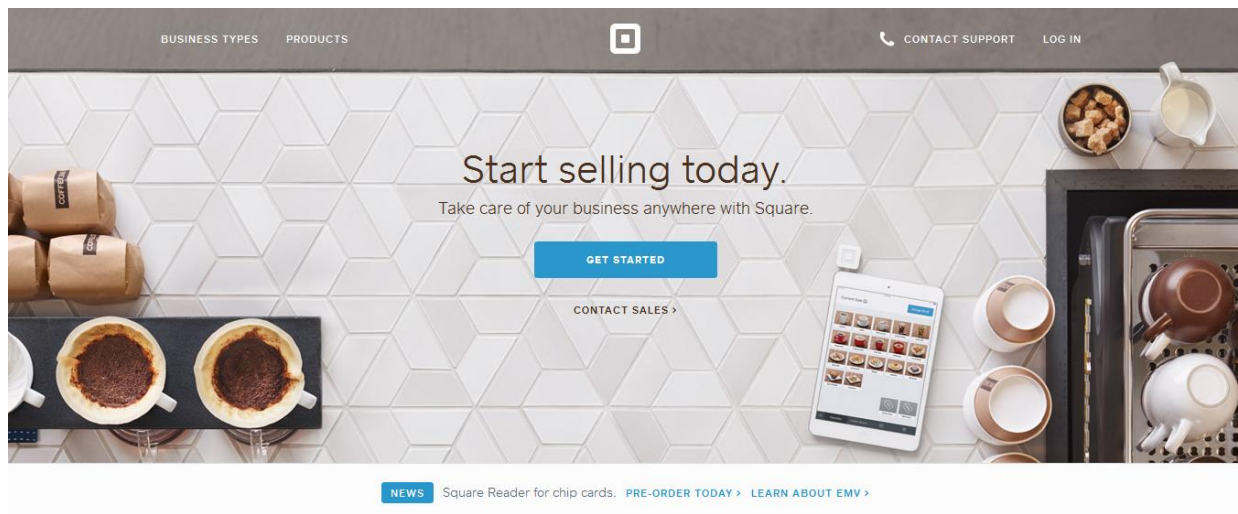
Pros

- Super simplistic
- Cool illustrations as a great alternative to using screenshots
- Very strong call to actions

Cons

- Layout may not work without a navigation bar
 - Remarkety logo def would not work with this minimalist layout
- Customer vs. product dilemma
 - Target customer is invisible

Squareup



Easy-to-use tools for every corner of your business.



SQUARE STAND

A complete point of sale

[LEARN MORE >](#)



SQUARE READER

Mobile credit card reader

[LEARN MORE >](#)



Inventory

Free item management

[LEARN MORE >](#)

Invoices

Secure online invoicing

[LEARN MORE >](#)

Analytics

Insightful sales reporting

[LEARN MORE >](#)

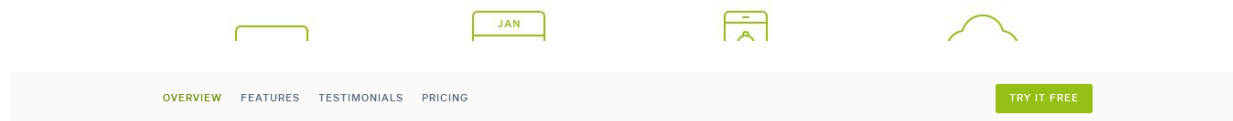
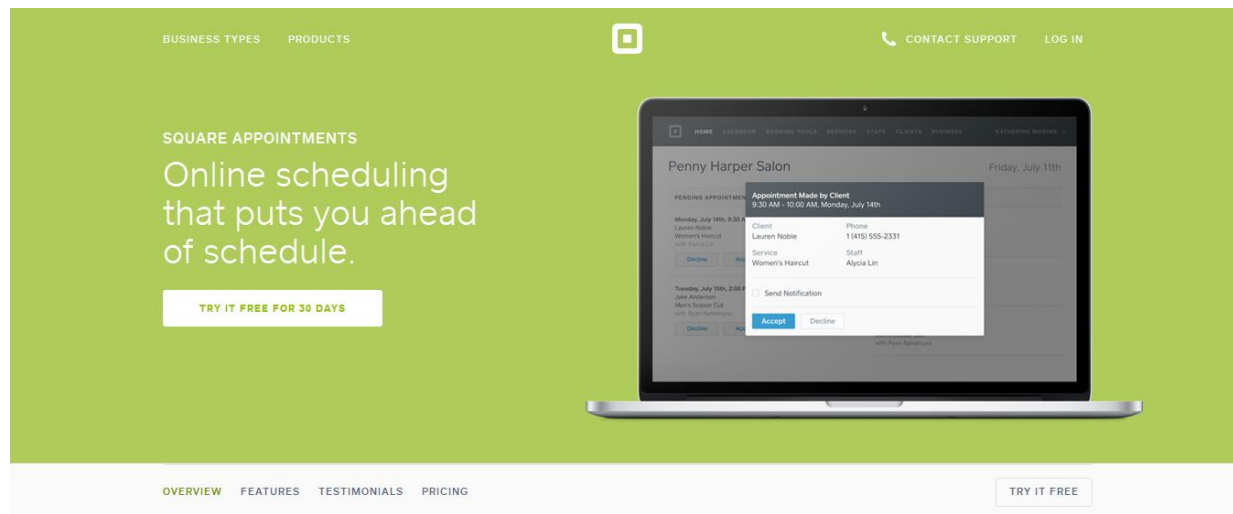
Pros


- Awesome photos of the product which would connect with their target audience
- Copy is kept to a minimum


Cons


- They don't explicitly state what the square is until later in the home page


Square Appointments



- 

No more phone tag
Customers can book online 24/7—wherever they are—and select the service, staff member, and time that works for them.
- 

Your built-in receptionist
Accept appointments on your site, free Square web page, or email. As customers book, your schedule automatically fills up.
- 

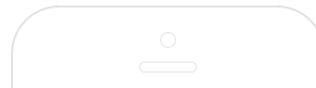
Reduce no-shows
Automatic text and email reminders ensure customers always remember their upcoming appointments.
- 

Works with your calendar
All appointments sync with your Google calendar so your availability is always up to date. See your schedule at a glance from any device.

FEATURES

Customers can book online 24/7.

With online booking, customers can access your availability whenever they need and select a time that works for them. It's an



Pros

- Awesome alternatives to screenshots...much better presentation
- I like their calls to action. I'm curious if "Free" could work for the demo request
- They kept the features and value-added aspects brief and easy to read
- They make what they do very clear

Cons

- None really