TaskRabbit

Pros

- They keep the text minimal and do a lot with while 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
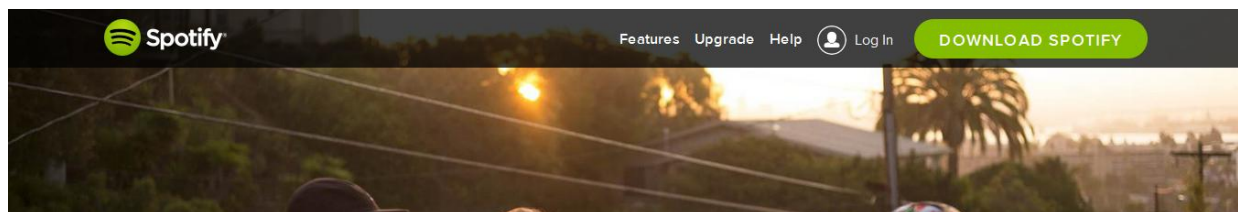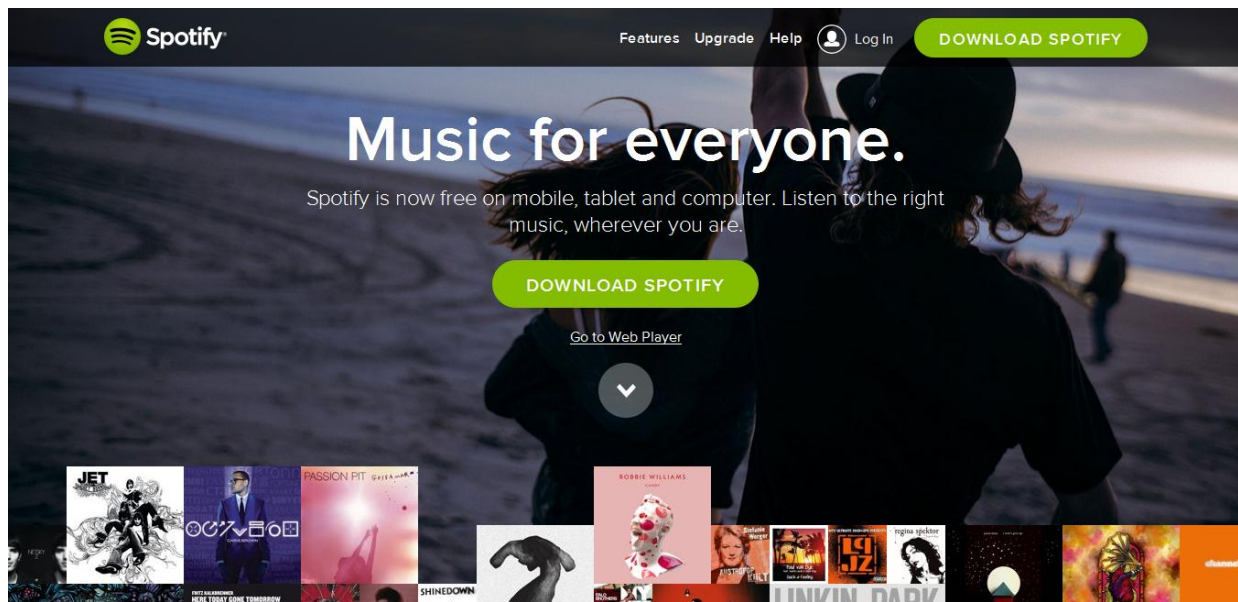
Pros

- 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

Handy

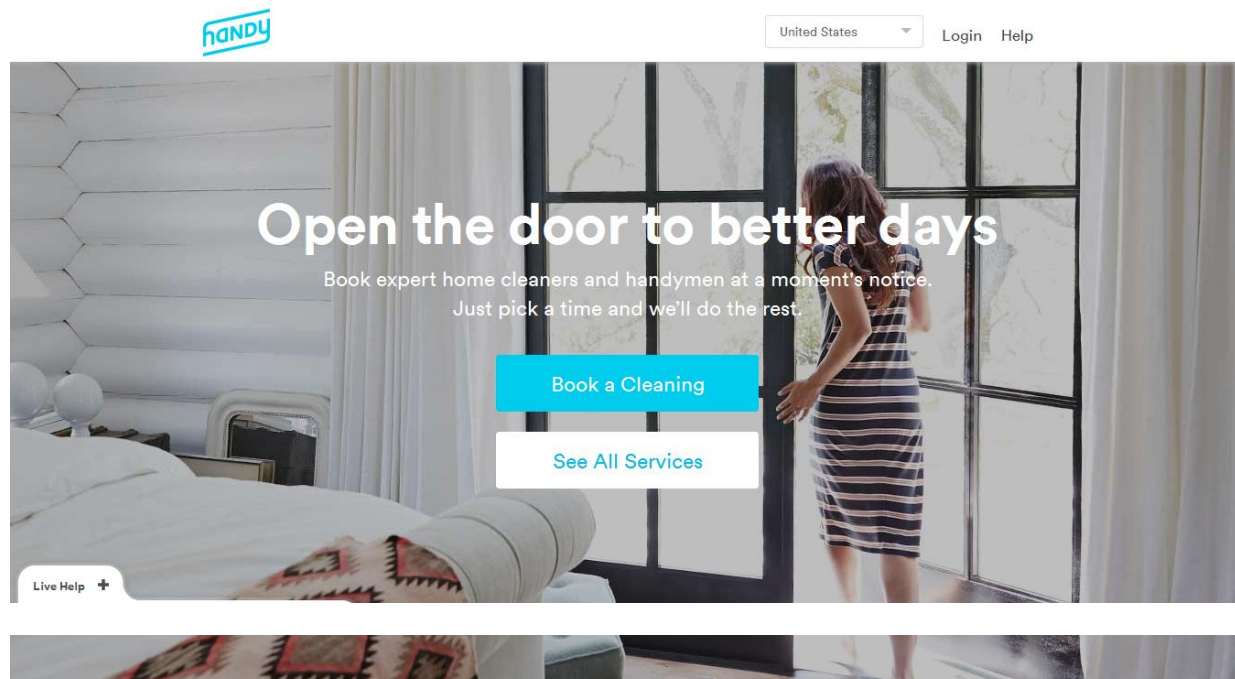**Pros**

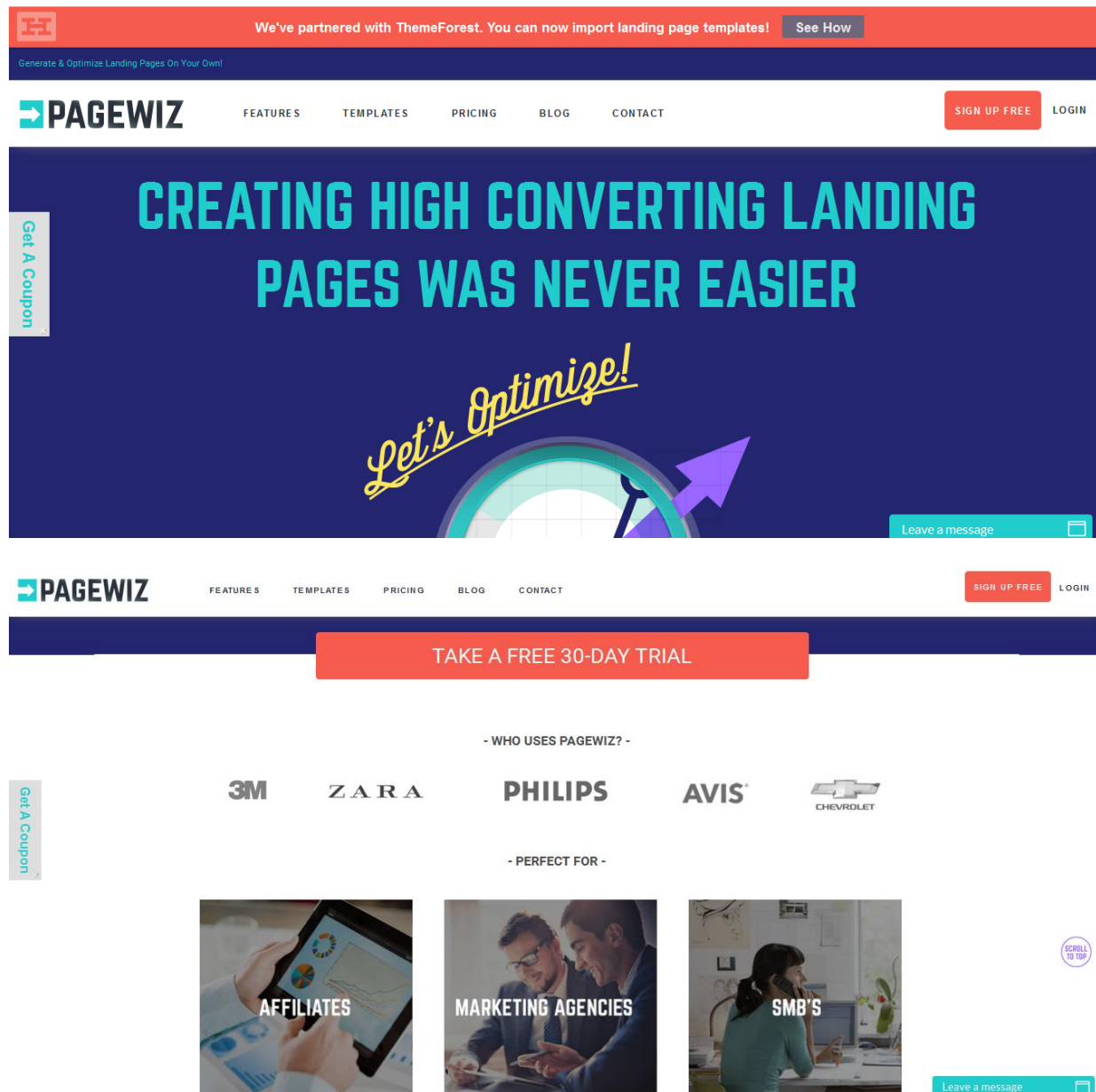- LOVE their opt-ins- could be a great style for requesting a free demo
- Big fan of this blue (could compliment the red used in Remarkety)- they also use great and original illustrations.
- Really friendly fonts and super easy to read

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

Generate & Optimize Landing Pages On Your Own!

PAGEWIZ   FEATURES   TEMPLATES   PRICING   BLOG   CONTACT   SIGN UP FREE   LOGIN

CREATING HIGH CONVERTING LANDING PAGES WAS NEVER EASIER

Let's Optimize!

Get A Coupon

Leave a message

PAGEWIZ   FEATURES   TEMPLATES   PRICING   BLOG   CONTACT   SIGN UP FREE   LOGIN

TAKE A FREE 30-DAY TRIAL

- WHO USES PAGEWIZ? -

3M   ZARA   PHILIPS   AVIS   CHEVROLET

- PERFECT FOR -

Get A Coupon

AFFILIATES   MARKETING AGENCIES   SMB'S
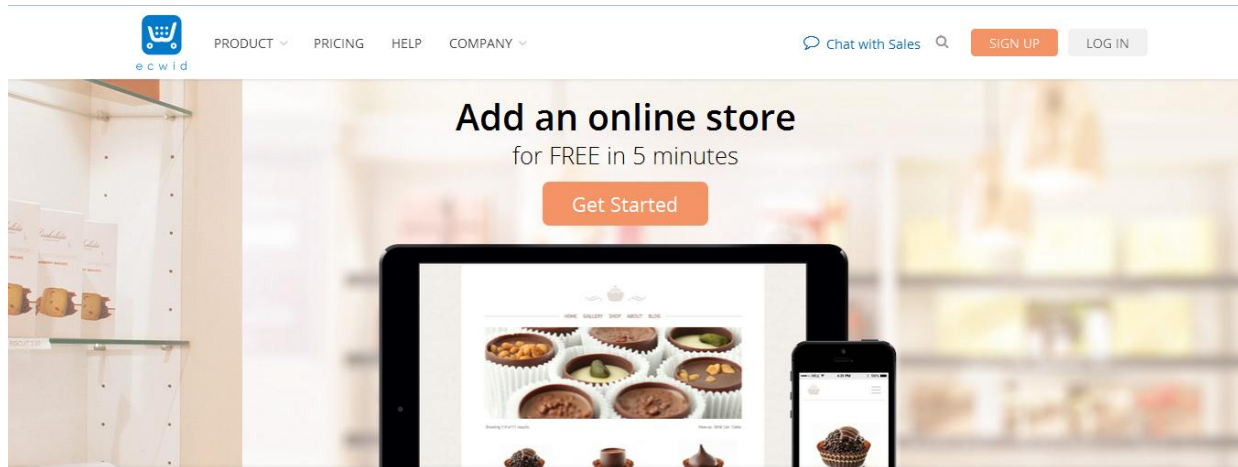
SCROLL TO TOP

Leave a message

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

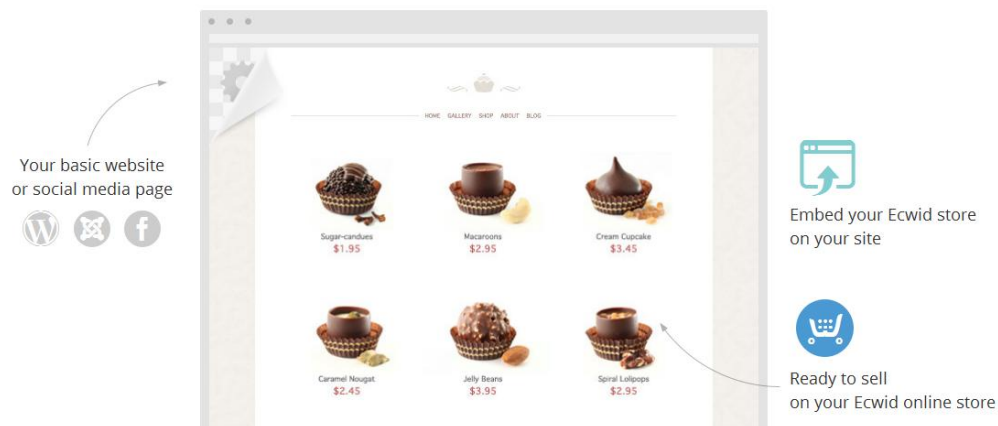- May want to use a greater number of calls to action

- Customer vs. product dilemma

Ecwid

Pros

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

Cons

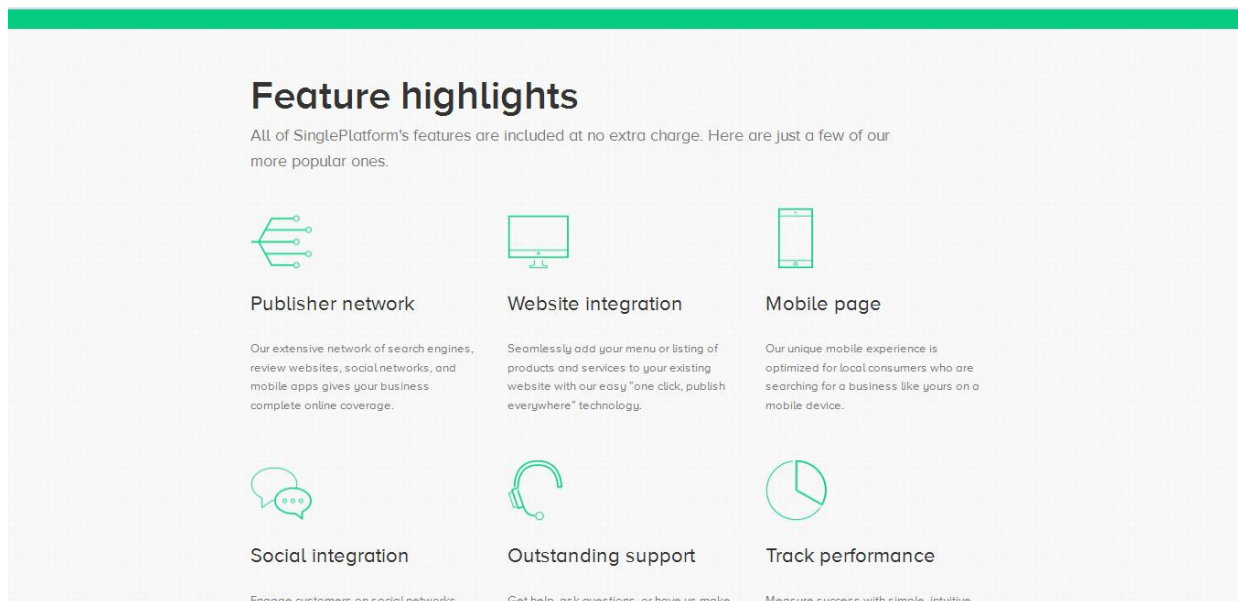- "Product" tab in navigation is a bit useless as it is super vague
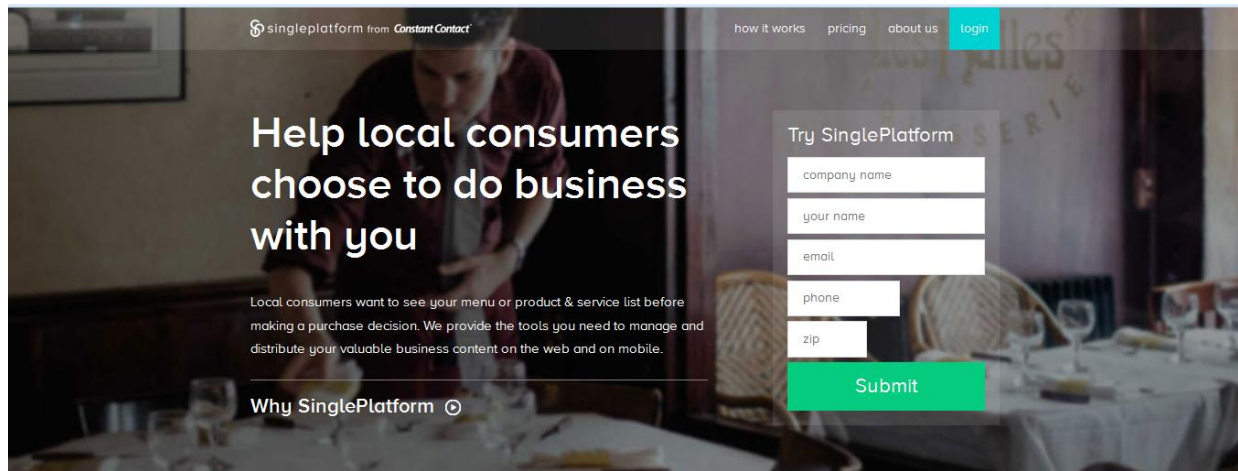
Soundest

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
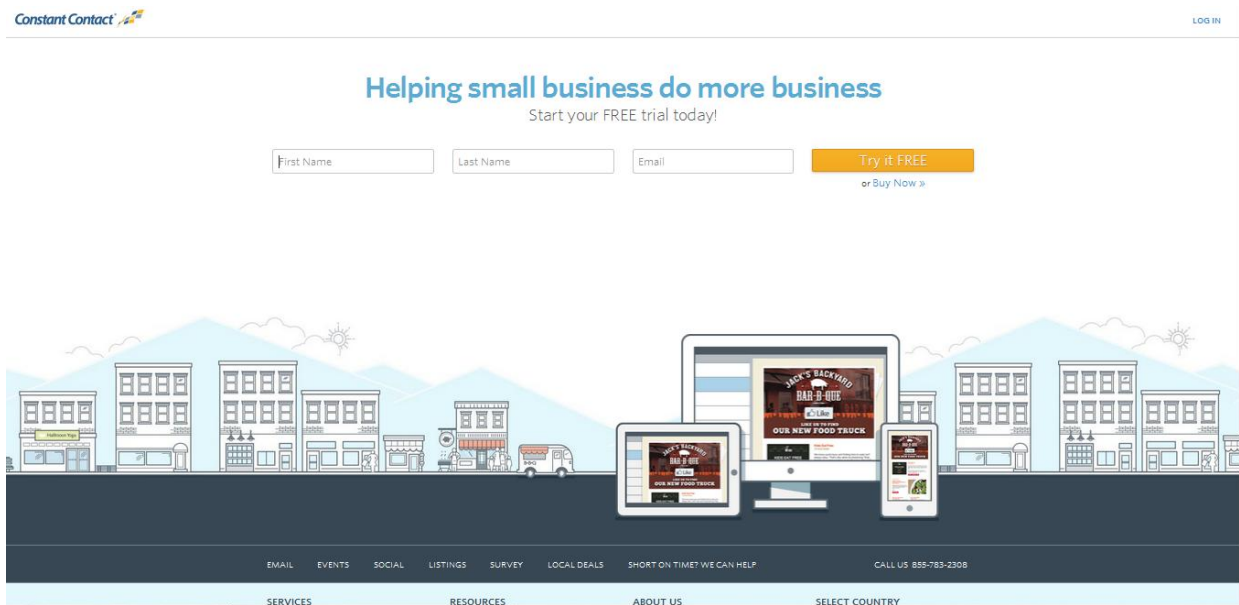
Pros

- 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
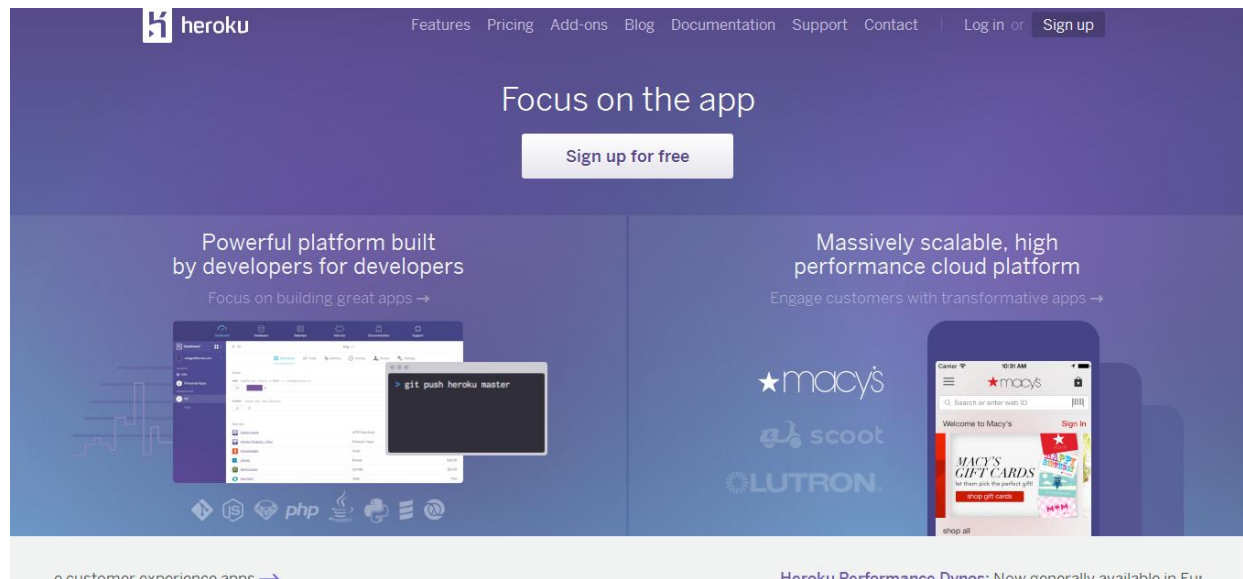
Pros

- 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

　　　　　　　　　　　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
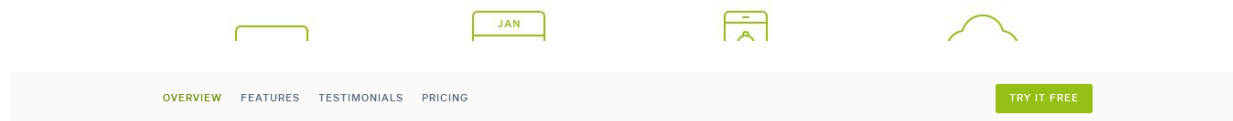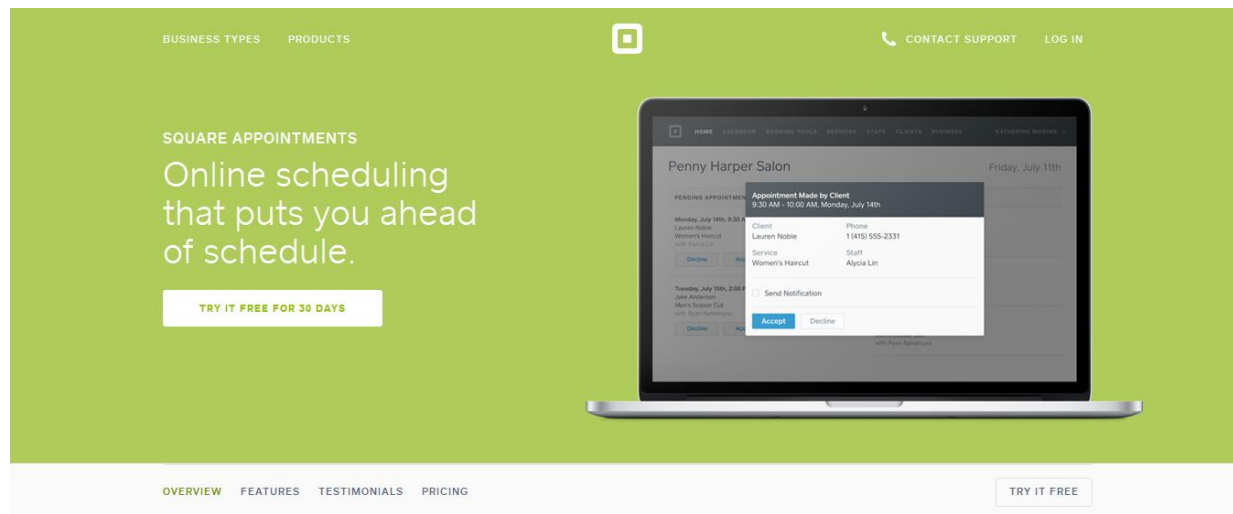
Squareup
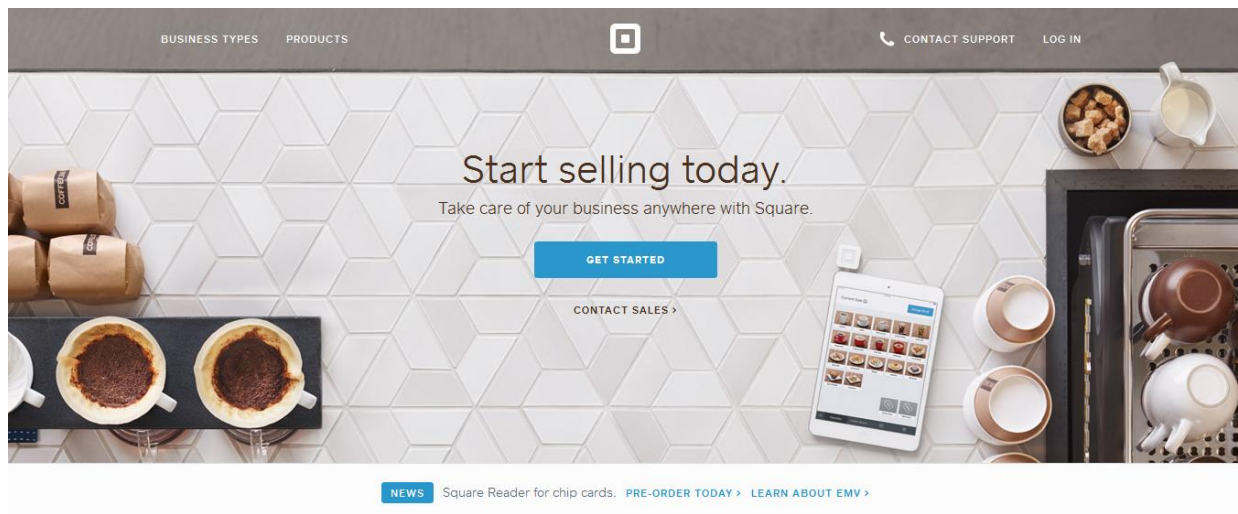
Pros

- 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

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