Designing for Clarity
5 Landing Page Design Recipes from a Seasoned Creative Director
Clarity
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“Déformation Professionnelle”
— a tendency to process the world through one's professional eyes rather than from a more balanced perspective.
“Consumer Hat” Scenario:

1. Tell me what it is.
2. Tell me what to do.
3. Don't undermine my trust.
“Design is not just something designers do. Design is marketing.”

— Peep Laja
“Very often you will hear that ugly converts better but it doesn’t have to be the case.”

— Denis Suhopoljac
Recipe #1

Kill It with Your Hero Shot.
A sales page can exist without images at all.

So be super-selective about those you add.
Invest in a professional photoshoot.

It has the highest ROI possible.
Don’t use device images unless you mean it.

Laptops and browsers are for desktop & web apps.
Tablets are for iPad apps.
Phones are for mobile apps.
Will this project be done on time and in budget?

Answering this question isn’t always easy. Planscope was built from the ground up to solve this problem. Every day, we help hundreds of agencies and consultancies grow their companies and their clients.
Recipe #2

Keep Calm and Stay Consistent.
Wear red socks with a red dress.

It's that easy.
Keep a simple arsenal of assets.

A logo
One background color
One accent color for your CTAs
An idea of the font (optional)
One or two illustrations (optional)
Recipe #3

Create Spectacular Linear Experience.
Control the logic. Control the environment.

Make your CTA a visual culmination point of the flow.
Home page redesign for Egghead.io by John Lindquist & Joel Hooks

egghead.io
Recipe #4

Sell on the Process.
The benefits are not only about the end result.

We want to be cool in the process.
Users crave to look pro. Show them...

- Schemes or technical drawings
- Workspaces, hands & tools
- Professional people absorbed in work
Using Hands

Why is it a powerful technique? Not only does it create extra context for our interface, it also adds a new dimensional layer to the presentation.
Recipe #5

Don’t Undermine My Trust.
Things to show:
You're modern
You have existing clients
You're trustworthy
You're a good investment
Meet your instructors.

Egghead instructors are industry veterans with years of practical, from-the-trenches experience building real software at all scales.
“You need more than just software.”

A system become your most valuable asset. It helps you organize and maintain your business to be more efficient.

For your report, you’re likely feeling the pressure to invest time and money into project management and automation software.

But that wasn’t really the project management software. You want a better business.

When I was working in PlanScope, I was running a 20-person agency. My choice was intimidated by my task, and I really needed to organize the team to ensure that everyone was on the same page. I needed to know where we were going, and how everyone was seeing it, for the business to be on track.

I wanted my business to be different... to be better. Through the brainstorm, I realized that I needed more software.

We’ve built a tool because that help our customers grow their businesses. Our collaborative working features are designed to make people from across the globe thrive. Our end-of-day reports that show the status of work in real-time and our automated reporting, including resources summary, work at your desk, and more.

But what makes it different in what we offer that goes beyond bits and bytes.

We give you the tools you need to plan and organize your projects, but for tasks, we’ve created a tool that gives you the control and the overview of your project. With our next-generation reporting, that shows you what’s going on, what’s not, and our recommendations for what you should be doing different. We align with you, create your report, and set goals on how to get in step and make the rest of PlanScope, and such more.

I don’t want to offer software. I want to help you transform your planning business. Our small-town all is dedicated to your success. We make an effort to know who we are, and most importantly, how we can help you for the problems that ultimately bring you here.

Sincerely,

Brennan Dunn, Founder
Things to avoid:

- ALL CAPS
- Mispelings
- Sleazy stock images
- Outdated layouts from 10 years ago
A credible-looking page.

That's all you need to build.
“Perfect clarity would profit the intellect but damage the will.”

— Blaise Pascal
Thank You!

Please get in touch:

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