Landing Page - Project Summary

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Planning

1. **What is the product or service (what are you selling)?**

A Fall Sale page for Flashback: Urban Outfitters

2. **Who is the target audience?**

All ages, Flashback provides apparel to men and women

3. **What is the Call-To-Action?**

A "Browse Whole Selection" and "exclusives" button, easy to see and stands out

4. **How will people (theoretically) arrive on this page?**

Flashback is an apparel store, most stores today possess their own homepage which allow customers to browse inventory without needing to go to the store first. A simple google search of the store most likely.

5. **What information is relevant to help compel visitors to this CTA?**

Imagery, and browsing sections that allow customers to view in store products

Reflection

1. **Share (link) any examples you used for inspiration.**

https://www.ae.com/us/en?utm_source=google&utm_medium=sem-brand&utm_content=ae&utm_campaign=nogender_general_general&utm_term=american%20eagle&gclid=CjwKCAjwvfmoBhAwEiwAG2tqzHfoaTbZHeSbKVozpL11Mxu7zSuU1mE7_5iAoPV_s-wDtuZeNxKyOBoCaCsQAvD_BwE

2. **What could you add or enhance on your page to make it more effective (given more time, production budget, etc)?**

Animated imagery, more time put into the color layout of the page

3. **What were the biggest challenges or technical difficulties you faced during this project?**

Admittedly, I have to say the whole aspect of creating a landing page, my limited coding experience made this more of a headache than for others I imagine. Most of this project is a constant flow of trial and error seeing what works to make the page function as intended.

4. **How effective do you think your landing page is at the intended goal?**

Not very effective