

HOMEPAGE CLARITY REVIEW

Make the first screen make sense.

A focused homepage review for Fieldnote, a fictional shared workspace for meeting notes.

This is a demonstration, not client work. Fieldnote, its brief and the page copy below were created for this sample. There are no measured results, customer testimonials or conversion claims. The observations refer only to the sample shown on our homepage.

Scope: one homepage hero | Five prioritized findings

The brief we are working from

The fictional product helps small project teams keep meeting notes, decisions, action items and owners in a shared workspace. Its intended next step is a product explanation. We have no evidence about integrations, pricing, time savings, customer count, security certifications or business outcomes.

CURRENT COPY / FICTIONAL

The future of work is here.

Unlock possibilities. Work together and achieve more with a smarter workspace.

Try now

A second, equally prominent action says “Learn more.” Navigation: Product, Resources, About.

Five changes to prioritize

01 / HIGH PRIORITY / MESSAGE

Name the actual job the product helps with.

Observed: the headline says “The future of work is here.” It does not identify meeting notes or the task a visitor can complete.

Recommendation: introduce meeting notes and next steps in the hero. This gives the visitor something concrete to evaluate.

Check before use: confirm that action items and owners are supported in the current product, rather than planned features.

02 / HIGH PRIORITY / AUDIENCE

Make the intended customer visible.

Observed: neither the current headline nor the supporting sentence identifies an audience.

Recommendation: add “Meeting notes for small project teams” above the headline. This uses the fictional brief; it is not a market research finding.

Check before use: verify that this customer group matches the product’s real users and commercial focus.

03 / HIGH PRIORITY / NEXT STEP

Give the first visit one clear action.

Observed: “Try now” and “Learn more” appear with equal visual weight. “Try now” does not explain the destination or commitment.

Recommendation: use one primary action, “See how it works,” linked to an existing product explanation. Keep “Explore the product” as a quieter text link only if it has a useful, distinct destination.

Check before use: open both destination links on mobile and desktop. If they go to the same place, remove the duplicate.

04 / MEDIUM PRIORITY / SUPPORTING COPY

Replace abstractions with supported capabilities.

Observed: “Unlock possibilities” and “achieve more” are broad claims. The current sentence does not explain what goes into the workspace.

Recommendation: name decisions, action items and owners. Keep the sentence short and avoid invented productivity figures.

Check before use: verify each capability against the product. Remove any capability that cannot be demonstrated.

05 / MEDIUM PRIORITY / CONTEXT

Help navigation support the first decision.

Observed: the three current navigation labels are broad. None explicitly offers a product tour or explains the workflow.

Recommendation: test simple labels such as “How it works” and “Product tour” when those pages or sections exist. Keep account access easy for returning users.

Check before use: confirm the page destinations and use labels that accurately describe them. This sample does not establish that a tour exists.

The proposed hero

PROPOSED HERO

MEETING NOTES FOR SMALL PROJECT TEAMS

Turn meeting notes into clear next steps.

Keep decisions, action items and owners together in a shared workspace your team can return to.

[See how it works](#)

Secondary link, if useful: Explore the product.

Implementation note: put the headline, supporting sentence and primary action together. Keep the product name visible. Use real product imagery only when it reflects the current product and you have the rights to use it.

What this review cannot establish

This sample has no analytics, live browser measurements, customer interviews or experiment results. It cannot show that the proposed copy increases conversion. It also does not evaluate page speed, technical SEO, accessibility compliance, security or the full purchase journey.

A practical next check

After factual review, show the current and proposed copy separately to people who resemble the intended customer. Ask what the product does, whom it helps and what they expect the main button to do. Record their words. If you have enough relevant traffic, define a measurement plan before an experiment; do not call a small or noisy change a proven lift.

In a paid review: we would replace this fictional material with evidence from your submitted public homepage and confirmed brief. You receive up to five findings, a hero rewrite and one consolidated revision within the agreed scope. Each observation should be traceable to the page reviewed.

Sample prepared with AI assistance and reviewed for consistency. It demonstrates the deliverable format and does not represent a customer outcome.