

Product Landing Page Brief

This brief is intended for designing a minimalist e-commerce product landing page aimed at capturing user leads. Please fill in the required details below.

1. Product Details

- Product Name: _____
- Key Features: _____
- Unique Value Proposition: _____
- Target Audience: _____
- Primary CTA (Call to Action): _____

2. Landing Page Content Sections

- Headline
- Subheadline
- Product Image/Mockup
- Features/Benefits Bullet List
- Short Description
- Lead Capture Form (Name, Email)
- Testimonials (optional)
- FAQs (optional)

3. Lead Capture Form

Name

Enter your name

Email

Enter your email

Message or Product Interest

Type here...

(optional)

4. Notes / Additional Instructions

Add any additional comments or specifications