

Daily UI #003

Landing Page — Deep UX/UI Case Study

FlowAI — a web-first AI workflow automation landing page focused on clarity, trust and conversion.

01 — Challenge Brief

Prompt: Design a landing page for a book, album, mobile app, SaaS product or another concept while considering headlines, CTAs, typography and clarity.

Objective: Answer three questions quickly: What is this? Why should I care? What should I do next?

02 — Platform Decision

Platform: Web / desktop-first responsive landing page.

The web-first layout gives room for navigation, a strong hero, product visualization, social proof and deeper sections while remaining adaptable to mobile.

03 — Product Concept

FlowAI is an AI-powered workflow automation SaaS. Users describe what they want to automate in simple language and FlowAI turns it into a workflow.

Example: "When I receive a new order, add it to my CRM and send a confirmation email."

04 — Target User

Neha, 29 — Marketing Manager.

Goal: Automate repetitive work without depending on technical teams.

Pain points: Too many tools, repetitive tasks, complicated automation platforms and limited technical knowledge.

05 — Problem Definition

Visitors often leave SaaS landing pages because they cannot understand the product, audience, value or next step quickly enough.

How might we communicate FlowAI's value within a few seconds and encourage visitors to try it?

06 — Landing Page Goals

- Explain the product within seconds.
- Communicate a strong value proposition.
- Build trust through integrations, metrics and testimonials.
- Show how the product works.
- Keep one primary conversion goal visible.

07 — Conversion Strategy

Primary CTA: Start Free **Secondary CTA:** See Demo **Trust cue:** No credit card required.

08 — Information Architecture

Section	Purpose
Navbar	Navigation, login, primary CTA
Hero	Value proposition, CTA, product visual

Trust bar	Recognizable tools and credibility
Features	Explain product benefits
How it works	Show 3-step automation
Integrations	Demonstrate ecosystem compatibility
Testimonials	Social proof
Final CTA	Capture ready-to-start visitors
Footer	Product, resources and company links

09 — User Journey

[Discover FlowAI](#) → [Understand promise](#) → [See product proof](#) → [Learn how it works](#) → [Explore integrations](#) → [Read social proof](#) → [Start Free](#)

The page uses progressive information: the hero gives enough context to understand the product, while deeper sections answer increasingly detailed questions.

10 — Wireframe Exploration

Variation 1: Clean & Minimal — direct product-focused layout.

Variation 2: Visual Storytelling — stronger hero visuals, metrics, video and testimonials.

Variation 3: Modern & Bold — bold headline, purple gradients, workflow UI, feature cards and integrations.

Selected: Variation 3 because it balances strong visual personality with a clear conversion structure.

11 — Hero Strategy

Headline: Describe. Automate. Get More Done.

Supporting copy: Turn your ideas into powerful workflows with AI. No coding. No complexity. Just results.

Primary CTA: Start Free

Secondary CTA: See Demo

The headline follows a progression: user input → automation → outcome. The workflow-builder visual demonstrates the claim instead of relying on abstract AI imagery.

12 — Visual Design Direction

Style: Modern SaaS + AI + clean + premium.

Primary: #5B5CE2 **Background:** #F8F8FC **Text:** #111827 **Secondary:** #667085 **Accent:** #8B7CFF.

Typography: Inter, with large bold headings, readable body text, rounded cards, soft gradients and generous whitespace.

13 — Product Visualization

The hero shows a workflow-builder concept where a natural-language request becomes connected automation steps. This makes the value proposition tangible and reduces explanatory copy.

Principle: show the product, don't only describe it.

14 — Trust & Social Proof

Recognizable integrations, customer counts, ratings, automation volume, uptime and testimonials provide credibility after the visitor understands the product. They reinforce the claim rather than trying to explain the product from scratch.

15 — How It Works

1. **Describe:** Tell FlowAI what you want to automate.
2. **AI Creates:** FlowAI understands the request and builds the workflow.
3. **Run & Relax:** The workflow runs automatically in the background.

16 — Feature Strategy

AI Workflow Builder: build with simple prompts.

1000+ Integrations: connect existing tools.

Smart Triggers: automate based on events and conditions.

Team Collaboration: work together on workflows.

17 — Conversion Placement

The primary CTA appears at high-intent moments: first in the hero and again after visitors have seen product value, features, integrations and proof. This avoids making every section feel like a sales pitch.

18 — Responsive Design

On smaller screens, the two-column hero becomes stacked: headline and CTA first, product visual second. Feature cards collapse into a simpler grid or single column, and navigation becomes a mobile menu while preserving the same hierarchy.

19 — Accessibility

Use strong text contrast, logical heading hierarchy, meaningful button labels, accessible alternatives for visuals/video, non-color-only status communication and comfortable touch targets.

20 — Key Design Decisions

1. **Clarity before decoration.**
2. **Product-led hero visual** instead of generic AI artwork.
3. **One primary CTA** to reduce decision fatigue.
4. **Progressive disclosure** as users scroll.
5. **Social proof** to reduce uncertainty.
6. **Outcome-focused features** instead of technical jargon.
7. **Responsive structure** that keeps the same hierarchy across devices.

21 — Success Criteria

Within a few seconds, visitors should understand what FlowAI is, what problem it solves, who it is for, why it is useful and what action to take next. The rest of the page should provide enough evidence to support that decision.

22 — Final UI Review

The final design combines a strong hero, real product visualization, trust signals, feature explanation, three-step process, integrations, social proof, final CTA and structured footer. The purple visual language creates an AI/SaaS personality without overpowering the message.

23 — Learnings

The key learning is that landing-page design is primarily about **communication and conversion**. Every section should answer a user question, remove uncertainty, demonstrate value or move the visitor closer to the primary action.

Portfolio Takeaway

Daily UI #003 demonstrates the ability to turn a product idea into a complete marketing experience: defining audience and problem, establishing IA, exploring layouts, creating a conversion-focused hero, presenting product proof, building trust and designing a responsive web experience.