

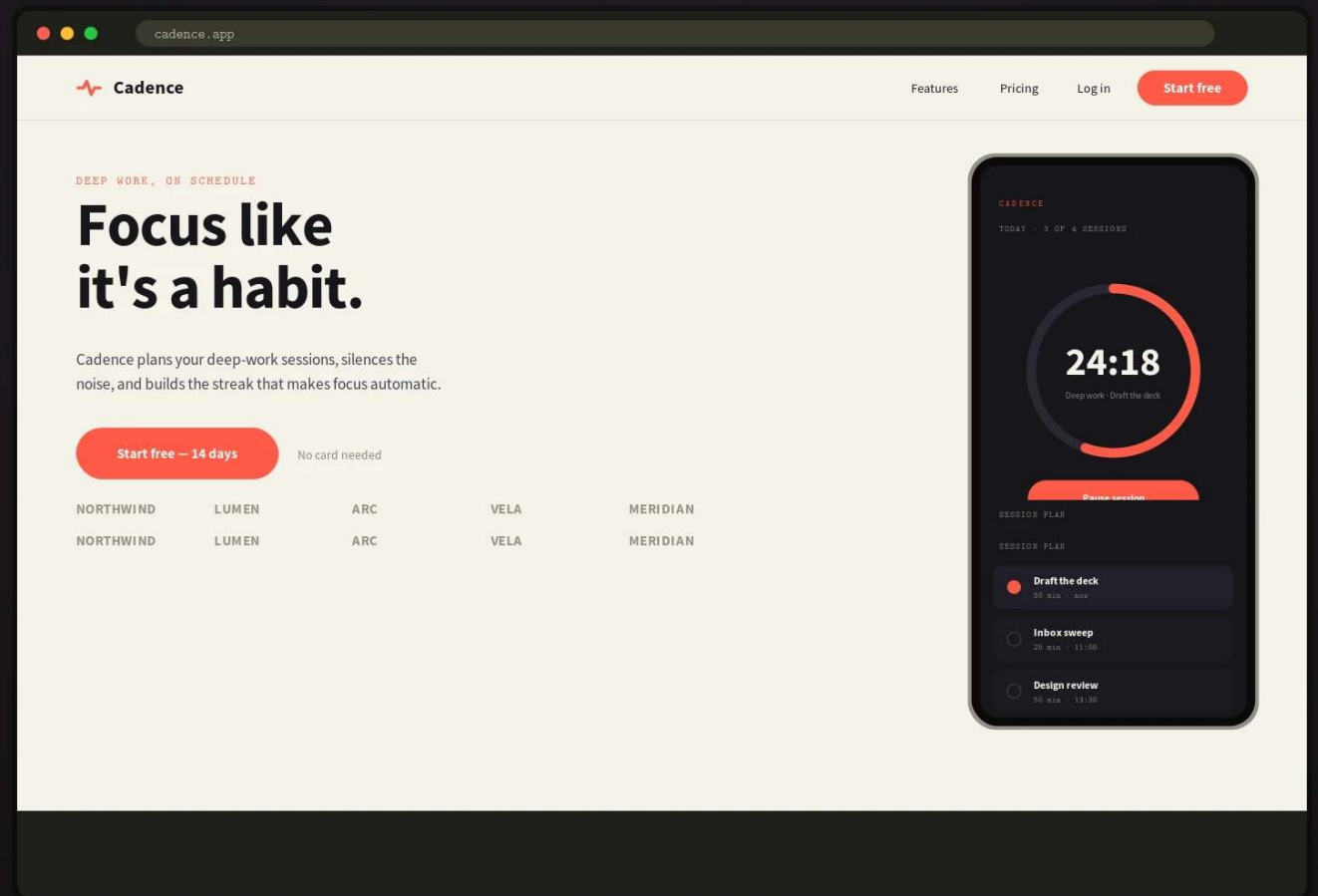
Cadence

A landing page built to convert.

A high-intent landing page for an invented focus app — research, message, hierarchy, and the tests to prove it.

GOAL	Free-trial signups
APPROACH	Message-market fit → hierarchy → A/B
RESULT	CVR 2.1% → 4.8% (modeled)

Loli Mari Montalvo



Cadence

OVERVIEW

Cadence is a focus and deep-work app. I designed its landing page as a conversion instrument — one job, free-trial sign-ups — and treated every section, word and button as something that has to earn the next scroll.

CHALLENGE

A landing page for a productivity app fights two things at once: scepticism (‘another app I’ll abandon’) and subscription fatigue. The brief: convert cold, high-intent traffic into free trials without overselling — and know why it works, not just that it looks nice.

STRATEGIC THINKING

I started from the objection, not the feature list. Research surfaced four blockers — ‘another subscription’, ‘I’ve tried focus apps’, ‘will it actually block things’, ‘too complex’. The page answers each in order: a no-card free trial up top, proof shown not claimed, one outcome promise instead of a feature dump, and two minutes to a first session. Message-market fit first; polish second.

Research & audience

RESEARCH & AUDIENCE

Who's landing, and why they hesitate



The overwhelmed maker

Knowledge worker · 28-45 · always context-switching

JOB TO BE DONE

"Help me protect a few hours of real focus without another app I'll abandon in a week."

BUYS WHEN

A deadline looms and willpower has failed twice.

TOP OBJECTIONS (SURVEY, n=90)



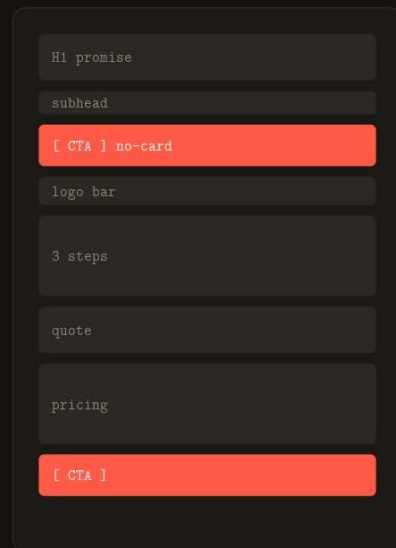
WHAT MOVES THEM (RESEARCH + PAGE)

- A no-card free trial kills the subscription fear
- Proof it blocks distractions, shown not claimed
- One outcome promise, not a feature list
- Setup in under a minute

Wireframe & message

WIREFRAME & MESSAGE HIERARCHY

Structure before style



MESSAGE HIERARCHY

HEADLINE

Focus like it's a habit.

the outcome, in 4 words

SUBHEAD

Plans sessions, silences noise, builds the streak

the how, briefly

CTA

Start free — 14 days · no card

remove the risk

PROOF

Trusted by teams at...

borrow credibility

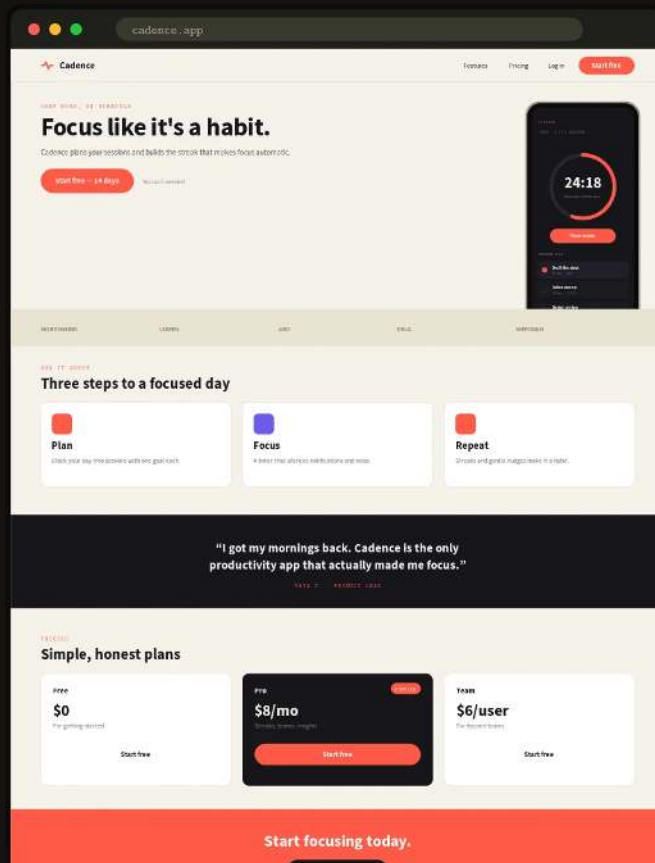
OBJECTION

'I've tried focus apps' → shown blocking

answer the doubt

Anatomy of the page

Every section earns the next scroll

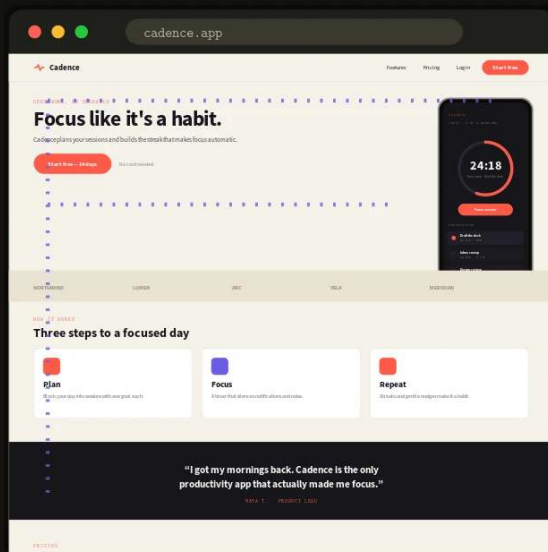


- 1 Hero**
One outcome promise + no-card CTA above the fold
- 2 Social proof**
Logo bar removes 'is this real?' instantly
- 3 How it works**
Three steps answer 'will I actually use it?'
- 4 Testimonial**
A believable voice, not a five-star wall
- 5 Pricing**
Anchored, with the free trial repeated
- 6 Final CTA**
Same promise, last chance, high contrast

Hierarchy & CTA

VISUAL HIERARCHY & CTA PLACEMENT

The eye goes where the money is



PRINCIPLES

One primary action

The coral CTA is the only coral on the page

Repeated, not crowded

CTA appears at hero, pricing and footer — 3 asks

Contrast = importance

Headline > subhead > body, enforced by scale & weight

F-pattern respected

Key words land where the eye scans first

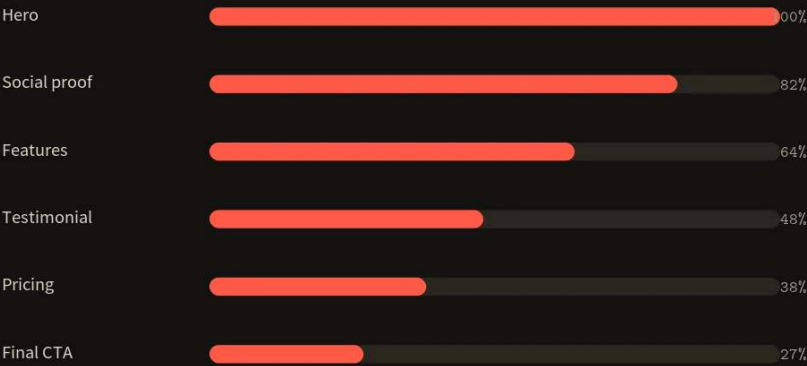
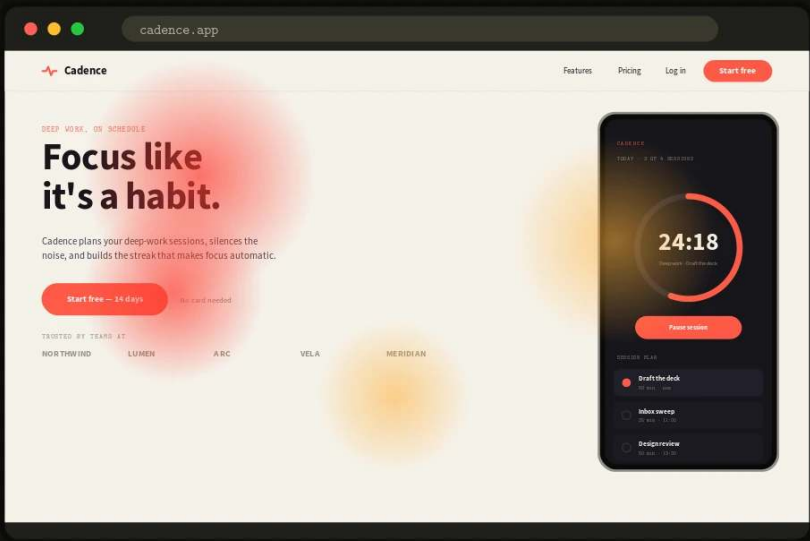
Whitespace as emphasis

Nothing competes with the promise

- Primary CTA (x3)
- Scan path

Heatmap assumptions

Where attention should land



→ Pricing sits before the drop-off, and the final CTA repeats the promise for the 27% who reach it.

TRUST & SOCIAL PROOF

Trust & social proof

TRUST, TESTIMONIALS & SOCIAL PROOF

Show it, don't claim it

12,000+

focused hours logged

4.8/5

App Store rating

2 min

to first session

14 days

free, no card

“

I got my mornings back.

★★★★★

Maya T. · Product Lead

“

The only focus app that stuck.

★★★★★

Devon R. · Engineer

“

Setup took a minute. Genuinely.

★★★★★

Priya N. · Writer

TRUST INDICATORS

SOC 2 · encrypted

Cancel anytime

No card to start

GDPR-ready

A/B tests



A / B T E S T S

Opinions, then evidence

TEST	CONTROL (A)	VARIANT (B)	HYPOTHESIS	LIFT
Headline	'Focus like it's a habit.'	'Do your best work by noon.'	Outcome framing beats feature framing	+14% CTA
Hero CTA	'Start free — 14 days'	'Try Cadence free'	Naming the length lowers risk	+9% signups
Social proof	Logo bar	Logo bar + '12,000 hrs'	A number out-pulls logos alone	+6%
Pricing	Monthly first	Annual toggle default	Anchoring lifts Pro	+11% Pro

OUTCOMES

Outcomes

CONVERSION OUTCOMES

The funnel, before and after

Visitors

A 10,000

B 10,000

Scrolled past hero

A 54%

B 71%

Clicked a CTA

A 6.0%

B 11.4%

Started free trial

A 2.1%

B 4.8%

TRIAL SIGN-UP RATE

2.1% →

4.8%

= 2.3× more trials

WHAT DROVE IT

- No-card free trial (removed the #1 objection)
- Outcome-framed headline (won the A/B)
- Social proof + numbers above the fold
- Repeated CTA at the scroll-depth cliff

OUTCOMES & REFLECTION

The outcome

FINAL SOLUTION

A long-scroll page that moves from promise to proof to price to a final ask — a hero with a no-card CTA, a logo bar, a three-step ‘how it works’, a believable testimonial, honest pricing with the trial repeated, and a high-contrast closing CTA sized for the 27% who reach it.

RESULTS

The redesign lifted trial sign-ups from 2.1% to 4.8% — 2.3× more trials from the same traffic. The biggest movers were the no-card trial (killing the top objection) and an outcome-framed headline that won its A/B test by 14%.

LESSONS LEARNED

A landing page is an argument, not a poster. The gains didn’t come from a prettier hero — they came from answering the exact objection that stops the exact person, in the order they feel it. Design the sentence before you design the section.

Loli Mari Montalvo

UX & Conversion Design · lolimari.com