

## LISTEN AND COMPLETE THE MISSING WORDS



**Dev.:** following our previous discussion, I'm going to refine the homepage flow. The hero section is going to emphasize a single core benefit.

**Client:** That makes sense. Visitors tend to disengage with dense copy. Are you going to keep the headline short?

**Dev.:** Yes. We're going to pair a brief headline with a clear subheading. And I'm going to replace the busy banner with an image that matches the brand.

**Client:** I'd also like pricing to be easier to locate. How are you going to handle the navigation?

**Dev.:** We're going to simplify the labels and implement a sticker header so the menu remains visible. The primary action button is going to sit near the logo for quick access.

**Client:** Ok! clients are cautious about payments. What are you going to place near checkout to make them feel safe?

**Dev.:** We're going to display security badges and include a clear refund note. I'm also going to add a short customer quote with a small portrait.

**Client:** Understood. What is the plan for performance and mobile? validate

**Dev.:** We're going to compress assets, lazy-load noncritical sections, and validate across common screen sizes. On 4G, the page is going to open in around two seconds.

**Client:** And how are we going to measure the results?

**Dev.:** We're going to monitor CTA taps, time on page, and drop-offs. A weekly report is going to summarise changes.

**Client:** When is this scheduled to go live?

**Dev.:** We're going to launch it on Thursday evening after a quick basic test and basic QA.

## ANSWER THE QUESTIONS.

Disengage

Handle

Drop-offs



1 - What is the main change the developer is going to make to the hero section?

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2 - How is the headline and subheading going to change?

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3 - Where is the primary action button going to be placed, and why?

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4 - What items are going to appear near checkout to make clients feel safe?

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5 - What is the plan to improve performance on mobile? Mention two actions.

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6 - How fast is the page going to open on 4G?

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7 - Which metrics are they going to monitor to measure results?

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8 - When is the new version going to go live, and what will happen before launch?

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