



Our wedding marketplace platform, Instaplanned, connects engaged couples with top local wedding vendors, making it easy for couples to plan their dream wedding and for vendors to showcase their services. We are in need of a new homepage design to welcome and guide our users as they navigate our platform.

Goals:

- Create a visually appealing and modern homepage design that reflects the branding of our wedding marketplace platform.
- Clearly communicate the purpose and value of our platform to both vendors and couples.
- Make it easy for users to understand how to use our platform and find what they are looking for.

Target Audience:

- Engaged couples looking to plan their dream wedding
- Wedding vendors looking to showcase their services and reach potential clients

Key Features:

- A prominent search bar for users to easily find vendors in their desired location and category
- A slideshow or carousel featuring featured vendors or popular wedding categories
- Clear calls to action for users to sign up as a vendor or couple, or to browse available vendors
- Testimonials or reviews from past users to build trust and credibility
- Section for How it Works or Features / Benefits
- Ability to capture email address by providing a Lead Magnet
- A footer with links to important pages, such as our FAQ, terms of service, and contact information

Design Requirements:

- Use a clean, modern font for headings and body copy
- Use a color palette that reflects the branding of our wedding marketplace platform
- Use high-quality images and graphics to showcase the beauty and elegance of weddings
- Design the page to be responsive and mobile-friendly

Note: The design should be consistent with the branding and style of our existing website. If possible, please include a style guide or reference any relevant design elements from our existing site.