SaaS Landing Page Audit: Project Management Tool

Analyzed by: Iqra Khalid | Psychology-Backed Strategist

1. THE DIAGNOSIS (Current State)

Client: Trello (Project Management)
Current Headline: *"Capture, organize, and tackle your to-dos from anywhere."*
Current Sub-headline: *"Escape the clutter and chaos—unleash your productivity with Trello."*

⚠️ **The Psychological Problems:**

- **Low Urgency:** "Capture and organize" feels like work. The user doesn't want to organize; they want to finish.
- **Vague Promise:** "Unleash your productivity" is a cliché. It creates High Cognitive Load because the brain ignores overused phrases.
- **Feature-Focused:** It focuses on what the tool does, not on the relief the user feels.

2. THE REWRITE (Psychology-Backed)

Strategy: Shift from "Organization" (Logic) to "Relief" (Emotion).

New Headline:
"Stop missing deadlines. Start shipping projects."

New Sub-headline:
"See your entire project in one glance. No more losing work in your inbox."

3. THE "WHY" (Behavioral Science Breakdown)

1. Loss Aversion (The Headline)
Humans are motivated 2x more by avoiding pain than gaining pleasure.

- **Old:** "Tackle your to-dos" (Neutral Task).
- **New:** "Stop missing deadlines" (Pain Avoidance). This triggers immediate attention because nobody wants to fail.

2. Cognitive Fluency (The Sub-headline)
The brain trusts simple, concrete images over abstract concepts.

- **Old:** "Unleash productivity" (Abstract/Vague).
- **New:** "See your entire project" (Visual/Concrete). The user can instantly visualize the mental clarity of seeing everything in one place.

3. The "Fresh Start" Effect
By framing the tool as a way to "Start shipping," we align with the user's desire for momentum and completion, rather than just maintenance.

4. FEATURE OPTIMIZATION

Feature	Generic Copy (Before)	Psychology Copy (After)
Boards	"Keep tabs on everything."	"See who is doing what—instantly."
Automation	"No-code automation built in."	"Let the robots do the busy work."
Integration	"Connect the apps you use."	"Stop jumping tabs. Control everything from one screen."