Creative Brief: LaunchDarkly Homepage Hero + Product Section Redesign

Project Summary

LaunchDarkly is evolving from a feature flagging tool into the industry's first **Runtime Control Platform** for developers: one place to control *every* feature, release, and AI behavior in production. We want our homepage to better reflect this platform story, highlight our leadership in AI configuration control, and create a clearer, more modern way to explore our products from the hero down.

This brief asks you to concept and design an updated **homepage hero** and the **product discovery section** that sits directly below it.

Objectives

1. **Elevate LaunchDarkly as the platform for runtime control**, especially in the era of AI systems.

2. **Communicate clearly that developers can control AI code, configs, prompts, parameters, models, fine-tuning, and agents**, not just traditional software features.

3. **Strengthen our brand expression** (design, layout, typography, motion concepts).

4. **Improve homepage discovery** so users can self-select their path through the platform (e.g., Release, Observe, Iterate / Flags, AI Configs, Experiments, Governance).

5. **Modernize the visual tone** while staying aligned to our brand system (dark theme, gradients, toggles, motion cues).

Target Audience

- **Developers** (primary)

- **Platform engineering teams**

- **AI/ML engineers working with prompts, models, agents, and runtime configurations**

- **Engineering leaders looking for reliability, safety, and governance**

Visitors should immediately understand:
 "LaunchDarkly gives me control. Especially over AI."

Scope of Work

1. Homepage Hero Redesign

Create a refreshed hero section that includes:

Mandatory elements

- A bold headline (candidate can propose new options or iterate from:
  Control every feature.)

- Subhead referencing AI control—e.g.:
  One platform to control features, releases, and AI behavior — safely at runtime.

- Primary CTA (Get a demo)

- Secondary CTA (Start building free)

- Optional mascot/illustration direction if it enhances storytelling

- Updated visual environment: layout, gradient treatment, motion concept, or art direction

What we want to see

- Strong typography hierarchy

- Confident visual design, clean spacing

- Brand-consistent but elevated

- A point of view: what should LD *feel* like in 2025?

- How do you visually represent "control" and "AI configuration"?

- Simple interactions or motion ideas (even if described in words)

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2. Product Discovery Section (directly below hero)

We currently use a "Release / Observe / Iterate" toggle and product feature blurbs. We want this section redesigned to:

Key goals

- Make it easier to explore the platform

- Highlight both **Feature Flags** and **AI Configs** equally

- Clarify the platform journey: Release → Observe → Iterate

- Emphasize that AI control is now a core LD capability

- Bring stronger visuals, structure, motion, and clarity to the section

Required components

- Proposed new structure (cards, tabs, switcher, tiles—designer's choice)

- Updated copy and visual approach to these capabilities:

    - Feature Flags

    - AI Configurations

    - Progressive Rollouts

- - Targeting + segmentation

  - AI prompt + model manager

  - Experimentation

  - Governance / approvals

- At least one visual mock / wireframe / concept

- Ideas for how to show real product UI without clutter

Key Messages to Communicate

- **LaunchDarkly controls AI behavior at runtime**
  (prompts, parameters, model selection, guardrails, agent behavior, etc.)

- **Safely deploy and iterate on AI features, just like software features**

- **One unified platform for developers**

- **Release → AI → Observe → Iterate**

Deliverables

- Figma frames or static mocks of:

  - Updated hero section

  - Updated product discovery section

- A short rationale (1–3 paragraphs) explaining:

  - Design decisions

- - How this improves clarity & brand presence

  - How the concept communicates AI control

- Optional: a quick animation/motion idea to show interactivity or transitions

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Evaluation Criteria

We'll be reviewing for:

- Strength of **web design fundamentals**

- Ability to blend **brand + product storytelling**

- Clarity and hierarchy in layout

- Visual creativity + polish

- Conceptual understanding of AI control

- Ability to interpret and improve on an existing brand system

- Cohesiveness between hero and product section

- Clear rationale behind design decisions