

New Homepage for non-logged in users (logged in users will arrive at the User Profile Page)

- Sign up

- Intro vid Public Happiness Activities
(what is public happiness)

- What's in it for them? Why should they join?

- Current Featured Projects built in our ecosystem
(basic overview with no links, they have to sign in to access – so users are leaving rather than signing up)

- 1) Brighter Tomorrow Map

- 2) Public Happiness Token

- 3) The Happiness Economy Documentary we're building. Launches in Cannes next year

- 4) The World Public Happiness Economy Summit

Danny suggests rather than signup that we lead users to where they want to be using questions. Then ask them to sign up when they want to engage. Can we still showcase our key projects and vids to give more info in this format Danny?