

WSQ Website & Landing Page Conversion Optimisation Summative Assessment

Individual Project

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Date	15/01/26

Instruction:

The Individual Project consists of SIX Parts. You must complete all tasks indicated in each part.

Name of Enterprise	Durian Unlimited	Type of Entity:	SME/ Non-SME (*Delete where applicable)
Vision	To be Singapore's most trusted and preferred durian distributor, setting the gold standard for quality, reliability, and sustainability in the durian trade		
Mission	To deliver the finest and most flavorful durians from trusted farms to Singapore's markets, ensuring exceptional quality, consistency, and service for our retail and business partners.		
Type of Business	€ Private Company	Type of Industry	F&B
Customer Segment	Retail & Food Businesses (B2B) Durian specialty shops / dessert cafes – e.g., stalls selling durian flesh, durian puff bakeries, durian ice cream. Hawkers / Pastry shops – making durian mooncakes, pancakes, crepes, or pastries <i>*especially existing businesses considering switching supplier</i>		
Products/Services	Retail & Food Businesses (B2B) Frozen Whole Durians Durian Pulp / Puree (Bulk Supply) Value-Added Durian Products		

Part 1: Planning and Goal Setting

- **Identify one specific scenario where a landing page is required (e.g., workshop sign-up, product promotion, lead generation, gated content).**
- **Identify one primary conversion action for this landing page.**
- **Develop one SMART goal aligned to this conversion action.**

Scenario:

Landing page for Request for Sample of Durian Pulp/Puree for Existing Bakery/Hawkers/Pastry shops

- Especially useful for businesses who want to test quality before committing to long term order.
- Lowers friction — makes it easier for them to try your product risk-free.

Primary Conversion Action:

Request for Durian Sample via Enquiry Form & Whatsapp

- To have whatsapp button for potential customer with higher intent
- To use a simple 'Request Sample' form with only the necessary fields - with lower intent

SMART Goal:

Grow sample requests from new leads to 10 sample requests per month within the next 3 months.

Part 2: Landing Page Flow Analysis

• Describe the ideal user flow that visitors should follow on the landing page • Identify potential friction points, confusion points, or drop-offs that may occur within this flow.	Ideal User Flow: Landed on page: > View HERO BANNER - Headline (key sales preposition) & sub headline CTA 1 - Request for Sample, CTA 2 - Whatsapp Us now - To engage visitor with Sales preposition (I have reached a correct company website) > Scan through ABOUT US - Why Durian Unlimited - To share briefly about company's key products / clients type and credibility (This is the kind of company that has the product/service that i need) > Scan through KEY BENEFITS - List benefits that solves key operational problems/concerns + build confidence - CTA for those visitor that are ready (This company has the product/service exactly what I am looking for!) > Read Social Proof / FAQ / Testimonials - Show social Proof / Testimonials - to give more trust - FAQ - to handle objection (They received good feedback from other similar businesses and my concern has been answered by FAQ) > Take Action - CTA - Make request via sample request form - - or enquiries via Whatsapp - quick and instant contact channel (They provide a Risk free and easy way for me to take action)
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Potential Friction, Confusion or drop-offs

Hero Banner >

- Headline too generic, not sure is it B2B or B2C
- Sale preposition focus on product instead of solving business needs - may seems as visiting a wrong site

About Us

- Reads like a company profile, too wordy instead of helping visitor to understand the necessary
- No mention product is cater for F&B, bakeries, hawkers, or business buyers etc
- Uses vague claims like “high quality”, “trusted” with no supporting info
- Unclear MOQ

Key Benefits

- Benefits described as features and not outcomes
- Benefits not mapped to real operational pain points
- Does not differentiate from other suppliers

Social Proof / FAQ / Testimonials

- Testimonials feel generic or fake or from irrelevant business types or for different product
- FAQ answer “nice to know” questions instead of handling objections
- FAQ missed key risk-reducing questions

CTA

- Sample request form too long
- WhatsApp CTA without reassurance (response time, obligation)
- Both CTAs shown without hierarchy

Part 3: Wireframing

- Create a wireframe that structures the landing page according to the ideal flow identified in Part 2.

Consistent Durian Supply for Singapore F&B

Test our frozen durian pulp and puree with stable quality, predictable pricing, friendly MOQs, and production-ready handling before ordering.

[Whatsapp Us →](#)[Request for Sample](#)

Why Durian Unlimited

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10 Years of Excellence

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Quality Assurance

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For Hawkers & Bakeries

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Our Advantage

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Stable Quality

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All Year Availability

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Predictable Pricing

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Friendly MOQ

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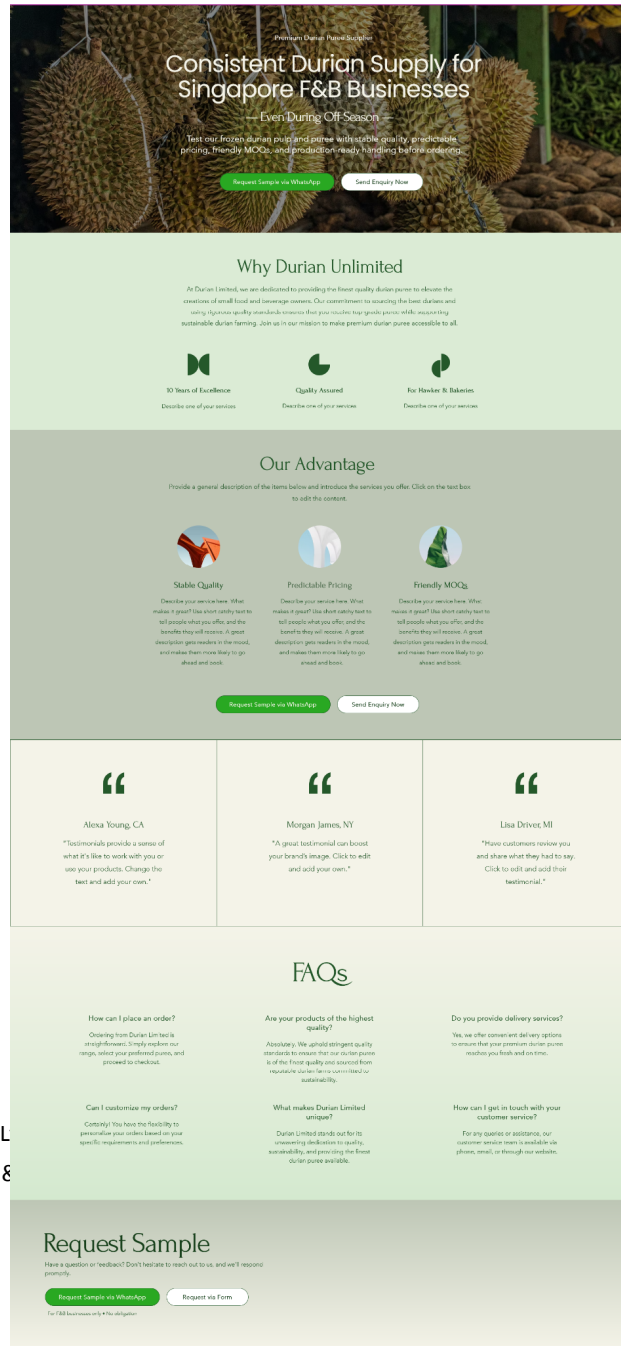
[Whatsapp Us →](#)[Request for Sample](#)

Part 4: Content and Messaging

• Write the landing page's main headline, sub-headline, and primary CTA. • Explain how these elements follow CRO principles such as clarity, value, relevance, and reduced cognitive load.	Consider Pain Point of target audience (Optional) • Unreliable supply during off-season • Price fluctuations • Inconsistent quality of puree/pulp • Difficulty in bulk storage or handling • Hidden cost / Unclear MOQ Headline: Consistent Durian Supply for Singapore F&B Businesses — Even During Off-Season Sub-heading: Test our frozen durian pulp and puree with stable quality, predictable pricing, friendly MOQs, and production-ready handling before ordering. Primary CTA: Request Sample via WhatsApp For F&B businesses only • No obligation CRO principles: Clarity - clearly defines the target audience (F&B businesses) and directly addresses core operational pain points Value - Highlights tangible business outcomes that matter - such as predictable pricing > margin protection, friendly MOQ > reduced commitment. Relevance - Uses trade terms - 'MOQ', 'production ready' that resonates with F&B businesses Reduce Cognitive Load - risk free CTA - No obligation
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Part 5: Building the Landing Page

- **Build the first draft of your landing page using a chosen no-code tool (e.g., Unbounce, HubSpot, Leadpages, Wix, Squarespace).**
 - Include key sections: headline, benefits, visuals, CTA, social proof, trust elements.
 - Focus on clarity, flow, and structure — not styling.
 - Provide a screenshot of the draft landing page.



Create via WIX

Part 6: Measurement & Optimisation

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| <ul style="list-style-type: none"> • Identify THREE key CRO metrics that should be tracked to measure performance against the SMART goal. • Explain why each metric is important for evaluating landing page effectiveness. • Describe how you would use heatmaps, session recordings, | <ol style="list-style-type: none"> 1) Conversion Rate of Sample request
Measure whether the landing page clearly targets the right audience (B2B F&B businesses) <ul style="list-style-type: none"> - Indicates effectiveness of headline, value proposition, and CTA 2) Sample Request to Order Conversion Rate
Measure the percentage of sample requests that convert into a paid order <ul style="list-style-type: none"> - Feedback on the lead quality (source of leads) 3) CTA Click-Through Rate for Primary CTA (Whatsapp)
Measure the percentage of visitors who click the primary CTA <ul style="list-style-type: none"> - Identifies friction before lead submission <p>Heatmaps:</p> <ul style="list-style-type: none"> - To track what info visitors are focusing on (or clicking on) - Scroll heatmap to check how far down do visitors read, such as FAQ and CTA at bottom <p>Session Recordings:</p> <ul style="list-style-type: none"> - To look for cursor hesitation before CTA - to add reassuring micro copy |
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usability testing, and A/B testing to identify areas for improvement and optimise conversions.	- Back-and-forth scrolling between sections - showing uncertainty or untrust - to add more clarity or trust signals or reassuring copy Usability Testing: - Get target audience to feedback on their concerns, unanswered questions and any hesitation or confusion they may have while visiting the landing page - Then work on optimising such as edit FAQs to match real questions, improve copy writing to reduce risk and friction A/B Testing: - To test Headline or sales preposition eg. Consistent supply vs Stable Quality - for higher engagement - To test CTA copy eg. 'Whatsapp for Sample' vs 'Get Free Sample' - for better conversion