Lylli Launch Tools

Suggested Designs

Why Lylli?

Make it stand out! On Asana's website, there's a page titled “Why Asana?”. A variation of this for Lylli would help separate the brand from other project management software. The demo already listed in the menu is great but hiding it under a navigation category lessens its appeal.

Graphics

Animated graphics are an excellent way to give people an immediate and tangible idea of what they'll be getting from the service provided. Lylli's homepage would be even more engaging with demonstrative graphics (or static illustrations, like those seen on adsdasd

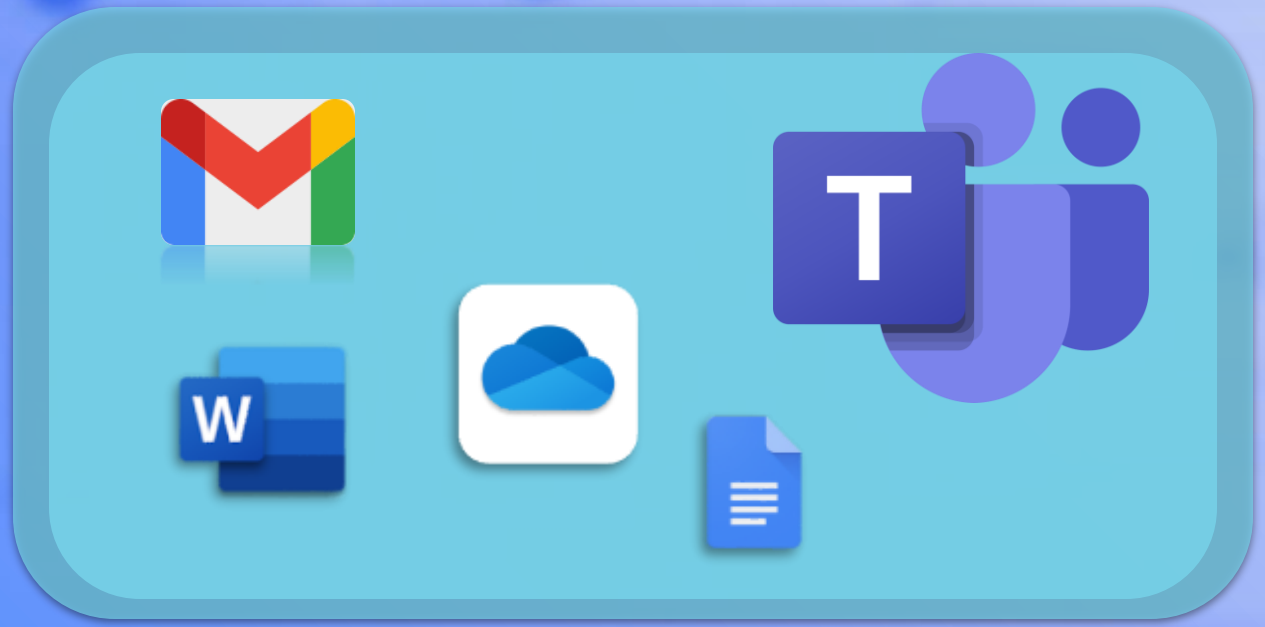
Compare and Contrast Against Competitors

At the bottom of ClickUp's homepage, there's a "Compare" section, where the company's competitors are listed (i.e., "ClickUp vs Asana"). This direct comparison tool could be useful for Lylli—addressing the differences between Lylli and other project management solutions. Let's show what makes Lylli special!

Colorful

No need to go crazy, but embracing the shades of blue seen in the logo would strengthen the eye-catching nature of Lylli's homepage. The site's calm aesthetic can be preserved; it's a balance. Blue also doesn't seem to be a "taken" competitor color, so this may help with distinct marketing.

App Integration



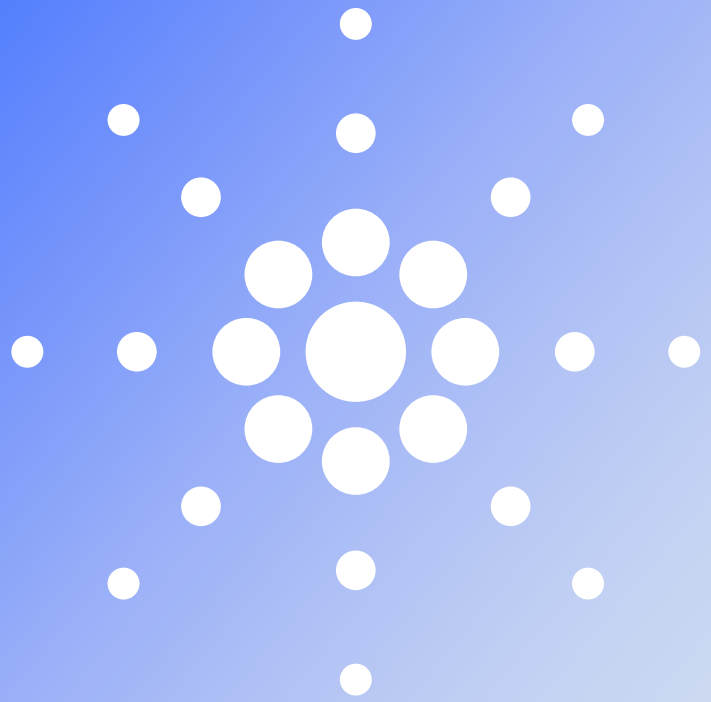
App integration seems to be a popular feature amongst competitors. Lylli doesn't appear to provide this service yet; it might be beneficial to consider adding or more directly advertising something similar.

Customer Stories

Dedicating a space for Lylli's happy customers to share what specifically they liked about it could help potential clients get an idea of what sets Lylli apart. "Happy Customers" looks great on the home screen; a whole page full of reviews would be even better.

Chatbot

A few of Lylli's competitors have a chatbot available on their homepage, including Asana and Cascade. This can help users feel as though they can easily make inquiries and clear up any confusion. It wouldn't be a bad idea to add this feature to Lylli's website as well!

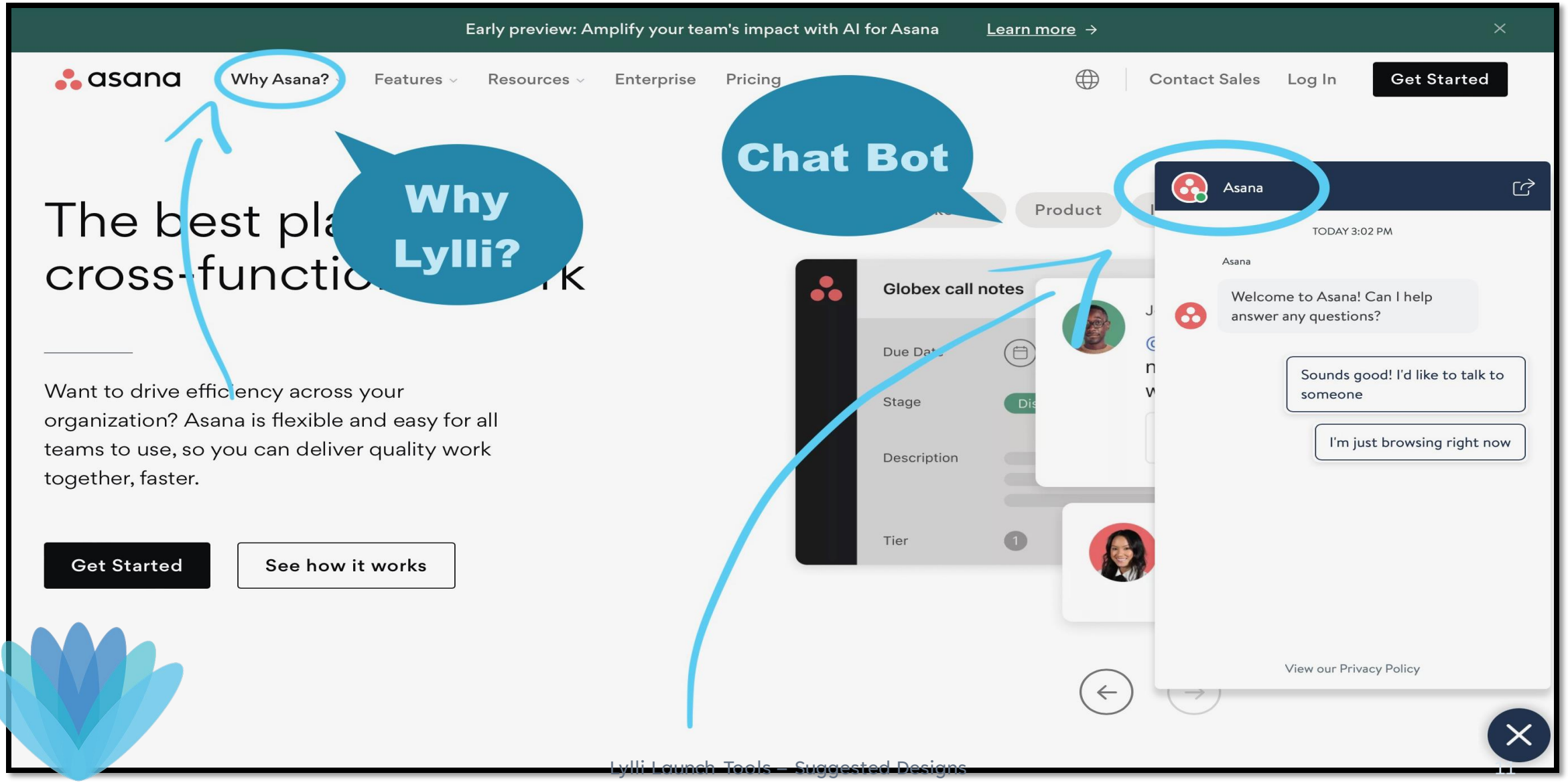


Notes on General Design and Layout

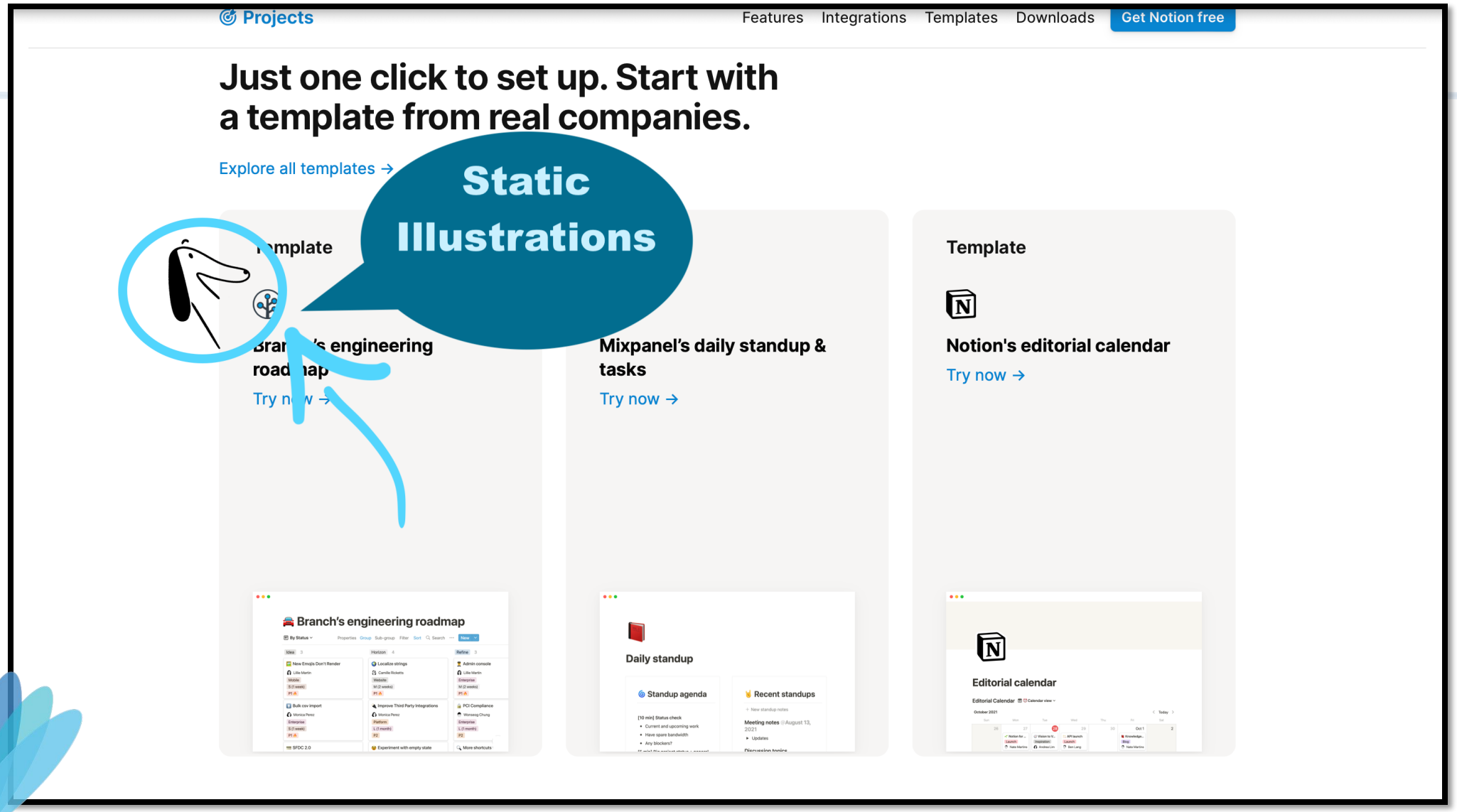
- Lylli's top-left logo should be larger on desktop and mobile view, so that clients can read the text below the brand name.
- “Happy clients” and “Happy customers” sections overlap (one is indicating brands and the other shows individuals; maybe change the wording so they don’t both say “happy _____")
- The “values” section has a couple minor punctuation errors, but that's just me being nit-picky.

Reference Shots

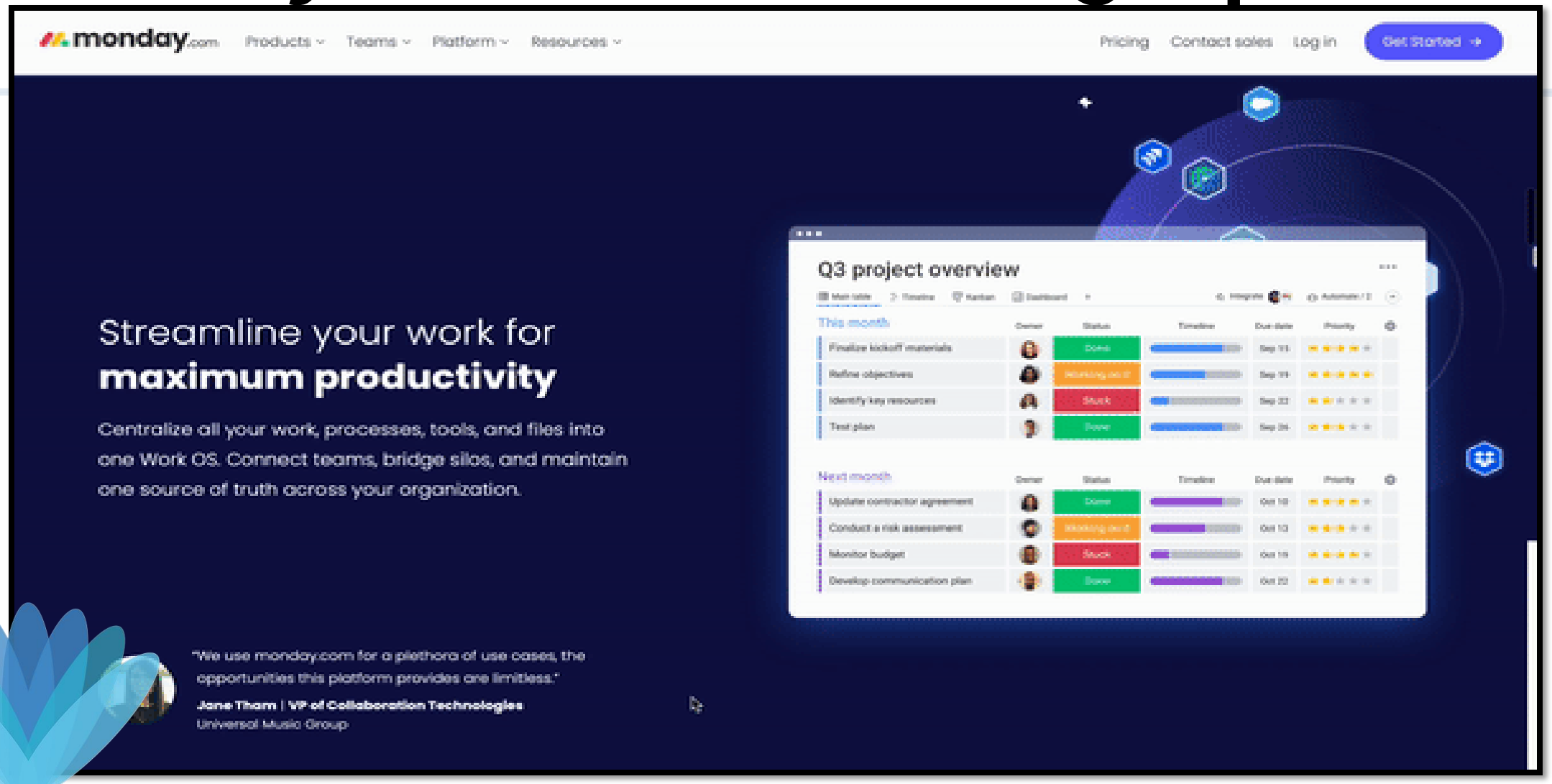
Asana - Homepage



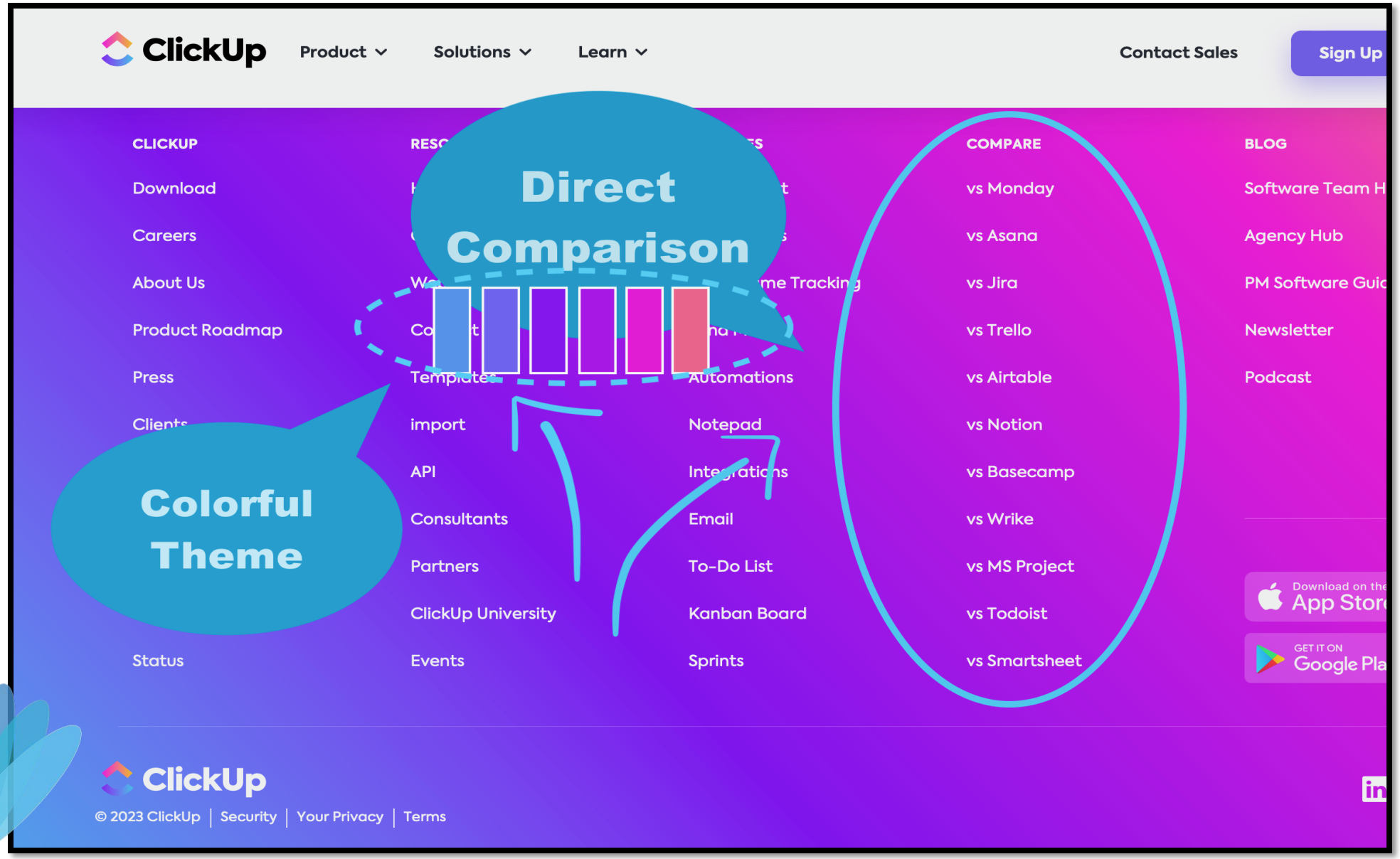
Notion – Interactive Illustrations



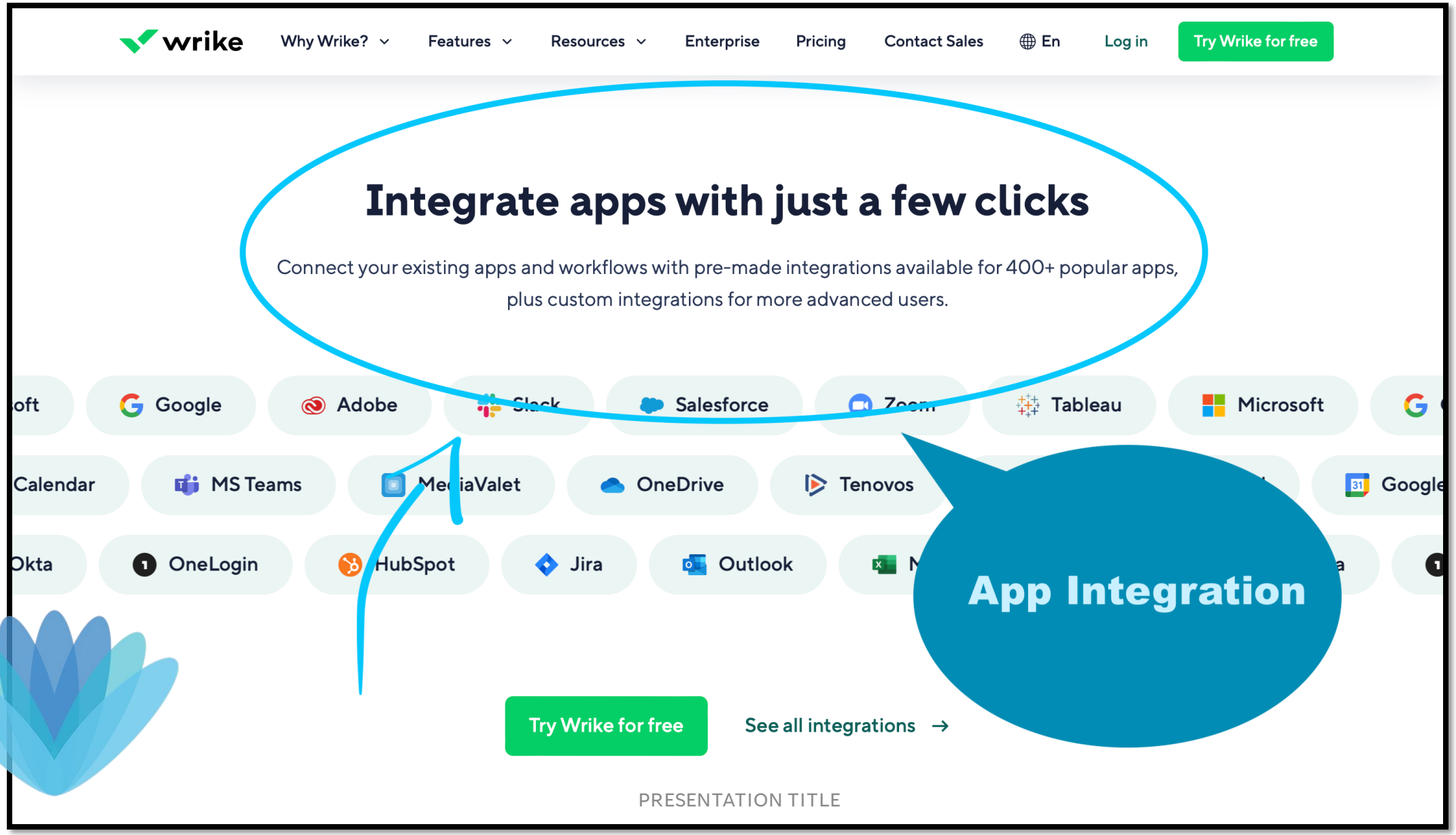
Monday– Animated Infographics



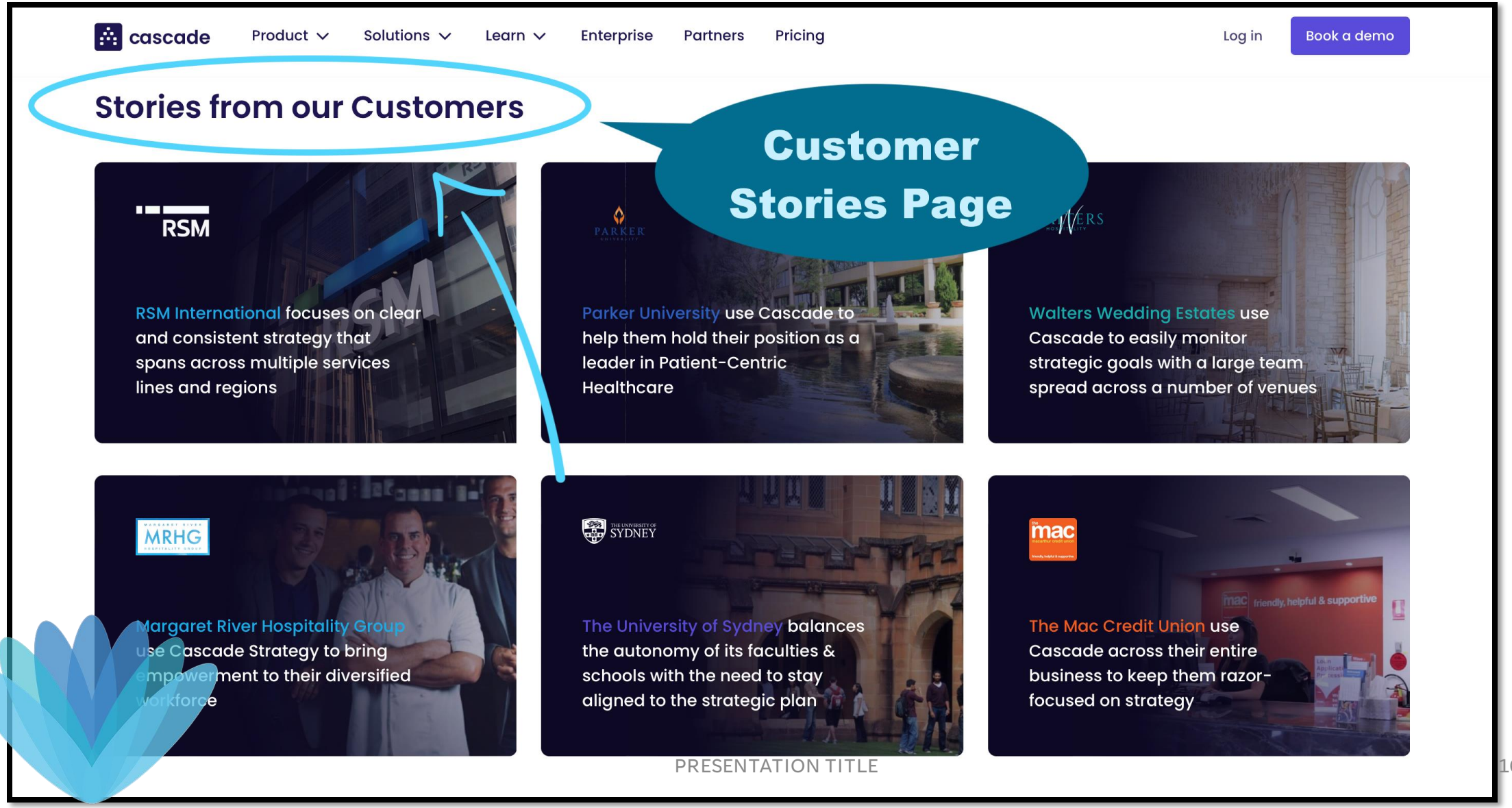
ClickUp - Compare



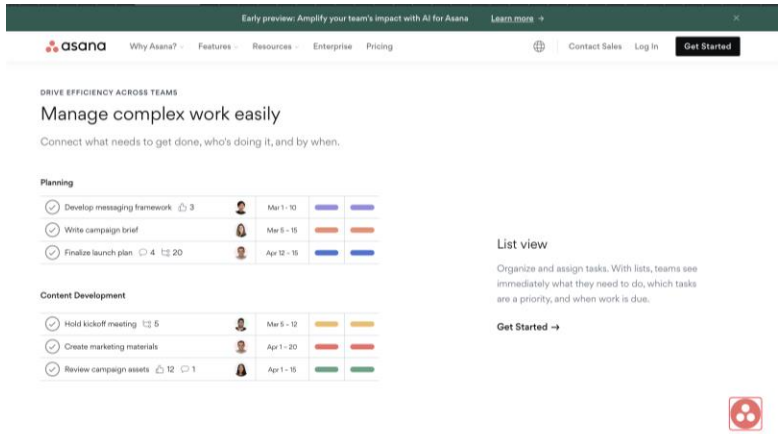
Wrike – App Integration



Cascade - Customer Stories



Asana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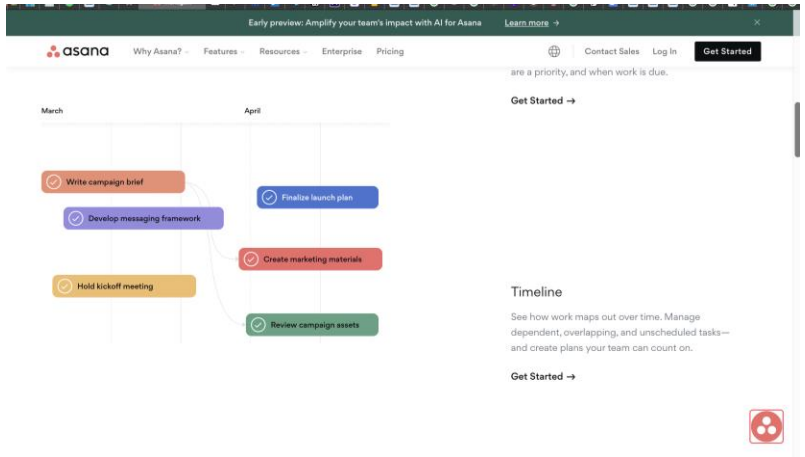
DRIVE EFFICIENCY ACROSS TEAMS
Manage complex work easily
Connect what needs to get done, who's doing it, and by when.
Planning
Develop messaging framework
Write campaign brief
Finalize launch plan
Content Development
Hold kickoff meeting
Create marketing materials
Review campaign assets
List view
Organize and assign tasks. With lists, teams see immediately what they need to do, which tasks are a priority, and when work is due.
Get Started →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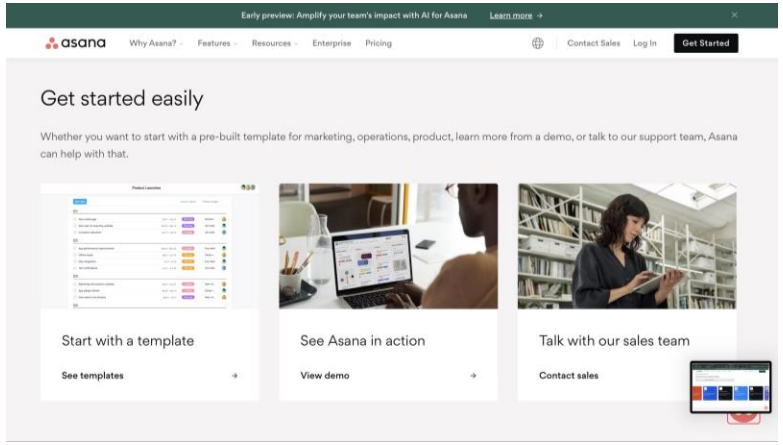
March
April
Write campaign brief
Develop messaging framework
Finalize launch plan
Create marketing materials
Hold kickoff meeting
Review campaign assets
Timeline
See how work maps out over time. Manage dependent, overlapping, and unscheduled tasks—and create plans your team can count on.
Get Started →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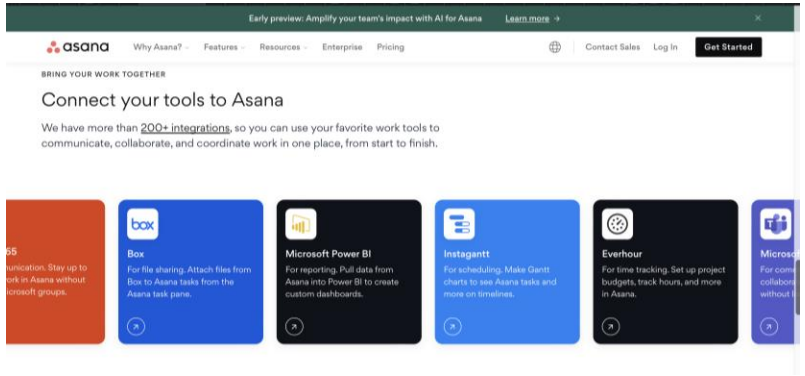
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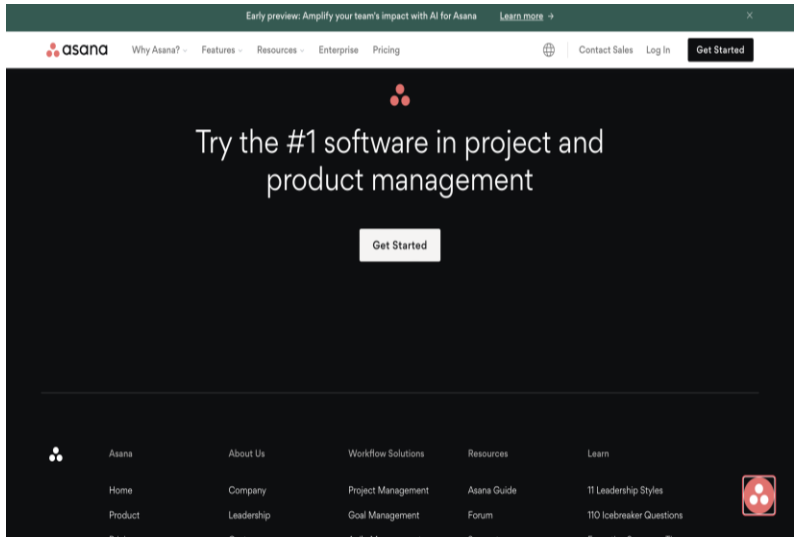
Connect your tools to Asana
We have more than 200+ integrations, so you can use your favorite work tools to communicate, collaborate, and coordinate work in one place, from start to finish.
Box
For file sharing. Attach files from Box to Asana tasks from the Asana task pane.
Microsoft Power BI
For reporting. Pull data from Asana into Power BI to create custom dashboards.
Instagantt
For scheduling. Make Gantt charts to see Asana tasks and more on timelines.
Everhour
For time tracking. Set up project budgets, track hours, and more in Asana.

Asana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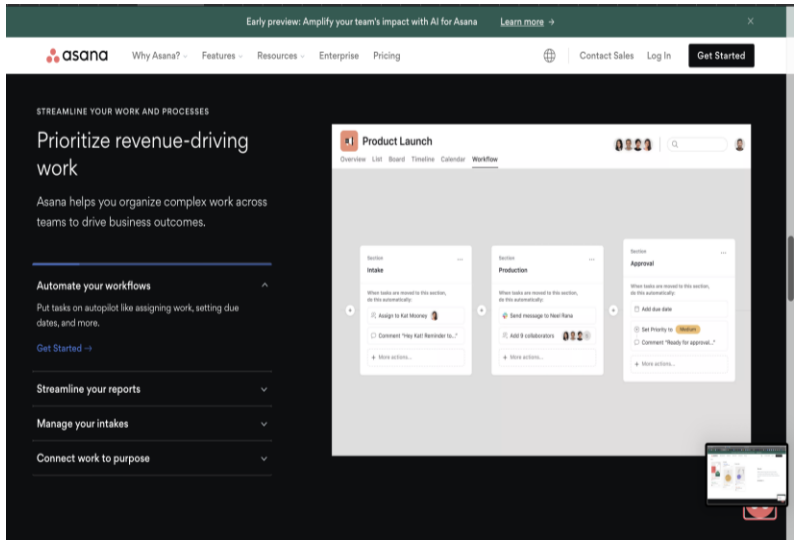
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Manage your intakes
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List
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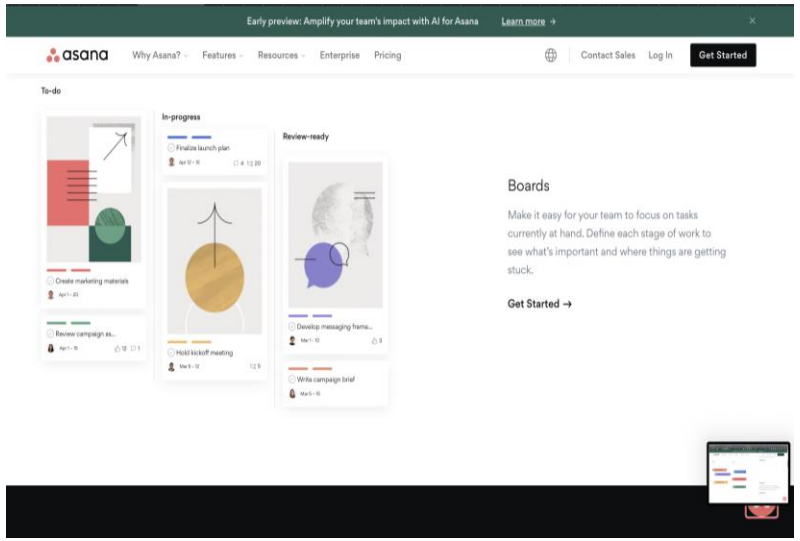
Workflow
Intake
Production
Approval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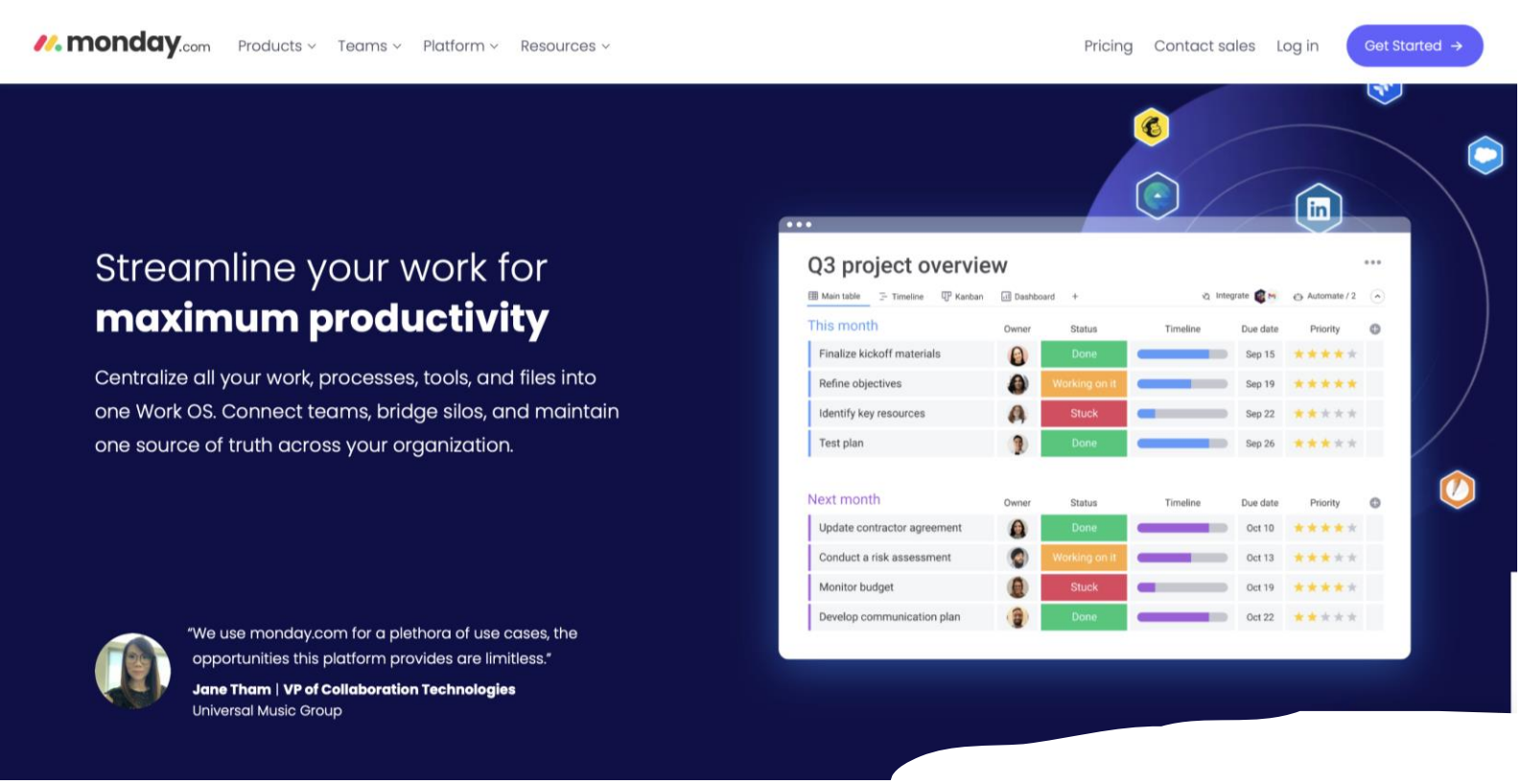
To-do
In-progress
Review-ready
Boards
Make it easy for your team to focus on tasks currently at hand. Define each stage of work to see what's important and where things are getting stuck.
Get Started →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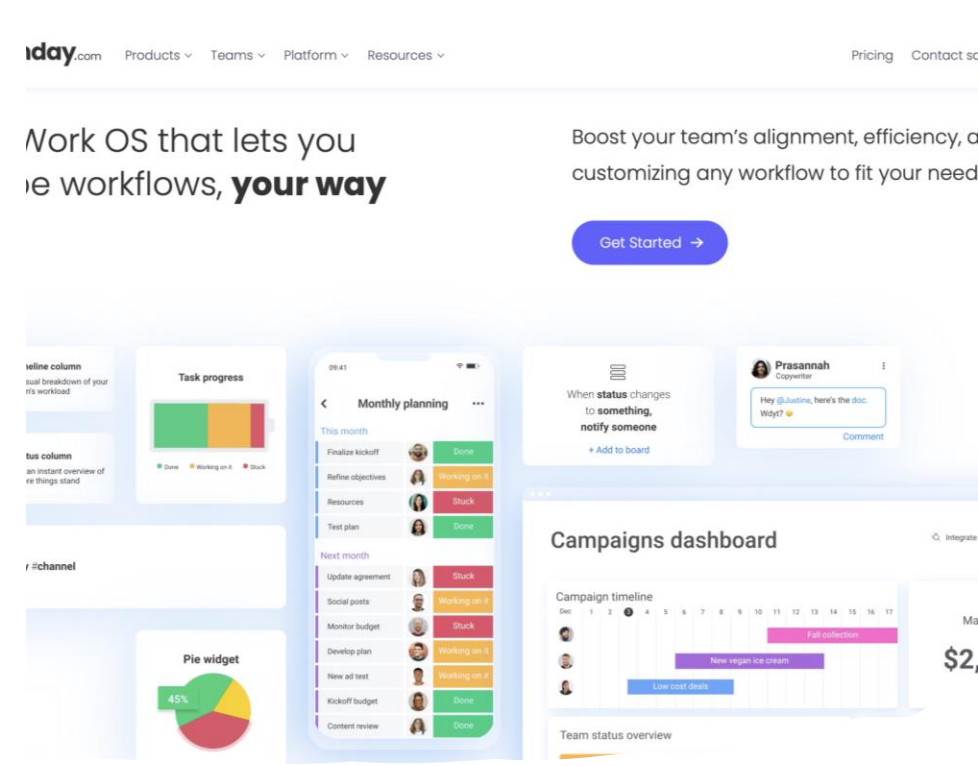
Jane Tham | VP of Collaboration Technologies
Universal Music Group
Q3 project overview
Main table
Timeline
Kanban
Dashboard
Integrate
Automate / 2
This month
Owner
Status
Timeline
Due date
Priority
Finalize kickoff materials
Done
Sep 15
Refine objectives
Working on it
Sep 19
Identify key resources
Stuck
Sep 22
Test plan
Done
Sep 26
Next month
Update contractor agreement
Oct 10
Conduct a risk assessment
Oct 13
Monitor budget
Oct 19
Develop communication plan
Oct 22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workflows, your way
Boost your team's alignment, efficiency, a
customizing any workflow to fit your need
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Task progress
Monthly planning
When status changes to something, notify someone
Add to board
Prasannah
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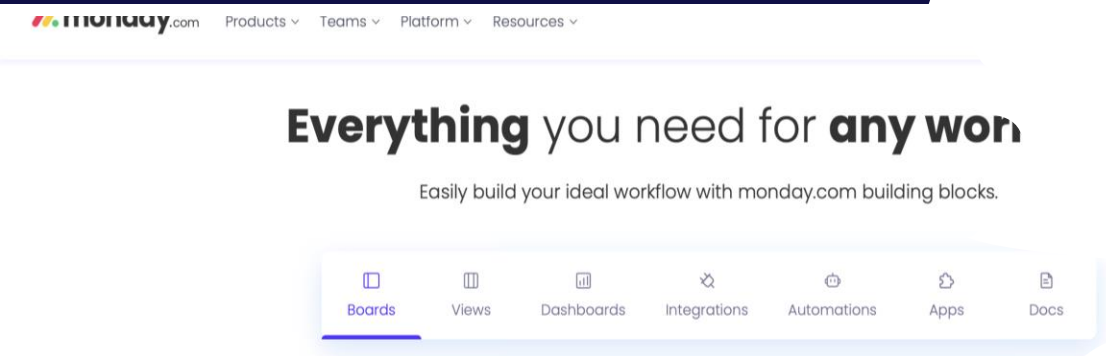
Campaigns dashboard
Campaign timeline
Pie widget
45%
Team status overview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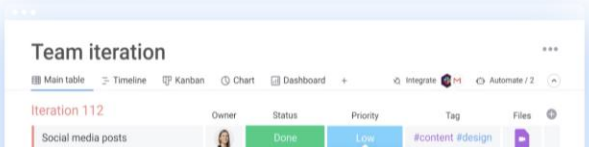
Team iteration
Main table
Timeline
Kanban
Chart
Dashboard
Integrate
Automate / 2
Iteration 112
Owner
Status
Priority
Tag
Files
Social media posts
Done
Low
#content #design

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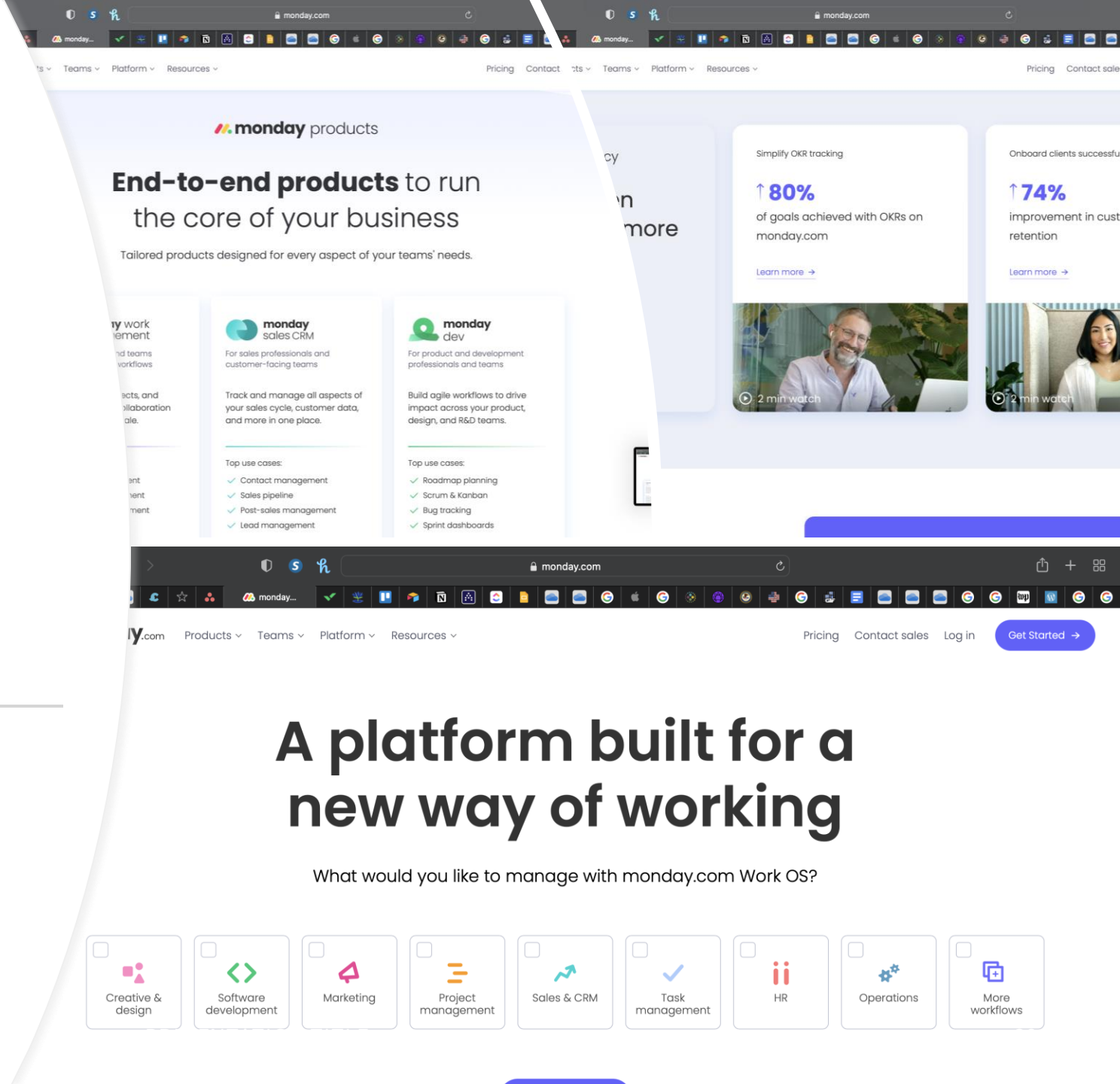
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Onboard clients successfu
↑74%
improvement in cust
retention
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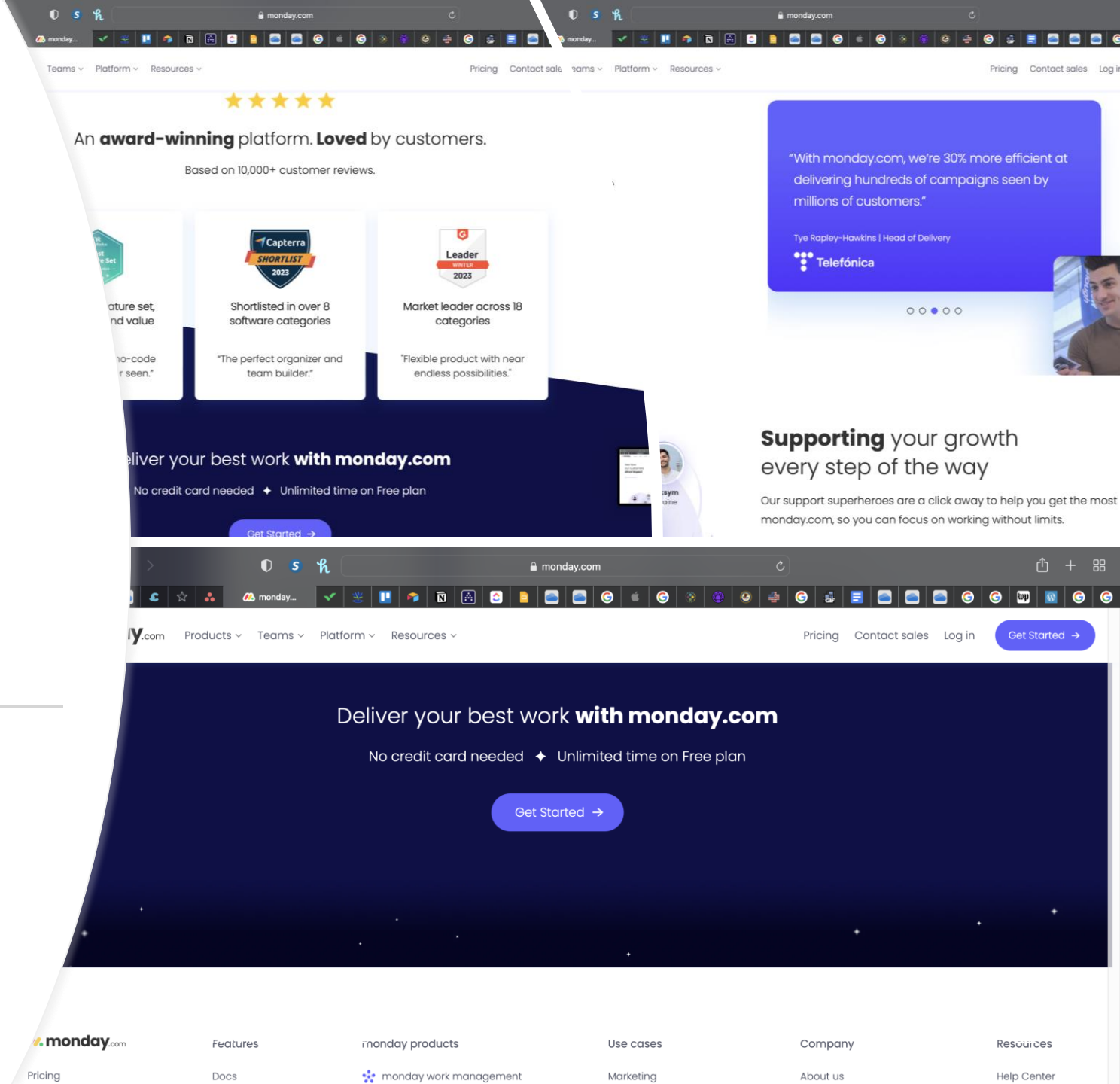
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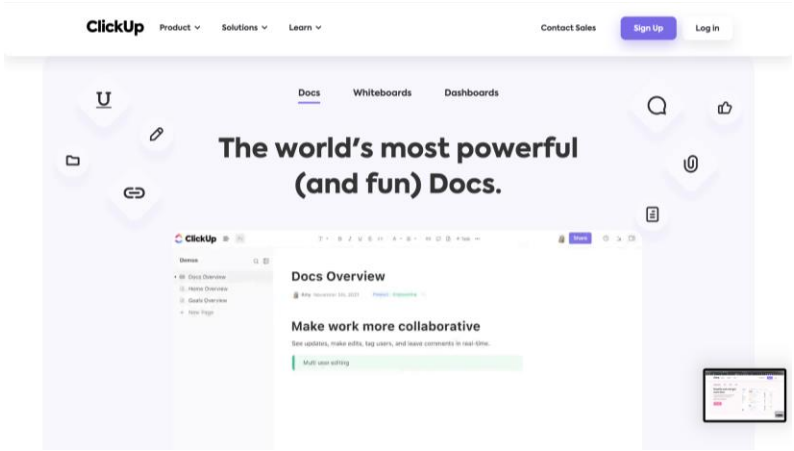
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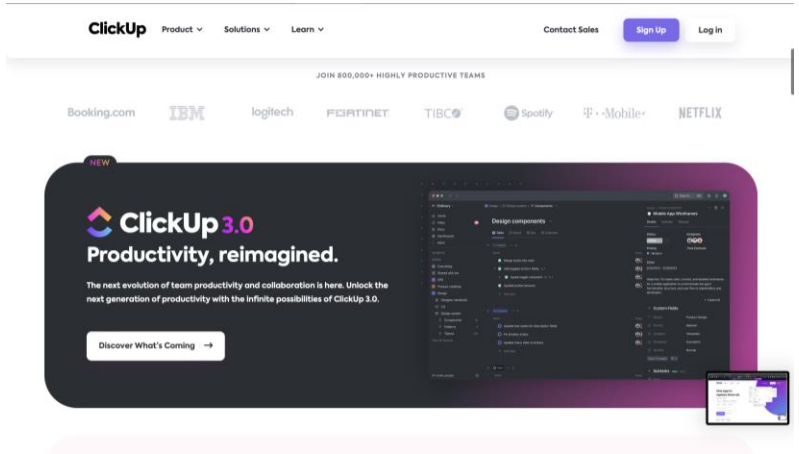
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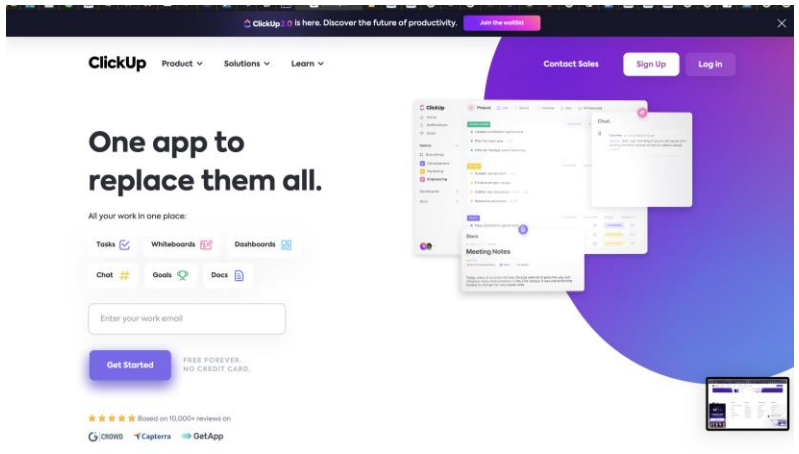
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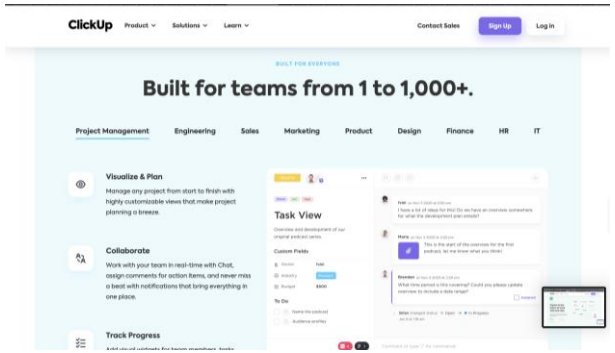
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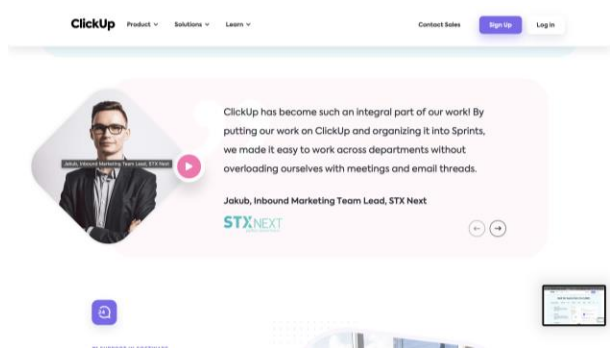
Track Progress
Task View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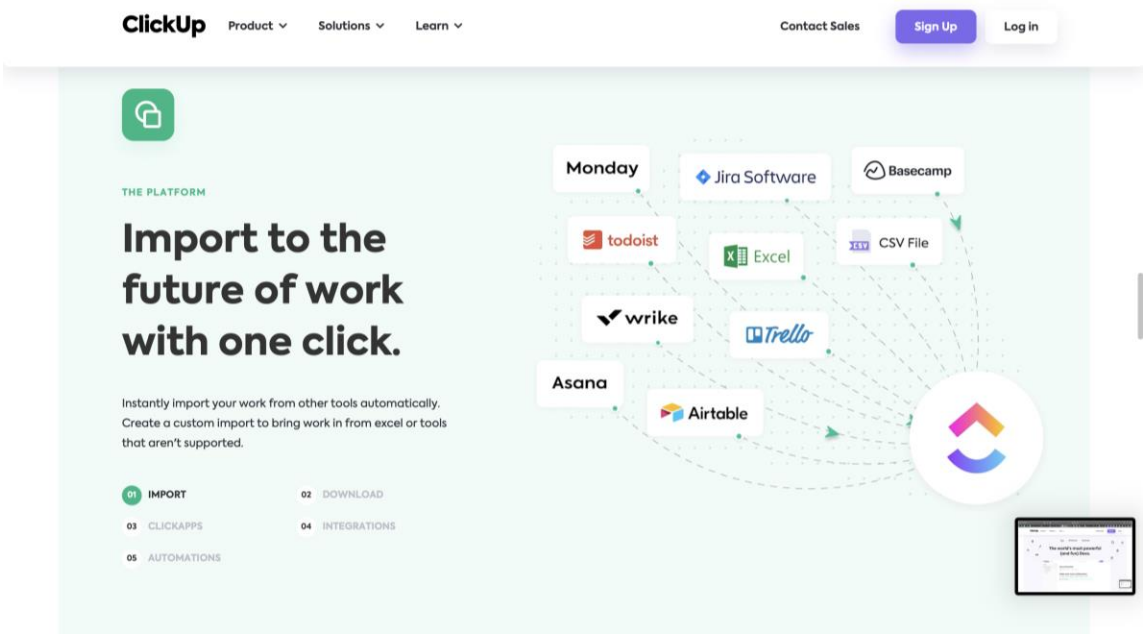
ClickUp has become such an integral part of our work! By putting our work on ClickUp and organizing it into Sprints, we made it easy to work across departments without overloading ourselves with meetings and email threads.
Jakub, Inbound Marketing Team Lead, STX Next
STX NEXT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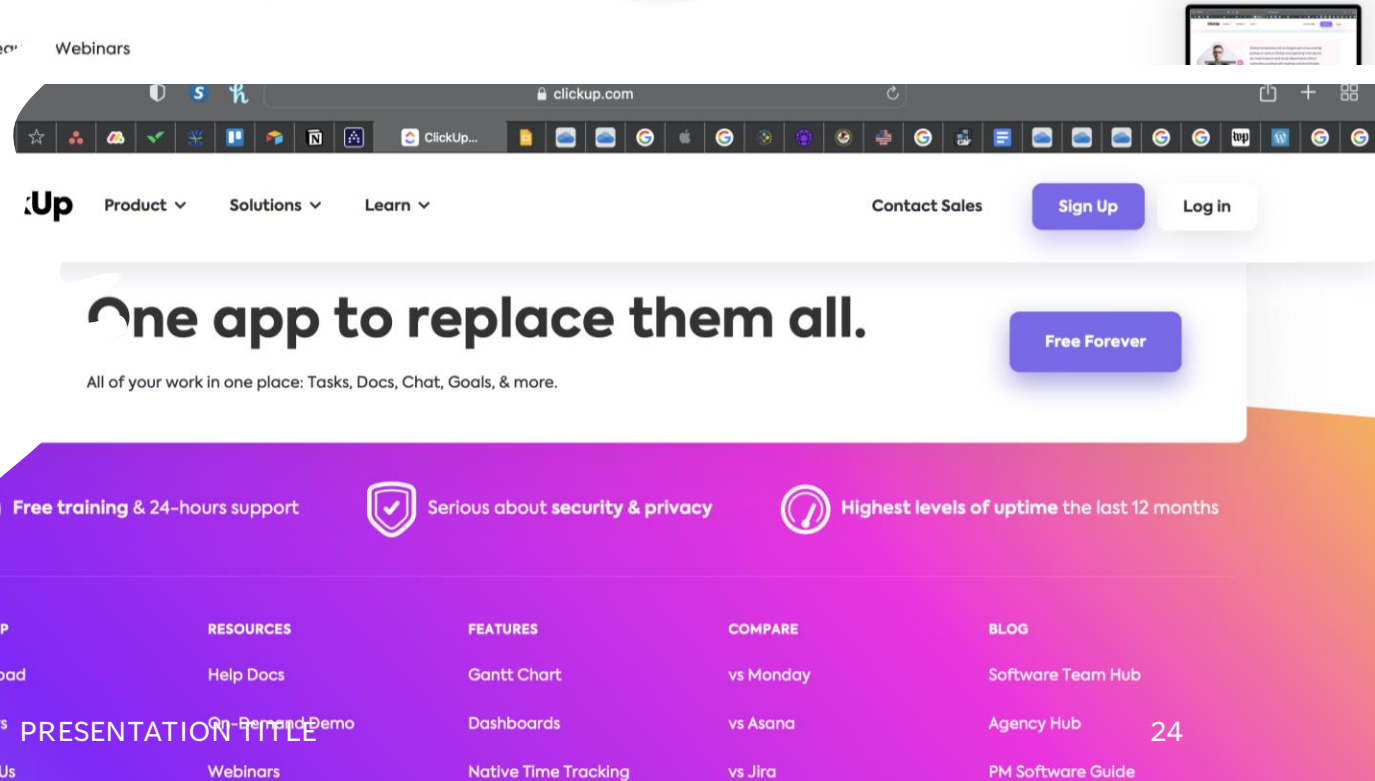
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vs Asana
vs Jira
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Final Thoughts

° Prioritize ease of use – this software isn't supposed to be for tech wizards (this could mean a non-complicated chat bot and/or FAQ)

° Lylli is unique in its focus on pharma and medical business; own that and provide specific services for it (maybe even get reviews from clients who used Lylli for said purpose)