

# Page: Landing

## Page Spec: Landing

### Route



## Architecture Status

Core

## Figma Reference

**NO FIGMA — design needed.** Designed from architecture document + design system reference.

## Visual Description (Design Direction)

No Figma screenshot exists. This is a public marketing/landing page for unauthenticated users. It should follow the design system's visual language (green primary, white cards, DM Sans body font, Fraunces for brand text) and present Drop's value proposition: simple remittance and QR payments for everyone in Norway/Scandinavia. Desktop max-width 1200px, responsive down to 375px mobile.

## Page Layout

Full-width page (no bottom nav, public page)

└─ Hero Section

| └─ Drop logo (green square + \$ icon + gold dot)

| └─ "drop" wordmark (Fraunces serif bold)

- | └─ Tagline: "Enklere betalinger. Laverer gebyrer."
- | └─ Subtitle text explaining value proposition
- | └─ CTA: "Kom i gang" → /register
- | └─ Secondary CTA: "Logg inn" → /login
- └─ Hero Section (with ambient glow background)
  - | └─ Drop logo (green square + \$ icon + gold dot)
  - | └─ "drop" wordmark (Fraunces serif bold)
  - | └─ Headline: "Enklere betalinger. Laverer gebyrer." (split, second line green)
  - | └─ Subtitle text explaining value proposition
  - | └─ Primary CTA: "Opprett konto – gratis" → /register
  - | └─ Secondary CTA: "Logg inn" → /login
  - | └─ Stats card (3 columns): "0,5%" gebyr, "<2t" leveringstid, "30+" land
- └─ Features Section
  - | └─ Heading: "Alt du trenger i en app"
  - | └─ Feature card 1: Send penger (remittance icon + description)
  - | └─ Feature card 2: Betal med QR (QR icon + description)
  - | └─ Feature card 3: Virtuelt kort (card icon + description) \*\*NOT "Bankkontoer"\*\*
- └─ Trust Section
  - | └─ BankID-verifisert badge (shield icon)
  - | └─ Rask overføring badge (fast transfer icon)
  - | └─ 30+ land badge (corridors icon)
- └─ Merchant CTA Section
  - | └─ "Er du butikkeier?" heading
  - | └─ Description: "Ta imot betalinger via QR. 1% gebyr..."
  - | └─ "Kom i gang" button
- └─ Footer
  - | └─ "Drop – et produkt av ALAI Holding AS" copyright

# Components

## Hero Section

```
<div className="flex min-h-screen flex-col items-center justify-center bg-[#EEEEEE] px-6">  
  <div className="w-full max-w-sm space-y-6 text-center">  
    <Image src="/drop-icon.png" alt="Drop" width={80} height={80} />  
    <h1 className="font-[family-name:var(--font-fraunces)] text-3xl font-bold text-[#1A1A1A]">drop</h1>
```

```
<p className="text-sm italic text-[#0B6E35]">Enklere betalinger. Laverer gebyrer.</p>
<!-- CTA buttons -->

</div>

</div>
```

## Feature Cards

```
<div className="rounded-2xl bg-white p-6 shadow-sm">
  <Icon className="h-8 w-8 text-[#0B6E35] mb-3" />
  <h3 className="text-lg font-bold text-[#1A1A1A]">Feature Title</h3>
  <p className="text-sm text-[#374151]">Description</p>
</div>
```

## Hero Headline

```
<h1 className="font-[family-name:var(--font-fraunces)] text-5xl font-extrabold tracking-tight
mb-4 leading-[1.08] text-[#1A1A1A]">
  Enklere betalinger.
  <br />
  <span className="text-[#0B6E35]">Laverer gebyrer.</span>
</h1>
```

## Primary CTA Button

```
<Link href="/register" className="group flex h-14 items-center justify-center gap-2 rounded-xl
bg-[#0B6E35] text-white font-semibold text-base hover:bg-[#095C2C]">
  Opprett konto – gratis
  <ArrowRight className="h-4 w-4 group-hover:translate-x-0.5" />
</Link>
```

## Secondary CTA

```
<Link href="/login" className="flex h-14 items-center justify-center rounded-xl border border-
[#E5E7EB] bg-white text-[#1A1A1A] font-semibold text-base hover:bg-[#F9F9FB]">
  Logg inn
</Link>
```

# Stats Card

```
<div className="grid grid-cols-3 gap-4 rounded-2xl bg-white border border-[#E5E7EB] shadow-sm p-5">
  <div className="text-center">
    <p className="text-2xl font-bold text-[#0B6E35]">0,5%</p>
    <p className="text-xs text-[#6B7280] mt-1">Gebyr</p>
  </div>
  <!-- repeat for other stats -->
</div>
```

# Data Displayed

- Static marketing content only
- No API calls
- No authentication required

# User Interactions

| Element                         | Action | Result                                         |
|---------------------------------|--------|------------------------------------------------|
| "Opprett konto — gratis" button | Click  | Navigate to <code>/register</code>             |
| "Logg inn" button               | Click  | Navigate to <code>/login</code>                |
| Merchant "Kom i gang" button    | Click  | <b>NOT IMPLEMENTED</b> (placeholder, href="#") |

# Norwegian Labels

| Element              | Norwegian Text                                                                               |
|----------------------|----------------------------------------------------------------------------------------------|
| Brand wordmark       | drop                                                                                         |
| Hero headline line 1 | Enklere betalinger.                                                                          |
| Hero headline line 2 | Lavere gebyrer.                                                                              |
| Hero subtitle        | Send penger, betal med QR, administrer kort — alt på ett sted. Laget for alle i Skandinavia. |
| Primary CTA          | Opprett konto — gratis                                                                       |

| Element              | Norwegian Text                                                      |
|----------------------|---------------------------------------------------------------------|
| Secondary CTA        | Logg inn                                                            |
| Stats label 1        | Gebyr                                                               |
| Stats label 2        | Leveringstid                                                        |
| Stats label 3        | Land                                                                |
| Features heading     | Alt du trenger i en app                                             |
| Feature 1 title      | Send penger                                                         |
| Feature 1 desc       | Overfør penger internasjonalt. 0,5% gebyr — billigere enn banken.   |
| Feature 2 title      | Betal med QR                                                        |
| Feature 2 desc       | Skann og betal i butikken. Raskere og billigere enn kort.           |
| Feature 3 title      | Virtuelt kort                                                       |
| Feature 3 desc       | Få et virtuelt kort for netthandel. Bestill fysisk kort hjem.       |
| Trust badge 1        | BankID-verifisert                                                   |
| Trust badge 2        | Rask overføring                                                     |
| Trust badge 3        | 30+ land                                                            |
| Merchant CTA heading | Er du butikkeier?                                                   |
| Merchant CTA desc    | Ta imot betalinger via QR. 1% gebyr — billigere enn kortterminalen. |
| Merchant CTA button  | Kom i gang                                                          |
| Footer copyright     | Drop — et produkt av ALAI Holding AS                                |

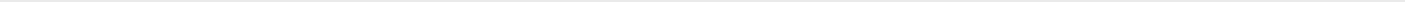
# Design Tokens

| Token         | Value   |
|---------------|---------|
| Page bg       | #EEEEEE |
| Card bg       | #FFFFFF |
| Primary       | #0B6E35 |
| Primary hover | #095C2C |
| Text primary  | #1A1A1A |
| Text body     | #374151 |
| Text muted    | #6B7280 |

| Token         | Value                                   |
|---------------|-----------------------------------------|
| Brand font    | font-[family-name:var(--font-fraunces)] |
| Body font     | DM Sans (default)                       |
| Card radius   | rounded-2xl                             |
| Button radius | rounded-xl                              |
| Button height | h-12                                    |
| Shadow        | shadow-sm                               |

# Bottom Navigation

**No** — this is a public page, no bottom nav.



Revision #7  
Created 2026-02-23 11:29:04 UTC by John  
Updated 2026-06-28 20:02:28 UTC by John