

HEADLINE  
ZONE

PRIMARY CTA  
ZONE



A weekly breakdown of homepage and hero messaging to find where revenue friction sits — and where your confusion tax compounds.

INSPECT. ANALYZE. IMPROVE.

Welcome to the 7<sup>th</sup> **Tuesday Teardown™** - A weekly teardown of a company's hero banner or homepage.

Welcome to this week's Homepage Teardown – [Whimsical.com](https://whimsical.com)

# The Hero Sounds Beautiful. The Positioning Doesn't.

Whimsical has a clean product, a sharper audience direction, and a potentially strong agent workflow. But the homepage leads with a headline almost any visual collaboration tool could use.

[whimsical.com](https://whimsical.com)

**"Where great ideas take shape."**

"Whimsical is a purpose-built whiteboard for technical teams and agents."

INSPECT. ANALYZE. IMPROVE.

# Whimsical helps technical teams move ideas into diagrams, wireframes, flowcharts, and product plans.

## The problem:

The homepage hints at a stronger position but does not say it clearly enough.

## It should make the case for:

- technical teams
- speed
- simpler collaboration
- coding-agent support

**In the first five seconds.**

**It doesn't.**

## **PROBLEM #1** The Headline Fails the Name-Swap Test

*"Where great ideas take shape."*

**Figma** could say this.

**Miro** could say this.

**FigJam** could say this.

**Lucidchart** could say this.

**Mural** could say this.

**This headline fails the Name-Swap Test.**

If a competitor can wear your headline without tailoring, it's not positioning.  
It's wallpaper.

It even fails the nearby category swap – Canva, Notion.

## PROBLEM #2 The Stronger Message Is Hiding in the Subhead

*"Purpose-built whiteboard for technical teams and agents."*

That is much stronger than the headline. But it creates questions the page does not answer:

- What makes it purpose-built?
- Why technical teams specifically?
- What can agents actually do?
- Why choose this over Miro or FigJam?

**"Purpose-built" is a promise.**

**The homepage needs to show what was built differently.**

**When your strongest claim stays undefined, buyers fill the gap with skepticism.**

## PROBLEM #3 The Agent Differentiator Is Barely Visible

Whimsical mentions:

*"Whiteboard with your coding agent."*

That may be the most interesting part of the homepage.  
But it gets one banner and one word in the subhead.

If Whimsical lets teams work with Claude, Cursor, or Windsurf to create diagrams, implementation plans, or technical workflows, that is not a side note.

That's the edge.

**When your strongest differentiator is treated like an announcement,**

**buyers treat it like a feature.**

*Make the edge the headline. Not a footnote.*

## PROBLEM #4 The Feature Grid Feels Too Generic

*"The essentials, done right."*

The idea is good. But the features sound familiar:

- Multiplayer editing
- Comments
- Version history
- Templates
- Images & video
- Speed

These are useful. But most visual collaboration tools can make the same list.

**The homepage should not just say what Whimsical has.**

**It should say what technical teams can finally stop tolerating.**

*Features get you compared. Pain relief gets you chosen.*

## PROBLEM #5 The Buyer Pain Is Implied, Not Named

Whimsical appears to be built for technical teams who may be tired of:

- Bloated whiteboards
- Slow diagramming
- Scattered planning docs
- Generic collaboration tools
- AI work trapped outside the planning canvas

But the homepage does not say that directly.

**A technical buyer should immediately feel:**

**“This was built for the way our team thinks.”**

*Right now, they have to infer it.*

***Named pain creates recognition. Implied pain creates confusion.***

# The Missing Competitive Contrast

Whimsical has a strong possible contrast. But it stays in the background.

**Not** Miro's endless collaboration sprawl.

**Not** FigJam's design-first world.

**Not** Lucidchart's heavier diagramming feel.

A faster, simpler whiteboard for technical teams with agents built in.

The buyer might figure it out. The page should not make the buyer do the positioning work.

# The Proof Is Too Low and Too Quiet

Whimsical shows credible logos: Retool, Rippling, Vercel, Pendo, One Medical, Octopus Deploy.

**Strong names. Especially for a technical-team position.**

But the logos are below the fold and not connected to:

- Outcomes
- Testimonials
- Switching reasons
- Use cases
- Proof of technical-team fit

Logos without context  
create  
**credibility.**

Logos with meaning  
create  
**conviction.**

Here's what the hero could say instead:

# The faster whiteboard for technical teams building with AI.

Whimsical helps product and engineering teams turn ideas into diagrams, wireframes, and implementation plans without the bloat of general-purpose whiteboards and gives coding agents the technical direction they need to help move work forward.

Start whiteboarding free

See agent workflows

*Their subhead is dressed in wallpaper. **This has structure.***

# Why this New Architecture Works Harder

**It names the audience:** technical teams

**It names the category:** whiteboard

**It names the contrast:** less bloat than general-purpose tools

**It names the workflow:** diagrams, wireframes, implementation plans

**It names the differentiator:** coding-agent support

**It gives the CTA a reason:** see how agents change the workflow

*That is the difference between a homepage that sounds pleasant and one that creates buyer recognition.*

T H E T A K E A W A Y

# Five message architecture layers are weak on this homepage:

**The positioning** — headline fails the name-swap test

**The audience** — technical teams named but not deeply explained

**The differentiator** — agents mentioned but not framed as the edge

**The problem** — buyer pain implied, not named

**The proof** — strong logos not connected to outcomes

**Your homepage should not make buyers decode your difference.  
It should make the difference obvious.**

**Whimsical's homepage is like a blueprint with no labels.**

**The structure is there.**

**The differentiator is there.**

**But the buyer has to do too much work to understand what matters.**

***That results in a heavy confusion tax.***

# Whimsical Homepage — SignalFrame™ Scoring

CLARITY SCORE™



**High Revenue Friction**

*Higher is better for Clarity.*

BUYER FRICTION SCORE™



**Elevated Buyer Friction**

*Lower is better for Buyer Friction.*

# Want to know where your message is leaking revenue?

I help B2B growth companies turn unclear messaging into stronger buyer conviction, cleaner conversion paths, sales velocity, and better margin protection using the Revenue Message Architecture methodology.

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*Messaging isn't decoration. It's infrastructure.*