

SELF INITIATED PROJECT

2025

CREATIVE DIRECTION · UX/UI DESIGN

CONCEPT DIRECTION

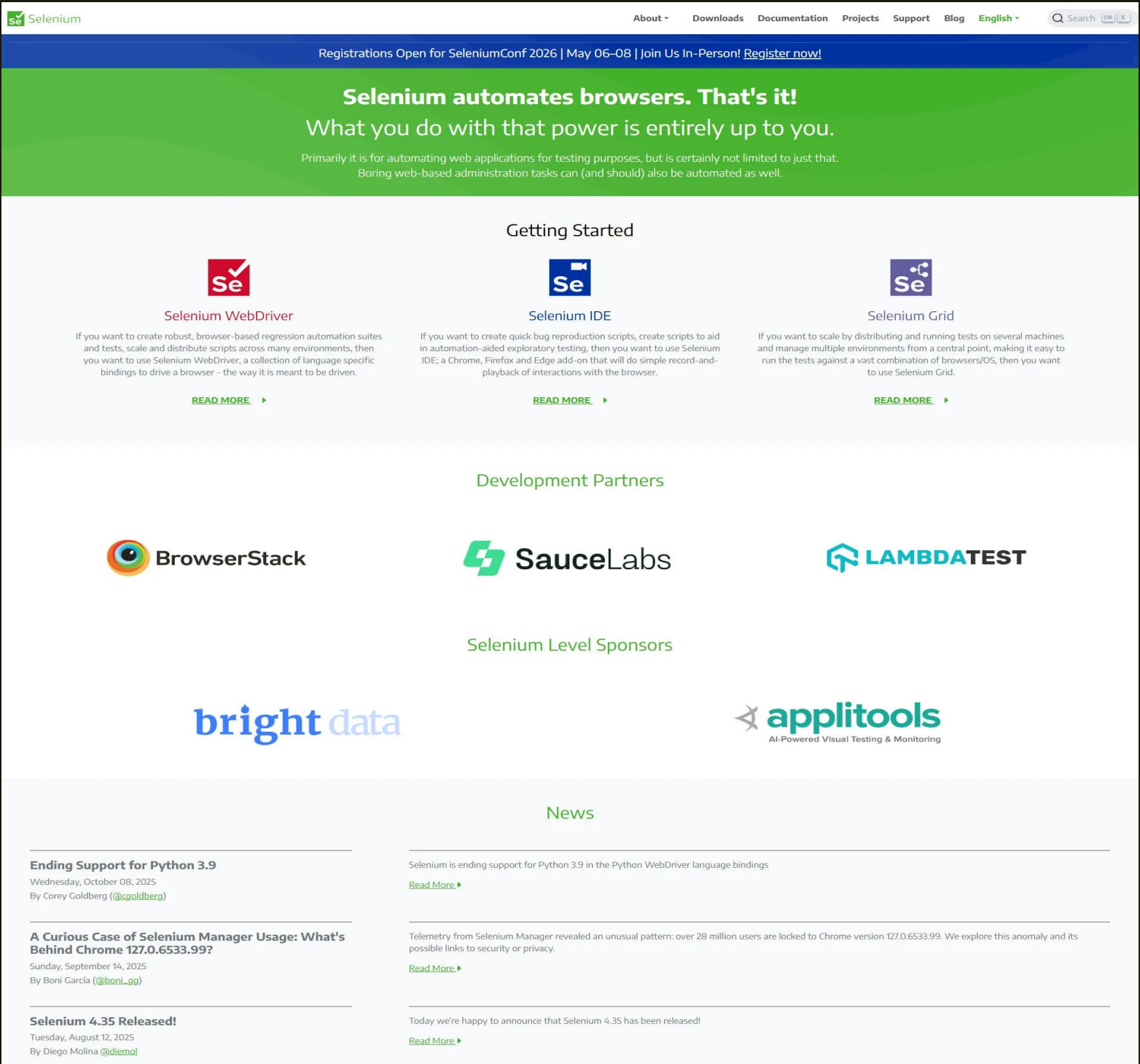
SELENIUM

FOR A NON-PROFIT PRODUCT MARKETING SITE



BY KARTHIK JAMBUNATHAN

EXISTING SELENIUM WEBSITE HOMEPAGE



What does a homepage look like when it isn't selling anything?

This is a self-initiated concept out of pure curiosity: a concept direction for a website that did not focus on making money through their open-source products, needed to educate and support its users, and ALSO promote downloads for said open-source products.

THE ISSUE

MY APPROACH

WHAT NEXT

PROJECT CONTEXT

THE ISSUE

Selenium doesn't need a checkout page. The journey is specific: get them to install one or all three of their products, learn how to use the tool, and support them if they're stuck. That's a different design problem than most SaaS sites solve.

Most SaaS homepages — hero sections, pricing tiers, start free trial CTA — are built for conversion.

Selenium automates browsers. That's it!

What you do with that power is entirely up to you.

Primarily it is for automating web applications for testing purposes, but is certainly not limited to just that.
Boring web-based administration tasks can (and should) also be automated as well.

Getting Started



Selenium WebDriver

If you want to create robust, browser-based regression automation suites



Selenium IDE

If you want to create quick bug reproduction scripts, create scripts to aid



Selenium Grid

If you want to scale by distributing and running tests on several machines

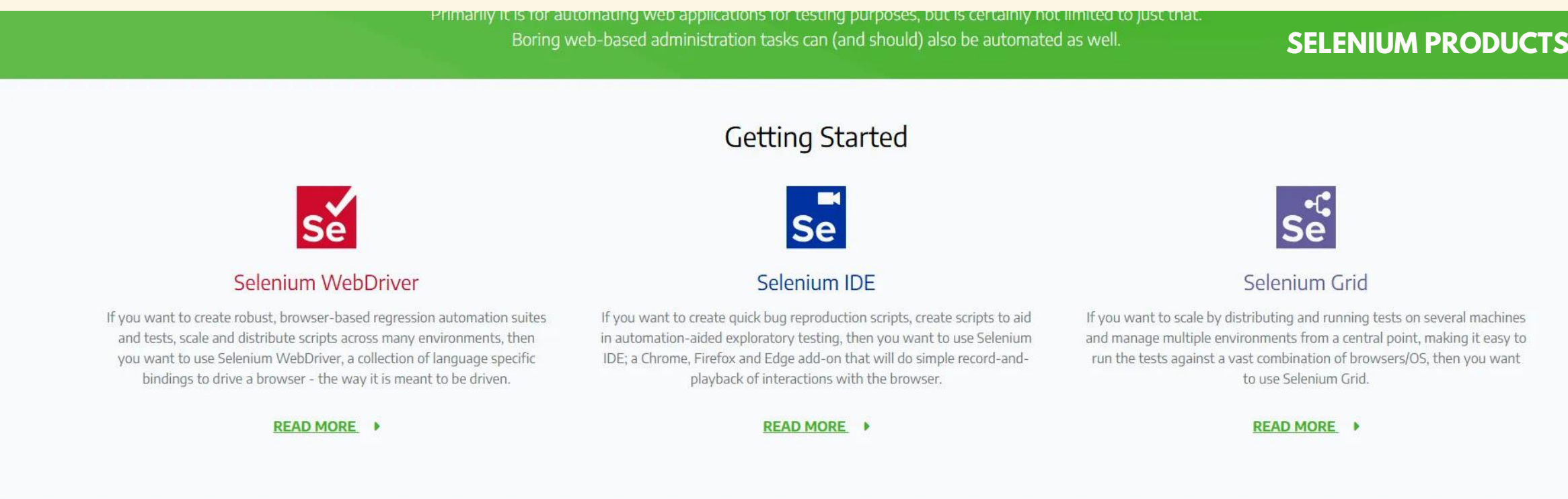
MY APPROACH

Selenium's homepage is the front door to three products, each with their own history and specifications. So I designed it as a landing page whose entire job is routing, not converting.

Under this direction, the three product cards are the primary navigation, each one linking out to its own dedicated homepage for WebDriver, IDE, and Grid. The homepage itself never needs to explain those products in depth, because it's supposed to be a well-organized table of contents.

Selenium already has the credibility markers most positioning decks would beg for — they just weren't visible anywhere on the homepage.

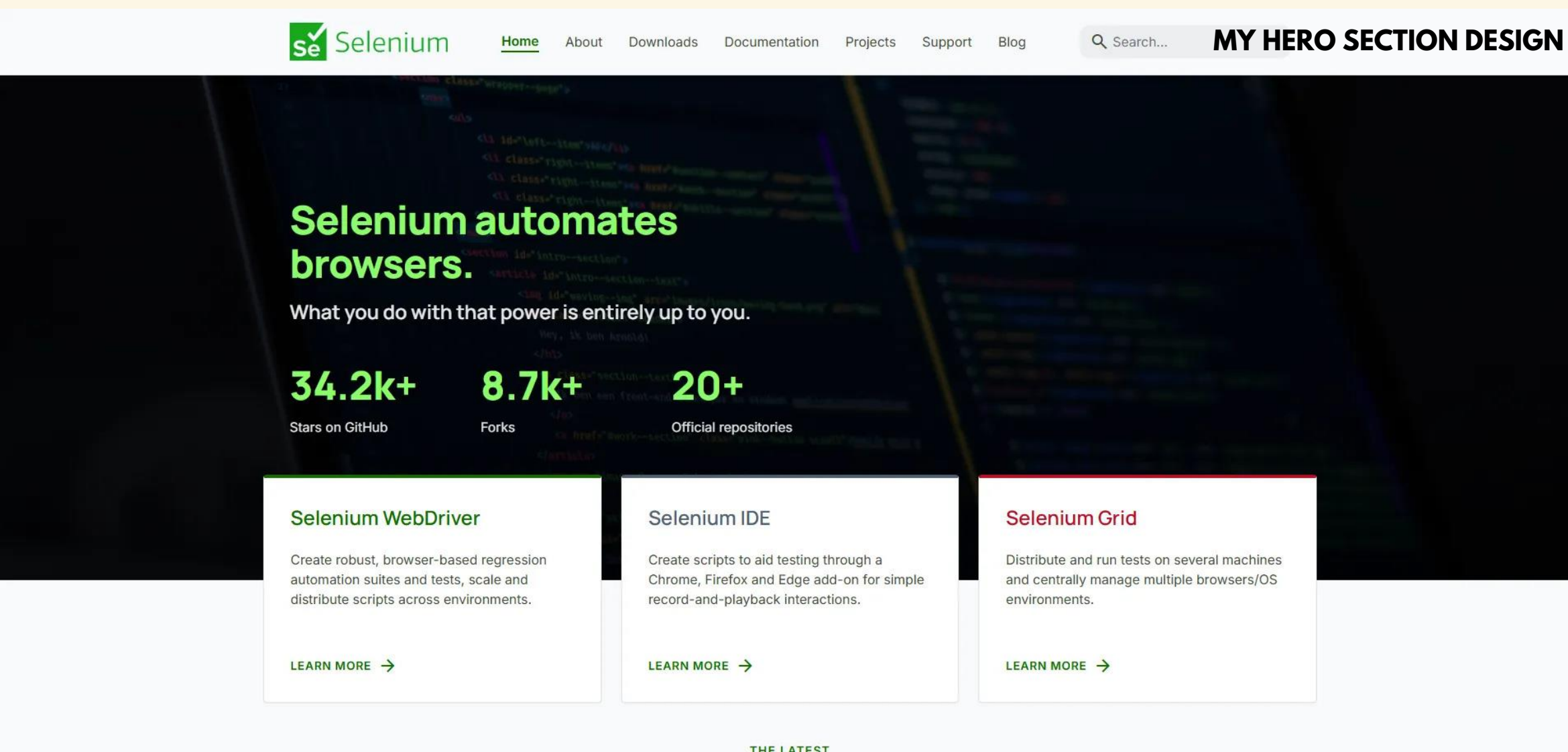
The current site also uses two different shades of blue to have two CTAs - to explore their partners and to donate. Meanwhile their key partner logos are displayed in huge sizes with a blog section in need of formatting.



MY APPROACH

I added a single stat band directly in the hero, before the product cards — so the very first thing a visitor reads after the headline is "this is the industry standard," not "here are three tools."

I also paired with a dark, near-black hero and a warm, deliberate green as the single dominant brand color.



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WHAT NEXT

Same copy, structure, and products. What changed is the pacing, the hierarchy of what needs space on the page, and a color and type system built for what Selenium is: an established, widely-used piece of developer infrastructure that happens to be free.

