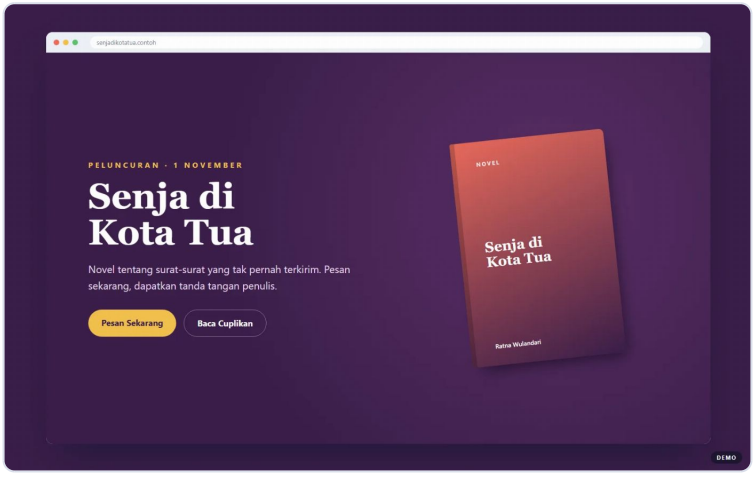
A sample FAMEDIA case study, not a real client project. Figures describe the sample scope of work.

WEBSITE & APP · 2026

Book Launch Microsite

A one-page microsite for a novel launch: author profile, chapter excerpt, countdown, and pre-orders that are easy on a phone.



CLIENT
Confidential client

INDUSTRY
Publishing & Media

LOCATION
Semarang, Indonesia

SERVICE
Website & App

YEAR
2026

DURATION
3 weeks

TOOLS & TECHNOLOGY
HTML, CSS, JavaScript, Figma

Challenge

An author (fictional) was about to launch a second novel, but book information was scattered across social posts that quickly disappeared. Prospective readers struggled to find the synopsis, an excerpt, and how to order in one place.

The publisher also needed a page to share with media and bookshops as promotional material.

Goals

- One address for all book information
- Pre-orders that can be completed on a phone
- Media assets that partners can download easily

Process

- **Concept**: the dusk mood of the cover translated into the page colours
- **Content**: synopsis, author profile, and the first chapter excerpt

- **Design**: one scrolling page with an always-visible order button
- **Development**: countdown, pre-order form, and media kit

Solution

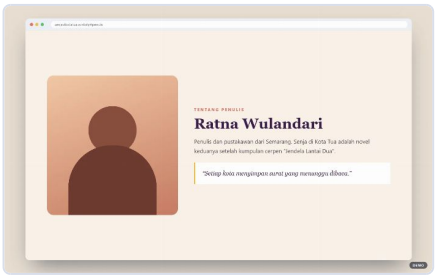
The microsite sets the novel’s mood from the first screen: the cover, the title, and an Order Now button. Readers can read the first chapter and meet the author before deciding to order.

The pre-order section shows a countdown to launch day, edition choices, and a media kit (cover, author photo, press release) for media and bookshops.

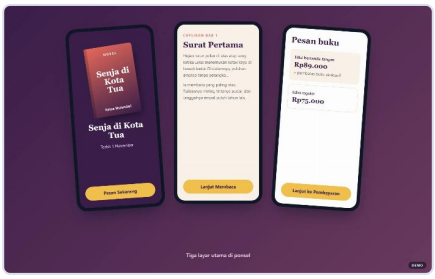
Key features: Hero with cover & order button · First chapter excerpt · Author profile · Launch countdown · Pre-orders & media kit

Performance: Satu halaman ringan, gambar WebP

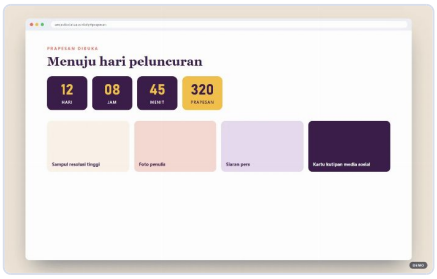
Gallery



Author profile and quote section



Three key mobile screens



Pre-order countdown and media kit

Results & impact

1	**2**	**4**
page, 6 sections	pre-order editions	media kit assets
Lingkup kerja demo	Lingkup kerja demo	Lingkup kerja demo

Have a similar challenge?

Scan to read the full case study: https://famedia.co.id/etalase-project/microsite-peluncuran-buku?lang=en

Start a Similar Project: https://famedia.co.id/pengajuan/project

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