

Project Brief

Abstract:

This proposal outlines the creation of a landing page for a portal that connects students and parents with qualified tutors. The landing page aims to clearly communicate the portal's value proposition, guide users towards signing up or posting tutoring requirements, and reflect a professional and appealing design.

The project will target students seeking academic assistance and parents looking for experienced tutors. The landing page will feature a clean layout with sections for the header, hero section, key features, testimonials, how it works, and footer.

Key design elements will include a professional color scheme, modern typography, high-quality images, and a responsive layout. The design process involves research, wire framing, high-fidelity mockups, user testing, and iteration.

The final deliverable will be a Figma file containing all design elements ready for development. This document details the project's objectives, target audience, key features, design specifications, timeline, and budget, providing a comprehensive plan for successful implementation.

Introduction

This document outlines the proposal for designing a landing page for a portal that connects students and parents with qualified tutors. The landing page will effectively communicate the portal's value proposition, guide users to appropriate actions, and reflect a professional and appealing design.

Objectives

- 1. Communicate Value Proposition:** Highlight the benefits and features of the portal.
- 2. User Guidance:** Ensure easy navigation and clear calls to action for signing up or posting requirements.
- 3. Professional Design:** Maintain a clean, modern, and visually appealing design.

Target Audience

- **Students:** Seeking tutoring assistance for various subjects.
- **Parents:** Looking for qualified tutors for their children.

Key Features of the Landing Page

1. Header:

- Logo
- Navigation Menu (Home, How it works, Features, Testimonial, Contact, Login)
- Call-to-Action Button (Get started)

2. Hero Section:

- Headline: "Find the Perfect Tutor for Your Needs"
- Sub-headline: "Connecting students and tutors for personalized learning experiences"
- Primary CTA Button: "Find a tutor", "Become a tutor"
- Visual: Image or illustration reflecting learning

3. How It Works Section:

- For students/parents
- For tutors
- With illustrations for both and 3 points

4. Features Section:

- Highlight 4 key features with icons and brief descriptions
- Profile creation, Requirement posting, Application management, Messaging system

5. Testimonials Section:

- Quotes from satisfied students and parents
- Star ratings and reviewer names/photos

6. Footer:

- Contact Information

- Social Media Links
- Additional Navigation Links (Privacy Policy, Terms of Service)

Design Specifications

- **Color Scheme:** Professional and appealing palette (e.g., blues and whites)
- **Typography:** Modern and readable fonts (e.g., Inika – 12, 24, 20, 40)
- **Images/Icons:** High-quality images and icons

Design Process

1. Research and Analysis
2. Site Map ([Figma link](#))
3. Wireframes ([Figma link](#))
4. High fidelity design ([Figma link](#))

Conclusion

This proposal outlines the plan to design a landing page for the tutor connection portal. The goal is to create a user-friendly, visually appealing page that effectively communicates the portal's value proposition and guides users to take appropriate actions. By following the outlined design process, we aim to deliver a high-quality landing page that meets the needs of both students and parents.