Strategy plane → Aim / Business goal , initial idea, what do we want to build in the first place.

1. **To build an website that help motivate adult individuals to stop worrying of the high tuition Fee and start learning skills that would help them land in a high in demand career and change their life.**
2. **To cut down the cost we need volunteers (trainers) who are expected to be qualified teachers/tutors.**
3. **To fund the cause we need generous donors and fundraisers.**

The Scope plane → which features from the Strategy plane do you want to include in your design?

What's on the table for current production release?

1. Have motivation quotes as callout to inspire people to start learning the skill that they dreamt of but resisted due to lack of funds or time.
2. Callouts to sponsors and volunteer trainers to support the cause.
3. To substantially reduce the amount of frontend staff activities, include online student preliminary enrollment form, volunteer/ trainer enrollment form.
4. To provide basic information like course curriculum , student placements reports , upcoming batches and Annual school calendar.

What's on the table for production for future release?

1. Student login features
   - View Timetable
   - Submitting assignments online for review

2. Trainer login features
   - define Timetable
   - view submitted assignments online
   - mark review comments
3. Sponsor login features
   - View your previous donations and able to download the receipts
   - View student placements to motivate you of your donations

4. Admin login features
   - User management
   - Role management
   - Uploading course curriculum onto the website

- Uploading student placements reports
- Uploading of upcoming batches
- Uploading Annual school calendar.

5. Sponsor online payment by various payment options

The structure plane → how the information is structured and how is it logically grouped?

1. Callout-section
2. Who we are
3. How to get involved
4. Sign in
5. Contact us.

The skeleton plane →

1. **Information representation / Navigation**

   Nav bar → helps the user to navigate to various sections of the same page (Who we are? / how to get involved ? / enroll / contact us/downloads).

   Click on the menu item on the navigation bar and the user would be directed to that section on the page.

2. **Priority of features**
   1. Callout section would have the utmost priority, hence it would be visible as soon as a person lands on the home page.
   2. About the organization goals. It is placed just below the callout section
   3. How to get involved, this is the section of 3rd importance. It is placed just below the "Who we are" section. It is divided into 3 sub parts
      a. Student enroll
      b. Trainer enroll
      c. Sponsor enroll and payment
   4. Download section
   5. Contact us section
   6. Footer with social links to connect

The surface pane →

It provides color, layout, fonts, images, order and sequence, and the site's identity.

Color

Bright color background for main section of the page with a motivating quote and some content. Bright red buttons to focus on enrolling.

Light background for rest of the page. Footer with a dark background to standout.

Fonts

In order to have larger icons for student, trainer and sponsor, I used fa-stack-4x class for the larger icon. fa-inverse

All other fonts are of regular sizes.

Images

Sequence

Nav bar → Callout section → Who we are → get involved →

To maintain uniformity, get involved divided into 3 equal parts

1. Student
2. Trainer
3. Sponsor

Each has a motivational quote to prompt people to enroll.

Followed by download section → Contact Us → Footer.