Empowering the Nation – Website & Mobile App Design Package

# Project Overview

**Project Name:** Empowering the Nation  
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**Date:** 2025

**Description:**  
Empowering the Nation is a local SME founded by Precious Radebe in 2022. It offers training courses for domestic workers and gardeners in Johannesburg, South Africa. The aim is to help individuals upskill themselves to become more employable or start their own businesses.

The website and mobile app will allow customers (employers and employees) to:

* View available courses
* Get course information and fees
* Calculate discounts and VAT
* Request a quote
* Contact the organisation

**Goals:**

* Accessibility for low-tech users (simple, intuitive layout)
* Functional consistency between mobile and web
* Clear structure for selecting and viewing course information
* Trustworthy and professional appearance with clean visuals

# Branding & Visual Identity

**Logo:**

Three variations created for Empowering the Nation:

1. Africa with upward arrows and tools – symbolising empowerment and skills development.

A logo for a company

AI-generated content may be incorrect.

1. Johannesburg skyline with figures holding tools – linking to location and mission.



1. Silhouette of a confident figure above an open book – symbolising knowledge and education.

A logo with a person standing in front of a book and fork

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**Colour Palette:**

* Deep Navy (#0A1D37) – trust, professionalism
* Teal (#1E5F74) – growth, stability
* Warm Beige (#F5E9DA) – approachability, simplicity
* Accent Orange (#F28C28) – empowerment, energy

**Typography:**

* Headings: Noto Sans Bold
* Body Text: Noto Sans Regular
* Forms/Buttons: Noto Sans Semi-Bold

**Imagery & Iconography:**

* Flat, minimal icons for clarity
* Photos/illustrations showcasing learning, skills, and growth

# 3. User Personas

**Persona 1 – Domestic Worker (Learner)**

* Name: Sarah, 32
* Goal: Learn new skills to earn higher wages
* Pain Point: Limited digital experience

**Persona 2 – Gardener (Learner)**

* Name: James, 45
* Goal: Gain formal certification to start his own gardening service
* Pain Point: Finds technology intimidating

**Persona 3 – Employer (Customer)**

* Name: Priya, 38
* Goal: Book affordable courses for her household staff
* Pain Point: Needs quick, clear course information and pricing

# User Journey / Flow

**Website Flow:**  
Home → Courses (Six-Week / Six-Month) → Fee Calculator → Quote Form → Submit/Contact

**Mobile App Flow:**  
Open App → Login → Home → Courses → Select → Fee Calculator → Quote → About / Contact

# Information Architecture (IA)

**Website Sitemap:**

A diagram of a website

AI-generated content may be incorrect.

**Wireframes (Low-Fidelity)**

**A screenshot of a computer

AI-generated content may be incorrect.**

**Mobile Wireframe: \***Sam’s Model

# 8. UI Components Library

Ensures consistency across the website and mobile app, making the experience familiar, usable, and accessible for all users. Each component follows the selected colour palette (Deep Navy, Teal, Warm Beige, Accent Orange) and Noto Sans font.

**Buttons**

* **Primary Button (Orange, Bold Text)**
  + Used for main actions (e.g., “Submit Quote”)
  + Style: Rectangle with rounded corners, filled accent orange (#F28C28), white text.
* **Secondary Button (Teal, Regular Text)**
  + Used for supportive actions (e.g., “Back”, “View More”).
  + Style: Rectangle, teal background (#1E5F74), white text.
* **Disabled Button (Grey, Low Contrast)**
  + Used when an action is unavailable (e.g., incomplete form).
  + Style: Rectangle, light grey background, dark grey text.

**Form Inputs**

* **Text Fields:**
  + Input boxes for name, email, phone number.
  + White background, teal border, rounded edges.
* **Dropdown Menus:**
  + Used for course selection (six-week / six-month).
  + Teal outline with arrow icon.
* **Checkboxes:**
  + Used to select one or multiple courses.
  + Square checkbox with orange checkmark when selected.
* **Validation States:**
  + **Success:** Green border.
  + **Error:** Red border with error message (e.g., “Enter a valid email”).

**Navigation**

**Website Navigation Bar:**

* Top horizontal bar.
* Deep navy background with white text links (Home, Courses, About, Contact).
* Logo placed left, menu aligned right.

**Mobile Navigation (Bottom Tab Bar):**

* Icons + labels for: Home, Courses, Calculator, About, Contact.
* Highlighted active tab in orange, inactive tabs in grey.

**Cards**

* **Course Card:**
  + White rectangle with shadow.
  + Contains: Course title (bold), short description, fee, and checkbox.
* **Info Card:**
  + Used on “About” page to highlight vision, mission, values.
  + Teal background with white text.

**Modals & Alerts**

* **Confirmation Modal:**
  + Pops up after submitting a form.
  + White background, green checkmark, success message.
* **Error Alert:**
  + Red banner with error text (e.g., “Please complete all required fields”).

**Icons**

* **Home:** House icon
* **Courses:** Book icon
* **Calculator:** Calculator icon
* **About:** Info circle
* **Contact:** Envelope/phone icon

Icons are simple, flat-style, with teal fill and white outline for contrast.

**Note for Developers:**

* All components follow an **8px spacing system**.
* Hover states (for web): Primary buttons darken by 10%, secondary lighten by 10%.
* Touch states (for mobile): Buttons shrink slightly (95%) on tap.

# 9. Accessibility Guidelines

* Simple layout with minimal typing required
* Large, touch-friendly buttons
* Consistent icons and labels across screens
* High-contrast colours for visibility
* Simple, clear language (avoid jargon)
* Responsive design for desktops and budget smartphones

# 10. Developer Handoff Notes

* **Grid System:** Mobile-first with 8px spacing
* **Breakpoints:** Mobile (0–767px), Tablet (768–1023px), Desktop (1024px+)
* **Assets:** Logos, icons, and illustrations exported in SVG/PNG formats
* **Naming Conventions:** btn\_primary, nav\_header, form\_input, etc.