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View Park Towers
9th Floor , Nairobi, Kenya

1. Overview & Purpose

Bluestron (www.bluestron.co.ke) is primarily a **training business**, but also offers other services: research (baseline, midline, endline), data analysis & management, and software development. The website's focus should be training (courses), with the other services clearly displayed on separate pages.

- Courses are organised into categories.

- The user can browse by category → see list of courses → click a course → register

- The other services (research, data analysis, software development) should appear as distinct service sections/pages (not buried) but visually subordinate to training.

- The branding, colours, imagery should be Bluestron branding.

- Responsive design, modern UX, CMS backend so we can update courses, add new services, manage registrations.

- Clear call-to-action ("Register now", "Enquire", "Learn more") on all relevant pages.

2. Site Structure / Sitemap

Here is a recommended sitemap for the site:

1. **Home**

   o Hero banner with your value proposition ("Professional Training, Research & Software Development in Data, M&E, Management")

   o Highlight 3-boxes: Training (the lead), Research Services, Software Development

   o Featured/upcoming courses carousel

   o Quick links to course categories

   o Testimonials/Success stories

   o Footer with contact info, social links, newsletter sign-up

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2. **About Us**

   o Who we are (Bluestron – mission, vision, values)

   o Our team / trainers

   o Why choose us (experience, certifications, results)

   o Our locations / service area

3. **Courses / Training**

   o Landing page for courses (with filters by Category, Duration, Mode, Date)

   o Course categories (e.g., Project Management, Data Analysis & Management, Monitoring & Evaluation, GIS & IT, etc)

   o For each category: list of courses with title, short description, thumbnail, "Register" button

   o For each individual course: detailed page with full description, learning outcomes, duration, dates (if applicable), registration form, maybe pricing (or "contact us for pricing")

4. **Research Services**

   o Baseline Studies

   o Midline Studies

   o Endline Evaluations

   o Custom Research & Consultancy

   o Case-studies / sample projects

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5. **Data Analysis & Management Services**

   o Data cleaning, processing, analysis

   o Visualization / dashboards

   o Software tools / custom analytics

   o Example deliverables

6. **Software Development Services**

   o Custom software (web/mobile) for data collection, dashboards, apps

   o Integration & automation

   o Maintenance & support

   o Portfolio / examples

7. **Blog / Insights** (optional but recommended)

   o Articles on training, research methodology, data analytics, software trends

   o Helps SEO and authority

8. **Contact Us**

   o Contact form

   o Address, phone, email

   o Map or location-info (if you have a physical office)

   o Newsletter sign-up

9. **Registration / Enrolment / Payment**

   o Ideally integrated within the course pages (or linked)

   o Workflow: user selects course → fills form (name, email, phone, organization, etc) → maybe selects date/venue "invoice" / "contact us" variant → confirmation email.

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3. Key Functional Requirements

- CMS: Use WordPress (or another easy-to-use CMS) so you can update courses, categories, services, blog posts etc.

- Courses Module: ability to create new course categories, add courses under categories, set details (title, description, duration, date(s), mode – e.g., in-person/online, location, thumbnail image, price, register button).

- Filtering / Search: On the Courses page, provide filters (category, mode, date) and a search box.

- Course Detail Page: full content, with register button; ideally allow for "Upcoming cohort / Next date" information.

- Registration Form: On each course detail page must be a form (fields: Name, Email, Phone, Organization, Role, Course selected [pre-populated], Payment option (offline). After submit show thank-you/confirmation page and send email to both trainee and internal admin.

- Service Pages: for Research / Data analysis / Software development – visually consistent but less complex than course listing. Provide forms for enquiry.

- Responsiveness: The site must be fully responsive (mobile/tablet/desktop).

- SEO: Clean URLs (e.g., /courses/project-management-for-development-professionals), meta tags, alt images, fast load.

- Design & Branding: Bluestron brand colours, fonts, logo. Use imagery that reflects training, data, research, software (not generic stock only). Maintain consistency.

- Navigation & UI: Clear header menu (Home | About | Courses | Research | Data Analysis & Management | Software Development | Blog | Contact). Footer with quick links, social icons.

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- Analytics: integrate Google Analytics (or equivalent) for traffic tracking.

- Accessibility: Basic accessibility (alt tags, readability, mobile friendly).

- Maintenance: Admin dashboard for you to add/edit/delete courses, post blogs, manage enquiries.

- Security: Use SSL, backups, secure login, spam protection for forms.

4. Visual / UX Reference

On Devimpact's Courses landing page (https://devimpactinstitute.com/courses/) you can see course tiles arranged by category, each with a thumbnail, course title, short descriptor. (devimpactinstitute.com)

- They have a filtering/search bar, and categories listed (e.g., Healthcare Courses, Climate Change Courses). (devimpactinstitute.com)

- Each course detail page has a "Register" button / form.

- The overall colour palette, spacing, clean modern layout is something to emulate (not copy).

- For the pattern: Category → listing → individual page → registe

5. List of Courses to Include

Here is a proposed list (you can refine/expand). I suggest categorising them by overarching categories you will use.

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Category: Project Management / Monitoring & Evaluation

1. Fundamentals of Project Management with Microsoft Project

2. Project Management for Development Professionals

3. Grant Proposal Writing and Report Development

4. Financial Management for USAID Funding

5. USAID Rules & Regulations – Grant and Cooperative Agreements

6. Child Protection on Emergency Programs

7. Gender Mainstreaming in Project Management

8. Project Design using Logical Framework Approach

9. Monitoring & Evaluation in Governance

10. Impact Evaluation for Evidence-Based Development

11. Participatory Monitoring & Evaluation

12. Result-Based Monitoring & Evaluation

13. Project Performance Evaluation

14. Advanced M&E and Data Management for Health Programs

15. Advanced M&E and Data Management for Humanitarian Programs

16. Advanced M&E for Climate Change Adaptation Programs

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Category: Data Management & Analysis

17. Advanced Data Management, Analysis and Visualization using Excel

18. Advanced Data Management, Analysis and Visualization using Excel and Power BI

19. Advanced Data Management, Analysis and Visualization using Power BI

20. Advanced Data Management, Analysis and Visualization using SPSS

21. Advanced Data Management, Analysis and Visualization using Stata

22. Advanced Data Management, Analysis and Visualization using R

23. Data Management Using R-Software Training

24. SAS for Data Analysis and Management Training

25. Advanced Data Analysis using SPSS Training

26. Data Processing and Management using CSPro Training

27. Data Privacy and Protection Training

28. Cybersecurity Vulnerability Assessment Penetration Testing (VAPT)

Category: GIS & IT / Software / Mobile Data Collection

29. GIS in Monitoring & Evaluation

30. GIS Mapping and Spatial Data Analysis

31. Mobile Data Collection Using EpiCollect5

Category: Management & Administration / Human Resources

32. Training on Human Resource Planning & Succession Management

33. Business Etiquette and Office Protocols Training

34. Automation of Records and Information Systems Training

35. Training on Business Process Management (BPM)

36. Training on Strategies for Leading Successful Change Initiatives

37. Supervisory Skills among Middle level Managers

38. Mastering the Art of Communication and Influence for Managers

39. Mastering People Management

40. Beyond Customer Service

41. Training Executive Assistants

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Category: Climate Change / Environment

42. Training on Climate Finance and Stakeholder Engagement

43. Training on Environmental and Social Safeguards

44. Training on ESG and Climate

6. Content for Course Registration Workflow

Explain clearly to the developer how you want registration to work (mirroring Devimpact Institute's style):

- On each course page: A prominent "REGISTER" button (or "ENROL NOW").

- When user clicks register: open a form (either inline on same page or a pop-up/modal or new page) with fields:

  - Full Name

  - Email Address

  - Phone Number

  - Organization (if applicable)

  - Role/Designation

  - Course Selected (pre-populated or drop-down)

  - Preferred Date/Venue (if applicable)

  - Payment Option: (Online payment / Invoice me)

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- Upon submission:

  o Show a "Thank you for registering" confirmation message.

  o Send an automated email to the participant with their course registration details and next steps (payment instructions, venue, date, login if e-learning).

  o Send an automated email to Bluestron internal admin with participant details and course selected.