Project Proposal: Redesign of CAPACITI's Standalone Website

1. Project Overview

Objective:
To redesign **CAPACITI's** standalone website with a modern, user-centric interface that enhances brand presence, streamlines navigation, and communicates the organisation's mission, programmes, and impact effectively.

Target Audience:
Prospective candidates, partners, funders, employers, and general public.

Key Goals:

- Improve user engagement through an intuitive design
- Showcase **CAPACITI's** mission, team, and success stories
- Streamline application and partnership processes via CTAs and integrations
- Strengthen brand credibility and online presence

2. Website Structure & Feature Outline

1. Header

- **Elements:**
    - Logo (top-left for brand recognition)
    - Horizontal navigation menu
    - CTA button ("Work With Us") prominently placed top-right
- **Tools & Suggestions:**
    - **Design:** Figma, Adobe XD
    - **Development:** HTML5, CSS3, React or Next.js
    - **Accessibility:** Use WAVE or Axe tools to ensure accessibility compliance

2. Hero Section

- **Elements:**
    - Engaging image or mission-aligned video

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o Clear headline and sub-headline
o Primary CTA: "Work With Us" button
o Secondary CTA: Link to "Learn More" (video embed or modal)
- **Tools & Suggestions:**
   o **Media Optimization:** Cloudinary or Imgix
   o **Video Embedding:** Vimeo or YouTube API
   o **Animation Effects:** GSAP or LottieFiles

3. About Section

- **Elements:**
   o Mission & Vision
   o Team profiles (image, role, LinkedIn links)
   o History Timeline
   o Partner & Funder logos
- **Tools & Suggestions:**
   o **Timeline:** Tiki-Toki or Timeline.js
   o **Image Optimization:** TinyPNG or WebP format
   o **CMS Integration:** Sanity or Contentful for easy updates

4. Programmes Section

- **Elements:**
   o Introduction
   o Visual programme cards with title, description, stats (modal pop-up)
   o Filter/sort options
- **Tools & Suggestions:**
   o **Dynamic Filters:** Algolia or Isotope.js
   o **Interactive UI:** Vue.js, React components, or Svelte
   o **Impact Stats Visualization:** Chart.js or D3.js

5. Impact Section

- **Elements:**
   o Key metrics (e.g., number of cohorts, graduates, placements)
   o Case studies
   o Testimonials from stakeholders
- **Tools & Suggestions:**
   o **Data Visuals:** Tableau Public, Datawrapper
   o **Carousel for testimonials:** Swiper.js or Slick Carousel

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o **CMS Integration:** Prismic, Ghost CMS

6. Blog Section

- **Elements:**
    - Featured blogs with imagery and tags
    - Easy-to-read summaries and visual content
- **Tools & Suggestions:**
    - **Markdown support:** Netlify CMS or Strapi
    - **SEO Optimization:** Yoast or Ahrefs
    - **Content Scheduler:** Storyblok or ButterCMS

7. News & Events Section

- **Elements:**
    - Upcoming events (calendar or list)
    - Archive of past events with images and descriptions
    - Press releases and media links
- **Tools & Suggestions:**
    - **Event Calendar Integration:** FullCalendar.js or Tockify
    - **Press Release Format:** Embed PDFs or link to Medium/Substack

8. Opportunities

- **Element:**
    - External link to Breezy (ATS)
- **Tools & Suggestions:**
    - **Embedded iframe or button redirect**
    - Breezy API (for deeper integration if needed)

9. Contact Section

- **Elements:**
    - Contact form (name, email, message)
    - Contact details
    - Office location map
    - Social media icons
- **Tools & Suggestions:**

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- o **Form Backend:** Formspree, Netlify Forms, or Google Forms
- o **Map Integration:** Google Maps API
- o **Chatbot Integration (optional):** Tidio, Drift, or GPT-4 API for custom AI assistant

10. Footer

- **Elements:**
  - o Quick links
  - o Newsletter signup (or popup)
  - o Social media icons
  - o Copyright
- **Tools & Suggestions:**
  - o **Newsletter:** Mailchimp or ConvertKit
  - o **Popup Tools:** Sleeknote, Poptin, or HubSpot forms

3. Additional Features

Optional Enhancements

- **Candidate Site Link:** Direct link to the separate candidate portal
- **AI Chatbot Integration:** Smart assistant for FAQs, application help (OpenAI API)
- **Accessibility Enhancements:** ARIA tags, keyboard navigation, high-contrast mode toggle

4. Tech Stack Recommendation

Layer	Tools/Frameworks
Frontend	React, Next.js, Tailwind CSS
Backend (if needed)	Node.js, Express, Firebase
CMS	Strapi, Sanity, or Contentful
Hosting	Vercel, Netlify, or AWS Amplify
Analytics	Google Analytics, Hotjar, Microsoft Clarity
SEO	Yoast, Screaming Frog, Structured Data

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5. Timeline & Milestones

Phase	Duration
Discovery & Planning	1 week
Wireframing & Design	2–3 weeks
Development & Integration	3–4 weeks
Testing & QA	1 week
Launch & Feedback Phase	1 week

6. Conclusion

This redesign will help **CAPACITI** present its value proposition more effectively to all stakeholders—while providing a future-ready, scalable platform that aligns with **CAPACITI's** growth and impact.

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