

# Milestone 1 Notes

## Backstory and Wireframes

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## CURRENT USER STORIES

Individual trading expert

Wants mobile first site to

- Drive more business - 1-2-1
  - Groups
- Improve social media profile
- Stand out from competition as unique
- Promote his training courses in London
- His Story :- Active trader since 1996 (over 22 years).
  - He called the Dot Com fall & traded profits in & out.
  - He called 2008 collapse when quants didn't.
  - He knows another collapse is imminent & by using his methods an individual trader can be safer & smarter than the big guys

- To reach complete novice upwards.

Client wants :- photo / intro of self

& his accomplishments

- Why his training is better than competition.

- That he can train 1-2-1 & groups

- An overview of key concepts y Technical Analysis  
y Money Management  
y Trading Psychology

- A downloadable short excerpt of his course

- Links to all social media sites

- His YouTube videos.

- Info links for added value

- Booking page

- Contact page

<u>Key Priorities</u>	<u>Importance</u>	<u>Feasibility</u>
Drive new bus.	5	5
More Social Media clicks	3-4	4
People learn from site	3	5
Create trust / win the voice	4	4
	15	18

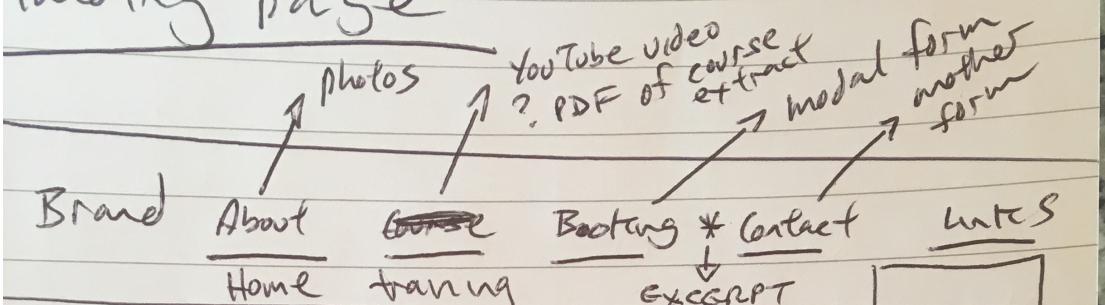
### Initial notes:

- Client wants a lot from the site and since it will be mobile first may be 'too busy' and some compromises need to be made to scale it back.
- As a result will use scrolling main landing page with section divisions but may use additional pages for some links & non essentials to the ~~main~~ main message & thrust.
- Client felt more information was better than not enough as new traders want reassurance, therefore more information, and if serious will spend time on the site if they trust the content and are then more likely to make a booking.
- Also, courses not cheap, so people won't just flick over a site quickly before deciding.

# WIREFRAMES

(was invisible x3/sm  
and appears as  
toggle ≡)

## Landing page



Content on top of

Inset →

b.g. image

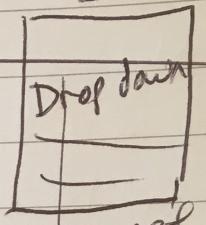
b.g.  
image

<Heading>

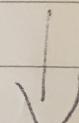
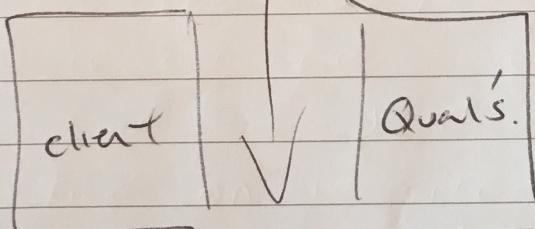
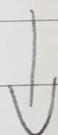
<TEXT>

(col-md-10) +  
etc

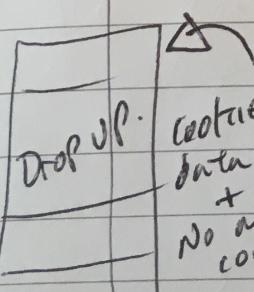
(Inset-1)  
+  
opacity



b.g.  
image



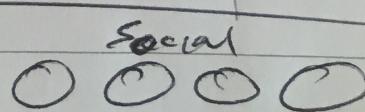
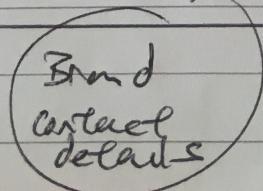
<TEXT>



lectures  
data protection  
+ advise given etc.  
No coverage etc.

? here or  
in contact only

contact  
+ legal



# Content initial notes

Home (landing page)  
lead/trainer

Training (You will learn...)

Bootcamps

(Course Excerpt & (? PDF)).

(Single scroll or  
book pages?)  
+ possible other  
pages for course  
excerpts & legal's.

Contact ←  
same location & form

Contact &  
Legal stuff

Contact us

Copyright

Cookie Policy

GDPR

Advice Disclaimer

Credits (? place in README.md)

? one  
combined  
section  
at bottom  
scroll (above  
too far)

Home Want the Secret to safer  
profits?

This site can give you exclusive  
\* honed access to the best trading habits.\*  
by experience over 22 years. Yes! Even if you don't know how to  
trade yet. In a short amount of time

(Content Quite lengthy.) you will learn the secrets off that  
(look at cutting back once done) will give you the edge in any  
market.

Profile

Dip IA



## Basic wireframes

leader / teaser blurb about  
client/me & course snippets  
(want more detailed info ... read on)

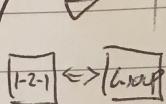
### Training

(section)

What you will learn

- explained in 3 o/
- main themes o/
- money management o/
- psychology o/
- technical skills o/
- analysis o/

The Cost ?



eg £250 £100 ph.  
per pd. min 6.

quarterly  
Jan April July Oct  
London offices

### Bookings

(section)

Blurb on main section + button

Name  
email  
phone  
date  
Training closer

modal

Confirm Booking

we will confirm your place first  
and if successful request payment  
(all fees) As we will have your email we will update etc

COURSE  
Except

(section).

## Basic Wireframes

Text blurb

Inset Y.T.  
video.



(? create intro  
to PDF except)  
(as well or too much?)

[  
? Testimonials multiple 'polaroids' in  
    (section) CSS "≈"  
    + effects                  "≈"  
                                "≈"  
                                "≈"]

Contact

(section)

Text.

Button  
&  
2nd modal

CONTACT

legal

(section)

From all dropdown units in  
Footer

? Either added to bottom of  
scrolling main html page with  
sub sections separated for each or

separate html doc with sections  
for each to keep it separate  
from main landing page & scroll  
down info.

(Get feedback first).

### Other Ideas/Issues

- Mix of one main scrolling page + other pages for non essential info away from main sales thrust.
- Divisions between sections could be coloured, skewed or shaped etc.
- Decide on final colour schemes & font styles once fully responsive version tested then test again for final mods.
- Need Nav to disappear to brand + toggle on xs & sm.