Pi's Tasks for Ed Tech UX

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Contents

Hi Pi let's go through the components step by step

0.1 General

Color: Follow the guideline attached below Font: Not much preference, please suggest Style: Prestigious, Professional, simple and clean Style References: [https://www.theedgetutors.com/] [https://tutorme.com/] [https://www.skooli.com/]

0.2   Component 1:

Hero Banner and Hero Slogan Hero Slogan: Quality Education for All Please look for stock picture from online that either looks like those UWC style which suggests education accessability shows a prestigious university building Reference (hero banner with style 2): https://tutorme.com/

0.3   Component 2:

Placed in the middle:

The Best Tutors should be available everywhere for everyone. Physical constraints have limited your choice of private tutors. Not anymore.

Either just keep the background clean or pick a stock photo and blur it /make it half transparent and place it in the background.

0.4   Component 3: (Who we are)

'We are an EdTech startup founded by Cambridge, Oxford and Ivy League graduates.' and then show team information as shown in the pic below:

will shoot you the pics and description later on. Right now just put some placeholders over there and some lorem ipsum

0.5   Component 4:

Show 'How we make you succeed' in middle and then: Remote private tutoring with tutors who go to OxBridge or Ivy League schools

Data driven approach with efficient tracking of student's learning progress

Broad and flexible curriculum

For each bullet point, need an icon to put in front. Please help find appropriate icons to put there

0.6   Component 5:

Show 'Tutorials for middle school and high school students' and then the following items:

1. IB Subjects
2. GCE Subjects
3. Intro to Coding
4. Creative Writing
5. Critical Thinking
6. Public Speaking

Arrange the 6 items into 2 rows, 3 items each. below them put 'and more'

Reference for this component:

Find an appropriate icon for each of them

0.7   Component 6:

Guarantee of Excellence: We believe in the quality of our tutoring. If you are not satisfied after your first session, we'll give you a full refund.

Not much preference how to show it. Let me know if you have any suggestions

0.8   Component 7:

'Schedule a Free Trial' let them leave their full name, phone number and email address, and say we will contact them soon

0.9   Component 8:

Have a log in button always visible on the upper right corner of the site. Upon clicking into it, will be brought to a page with similar color and background, letting them type their email and password. below show: 'Don't

have an account? Contact us for a free trial' which will bring them back to component 7

0.10 Notes in general:

1. Change the background color between each component to make it clear they are different parts
2. Let us know about the situation with stock pictures usage. We will sort out the billing when we confirm which to use
3. The order of the components might change any time, but right now it should go from top to bottom in numerical order 1 - 7
4. Make a button that says 'Schedule a Free Trial' which will bring them directly to component 7. I probably want to make more call for actions throughout the website, but still deciding whether to put it end of component 4 or 5 or both. Just make it easy to add or take away.

That should be it for now. I will let you know if there are any updates, and also shoot you the logo, the name, domain, pictures and description for component 3.