Documentation for E-learning Company Website Design

1. <u>Design Choices</u>

Objective:

The goal of the website design is to develop an engaging and intuitive platform for an E-learning company. The design will captivate visitors, highlight the company's services, ensure seamless navigation, and improve the overall user experience.

Key Features/Sections:

1. Homepage Design:

- Functions as the central access point for my project, which includes a search bar, drop down menus, sign up button, find a course button, different fields for e-learning, popular courses option, information about certification, and a footer.

- An engaging and informative homepage image has been attached below which contains key features and courses offered by the company.
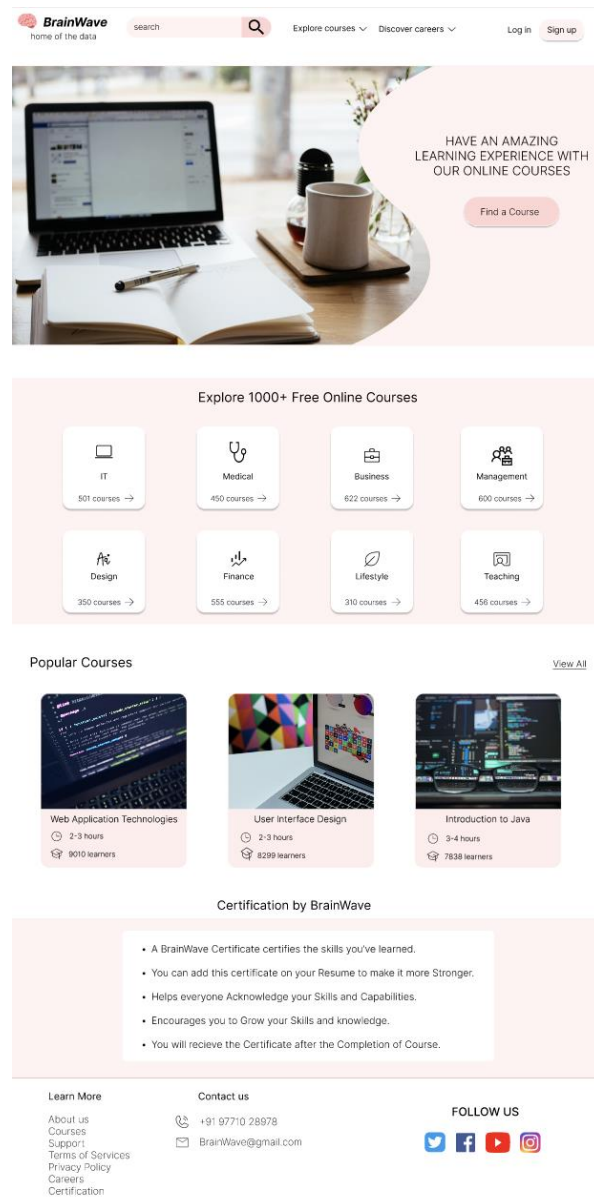
2. Sign Up Page:

- Every page features a form field for user sign-up.

- Provide visual representations of the sign-up form, clearly displaying the user interface elements.

3. Drop Down Menus:

- There are 2 drop down menus: Explore course, Discover careers.

- Explore Courses includes all the different fields through which you explore certain courses related to it.

- Discover Careers provides information about how many career options are available for a particular field.

Explore 1000+ Free Online Courses
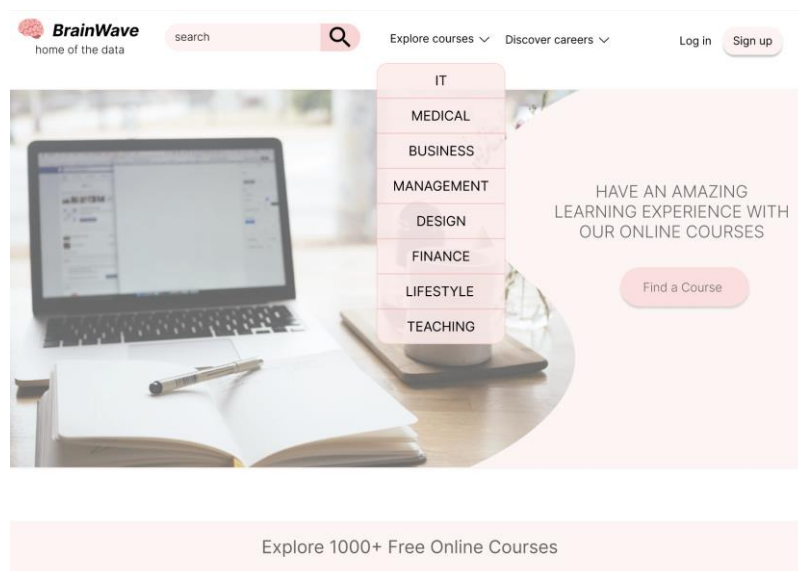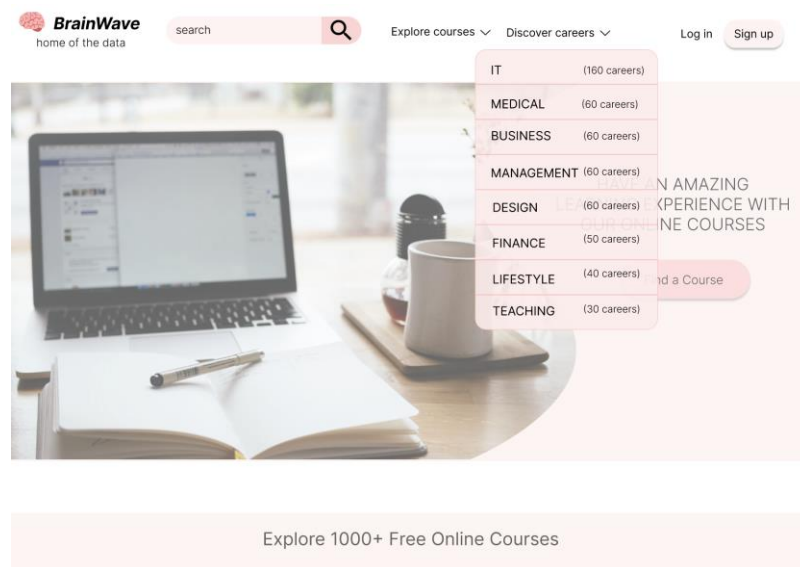
4. Find A Course Button:

- It helps the user to navigate to a page where they can explore courses and can enroll it from there.

- It also provides a visual representation of certain filters such as topics, courses, and language along with a search bar.

- It includes page numbers through which the user can navigate to different pages and a next button to go to the next page.

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search

Explore courses ⌄   Discover careers ⌄

Log in   Sign up

Enroll for the Course now!

| Topics ⌄ | Courses ⌄ | Language ⌄ | Search 🔍 |

Data Science
★ ★ ★ ★ ★

Artificial Intelligence
and Machine learning
★ ★ ★ ★ ★

Basic Interaction Design
★ ★ ★ ★ ★

1 2 3 4 ... next last

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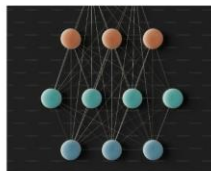📞 +91 97710 28978
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Responsive Web Design
★ ★ ★ ★ ★

Neural Networks
★ ★ ★ ★ ★

Machine Learning
★ ★ ★ ★ ★

1 2 3 4 ... next last
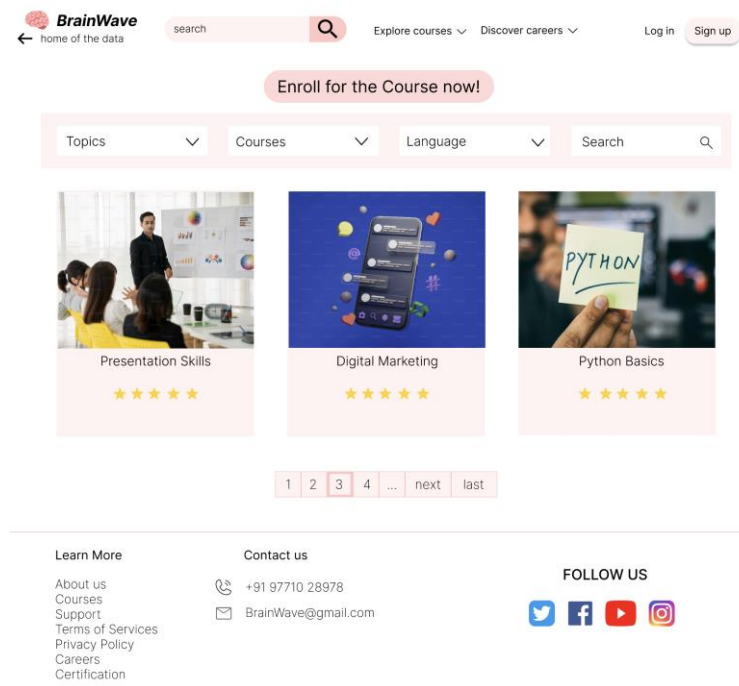
5. Different Fields For E-learning:

- The section on the homepage about different fields would take you to the details of that field.

- The different fields are IT, Medical, Business, Management, Finance, Design, Lifestyle, Teaching.

- You can prefer any field of your choice and it would provide you the fields inside that and popular courses to learn.

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search 🔍

Explore courses ⌄   Discover careers ⌄   Log in   Sign up

Free Online Courses of Medical

Explore Fields

| Mental Health | Nursing | Medicine | Nutrition |
| Health and Fitness | Physiotherapy | Child Care | Therapy |

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Popular Medical Courses   View All

Medical Terminology
🕐 2-3 hours
🎓 10000 learners

Anatomy
🕐 4-5 hours
🎓 9999 learners

Neuroscience
🕐 3-4 hours
🎓 8058 learners
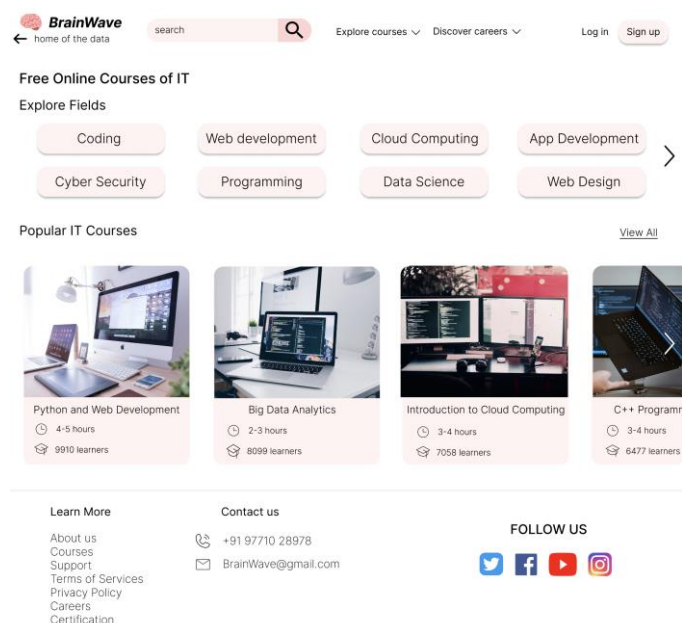

Basic Life Sup
🕐 1-2 hours
🎓 7000 learners

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Explore courses ⌄   Discover careers ⌄   Log in   Sign up

Free Online Courses of Business

Explore Fields

| Marketing | Sales | Accounting | Human Resources |
| Entrepreneurship | Marketing Strategy | Digital Marketing | Communication |

›

Popular Business Courses   View All

Fundamentals of Finance
🕐 2-3 hours
🎓 8000 learners

Sales Training
🕐 2-3 hours
🎓 7099 learners

Brand Identity
🕐 2-3 hours
🎓 6558 learners

Digital Mark
🕐 2-3 hours
🎓 5903 learners

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Explore courses ⌄   Discover careers ⌄   Log in   Sign up

Free Online Courses of Management

Explore Fields

| Project Management | Business | Leadership Skills | Quality Management |

| Productivity | Operations | Marketing | Supply Chain |

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Popular Management Courses   View All

Business Analytics
🕐 2-3 hours
🎓 8562 learners

Product Management
🕐 4-5 hours
🎓 7190 learners

Supply Chain Management
🕐 3-4 hours
🎓 6008 learners

Operations Ma
🕐 4-5 hours
🎓 5900 learners

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Explore courses ⌄   Discover careers ⌄   Log in   Sign up

Free Online Courses of Design

Explore Fields

| UI Design | UX Design | Product Design | Graphic Design |

| Fashion Design | Architecture | Interior Design | Digital Design |

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Popular Design Courses   View All

Logo Design
🕐 2-3 hours
🎓 10062 learners

Making Architecture
🕐 4-5 hours
🎓 9192 learners

Graphic Design
🕐 3-4 hours
🎓 8328 learners

UX Desig
🕐 3-4 hours
🎓 7000 learners

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Explore courses ⌄   Discover careers ⌄   Log in   Sign up

Free Online Courses of Finance

Explore Fields

| Accounting | Auditor | Finance Planning | Investment |

| Banking | Tax Associate | Research | Risk Management |

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Popular Finance Courses   View All

Corporate Finance	Financial Markets	International Finance	Chartered Ac
🕐 2-3 hours	🕐 2-3 hours	🕐 2-3 hours	🕐 2-3 hours
🎓 6500 learners	🎓 5111 learners	🎓 4050 learners	🎓 3999 learners

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
Explore courses ⌄   Discover careers ⌄   Log in   Sign up

Free Online Courses of Lifestyle

Explore Fields

| Retail | Fashion Buyer | Store Manager | Product Developer |

| Textile Design | Marketing | Fashion Consultant | Merchandise |

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Popular Lifestyle Courses   View All

Tourism Administartion	Film Studies	Styling Interiors	Fashion Des
🕐 1-2 hours	🕐 2-3 hours	🕐 1-2 hours	🕐 2-3 hours
🎓 4200 learners	🎓 3211 learners	🎓 2910 learners	🎓 1799 learners

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
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Explore courses ⌄   Discover careers ⌄   Log in   Sign up

Free Online Courses of Teaching

Explore Fields

| Vocabulary | Language | Writing | Pronounciation |
| Speaking | Conversation | Grammar | Development |

›

Popular Teaching Courses   View All

Physics	Mathematics	Biology	Chemistry
🕐 4-5 hours	🕐 3-4 hours	🕐 4-5 hours	🕐 3-4 hours
🎓 9610 learners	🎓 8751 learners	🎓 7110 learners	🎓 6183 learners

$$2x_1 + x_2 = 7$$
$$x_1 + x_2 - 3x_3 = -10$$
$$6x_2 - 2x_3 + x_4 = 7$$
$$2x_3 - 3x_4 = 13$$

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6. Popular Courses:

- This section provides courses which are most popular on this e-learning website.

- By clicking on the view all option, you will be able to view all the popular courses.

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search

Explore courses ⌄   Discover careers ⌄   Log in   Sign up

Web Application Technologies
🕐 2-3 hours
🎓 9010 learners

User Interface Design
🕐 2-3 hours
🎓 8299 learners

Introduction to Java
🕐 3-4 hours
🎓 7838 learners

Logo Design
🕐 3-4 hours
🎓 6477 learners

Python and Web Development
🕐 4-5 hours
🎓 9910 learners

Anatomy
🕐 4-5 hours
🎓 9999 learners

Supply Chain Management
🕐 3-4 hours
🎓 6008 learners

Fundamentals of Finance
🕐 2-3 hours
🎓 8000 learners

Making Architecture
🕐 4-5 hours
🎓 9192 learners

Learn More
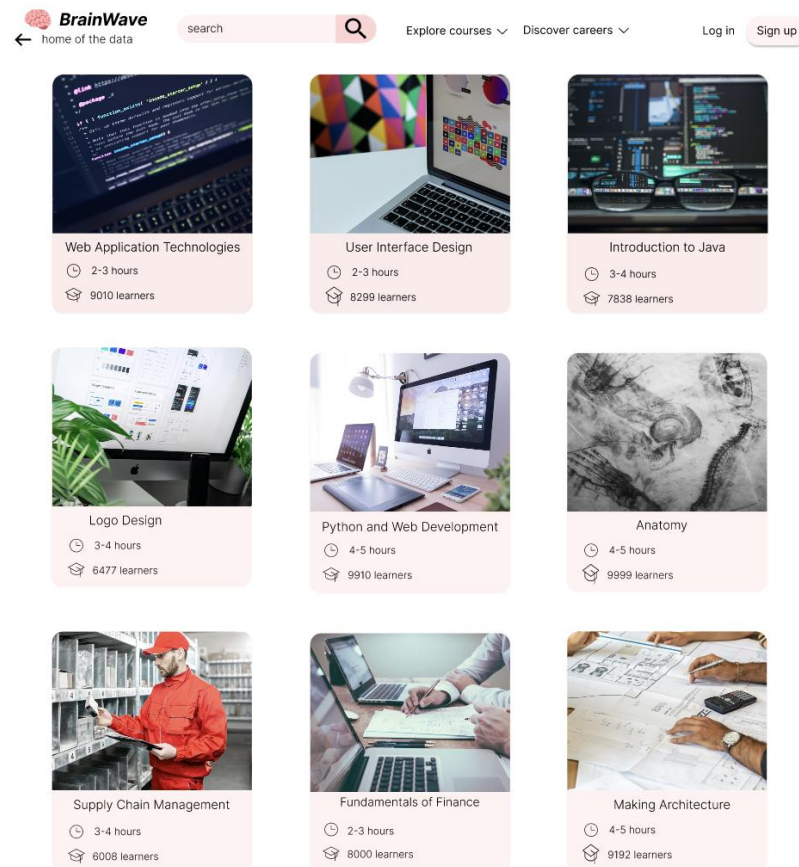About us
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7. Course Details:

- Clicking on a particular course you will be able to navigate to the course details which will have details like duration of course, level, instructors, languages, skills etc.

- This page also has comments made by some users.

- In this design I have provided course details of a User Interface Design course which you can explore from the popular courses section.
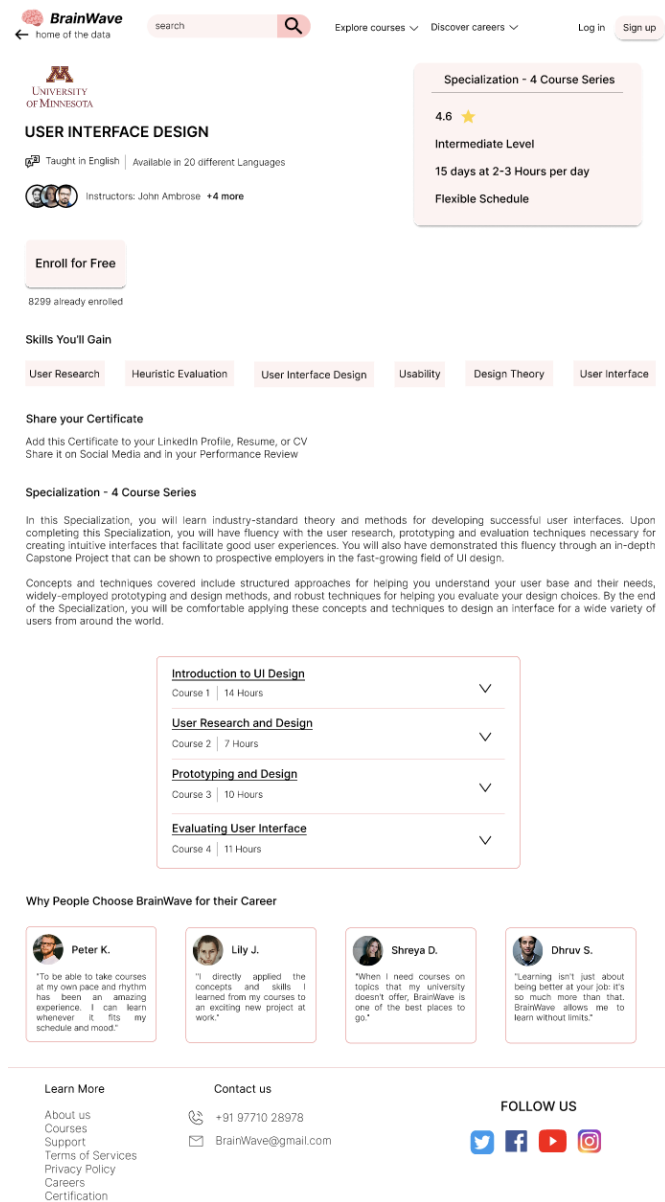
2. Navigation and User Flow

Intuitive Navigation System:

- **Header Navigation:** Links to Home, Courses, Sign Up, Discover Careers for easy access.

- **Footer Navigation:** Contains legal information and contact details.

Seamless User Flow:

- **Entry Point:** Users land on the homepage, where they encounter:

  - Navigation menu and search bar for easy access and content discovery.
  - Sign-up option available on every page for quick registration.

- **Exploration:** Users can:

  - Discover various fields of e-learning and explore related pages.
  - Browse through popular courses showcased on the homepage.
  - Access detailed information about specific courses.

- **Dropdown Menus:** The header includes:

  - Two dropdown menus offering additional navigation options across different sections of the site.

3. Color Palette and Typography

Color Palette:

- **Primary Color:** #FDECEB (Soft Peach)

  - It represents warmth, approachability, and elegance.

- **Secondary Color:** #FFC7C6 (Light Salmon)

  - Complements the primary color and highlights key elements.

- **Accent Color:** #F07371 (Coral Red)

  - Featured prominently in the logo, used to draw attention to important actions or features throughout the design.

- **Background Color:** #FFFFFF (White)

  - Provides a clean and neutral backdrop that enhances readability and focus.

- **Text Color:** #000000 (Black)

  - Ensures high readability and contrast against the white background.

Typography Styles:

- **Heading Font:** Inter, various weights - Modern and versatile font for headings to attract attention and establish hierarchy.
- **Body Font:** Inter, various weights - Clear and readable font for body text, ensuring

effective communication.

- **Accent Font:** Inter, Italic where necessary - Used sparingly for website's name.

Typography Hierarchy:

- **Headings:** Varied sizes and boldness for clear hierarchy and emphasis.
- **Subheadings:** Slightly smaller than headings but still prominent to guide content flow.
- **Body Text:** Consistent size and weight for readability and accessibility.
- **Links and Buttons:** Distinct styling with appropriate color contrast to ensure visibility and interaction.

000000	FFFFFF	FDECEB
FFC7C6	F07371	
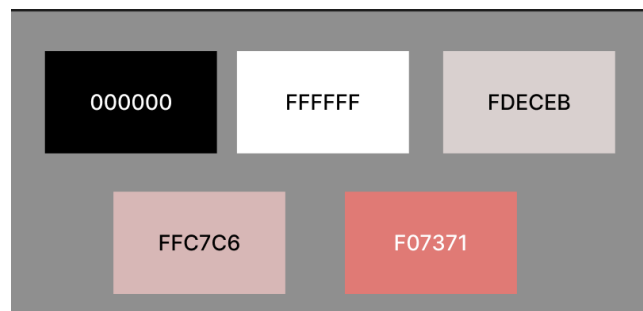
4. Visual Elements

Images and Media Placement:

- **Homepage:** Images and media elements are strategically placed throughout the homepage.
- **Course Details Page:** Includes course thumbnails and instructor photos for detailed course information.

Visual Elements:

- **Hero Section:** Captivating images communicate key messages.

- **Course Thumbnails:** Showcase course visuals for engagement and description.
- **Testimonials:** Visual testimonials enhance credibility and trustworthiness.