

# Product Specification Document

**Project Name:** Learnify — Skill-Based Learning for the Future

**Prepared By:** Franx Studios

**Version:** 1.0

**Date:** July 24, 2025

---

## Overview

**Learnify** is a modern web platform aimed at redefining education by offering structured, mentor-led, and outcome-oriented programs in fields like technology, business, and emerging industries. Inspired by Unlox.com, Learnify empowers learners by focusing on practical experience over traditional certifications.

---

## Objectives

- Deliver **career-focused** and **industry-relevant** programs.
  - Connect learners with **experienced mentors**.
  - Provide a smooth, responsive, and interactive **web-based learning experience**.
  - Make education **visually engaging and intuitive** across devices.
- 

## Key Features

### 1. Hero Section

- **Headline:** "Learning Made Easy"
- **Subheading:** One-line pitch about the platform's value proposition.
- **CTA:** "Explore Programs" button linking to program categories.

- Background: Smooth gradient, soft motion shapes.

## 2. 🚀 Program Pages

- Individual pages for each program (Web Dev, AI, Digital Marketing, etc.)
- Key modules, duration, outcomes.
- Downloadable brochure and inquiry form.

## 3. 🎓 Mentor Profiles

- Each mentor has a profile with:
  - Bio, photo, specialization
  - LinkedIn link
  - Programs they lead

## 4. 🧠 Why Choose Us Section

- 3–4 cards with icons and points:
  - "Outcomes Over Certificates"
  - "Personalized & Practical Learning"
  - "Future-Ready Skills"
- Animated on scroll.

## 5. 💬 Testimonials

- Carousel slider with learner feedback.
- Option to leave a review.

## 6. 📱 Responsive Design

- Mobile-first UI

- Clean layout with no horizontal scrolling
- Optimized assets for performance

## 7. Authentication

- Sign up/login via email or Google.
- User dashboard for progress tracking.

---

## Technical Specifications

Parameter	Details
Frontend	React.js + Tailwind CSS
Backend	Node.js with Express
Database	MongoDB (for user, course & mentor data)
Hosting	Netlify (Frontend), Render/Heroku (Backend)
Animations	Framer Motion
Icons	Lucide Icons
Forms	React Hook Form + EmailJS or Formspree
Responsive UI	Tailwind breakpoints & mobile testing
SEO	Meta tags, OpenGraph, Sitemap

---

## Pages Structure

1. / – Home
2. /**programs** – All Programs
3. /**programs/web-development** – Specific Program
4. /**mentors** – Meet the Mentors

5. [/testimonials](#) – Success Stories
6. [/contact](#) – Inquiry Form
7. [/dashboard](#) – (Post-login) User Area

---

## MVP Launch Scope

Feature	Priority
Home Page (Hero, Why Us, CTA)	✓ Must Have
Program Listing & Detail Pages	✓ Must Have
Mentor Listing	✓ Must Have
Contact Form	✓ Must Have
Testimonials	✓ Should Have
User Authentication	✓ Should Have
Dashboard	✗ Post-MVP

---

## Visual & Brand Guidelines

- **Font:** Inter / Poppins
  - **Color Palette:**
    - Primary: [hsl\(219, 79%, 56%\)](#) (Blue)
    - Secondary: [#F4F6FC](#) (Soft White)
    - Accent: [#FFC24B](#) (Yellow)
  - **Style:** Minimal, soft shadows, rounded corners
  - **Tone:** Friendly, modern, professional
-



## Timeline Estimate

Milestone	Duration
UI Design & Prototyping	1 Week
Frontend Development	2 Weeks
Backend Integration	1 Week
Testing & Bug Fixes	4 Days
Deployment	1 Day

---



## Notes

- Ensure accessibility (WCAG compliant)
  - Use Lottie animations or SVG for lightweight visuals
  - Optimize loading speed (lazy loading, image compression)
-