

INTERNSHIP ASSIGNMENT

The task is to build a landing page. The client is a hospital who is trying to attract new clients. They plan to run a free consultation camp for cancer treatment and will run ads for that on Google and Facebook. Users would land on this page after clicking those ads. The purpose of the page is to get contact details of the patient and notify them of the camp details/ other updates.

Timeline

There is no hard and fast rule but a good estimate is to deliver whatever can best be delivered in 48 hours after you receive the assignment, spending **not more than 2 hours in total** on this assignment.

Requirements

The landing page needs to have:

1. Title and cover image, and some basic content including client name (imagine a name)
2. Sign up form to collect patient information (basic information only required)
3. Testimonials of prior participants (or) Countdown timer for registration closure (or) any applicable prompt
4. Call-to-action (submit button, WhatsApp)
5. Any other convincing section that you feel appropriate

Evaluation

There is merit for the following alone:

1. Page Design (50%) - design needs to be professional, visually appealing, easy to use and mobile friendly.
2. Creativity (30%) - Coming up with creative ways of putting together a simple page and going beyond the provided requirements
3. Page Load speed (20%) - The page needs to load fast and individual elements need to be simple

Output Guidelines

- Create a page as a HTML page (OR)
- If you prefer to use elementor, use the free version of Elementor to take inspiration.

Submit: The output needs to be submitted as a HTML file along with supporting files (in Zip file) (OR) provide a link to the elementor page