

Front End Web Development CA3 Project Plan

Author: Oh Tien Cheng

Contents

Introduction	2
Objectives	2
Target Audience	2
Site Type	2
Storyboard	2
Design.....	Error! Bookmark not defined.
Font Choices.....	3
Colour Scheme	3
Wireframe	5
Home.....	5
About.....	6
Consultancy.....	7
Training	8
Media Centre	9
Careers	10
Inquiries	11

Introduction

Company Name: Aegis.ai

Aegis.ai is an artificial intelligence (AI) training and consultancy company based in Singapore. It provides training in AI skills through its courses, as well as AI solutions for organisations, especially in the field of FinTech, Marketing, and Security.

Objectives

1. To attract potential clients and convince them to employ the services and solutions provided by Aegis.ai.
2. To provide information on the training courses provided by Aegis.ai, convincing visitors to sign up and pay for the training courses.
3. To increase market awareness of the company, thus helping to improve its revenue
4. To entice talented individuals whose values and interests align with those of the company to sign on with the company.

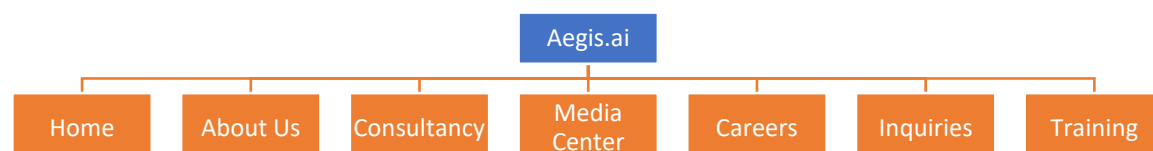
Target Audience

1. Businesses in the Finance Sector (e.g. Banks, Insurance Companies, etc)
2. Businesses in the Security Sector (e.g. Private Security Firms)
3. Businesses looking to digitise and incorporate artificial intelligence into their business in general.
4. Government institutions looking to utilise artificial intelligence.
5. Businesses looking to train employees in the use of artificial intelligence.
6. Individuals looking to gain AI certifications.
7. Potential hires such as Data Scientists, Marketers, HR Executives, etc.
8. People interested in artificial intelligence and its applications.

Site Type

A business website.

Storyboard



Persona

Attributes

Font Choices

Montserrat, Open Sans, or Helvetica will be used as they evoke a modern and futuristic feeling, suited for an AI company. Also, Helvetica is a web-safe font, so its inclusion allows for greater compatibility.

Colour Scheme

Primary colours will be black and white will be mostly used for the background of the website to reflect a futuristic and professional look. Secondary colours like blue and purple will be used to provide a contrast to the primary colours, making elements of the site stand out more

Value

The website provides value to visitors in three ways. To begin, it provides visitors with information about Aegis.ai, what it believes in and what it has done. This can be useful for job seekers to gauge how well their values and beliefs align with that of the company (and thus helping them decide if they should apply for a job/internship there) and it can also help business owners to decide if they should employ the services of the company (by looking at their past work).

Next, the website provides visitors with information about the consultancy services and products of the company, and how they could benefit their organisation. This would be useful for businesses who are looking into incorporating artificial intelligence into their business strategy, as it can help them visualise the potential benefits AI can bring (such as increased revenue, market share, efficiency gains, etc) and see how Aegis.ai can help them implement AI to bring about these benefits.

Finally, individuals interested in learning about AI and Data Science or even companies looking to train their employees in the field will find value in the information provided by the website on the training courses offered by Aegis.ai. They would be able to easily find information about the type of skills be taught in these courses, the prerequisites for joining a certain course when these courses are held and the cost of a course. This will help these people figure out which course would be most suited for them, allowing them to make an informed decision on which courses to sign up for.

Goals

1. Increase sales revenue for the company by attracting businesses/organisations to seek out our consultancy services and products.
2. Increase sales revenue by increasing the number of individuals enrolling into the company's training courses.
3. Increase brand awareness.
4. Gain talented individuals as potential hires, bolstering the team's capabilities and allowing the company to provide better services and products.

Concerns

The following are the concerns of our clients we want to address:

- I want to incorporate AI into my business, but I am unsure as to how I can do so.
- I am unsure as to the benefits of incorporating AI into my business and am unsure of the potential benefits it would bring to my business.
- I already have a plan to incorporate AI into my business but need an experienced organisation to pull it off.
- I need my employees to be trained in data analytics/data science/machine learning skills, but I am not sure what courses to send them to.
- As an individual, I wish to upskill myself with data science/AI skills to make myself more employable/transition to the data science field but am unsure as to where to start.

Wireframe

Home

<div><div>aegis.ai</div><div><div><div></div><div>https://www.aegis.ai</div></div></div><div><div>Logo / Hyperlink to homepage</div><div>About Us</div><div>Consultancy</div><div>Training</div><div>Media Center</div><div>Careers</div><div>Inquiries</div></div></div>			
Carousel			
Headline			
Selling Points			
Call to Action (Link to Training, Consultancy and Inquires Page)			
Mini Sitemap (Our Services and Solutions)	Mini Sitemap (Our Company)	Address	Connect (Social Media, tel and email)
Copyright, Terms of Service and Privacy Policy Links			

About

About Us									
<div>← → ↻ https://www.aegis.ai/about</div>									
<div>Logo / Hyperlink to homepage</div>		About Us		Consultancy	Training				
				Media Center	Careers				
				Inquiries					
Who We Are									
Our Vision, Mission and Values									
<div>Interactive World Map</div>			<div>See our past work</div> <div> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</div> <div>(When selecting certain parts of map, this section will update with pictures and information about the company's past work in this part of the world)</div>						
						Our Team			
<div>Call to Action (Link to Inquiries Page)</div>			<div>Locate Us</div>						
Mini Sitemap (Our Services and Solutions)		Mini Sitemap (Our Company)		Address					
				Connect (Social Media, tel and email)					
Copyright, Terms of Service and Privacy Policy Links									

Consultancy

<div>Consultancy</div> <div>https://www.aegis.ai/consultancy</div>			
<div>Logo / Hyperlink to homepage</div> <div>About UsConsultancyTrainingMedia CenterCareersInquiries</div>			
Heading			
What can we do for your organisation (Finance Sector, Security Sector, etc)			
Our Consultancy Services			
Our Products			
Call to Action (link to inquiries page)			
Mini Sitemap (Our Services and Solutions)	Mini Sitemap (Our Company)	Address	Connect (Social Media, tel and email)
Copyright, Terms of Service and Privacy Policy Links			

Training

Training

https://www.aegis.ai/training

Logo: Hyperlink to homepage

About Us

Consultancy

Training

Media Center

Careers

Inquiries

Our Courses

Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Filter by Categories

Card (Image, Course Name)
Click to open modal

Card (Image, Course Name)
Click to open modal

Card (Image, Course Name)
Click to open modal

Card (Image, Course Name)
Click to open modal

Card (Image, Course Name)
Click to open modal

Card (Image, Course Name)
Click to open modal

Card (Image, Course Name)
Click to open modal

Card (Image, Course Name)
Click to open modal

How to sign up (Individuals/Organisations)

Table of Available Financing Options (eg. Work Subsidies)

Mini Sitemap (Our Services and Solutions)

Mini Sitemap (Our Company)

Address

Connect (Social Media, tel and email)

Copyright, Terms of Service and Privacy Policy Links

Course Name

Image

Description

Basic Course Information (Duration, Scheduling, Mode of Training)

Prerequisite (eg. Prior skills needed)

Additional Course Details

Table of Costs and Amount Payable after Financing Schemes

More Details

Register

Close

Number of Cards may vary

Media Centre

Media Center

https://www.aegis.ai/media-center

Logo - Hyperlink to homepage

About UsConsultancyTrainingMedia CenterCareersInquiries

Heading

Filter by Categories

Card (Image, Post Title, Date, Type)
Read More

Card (Image, Post Title, Date, Type)
Read More

Card (Image, Post Title, Date, Type)
Read More

Card (Image, Post Title, Date, Type)
Read More

Card (Image, Post Title, Date, Type)
Read More

Card (Image, Post Title, Date, Type)
Read More

Card (Image, Post Title, Date, Type)
Read More

Card (Image, Post Title, Date, Type)
Read More

Card (Image, Post Title, Date, Type)
Read More

Mini Sitemap (Our Services and Solutions)

Mini Sitemap (Our Company)

Address

Connect (Social Media, tel and email)

Copyright, Terms of Service and Privacy Policy Links

Careers

<div>Careers</div> <div>https://www.aegis.ai/careers</div>			
<div>Logo / Hyperlink to homepage</div> <div>About Us</div> <div>Consultancy</div> <div>Training</div> <div>Media Center</div> <div>Careers</div> <div>Inquiries</div>			
Heading			
Life at Aegis, Why work with us?			
Featured Positions			
Table of all available positions			
Call to Action (Link to Inquiries)			
Mini Sitemap (Our Services and Solutions)	Mini Sitemap (Our Company)	Address	Connect (Social Media, tel and email)
Copyright, Terms of Service and Privacy Policy Links			

Inquiries

Inquiries

https://www.aegis.ai/inquiries

Logo / Hyperlink to homepage

About Us

Consultancy

Training

Media Center

Careers

Inquiries

Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Type of Inquiry*

Type of Inquiry

Common Form Inputs: Personal Details (First and Last Name, Email, Phone Number (optional))

Form Inputs: Inquiry Specific Details (eg. Resume, Portfolio for Employment, Company name for Business Inquiries)

Submit

Mini Sitemap (Our Services and Solutions)

Mini Sitemap (Our Company)

Address

Connect (Social Media, tel and email)

Copyright, Terms of Service and Privacy Policy Links

Eg. Business Inquiry
Media/PR
Employment

Show different form options depending on the type of query

Employment - Ask for name, email, tel, position applicant is applying for, tell us abt yourself and attach resume

Everything else: Ask for name, email, tel, company and position (company and position are optional), message