



# Gaza Sky Geeks (GSG) Website Redevelopment

Aug 31, 2025

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## Project Overview

Gaza Sky Geeks (GSG) seeks a full redevelopment of its website to enhance user experience, storytelling, technical functionality, scalability, and global reach. The website will serve multiple audiences: tech learners, companies, partners, donors, mentors, and the general public. The new website must be mobile-first, SEO optimized, fast, secure, and integrated with GSG's internal systems.

## Project Goals

The objective of this consultancy is to **design and deliver the full UI/UX experience** for GSG's new website, ensuring a seamless, accessible, and visually compelling experience while optimizing user journeys for key actions such as:

- Program applications
- Course registrations
- Event participation
- Donations
- Volunteer engagement



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- Partner collaborations

## Key Deliverables

### Website Architecture & Pages

- Homepage: Hero section, About Us, Programs, Impact, Get Involved, CTA buttons.
- About Us: Mission, Vision, Key Activities, Timeline.
- Programs: Individual, Company, Market Access, named programs (Code Academy, Skylancer Academy, GeeXelerator).
- Courses: Filterable catalog, single course page with details, status, agenda, outcomes.
- Events: Filterable event list, single event page with conditions (Open, Registration Required, Finished).
- Case Studies: Grid of cards with challenge, solution, and results.
- Media & Resources: Publications, news, blog, media features.
- Get Involved: Hire Talent, Become a Mentor, Volunteer.
- Donate: Donation form, impact tiles, testimonials, transparency links.
- Contact Us: Contact form, address, phone, social media links.
- Additional Features: Partner showcase, FAQ, alert/notification modules, pop-ups, WhatsApp communication.

### Technical Requirements

- Mobile-first, responsive design across devices and screen sizes.
- Custom CMS for ease of content updates and scalability.



- Integrated application forms for programs and events with notifications.
- Automated email notifications for confirmations, reminders, and event updates.
- Security best practices (reCAPTCHA, HTTPS, data protection).
- Optimized speed and performance (PageSpeed, image optimization, caching).
- Accessibility compliance (WCAG 2.1).
- SEO optimization (meta tags, sitemap, robots.txt, structured H1/H2 hierarchy).
- Analytics integration (Google Analytics 4).

## Non-Technical Requirements

- Consistent branding and visual identity.
- Improved internal linking, navigation, and sitemap structure.
- Clear CTAs (Apply, Donate, Hire Talent, Learn More).
- Enhanced storytelling with impactful visuals and copy.
- Centralized FAQ and resource hub.
- Modular design for future updates.

## Functional Modules

1. Donation Module: Secure, flexible donation form with suggested amounts and outcomes.
2. Program Applications Module: Integrated forms with email notifications and data capture.
3. Events Module: Calendar, filtering, and registration functionality.



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4. Notification & Alerts Module: Pop-ups, notifications, or WhatsApp messaging integration.
5. Media & Resources: Downloadable reports, blogs, success stories, and press features.

## Design Requirements

- Full-screen hero sections for visual impact.
- Card-based layouts for programs, courses, events.
- Visual storytelling (photos, videos, infographics, statistics).
- Accessibility-first approach (color contrast, alt-text, ARIA roles).
- Flexible modular design to adapt for new content or programs.

## SEO & Performance

- Optimize all pages for search engines.
- Ensure proper H1-H6 structure, meta descriptions, and URLs.
- Implement site speed enhancements (caching, lazy loading, optimized images).
- Fix broken links, 404 pages, and sitemap issues.

## Project Management

- Timeline: Estimate development, testing, and launch schedule.
- Reporting: Weekly progress reports and milestone reviews.



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- Collaboration: Project manager assigned from both GSG and the development team.
- Revisions: Two rounds of design and content review before final approval.

## Testing & Quality Assurance

- Cross-browser and cross-device testing.
- Functionality testing of forms, notifications, and CTAs.
- Accessibility and SEO validation.
- Performance testing (speed, mobile responsiveness).

## Post-Launch Support

- CMS training for GSG staff.
- Bug fixes and technical support for 3–6 months.
- Documentation for site architecture, modules, and maintenance.