

Website Redesign – Requirement Summary

Current Website: <https://northstaronline.in/>

Client: North Star (*This name may change along with branding*)

Focus: Institutional-first website

Core Theme: *Developing Leaders, Empowering Institutions – From Classrooms to Careers*

1. Objective

- Redesign existing website with **primary focus on institutional partnerships** (Schools & Colleges)
 - Secondary focus on individual/open programs
 - Clean, professional, institution-oriented design
 - Mobile-first and SEO-ready
-

2. Required Pages

1. Home
 2. About / Our Mission (Includes the Team and Mentors)
 3. Our Approach (Classroom-to-Career Framework)
 4. Institutional Programs (Overview)
 5. For Schools
 6. For Colleges / Universities
 7. Open Programs
 8. Contact / Partner With Us
-

3. Key Features

- Clear institutional messaging above the fold
- Separate CTAs for:
 - Institutions (primary)
 - Open Programs (secondary)
- Responsive design (desktop & mobile)
- Contact forms for enquiries
- Basic SEO structure (on-page)
- Certificate Validation (email trigger)
- Performance-optimized
- Carousal for academic partners (trusted by) and pic/video feedbacks
- Free Demo (sms/email trigger)

4. Design Expectations

- Modern, minimal, institutional look
 - Journey-based storytelling (School → College → Career)
 - No coaching-center style layouts
 - Easy future scalability
-

5. Deliverables to Quote

- UI/UX design + development
 - Homepage + internal page templates
 - Mobile responsive version
 - Go-live support
-

6. Optional (Quote Separately)

- Content writing
 - SEO services
 - Ongoing maintenance
 - Monthly updates on Partners/Events/Feedback etc.
-

7. Timeline

Please share:

- Estimated timeline
 - Cost breakup
 - Post-launch support (if any)
-

8. Similar website

<https://www.niit.com/india/stackroute>