

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
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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
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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
- Carousel 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>