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NAVIGATION BAR

COMPONENTS

HERO SECTION

MAIN HEADLINE

SUBHEADING

CALL-TO-ACTION BUTTONS

ABOUT SECTION

SECTION HEADER

MISSION TEXT

PROGRAM STRUCTURE

MISSION TEXT

PROGRAM STRUCTURE

COURSES SECTION

SECTION HEADER

SIX-MONTH COURSES (R1,500 EACH)

SIX-WEEK COURSES (R750 EACH)

MULTI-COURSE DISCOUNTS

QUOTE REQUEST FORM

SECTION HEADER

PERSONAL INFORMATION

COURSE SELECTION

QUOTE SUMMARY (DYNAMIC)

QUOTE SUMMARY (DYNAMIC)

ADDITIONAL INFORMATION

FOOTER

COMPANY INFO

CONTACT DETAILS

QUICK LINKS

FUNCTIONALITY OF BUTTONS AND LINKS

NAVIGATION MENU LINKS

The navigation links are there to give the users an ease of use to our website. This will allow them not to struggle with finding the different pages. The navigational links can be found in the navigation bar at the top of the page. The navigational links will consist of the home page button, About page button, Courses page button and Quote page button.

FOOTER LINKS

The Footer Link will consist of the About us, Our Course and Get Quote. They can be found at the bottom of the page. These footer links will act as shortcut navigations.

VIEW COURSES BUTTON

The View Courses button is there to allow the user to click the button and be taken to the page where it will show them the different courses that are on offer. It is an instant link to the page.

GET QUOTE BUTTON

The Get Quote button will take you straight to the quote section of the page where you can submit your quote.

SUBMIT QUOTE BUTTON

The submit quote button will collect the information that was filled out on the form by the user that is looking for a quote and will request a quote.

Colour Scheme

1. Primary Colours

- **Royal Blue** - #1E40AF
- **Sky Blue** - #3B82F6

The Primary Colour scheme that was chosen gives the page a bright and friendly look while keeping the professional side to the website. It also gives the buttons and highlights a clear and visual read on them

2. Secondary / Accent Colours

- **Emerald Green** - #10B981
- **Amber Orange** - #F59E0B

The Secondary Colour scheme that was chosen gives off success and it is attention grabbing for the user that will be accessing the website. It also is used to as a key map. i.e. the Emerald green is used to showcase the Discounts/Special offers.

3. Neutral Base

- **Light Gray** - #F5F5F5
- **Cool Gray** - #6B7280
- **Dark Charcoal** - #111827
- **White** - #FFFFFF

The Neutral base colour scheme was used for the headings, body text and the backgrounds of the cards. It is a great combination of the colours because they will stand out against the white page which will make it easy for the users to be able to read

4. Ui

The page has a simple, contemporary layout and is primarily styled with TailwindCSS. The structure is as follows:

1. Navigation (Sticky Navbar)

- Tagline + brand title.
- Links: Get Quote, Courses, About, and Home.

- The button "Get Quote" is designed to be a call to action.

2. Section of Heroes

- Background gradient (.gradient-bg).
- Subheading and large heading (unambiguous value proposition).
- CTA buttons: Get a quote and view courses.

3. About Section

- mission statement.
- Statistics (trained students, available courses).
- program structure with bullets for icons.

4. Courses Section

- Divide into two groups:
 - Learnerships for six months (R1,500) in life skills, sewing, landscaping, and first aid.
- Six-Week Short Courses (R750) in Garden Maintenance, Cooking, and Child Care.
- Every course has a card with a price, description, bullet list, and icon.
- Block of discount information (grid layout).

5. Quote request section

- Name, email, phone number, and customer type are form fields.
- Selecting a course (checkboxes arranged by length).
- quote summary that is automatically calculated (subtotal, discount, total).
- Extra text space for information.
- Click "Submit" with a confirmation message.

6. Footer

- summary of the brand.
- Contact details (including demo and placeholder information).
- Fast links.
- Copyright.

5. SEO tags

Seo breakdown

- `<title>`:
"Empowering the Nation - Skills Training for Domestic Workers & Gardeners"
(Good: clear, keyword-rich, includes brand and main service.)
- `<meta charset="UTF-8">` and `<meta name="viewport">`
(Mobile responsive and UTF-8 ready.)

Heading hierarchy is mostly fine:

- `<h1>` in Hero: "Empowering Communities Through Skills Training".
- `<h2>` for sections (About, Training Programs, Request a Quote).
- `<h3>` for sub-headings (Mission, Course categories).