## **Landing page: Functional requirement:**

**Section 1:**

* **Logo Display**
  + Show default colored logo. (Recommandations needed and design changes required)
* **Navigation Menu**
  + Top menu bar - Join as expert*, Your journey, Blog, Login Button*

**Join as expert** →Clicking on it lands a user on the join as expert page  
**Your journey →**Clicking on it lands a user on the **Your Journey/FAQ/How it works** page where user can see Your journey/our purpose  
**Blog** → Clicking it shows 5 featured blog topics (same as on Landing Page). Redirects to the Blog page.  
1. How tap time works  
2. Time is money  
3. TapTime vs. Intro vs. Clarity:  
4. The Ultimate Booking Checklist:   
5. Expert Rate Calculator: How to Price Your Time and Experience

* **Authentication Buttons**
  + “Sign Up” button - lands a user to register and sign up directly and the Login button should be available there.
  + Login icon on the landing page- If the user is already logged this icon will redirect to the dashboard view

**Hero Section:**

* **Headline + Subtext**: “Your time. Expertly matched.” with supporting tagline.
* **Search/Call to Action**:  
  + Browse expert - Redirects the user to **Browse Expert** page.
* **Background Image/Video**: Hero section with optimized background.

### **Features Section (3-step process)**

* Step 1: Let AI match you to the right expert.
* Step 2: Explore profiles and choose an expert.
* Step 3: Get practical, valuable advice.
* Each feature block includes an icon, short description, responsive grid.

### **Categories Section**

* Categories displayed in the carousel.
* Dynamic categories all will be displayed according to admins added order.
* Sub-category list will be added by admin and we have that here and modifiable from admin panel  
  <https://docs.google.com/document/d/1zd5HOMafl9cbLWSuyz783SwfxkS3aWRh/edit?usp=sharing&ouid=105887471803216029135&rtpof=true&sd=true>
* By default the first category will be selected as the admin added order.

### **Top Experts Section**

* Definition of “Top Experts”: Tag will be added by Admin from the admin panel.
* Rules for tag assignment (Admin given from the list Top expert, Top mentor, Top voice, Top coach).
* All “Top Expert” in the order added by admin for the category selected
* Expert card details:  
  + Profile picture.
  + Name & title (current/past designation).
  + Title (define min/max characters, mandatory field). (recommandation)
  + Industries (mandatory at least 1; max 4; display logic by added order )
  + Rate 15-min rate should show but if the experts added it by 60 min or by [no.of](http://no.of) session(FX: 5 sessions) it should display like that.
  + Rating stars - will be displayed based on user given rating (Average)
  + Charity donation badge (optional).

### **Newsletter / Lead Capture Section**

* Field: Name, Email.
* CTA: “Join TapTime”
* Expected flow: store lead in backend CRM / send confirmation email.
* Validation: mandatory email, optional name.
* Once user clicks on “join tap time” system should display a message

Welcome to taptime’s community!

### **Footer Section** <https://docs.google.com/document/d/1O1RHa0Vu5cJ3EokthhEjwwNfu9ylPXPqgMmfzTfi1rM/edit?usp=sharing>

* **Quick Links:** About, Contact, Blog, How it Works, Join as Expert, Browse as Expert, Feature Request,FAQ, Privacy Policy, Terms of Service.   
  (To be provided by client)  
  (Add links to the pages)
* **Social Media:** Twitter, LinkedIn, Instagram, Facebook (links to be provided by client).
* Copyright & Branding.  
    
  **Non-Functional Requirements**
* **Responsiveness**: Web app, mobile web responsive .
* **Accessibility**: WCAG compliance (alt text, ARIA labels).   
    
  Description: [sindhu.sreenaths@gmail.com](mailto:sindhu.sreenaths@gmail.com) for your reference  
  <https://docs.google.com/document/d/1uTofbY3LkkTd5ZNN6R834rZ9U-qCfNL7isMkWfuvD4M/edit?usp=sharing>
* **Performance**: Hero images optimized (<200KB).
* **Scalability**: Blog dropdown should handle high volume   
  Que. impact on seo and other part because of archive.  
    
  **There will be no negative impact on SEO if implemented correctly**, especially since we plan to limit the number of items shown in the dropdown and ensure all blog content remains crawlable and accessible.

**By using a limited, searchable, and categorized dropdown**, we can maintain a clean and user-friendly experience. This approach prevents clutter, ensures stability, and supports scalability as blog volume increases.

## **Open Questions / Pending Client Inputs**

1. Font type: confirm with client (login button rendering issue).
2. Currency standard: USD, AED, or multi-currency toggle? (Needed suggestions)

## **5. Assumptions**

* Client will provide final content for static pages (About, Contact etc.).
* Design revisions (if any) will be approved before development.
* Social media links will be provided by the client.

Queries:  
<https://docs.google.com/spreadsheets/d/1l3DamwTX_RRpWLlBo09JJ1E78GdDDtx8m3oBrQ0ZVvM/edit?usp=sharing>