



CODESCAPE

Where Creativity Meets Technology

thecodescape.in

CAPEATHON

Guidelines and Problem Statement

1. Challenge Overview

Welcome to CAPEATHON.

Participants are invited to design and build the next-generation digital presence for: **CODESCAPE**

CODESCAPE is an engineering-first technology partner. Our mission is simple:

"To deliver value through innovation, technological excellence and quality, ensuring every CODESCAPE solution is reliable, scalable, and impactful."

in short **"Your Success is our Mission"**

Our Vison is **"To be a leading and trusted technology partner, recognized for innovation, quality, and an enduring passion for excellence"**

The objective is to create a modern, high-performance website that goes beyond presenting services. The platform should communicate innovation, technical excellence, and trust while delivering an exceptional user experience.

This is not simply a website development task; it is the creation of a digital ecosystem that represents the company's identity, capabilities, and future vision.

2. Hackathon Objectives

Participants are expected to:

- Design a visually refined and modern web experience.
- Develop a structured multi-page architecture.
- Apply strong UX/UI principles.
- Optimize performance and responsiveness.
- Demonstrate both technical and creative problem-solving skills.

3. Branding and Identity (Critical)

Maintaining brand consistency is essential.

Company Name

CODESCAPE must always be written in uppercase.

Participants must use the official **CODESCAPE logo** provided below to ensure brand consistency across all submissions: https://drive.google.com/drive/folders/1JI43zWvKO9BRS_E44juUWnRTwuEMyv7S

Official Tagline

Where Creativity Meets Technology

4. Required Site Architecture

Participants must design a multi-page website that includes the following sections:

Home

The homepage should function as a strong entry point featuring:

- A high-impact hero section.
- Clear communication of CODESCAPE's value proposition.
- An optimized call-to-action.
- Visual storytelling elements.
- Intuitive navigation.

Services

- A main services overview page.
- Individual sub-pages dedicated to each service offering.

About Us

This section should focus on authority-building content, including:

- Mission and vision.
- Company story.
- Engineering-focused philosophy.

Case Studies / Projects

A portfolio-style section presenting:

- Previous work (mock data may be used).
- Visual highlights.
- Demonstrations of technical expertise.

Blog

Designed to support long-term SEO growth and thought leadership:

- Clean reading layout.
- Category structure.
- Article preview cards.

Professional editorial presentation.

Careers

A dedicated recruitment page including:

- Open positions (mock data permitted).
- Company culture highlights.
- Hiring messaging.

Contact

- Elegant and functional contact interface.
- Well-designed form layout.
- Clear communication channels.

Legal Pages

Include:

- Privacy Policy
- Terms and Conditions

These pages serve as standard trust signals.

5. Key Features

Participants must implement the following components:

Client Showcase

- A professionally designed section displaying client logos.

Social Proof

- Section dedicated to testimonial videos or client feedback.
- Designed to strengthen credibility and trust.

Meet the Team

- Profiles for team members.
- Roles and brief descriptions.
- LinkedIn profile links.

Growth Tools

Include integration or placeholders for:

- Traffic analytics.
- Click tracking tools.

Examples include analytics integrations or mock placeholders demonstrating tracking capabilities.

Performance Optimization Requirements

Submissions must demonstrate performance-focused design practices:

- Mobile-first responsive design.
- Fully responsive layout without horizontal scrolling.
- Lazy loading of images.
- Hero asset preloading.
- Zero layout shifts (CLS).
- Minimal heavy JavaScript on initial load.
- Fast loading performance.

6. Design Direction and Inspiration

Participants should aim for modern, high-quality design standards comparable to award-level websites.

Key focus areas include:

- Clean and structured layouts.
- High-quality typography.
- Clear visual hierarchy.
- Subtle and refined interactive elements.
- High-contrast and accessible design.

Reference inspirations:

- Design Quality: Awwwards, Pentame
- Layout and Flow: Mitsogo, Webandcrafts
- Modern Interaction: Cursor, MVP Logistics
- Portfolio Style: Talrop Projects
- Pricing Layout: Arul M Joseph

These references are intended for inspiration only and should not be directly replicated.

7. Evaluation Criteria

Submissions will be evaluated based on:

Branding Clarity

- Proper implementation of CODESCAPE identity.
- Strong and consistent brand storytelling.

User Experience (UX)

- Ease of navigation.
- Effective call-to-action placement.
- Logical and intuitive information architecture.

Visual Design

- Modern aesthetic quality.
- Typography and spacing.
- Overall polish and presentation.

Technical Performance

- Responsiveness across devices.
- Page speed and optimization.
- Clean and maintainable code.

Completeness

- Inclusion of all required pages.
- Functional blog and careers sections.
- Implementation of required features.

8. Submission Expectations

Participants should provide:

- A working prototype or deployed website.
- Source code repository.
- Design assets if applicable.
- A brief explanation outlining design decisions and technical approach.

9. Workflow Evaluation

To ensure structured progress and effective project execution, participants will undergo **workflow-based evaluations at regular two-hour intervals** during the hackathon. This evaluation process is designed to assess planning, design thinking, technical implementation, and overall execution strategy rather than only the final outcome.

The workflow evaluation will consist of the following stages:

9.1. Text Sketch (Planning and Structure Phase)

The first stage of evaluation will focus on conceptual clarity and planning.

Participants are required to prepare a **text-based sketch** outlining:

- Website structure and page hierarchy.
- Layout planning and navigation flow.
- Core design and technical approach.
- Feature prioritization.
- Execution strategy.

9.2. UI Design / Figma Design (Optional but Recommended)

The second stage evaluates visual planning and interface design.

Teams may present:

- Figma designs.
- UI mockups or visual prototypes.

Having a dedicated Figma or UI designer within the team is beneficial but not mandatory. Teams without a Figma designer may proceed directly to development.

9.3. Development Phase (Programming and Implementation)

The third stage focuses on technical execution.

Participants will demonstrate:

- Website development progress.
- Code structure and organization.
- Implementation of required features.
- Responsiveness and performance considerations.

9.4. Final Documentation and Presentation

The final stage involves presenting the completed work.

Teams must prepare to explain the website they have made

- Website overview.
- Innovative Features
- Design decisions and workflow.
- Technical approach and tools used.
- Challenges encountered and solutions implemented.
- Design Uniqueness

References

Awesomic: awesomic.com

Pentame: pentame.com

Webandcrafts: webandcrafts.com

Cursor: cursor.com

MVP Logistics: mvplogistics.eu

Awwwards: awwwards.com (Design portfolio of the best websites are here)

These references are intended for inspiration only and should not be directly replicated

Final Note

Participants are permitted to use AI tools during the development process to enhance productivity, research, and technical execution. However, the final design must demonstrate originality, intentional design thinking, and human creativity. Submissions should not appear generic or resemble typical AI-generated templates. The emphasis is on thoughtful craftsmanship, strong visual identity, and a unique user experience that reflects deliberate design decisions rather than automated output

This challenge focuses on creating a digital experience that embodies innovation, engineering precision, and trust.

Participants are encouraged to think beyond a standard website and build a refined digital identity for CODESCAPE.