Documentation for E-learning Company Website Design

1. Design Choices

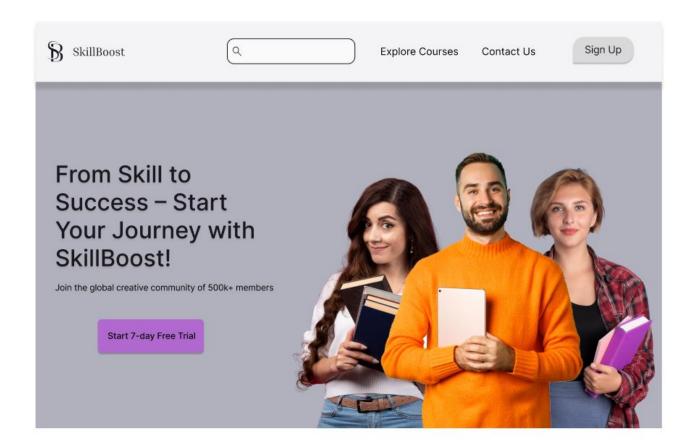
Objective:

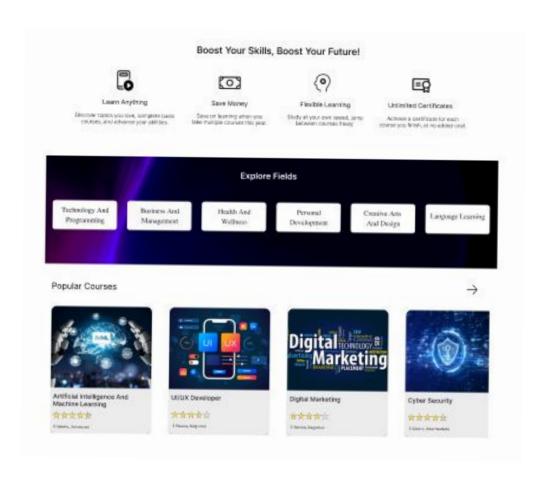
The goal of the website design is to develop an engaging and intuitive platform for an E-learning company. The design will captivate visitors, highlight the company's services, ensure seamless navigation, and improve the overall user experience.

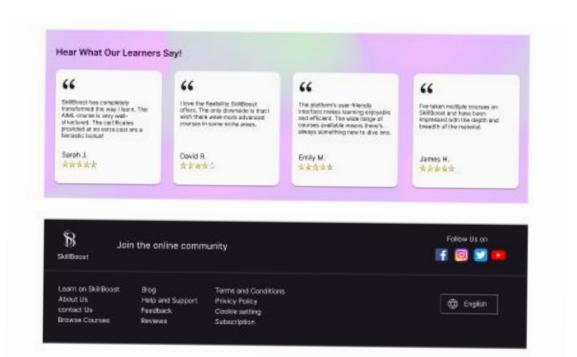
Key Features/Sections:

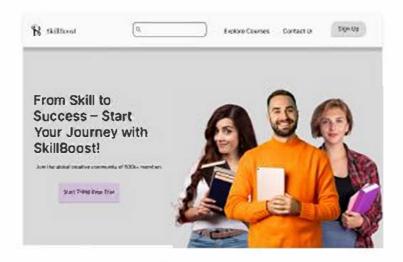
1. Homepage Design:

- Functions as the central access point for my project, which includes a search bar, drop down menus, sign up button, find a course button, different fields for elearning, popular courses option, information about certification, and a footer.
- An engaging and informative homepage image has been attached below which contains key features and courses offered by the company.









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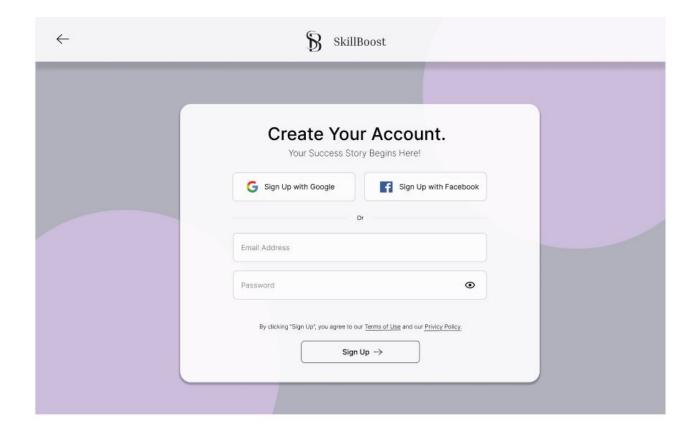






2. Sign Up Page:

- Every page features a form field for user sign-up.
- Provide visual representations of the sign-up form, clearly displaying the user interface elements.

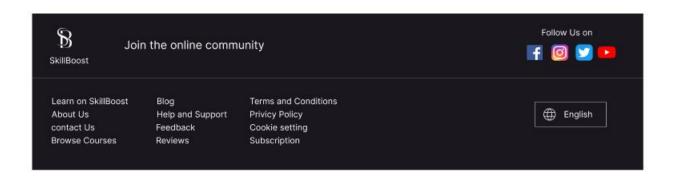


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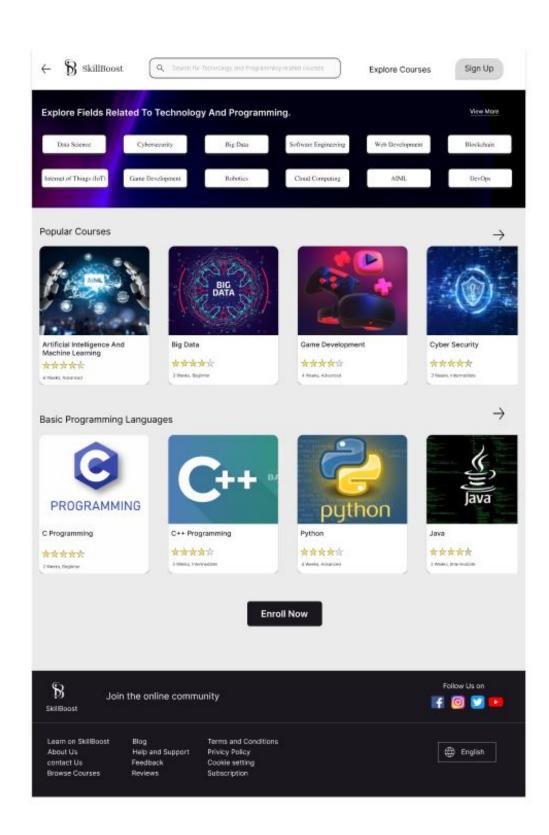


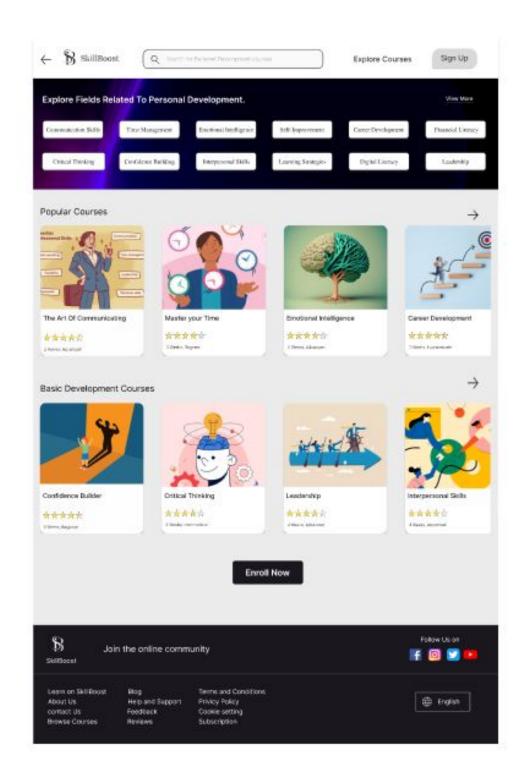


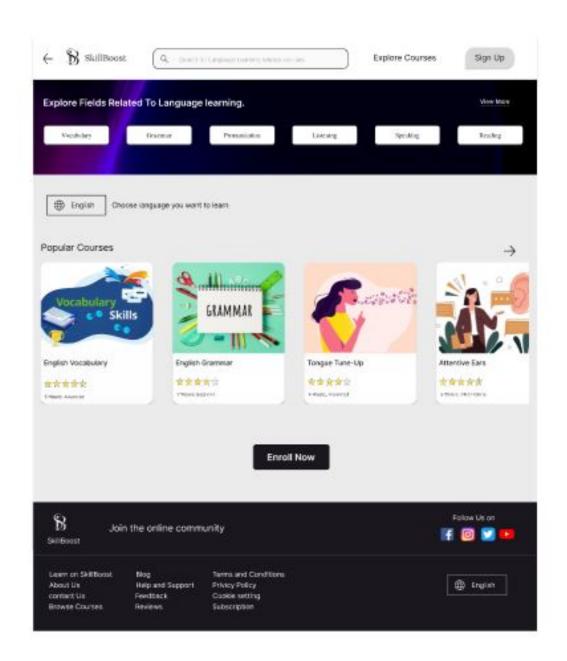


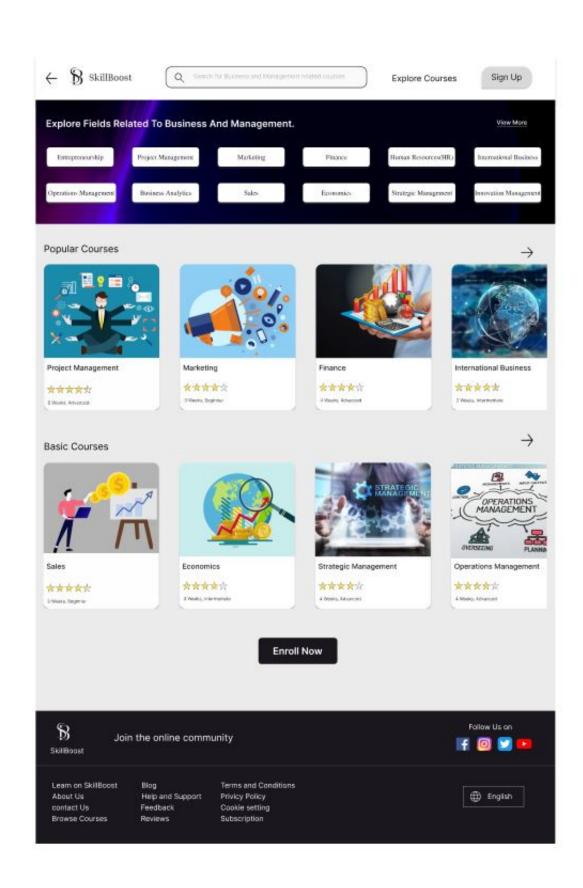
5. Different Fields For E-learning:

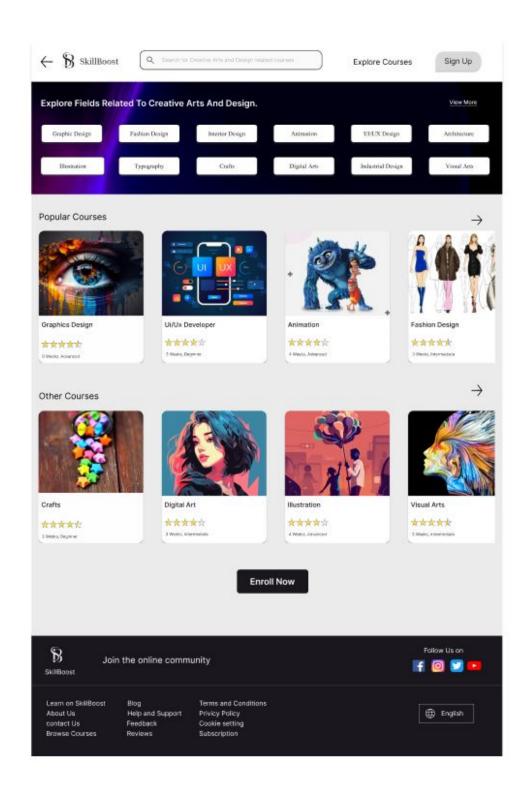
- The section on the homepage about different fields would take you to the details of that field.
- The different fields are IT, Medical, Business, Management, Finance, Design, Lifestyle, Teaching.
- You can prefer any field of your choice and it would provide you the fields inside that and popular courses to learn.





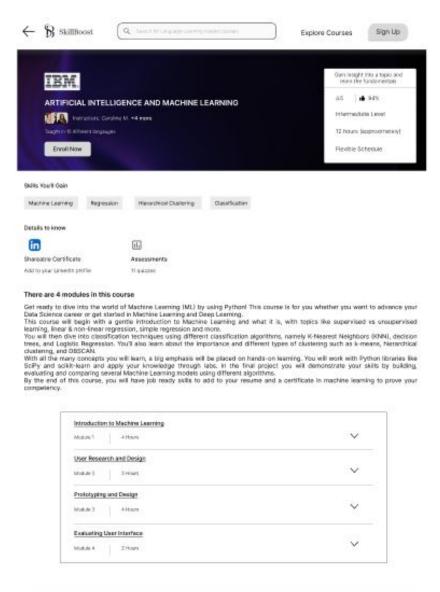






7. Course Details:

- Clicking on a particular course you will be able to navigate to the course details which will have details like duration of course, level, instructors, languages, skills etc.
- This page also has comments made by some users.
- In this design I have provided course details of a User Interface Design course which you can explore from the popular courses section.





2. Navigation and User Flow

Intuitive Navigation System:

- Header Navigation: Links to Home, Courses, Sign Up, Discover Careers for easy access.
- Footer Navigation: Contains legal information and contact details.

Seamless User Flow:

- Entry Point: Users land on the homepage, where they encounter:
 - Navigation menu and search bar for easy access and content discovery.
 - Sign-up option available on every page for quick registration.
- **Exploration:** Users can:
 - Discover various fields of e-learning and explore related pages.
 - o Browse through popular courses showcased on the homepage.
 - o Access detailed information about specific courses.
- **Dropdown Menus:** The header includes:
 - Two dropdown menus offering additional navigation options across different sections of the site.

3. Color Palette and Typography

Color Palette:

- **Primary Color:** #FDECEB (Soft Peach)
 - o It represents warmth, approachability, and elegance.
- **Secondary Color:** #FFC7C6 (Light Salmon)
 - Complements the primary color and highlights key elements.
- Accent Color: #F07371 (Coral Red)
 - Featured prominently in the logo, used to draw attention to important actions or features throughout the design.
- Background Color: #FFFFFF (White)
 - Provides a clean and neutral backdrop that enhances readability and focus.
- Text Color: #000000 (Black)
 - o Ensures high readability and contrast against the white background.

Typography Styles:

- **Heading Font:** Inter, various weights Modern and versatile font for headings to attract attention and establish hierarchy.
- Body Font: Inter, various weights Clear and readable font for body text, ensuring
- **Accent Font:** Inter, Italic where necessary Used sparingly for website's name. effective communication.

Typography Hierarchy:

- **Headings:** Varied sizes and boldness for clear hierarchy and emphasis.
- **Subheadings:** Slightly smaller than headings but still prominent to guide content flow.
- **Body Text:** Consistent size and weight for readability and accessibility.
- **Links and Buttons:** Distinct styling with appropriate color contrast to ensure visibility and interaction.



4. Visual Elements

Images and Media Placement:

- **Homepage:** Images and media elements are strategically placed throughout the homepage.
- **Course Details Page:** Includes course thumbnails and instructor photos for detailed course information.

Visual Elements:

- **Hero Section:** Captivating images communicate key messages.
 - Course Thumbnails: Showcase course visuals for engagement and description.
 - **Testimonials:** Visual testimonials enhance credibility and trustworthiness.