GOLEARN WEBSITE SCENERIO

Golearn is an online language learning website that has many language options and offers users many languages learning options.

The user base will usually consist of people who are interested in learning a language, those who want to learn a language with the appropriate cost, busy people who do not have time to go to a language learning course, and people who want to take many language sessions for a monthly fee.

The purpose of visiting the website for users should be to learn languages with online sessions, to see the costs of learning languages with online sessions, to see what is included in the Golearn language learning package and which languages it covers, and finally to see what the site promises to users.

While creating the website; We should pay attention to making a simple website interface as requested from us and we should use predominantly white tones on the website. The color palette of the site consists of black, white, and purple. Different remarkable colors can be added to the places where it is desired to attract attention. On the website, we aimed to answer the user's questions about why I should choose Golearn and show that it has many opportunities such as high quality, session duration, and online coaching facilities.

The first thing the user aims to see when they enter the website is usually the pricing part. After the user sees the pricing section, he weighs whether it is suitable for his budget and if it is suitable, he wants to know more about Golearn. That's why we must put many CTA and user router buttons on the site.

In the menu section, the main page, Why Golearn, Prices, References, and Contact sections should be included in order for users to understand why they should choose Golearn. The images of the site should be selected in accordance with the concept of the site. The images should be in harmony with the color palette of the site and should not create confusion. A select button should be added to the middle part of the site, which provides the user with many language options. In this way, the user will be able to easily access the desired language packages by selecting the desired language. We chose to direct the user to a more advantageous and more expensive package by using a color that will attract the user's attention in the pricing section. We aimed to design the communication section in a simple and easily usable way. The user will be able to easily contact Golearn from this section and download the mobile application via the App Store and Google Play options. They will also be able to access the business's social media accounts.

Finally, the login and sign-up pages should be arranged with a simple design suitable for the site. We have given the icons the orange color, which we also use as an accent on the homepage, and thus a smooth transition between the site and the forms has been achieved.