

## **Website Design Brief**

### **What is the aim of my website?**

The aim of the Insight Consultancy website is to provide comprehensive support and resources to students aspiring to study abroad. The website focuses on offering extensive IELTS preparation through courses to ensure students achieve the necessary scores for university applications. Additionally, it guides students through the enrollment process by providing detailed information on various universities, and their requirements like minimum band score. The site serves as an informational hub, offering access to university lists, and scholarship opportunities. By offering personalised consultancy services, the website helps students navigate their educational and career goals with proper advice.

### **Target Audience:**

The Insight Consultancy website is designed for students who want to study abroad. These students are usually preparing for the IELTS exam and need help to get the right scores. They also look for information about different universities, what they require for admission, and available scholarships. Parents of these students, educational advisors, and professionals looking to continue their education abroad are also part of the audience. They all use the website for personalised advice, help with university details, and support in understanding the steps to study in another country.

### **Objectives:**

1. **Provide IELTS Preparation:** Offer courses and resources to help students achieve the required IELTS scores for university admissions.
2. **Facilitate Easy Enrollment:** Simplify the enrollment process with easy-to-follow steps, forms, and clear instructions to reduce the hassle for students.
3. **Facilitate University Enrollment:** Assist students in understanding and navigating the university application process, including providing information on various universities and their requirements.
4. **Offer Comprehensive Information:** Provide detailed lists of universities, scholarship opportunities, and other relevant information to aid students in making informed decisions about their education abroad.
5. **Update with Latest Information:** Regularly update the website with the latest information on IELTS exams, university requirements, visa regulations, and scholarship opportunities to ensure students have the most current data.
6. **Enhance Accessibility:** Ensure the website is user-friendly and accessible, making it easy for students and other users to find and use the information they need.

### **Features:**

1. **User-Friendly Dashboard:** A personalised student dashboard that provides easy access to all services and resources, including test enrollment, latest news about study abroad, student tips and strategies.

2. **Online Enrollment:** A seamless online enrollment system for IELTS preparation courses and proficiency tests, with enrollment date.
3. **Contact Form:** Simple and effective contact form for students to reach out with inquiries, feedback, or requests for additional information.
4. **Responsive Design:** A mobile-friendly and responsive design that ensures optimal user experience across all devices.

## Website Design Notes

### Design Notes:

The Insight Consultancy website is designed with a clean and professional aesthetic, featuring a soothing colour palette of blues and whites. It emphasises user-friendly navigation with a fixed header and responsive layout, ensuring optimal viewing across all devices. High-quality images and icons complement clear typography, making content easy to read and visually appealing. Interactive elements like prominent call-to-action buttons facilitate user engagement, while structured sections and organised content enhance usability. Accessibility features and a comprehensive footer with essential links complete the user-centric design, aiming to provide a seamless experience for students pursuing study abroad opportunities.

### Logo:



### Font Choice:

Overall, the font choice for Insight Consultancy is specified to ensure readability and consistent rendering across different platforms and devices.

1. 'Segoe UI', Roboto, 'Helvetica Neue', 'Arial', Noto Sans', sans-serif'
2. 'SFMono-Regular, Menlo, Monaco, Consolas, 'Liberation Mono', 'Courier New', monospace'
3. 'Segoe UI', Tahoma, Geneva, Verdana, sans-serif'
4. 'Montserrat', sans-serif'
5. 'Arial, sans-serif'

### Colour Choice:

The colour scheme chosen for the site includes soothing colours that complement the typography and overall style. Linear gradient effects using colours have been added to certain elements such as buttons and backgrounds to enhance the design. The aim is to create an attractive and user-friendly visual experience.

1. #f8f9fa

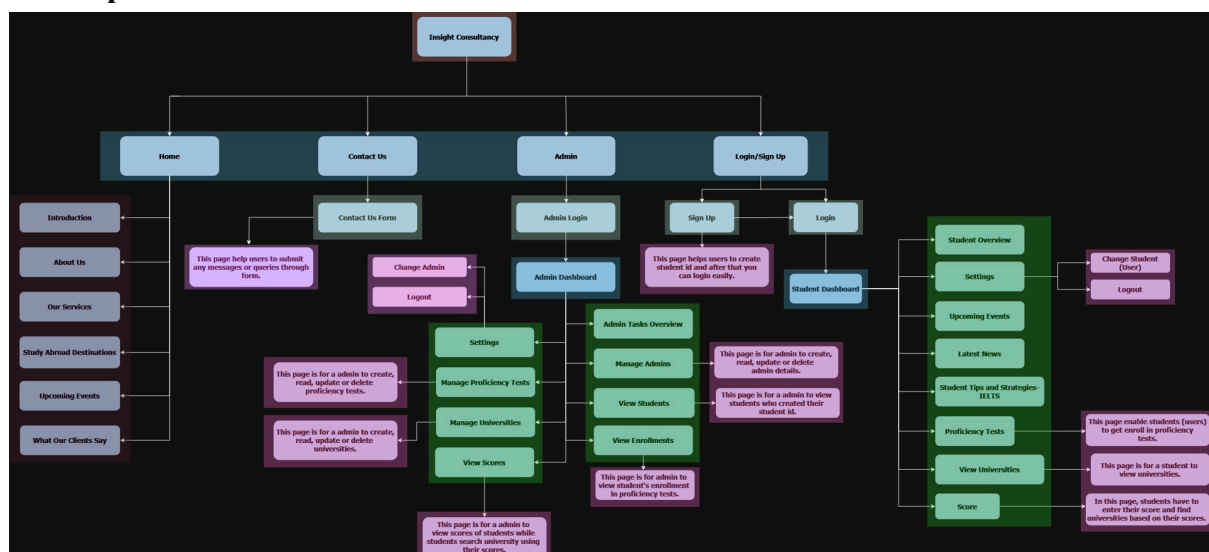
2. #ffffff
3. #343a40
4. #0077b6
5. #0056b3
6. #333
7. #495057
8. #2c3e50
9. #1565c0
10. #1e88e5
11. #6c757d
12. #eaeaea
13. #ffc107
14. #dc3545

## Website Structure

### Interactions:

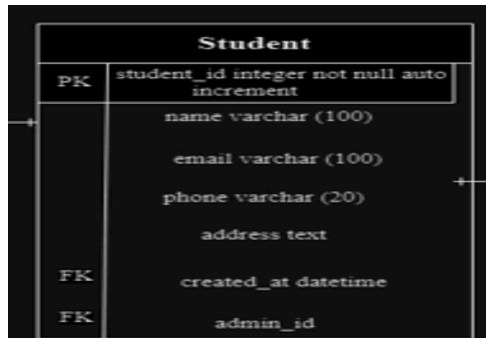
Our consultancy website ensures easy navigation with a 'logo' that directs to the homepage, a 'Contact Us' form for queries, an 'admin' page for efficient management, and a user-friendly 'login/signup' for students (users) to access and get more informations about proficiency tests and detailed universities. On mobile devices, our website uses a hamburger menu. When tapped, it shows a navigation bar to help users easily navigate the site.

### Site map:

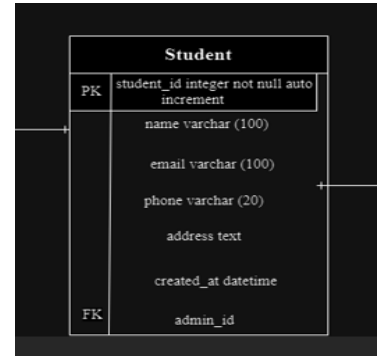


## Crow Notation:

### Before:



### After:



I accidentally added a foreign key to the 'created\_at datetime' field by mistake.

### References:

1. **Logo:** Idea from [www.canva.com](https://www.canva.com) and later modified.
2. **Picture:**  
<https://www.pexels.com/photo/man-and-woman-discussing-and-sharing-ideas-2977565/>
3. **Icons:**  
[https://www.flaticon.com/free-icon/notes\\_3297523?term=test+preparation&page=1&position=18&origin=search&related\\_id=3297523](https://www.flaticon.com/free-icon/notes_3297523?term=test+preparation&page=1&position=18&origin=search&related_id=3297523)  
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