**Background**

This project aims at creating a website for a training institution based in the UK, they offer trainings on various subjects and advanced programs geared at meeting both individual and organisational needs. They currently have a physical location but want to migrate their services to become fully virtual.

The website is aimed at creating a platform where both student and staff can communicate, collaborate, teach and learn hitch free, its also geared towards creating visibility for the business, attracting candidates and business owners in need of the services the business provides, thereby generating revenue.

Embedded in this product isn't just the website, it also accommodates an Admin portal and a Students portal.

**The Problem**  
The company has been in business for a couple of years, due to the outbreak of the pandemic in 2019, business really slowed down for obvious reasons, and even when the restrictions were eased off, it seemed like most individuals preferred the online trainings better than going into physical classes, this made the business take a huge plunge financially.  To pick the business back up and improve its internal processes, our client is trying to set his business up to meet the needs of the clients, get up to par with industry standard (and eventually surpass it), and in order to achieve this they need a website that is user friendly but at the same time technically advanced enough to meet the needs of their prospective clients and to also help them manage their internal activities.

The cost of delivering this project has been budgeted at £75,000.

This is a huge project and so it has been broken down into features being managed by different project groups; below are the features that this team would be working on:

**You will be building some of the Website features.**

Key Features for this team

The key features for this team are Testimonials, Contact us, Terms and policies, Link to Socials Media platforms, Blog.

**1. Testimonials:**Here the prospective clients get to see all the testimonies of previous clients, who have gone through the trainings on the website.

**2. Contact us:**This feature ensures that visitors to the website can easily access the contact details of the business and can also send in their

details in a form to be contacted.  
  
**3. Terms and policies:**This feature ensures that the customers are aware of the terms and conditions governing the users of the website( Eg: Refund policy, country of governance, Limit of liability, Copyright).  
  
**4. Link to the social Media platforms:**The website should be integrated into the social media platforms of the company thereby allowing users access all social media platforms directly from the website by just clicking on the appropriate social media icon (Facebook, Twitter, Instagram, Linkedin, etc).

**Main Aim:**

1. To draw traffic to the business.

2. To create visibility for the business.  
3. Create a seamless process for the proper running of the business.  
4. To make it easier for students, tutors and admin staff to monitor and manage all the work to be done.  
5. For revenue generation.  
  
**Kindly note that the team would be building an MVP (minimum viable product) so our main focus would be on the primary functionalities.**

Team members on this project are tasked with delivering this project within 12 weeks, all the best!