

WSA – Website design requirements

Overview:

Emertxe Information Technologies (<http://www.emetxe.com>) is an IT finishing school mainly focusing on Embedded Systems based trainings targeting students, corporate and working professionals for the past 13 years. Currently Emertxe is expanding to next level, by making a foray into web & mobile technology based trainings. In order to have a clear positioning, our management has decided to launch it as a new brand name called **WebStack Academy (WSA)**.

Webstack Academy (WSA) is a forward-looking IT finishing school that is looking forward to deploy new-age courses in the area of Web and Mobile portfolios. Having said that, Web Stack Academy will not compromise in building the real software fundamentals, which is core to become an excellent software engineer. At high level we aim to offer courses under following categories:

- Long term placement oriented courses
- Short term module based courses backed with project ecosystem
- Weekend workshops baked with projects for working corporate professionals
- Customized corporate trainings

WSA is an off-shoot from Emertxe group of companies who have been a pioneer in embedded trainings and solutions area for over a decade.

Target Audience:

- Fresh Engineers – Completed their engineering degree in computer science and looking for a JOB
- Working professionals – Want to grow in their career by UPSKILLING themselves
- Corporate organizations – Looking for a specific training program to improve employee skills

Goals of the new website:

- Build a new website with excellent user interface to provide best-in-class user experience
- Drive strong brand message
- Organize large amounts of content in an easily accessible format for potential customers
- Drive organic traffic by SEO
- Integrate e-commerce to enable purchasing / paying online

Expected results – By the end of the design phase:

- Design of custom pages (in form of PSD & PDF format) as per requirements mentioned below
- All related imagery (icons, links to stock images, custom images) that need to be used
- Design with Bootstrap grid for making the site 100% responsive

WordPress Theme:

We have chosen the following WordPress Theme for the website implementation, request you to keep this in your consideration while designing pages.

- Main theme: <http://educationwp.thimpress.com>

- Course hub (Since we will be offering many courses this course-hub variation suites closely to our needs). Please check: <http://educationwp.thimpress.com/demo-courses-hub/>

Brand Style Guide:

- Logo & Color palette: Provided below
- Font: Auxin Medium

Page design requirements:

Requirement set - 1	
Page	Information that need to be represented by design (CTA = Click To Action)
Home page	<ul style="list-style-type: none"> ▪ Main carousel, highlighting our 'key offerings with call-for action'. Our Key offerings are categorized as follows: <ul style="list-style-type: none"> ❖ Job Oriented Courses, in various Technology Segments (Example - Full Stack Web development course, Java based web development course, Android mobile applications course) ❖ Part-time courses in weekend, as live workshops, specially designed for Working Professionals, (Example - Advanced Android mobile application course, Dev-ops course, UI/UX course). This goes well with corporate organizations as well ❖ ME /M.Tech (Master degree students) - Project based Internship program ❖ Each should have following CTA: <ul style="list-style-type: none"> ○ View Course ○ Register now ▪ Main carousel should also highlight the following items: <ul style="list-style-type: none"> ❖ Highlight our Placement tie-ups with companies, and track record of students getting placed ❖ Highlight list of specially Designed Courses and Workshops for corporate ❖ Who are the trainers - Highlight our Top Notch Names with brief Industry profile and expertise ❖ CTA – View details ▪ Our USP (Call out with some icons): <ul style="list-style-type: none"> ❖ Industry co-created courses, with endorsement of cos mentioning, which profile the specific course fits in ❖ Excellent placement network ❖ Best in class mentors ❖ Highly hands-on training ❖ CTA – View more (Lead to a separate page USP) ▪ Our placements (Logos scrolling) – CTA – View details ▪ Popular courses (Course listing) – CTA – View details Register now View all courses ▪ Student talk (Testimonial videos) – CTA – View all videos ▪ Emertxe news (Show top 2-3 news; CTA – View news) ▪ Place to highlight up-coming placement drives, with brief skills (Example – Java programming, Angular JS programming) from our course delivered. Top Salary this month! ▪ Emertxe blog (Show top 2-3 blogs; CTA – View blog) ▪ Footer
About us	<ul style="list-style-type: none"> ▪ All below mentioned would be independent pages: <ul style="list-style-type: none"> ❖ Our history (Highlighting our 13 year journey of our parent organization - Emertxe, our learning method, Clientele etc...) ❖ Management (Highlighting our management profiles) ❖ Advisory board (Highlighting our advisor profiles)

	<ul style="list-style-type: none"> ❖ Our mentors (Highlighting our mentor / instructor profiles) ❖ Our USP (Detail out USP mentioned above)
Course category page	<ul style="list-style-type: none"> ▪ This page is for listing all our course categories under the following technologies: <ul style="list-style-type: none"> ❖ WebStack – Application development courses ❖ Mobile Stack – Application development courses ❖ Dev-ops courses ❖ Latest courses ❖ And many more (in future) ❖ CTA – View details ▪ References: <ul style="list-style-type: none"> ❖ Our existing website page (Emertxe) - http://www.emertxe.com/trainings/ ❖ Theme page - http://educationwp.thimpress.com/demo-courses-hub/courses/
Individual course pages	<ul style="list-style-type: none"> ▪ Individual course pages detailing out complete information. This is a content rich page, where following information need to be represented: <ul style="list-style-type: none"> ❖ Course introduction video ❖ Overview ❖ Syllabus ❖ Placements (if applicable) ❖ Course structure (Refer – Iron hack page below) ❖ A typical day at WSA ❖ Schedule ❖ FAQs ❖ Reviews / Recommendations ❖ Instructors ▪ Courses you may like (related courses) ▪ CTA: <ul style="list-style-type: none"> ❖ Register now ❖ Buy now (Purchase flow for e-commerce) ▪ References: <ul style="list-style-type: none"> ❖ Our existing website page (Emertxe) - http://www.emertxe.com/trainings/embedded/embedded-systems-course/ ❖ Iron hack course page – https://www.ironhack.com/en/web-development-bootcamp ❖ Theme page – http://educationwp.thimpress.com/demo-courses-hub/courses/python/
WSA for corporate organizations	<ul style="list-style-type: none"> ▪ Information specific to corporate organizations, offered by WSA. ▪ Hire from us <ul style="list-style-type: none"> ❖ Key benefits for hiring our students ❖ Our Ready-To-Deploy model – How it works? ❖ How to hire our students? ❖ CTA – Contact our placement desk ▪ Company reviews / testimonials ▪ Corporate training listings – Areas where we offer training (CTA – Submit enquiry)
WSA for working professionals	<ul style="list-style-type: none"> ▪ Overview ▪ Weekend workshop courses listing ▪ Benefits ▪ Success stories ▪ CTA – View details Register now

Careers	<ul style="list-style-type: none"> ▪ Why work at WSA? <ul style="list-style-type: none"> ❖ Learning and growth opportunities ❖ Work culture ❖ Employee reviews / testimonials ❖ Compensation & benefits ▪ Current open positions (For each open position following information to be mentioned) <ul style="list-style-type: none"> ❖ Job description ❖ Skill-set required ❖ Responsibilities ❖ Experience ❖ CTA - Apply now
Videos page	<ul style="list-style-type: none"> ▪ Student testimonial videos ▪ Course introduction videos ▪ Corporate testimonial videos ▪ CTA – View all courses
Requirement set - 2	
Resources – Main page	<ul style="list-style-type: none"> ▪ One main page should be there which should show-case contents available in the following categories. <ul style="list-style-type: none"> ❖ Open Courseware (For each course – detailed below) ❖ Career resources ❖ Recorded classes ❖ Blogs ❖ Quiz (Take a quiz to figure out how much you know) ▪ Under teach item CTA (View more) should be there to further go down and view the contents ▪ A sub-menu to be provided at this page for easy navigation ▪ Multiple options to be provided (ex: Right side listing / Banners / Search button / Tag cloud) for anyone to explore the contents easily. Want to push marketing banners in future. ▪ CTA – Ask a question to our mentors (It can be in all pages so that we can clarify their questions and gain traction) ▪ References: <ul style="list-style-type: none"> ❖ Geeks for Geeks (http://www.geeksforgeeks.org) ❖ SanFoundry (http://www.sanfoundry.com) ❖ Emertxe WordPress (Crude PoC) (https://emertxe.wordpress.com)
Open courseware	<ul style="list-style-type: none"> ▪ Each course will have following contents for open course materials / courseware: <ul style="list-style-type: none"> ❖ Detailed syllabus ❖ Presentation slides ❖ Course videos ❖ Sample / Solved exercises ❖ Assignment problems & partial solution ❖ Course projects (Free & Paid): <ol style="list-style-type: none"> 1. Project specification 2. Sample output 3. Sample source code 4. Pending To-do ❖ Additional projects – Only specifications then can work on this further ❖ Interview preparation materials ❖ Reference materials for download
Career resources	<ul style="list-style-type: none"> ▪ Following resources (can be course specific or generic):

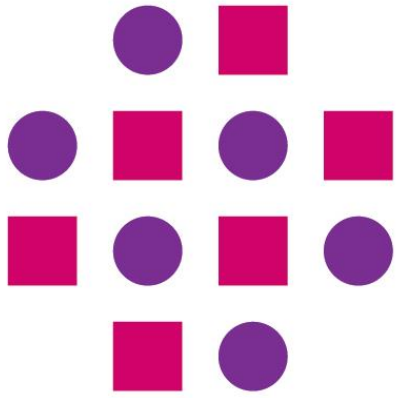
	<ul style="list-style-type: none"> ❖ +Resume templates & preparation tips ❖ Interview preparation tips ❖ Videos ❖ Company specific information (ex: Infosys) <ol style="list-style-type: none"> 1. Selection process information 2. Salary / Compensation information 3. Written test questions 4. Interview questions ❖ Companies hiring now (CTA – View placements)
Recorded classes	<ul style="list-style-type: none"> ▪ Dedicated section for videos where recorded classes can be posted. This will be course / chapter / topic specific.
Quiz	<ul style="list-style-type: none"> ▪ Course specific / Aptitude based quiz (MCQ) and immediately see results. Provision to be given for adding quiz for multiple courses. Ideally this is for somebody to check their current knowledge level or get their basics cleared before the day of interview.

Reference websites:

- Very important sites to go through (Priority-1):
 - www.fullstackacademy.com
 - www.simplilearn.com
 - www.edureka.co
- Other good sites to go through (Priority-2):
 - www.startupinstitute.com
 - www.lewagon.com
 - www.ironhack.com
 - www.foundersandcoders.com
 - www.hackreactor.com

Logo & Color palette:





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