

AnkaraDrop

Capstone brief · Talodabi Academy

01 · The client

Business	AnkaraDrop is a marketplace that connects buyers with verified Nigerian fashion sellers
What they want from you	A marketing website that recruits buyers and explains why this is safer than random Instagram DMs
Platform	Marketing website · desktop first · 5 pages
Note	Fictional client for practice. Responsive breakpoints are stretch after desktop works.

02 · Who the site is for

Adaeze, 27, Abuja. Buys occasion wear online monthly. Scammed once on Instagram.

She does not trust unknown sellers. She needs verified sellers, clear returns, and payment protection before she joins the waitlist.

03 · What success looks like

The website wins when a visitor understands the offer and takes one action. Not company revenue targets.

GOAL	DONE WHEN
Build trust	Visitor reads Shipping & returns
Join waitlist	Visitor submits email on the waitlist form

04 · Pages to design

PAGE	JOB
Home	Hero, categories teaser, trust badges, waitlist button
Shop / Categories	Explain categories (no live catalog)
About	Brand story and buyer protection

Shipping & returns	COD, delivery times, return window
Contact	Waitlist form (email) + buyer support note

05 • Visitor path

Home → Shipping & returns → Shop / Categories → Join waitlist

One main button only: **Join the waitlist**

Prototype must include a **Thank you** page after submit. Not a nav page.

06 • Do not design

- Checkout, cart, seller dashboard
- Live inventory
- Payment screens
- Native mobile app

07 • What you submit

DELIVERABLE	SUBMIT
Sitemap	Five pages from section 04
Wireframes	Grayscale desktop for all five
Hi-fi UI	Branded desktop pages
Prototype	Home → Shipping & returns → Join waitlist → Thank you
Presentation	About 8 minutes

Week 5: write a one-page client intake from this brief (business, audience, success, constraints).

08 • Look & feel

You choose the colours and fonts. Keep the site clear for this audience. Photo placeholders are fine.

Explain verified sellers and returns on home. Put **Join the waitlist** on home, footer, and Contact.

Include category blocks, a trust row, an email waitlist field (empty + invalid-email error), a Thank you page after submit, and footer links.

