

ClassBridge NG

Capstone brief · Talodabi Academy

01 · The client

Business	ClassBridge NG is a parent communication platform for schools
What they want from you	A marketing website that sells schools on the product and reassures parents on privacy
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

Primary buyer: Principal Mrs. Okonkwo, 52, private school in Enugu. Parents miss announcements buried in WhatsApp noise.

The school looks unprofessional when news is scattered. She needs a clear product page she can forward to the PTA before requesting a demo.

Also visits the site: parents who want to know what they get and how privacy works. Keep both audiences clear in the nav.

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
Dual audience	Visitor sees For parents vs For schools without confusion
Request demo	School admin submits the demo form

04 · Pages to design

PAGE	JOB
Home	School problem, proof, Request a demo

For parents	What parents and students get
For schools	Admin benefits, setup, training
Pricing	Simple tiers (per student / term)
Contact	Demo request form

05 • Visitor path

Home → For schools → Pricing → Request a demo

One main button only: **Request a demo**

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

06 • Do not design

- Parent or teacher logged-in app
- Timetable builder UI
- Payment checkout
- 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 → For schools → Request a demo → 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. Avoid childish clipart.

Make For schools and For parents easy to find in the nav. Keep **Request a demo** as the one main button.

Include pricing blocks, one testimonial, a demo form with school name (empty + one error), and a Thank you page after submit.

