

# HarvestLink

Capstone brief · Talodabi Academy

## 01 · The client

|                         |                                                                                                   |
|-------------------------|---------------------------------------------------------------------------------------------------|
| Business                | HarvestLink connects farmers to buyers with clearer prices before harvest day, with agent support |
| What they want from you | A marketing website that signs up farmers and buyers in simple language                           |
| 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 visitor: Ibrahim**, 45, tomato farmer in Kaduna. Sells to middlemen who change prices at the gate.

He does not trust apps that need constant data. He needs clear price rules and an agent who can help on a basic phone.

**Also visits the site:** buyers and partners looking for quality, volume, and delivery areas. Keep both paths 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                                                   |
|-------------------|-------------------------------------------------------------|
| Two audiences     | Visitor chooses For farmers or For buyers without confusion |
| Register interest | Phone or SMS capture on Contact                             |

## 04 · Pages to design

| PAGE | JOB |
|------|-----|
|------|-----|

|                       |                                   |
|-----------------------|-----------------------------------|
| Home                  | Farmer + buyer value, main button |
| For farmers           | Price visibility, agent support   |
| For buyers / partners | Quality, volume, delivery areas   |
| How it works          | List → match → deliver            |
| Contact               | Farmer vs buyer + state / LGA     |

## 05 • Visitor path

Home → For farmers → How it works → Contact

One main button only: **Register interest**

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

## 06 • Do not design

- Farmer app, buyer dashboard, live price API
- Payment escrow UI
- 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 farmers → Contact → 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. Use respectful photography. Avoid pity imagery.

Show that an agent can help with signup.

Include clear paths for farmers and buyers, simple steps, a phone-first form (empty + one error), and a Thank you page after submit.

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