

ParcelPin NG

Capstone brief · Talodabi Academy

01 · The client

Business	ParcelPin NG helps small businesses ship with branded tracking links customers can trust
What they want from you	A marketing website that sells SME shipping and shows the tracking promise clearly
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

Chioma, 29, skincare brand in Lekki. Ships about 40 orders a week. Buyers keep asking where their order is.

Generic courier pages confuse customers. She needs a branded tracking promise before she switches.

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
Show tracking value	Visitor understands branded link + SMS updates
Get a quote	SME submits volume + contact

04 · Pages to design

PAGE	JOB
Home	SME pain, tracking mock, main button
Track shipment	What customers see (static mock)

For businesses	Pricing factors, integrations
Coverage / pricing	Lagos + Abuja zones, sample prices
Contact	Quote request form

05 • Visitor path

Home → Track shipment → For businesses → Get a quote

One main button only: **Get a quote**

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

06 • Do not design

- Live tracking map, driver app, dispatch dashboard
- 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 → Track shipment → Get a quote → 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.

Show a static tracking card with status steps.

Include a zone table, a quote form with parcels-per-week (empty + one error), and a Thank you page after submit.

