

PermitEase NG

Capstone brief · Talodabi Academy

01 · The client

Business	PermitEase NG helps Lagos SME owners understand which state permits apply, in plain language
What they want from you	A marketing website that explains their service and lets owners book a clarification call
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

Ngozi, 38, catering business in Surulere. Heard about new rules on WhatsApp. Does not know which forms apply.

Official portals use legal language. She fears fines and asks friends instead of starting the right application. The site must make her feel she can book a call without getting lost in jargon.

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
Explain services	Visitor can name which permit category fits them
Book a call	Visitor submits the contact form with business type

04 · Pages to design

PAGE	JOB
Home	Offer, who it is for, main button

Services	Permit types in plain language (food, retail, home business)
How it works	Three steps: checklist → call → guided filing
FAQ	Common doubts: fees, timelines, who qualifies
Contact	Form: name, business type, phone, question

05 • Visitor path

Home → How it works → Services → Contact

One main button only: **Book a free call**

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

06 • Do not design

- Logged-in citizen portal
- Payments or permit status tracking
- Document upload product UI
- Native mobile app
- Separate agency / accountant marketing site

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 → How it works → 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.

Show the company name and Lagos context. Put **Book a free call** on the home page and in the footer.

Include navigation, a strong home page, the three how-it-works steps, a contact form (empty + missing-phone error), and a Thank you page after submit. A short FAQ block on Contact is optional if the FAQ page stays light.

© Talodabi Academy · For enrolled students · Not for redistribution

