

SunTill NG

Capstone brief · Talodabi Academy

01 · The client

Business	SunTill NG sells PAYG solar plans and installs for homes and small shops
What they want from you	A marketing website that explains plans clearly and books installation surveys
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

Mr. Adeyemi, 41, shop owner in Ibadan. Fuel costs keep rising. He wants solar but fears hidden fees and fake installers.

Quotes feel opaque. He needs plan comparison and installer trust before he shares his address.

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
Compare plans	Visitor understands 2–3 tiers on Plans
Book survey	The main button leads to the survey form

04 · Pages to design

PAGE	JOB
Home	Savings story, plan teaser, Book a free survey
Plans	Tier table: upfront, monthly, what is included

How it works	Survey → install → monitoring → support
Coverage	Cities served, honest timelines
Contact	Survey form: address, roof type, phone

05 • Visitor path

Home → Plans → How it works → Book a free survey

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

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

06 • Do not design

- Usage dashboard, meter top-up UI, installer CRM
- 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 → Plans → Book a free survey → 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 plan comparison and a fictional installer badge.

Include plan blocks, a short outage FAQ, a survey form with LGA (empty + one error), and a Thank you page after submit.

