

TECHNICAL+DESIGN BRIEF for Deltagroup

09 December 2025 17:48

-----TECHNICALS-----

1) ***Minimal code***

- Native blocks (gutenberg + spectra) should be used by default and code should be used only after coordination with me if native blocks can't fulfill the designer's design.

2) ***Mobile-first***

- a. Mobile-first, not mobile friendly. The site should obviously be gorgeous on desktops too, but all should be designed with mobile in mind first
- b. Why?
 - i. Because much of the traffic will be coming from mobile sources like my social media accounts
 - ii. Some of BF's products will include educational content for which users need to log in so they can consume educational content (Learndash lessons) from their phone, on-the-go. Testing I undertook revealed most students prefer to study from their phones

3) ***RTL-first***

- a. Site should be designed with RTL in mind and as a sole priority, as if it was the only language
- b. As mentioned later on in this brief, site should be multilingual (FA+FR)

4) ***Multilingual site (Persian+French)***

- a. Plugins that have expensive recurring subscription fees must be avoided
- b. Browser language detection capability mandatory

5) ***Front-end performance for visitors***

- Always important, but especially for BF, because some of BF's products will include educational content for which users need to log in and interact with the site on a regular basis (every two days). So if the site is slow, students might end up getting weary and stop interacting with the educational content and renewing their purchases
- One example is optimizing fonts and font file formats.

6) ***MISCALENOUS***

- No cart
 - Purchase CTA on product should redirect to checkout right away. Cart step must be skipped.

-----DESIGN PHILOSOPHY-----

1) ***My face/myself***

- (I promise I'm not narcissistic)
- My 100% french nationality is BF's most important asset and what makes it unique and better from the sea of iranian competitors --> visitors should understand this immediately when browsing any part of the site
- "Thomas is the product" think of it like that, even though not true (I

won't even be teaching, Iranian teachers will)

2) **Mobile-first**

- Mobile-first, not mobile friendly. The mobile version must not be an after thought
- Why?
 - Because much of the traffic will be coming from mobile sources like my social media accounts
 - Some of BF's products will include educational content for which users need to log in so they can consume educational content (Learndash lessons) from their phone, on-the-go. Testing I undertook revealed most students prefer to study from their phones

3) **RTL-first**

- Site should be designed with RTL in mind and as a sole priority, as if it was the only language
- As mentioned later on in this brief ([link](#)), site should be multilingual (FA+FR/EN)
- However, we don't really care about how well the design is optimized for LTR as all Iranian visitors will likely use FA version.
- LTR is only for compliance reasons (payment gateways)

4) **Minimalistic, sleek, uncluttered, modern**

- I noticed Iranian sites usually are very cluttered and messy
- Design of Iranian schools and amouzesghahs are particularly bad taste, no need to take inspiration from them :)
- Especially important for student focus
- So in a nutshell reduce visual clutter to a minimum

5) **Chic, classy, high-end, upmarket**

- Why?
 - Part of France's reputation is being "chic" and "stylish"
 - To legitimize higher prices
 - *Chic*: 66% of my online following is women, 33% is men.

-----DESIGN ELEMENTS-----

Disclaimer:

All design elements below are not strictly mandatory. They are what I went for myself when starting to build the site before deciding to hire you. So they are merely suggestions and I provided them so you could have a glimpse into my vision, for context.

The only exceptions are the french flag blue, white and red colours : they will be the colours of the brand identity.

1) **Main colours**

- Dark blue, white, red = french flag.
- 60/30/10 = white (main) / dark blue (secondary) / vivid red (accent)
- This colour distribution (main white, some dark blue, and touches of red) must be visible on screen at all times anywhere in the site.
- White (main) for the uncluttered and modern feel. #ffffff
- Dark blue (secondary) #09237A = almost official colour of the flag

- Vivid red (accent) #E1000F: mostly for the CTAs. In users minds, when they see red they should equate it to "action". It's the conversion colour.

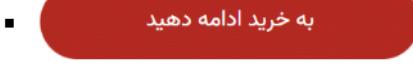
2) Additional colours

- a) Light blue #E7F6FF, when variation of blue needed. I'm using this colour in my educational content (see annex #2 at the end of the brief)
- b) Dark red (secondary accent) #AE2920 when variation of main vivid red required (for instance hover behaviour for CTAs)
- c) Red + blue = purple, so if for some reason another colour is necessary, purple can be an interesting candidate #5611F7D1

3) Fonts

- Maximum 2 different fonts (for performance)
- Main font = Vazirmatn (mandatory)
- Secondary font (e.g. for titles) up to you, but I had went for Mirza: it's more artsy.

4) CTAs

- Below are suggestions and what I went for when starting the design before deciding I would hire someone. Not strictly mandatory, but I like them a lot
- Main CTAs
 - Vivid red
 - Dark red on hover
- Secondary CTAs
 - Without hover Dark red, outline style :
 - Upon hover dark red, fill:
- **Radius borders** : rounded angles (30). This "round" design applies to everything, including media, containers, educational content... for a cohesive feel
- I used the dark red (secondary CTA) colour for link CTAs (and vivid red main CTA colour) for hover. But ultimately up to you.
- All CTAs and links must have a colour alteration upon hover

5) My face

- As said previously my french nationality and face are BF's most important marketing assets
- One idea (although purely a suggestion) could be to have sketched versions of my face like Niloufar (frenchwithniloufar.com) did have her face as a design element



- By the way, for context so you know, in my educationnal LMS Learndash content, I will be using similar style stickers of myself across the content to make it more lively and make my presence felt :



6) Logo

- I have no logo yet, but I will take care of it.

7) Language

- Language switcher should be prominent so any visitor can easily see they can change the language

-----PAGES-----

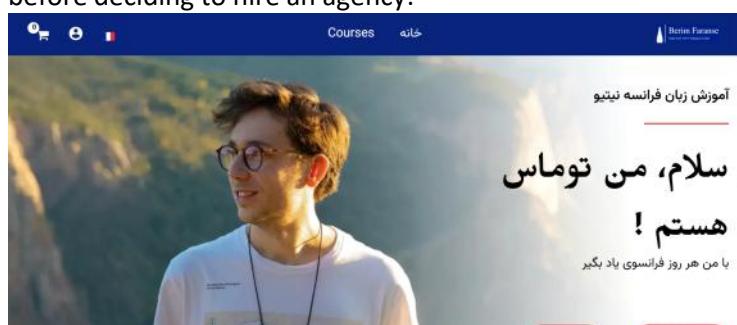
1) HOME PAGE

a) Social media widgets

- (instagram, telegram, YouTube) clear and thoughtful placement. Users should easily be able to go to one of these 3 platforms to go see content or go initiate or continue a discussion with sales/support

b) HERO

- Pre-title
- Title
- Sub-title
- Primary CTA (redirects to top of Boost pricing page)
- Secondary CTA (redirects to following "About me" section)
- Must take 100% of the screen
- For context, the screenshot below is what I went for myself before deciding to hire an agency:



i.



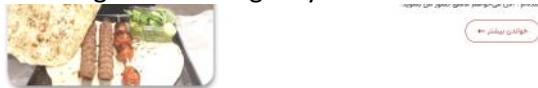
i.

c) About me section

- 3 pictures
- 6 short paragraphs
- Primary CTA (redirects to top of Boost product/pricing page)

d) "Why learn french with me" banner

- 3 arguments
- Primary CTA (redirects to top of Boost product/pricing page)
- This banner will be replicated in other parts of the site
- For context, the screenshot below is what I went for myself before deciding to hire an agency:



i.

e) Social media accounts presentation

- Insta
- Tiktok
- YouTube
- Telegram
- Email : info@berimfaranse.com

2) GLOBAL STICKY HEADER

- **Logo**
- **Navigation menu**
 - Tadris : redirects to top of Boost product/pricing page
 - Darbare man : redirects to "About me" section on home page
- **Items**
 - Profile logo
 - Language switcher
 - Cart
 - Primary CTA (redirects to top of Boost product/pricing page)
- Must be sticky
- Inspiration : not strictly mandatory, but I like the blurry sticky header of gleef.eu that doesn't reach the edges of the screen:

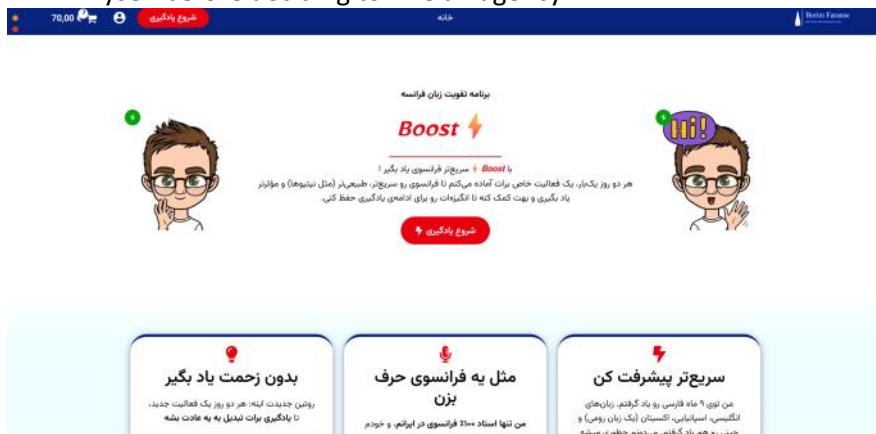


3) PRODUCT/PRICING PAGE FOR BOOST

↳ electric bolt symbol for Boost product, add it in all CTAs in this page

1) Intro

- Product name
- Visuals
- Description
- Primary CTA (redirects to pricing section of this page)
- For context, the screenshot below is what I went for and built myself before deciding to hire an agency:



2) Extended product description

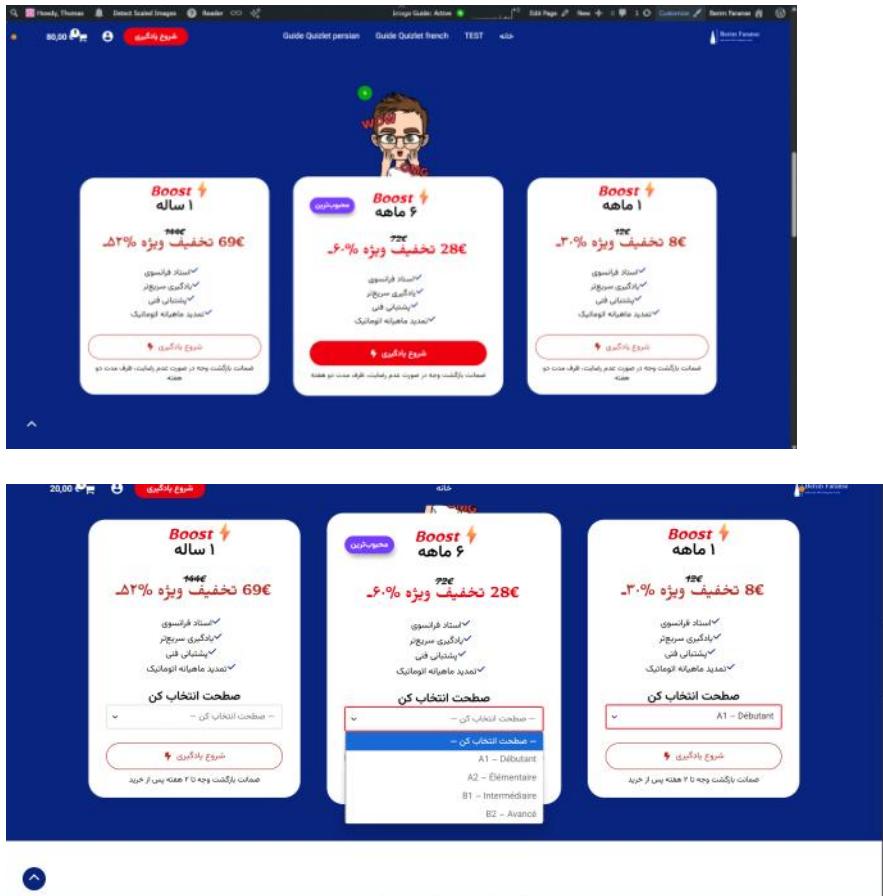
- 6 sales arguments (1 title + approx. 2 sentences each)
- Namayesh (pictures, videos, or both)
- Primary CTA (redirects to pricing section of this page)
- For context, the screenshot below is what I went for myself before deciding to hire an agency:



3) Pricing

- Only one offer for now (whereas there are three offers in the screenshot below)
 - 1 term offer (3 months)
- Should be designed in a scalable so we can easily add a second 1-year offer later on

- Language level selector dropdown (A1, A2, B1, B2) for each offer
- Dedicated takhfif spot to easily set up temporary special offers
- Primary CTA for purchase : checkout straight away (skip cart step)
- The main price displayed should be the per month, and beneath it in much smaller gray colour the whole price
 - 3 €/month (9 € for 3 months)
- For context, the screenshot below is what I went for myself before deciding to hire an agency:



4) Rezayat

- (must include a Primary CTA redirecting to pricing section of this page)

5) "Why learn french with me" banner

- The same as the one on the home page

6) FAQ

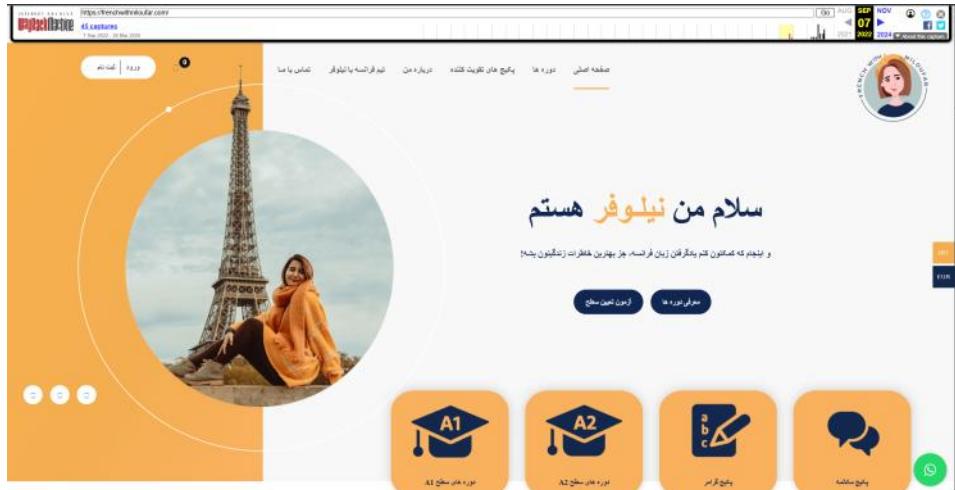
- Accordion style
- At the end include Primary CTA redirecting to pricing section of this page

REST OF THE SITE

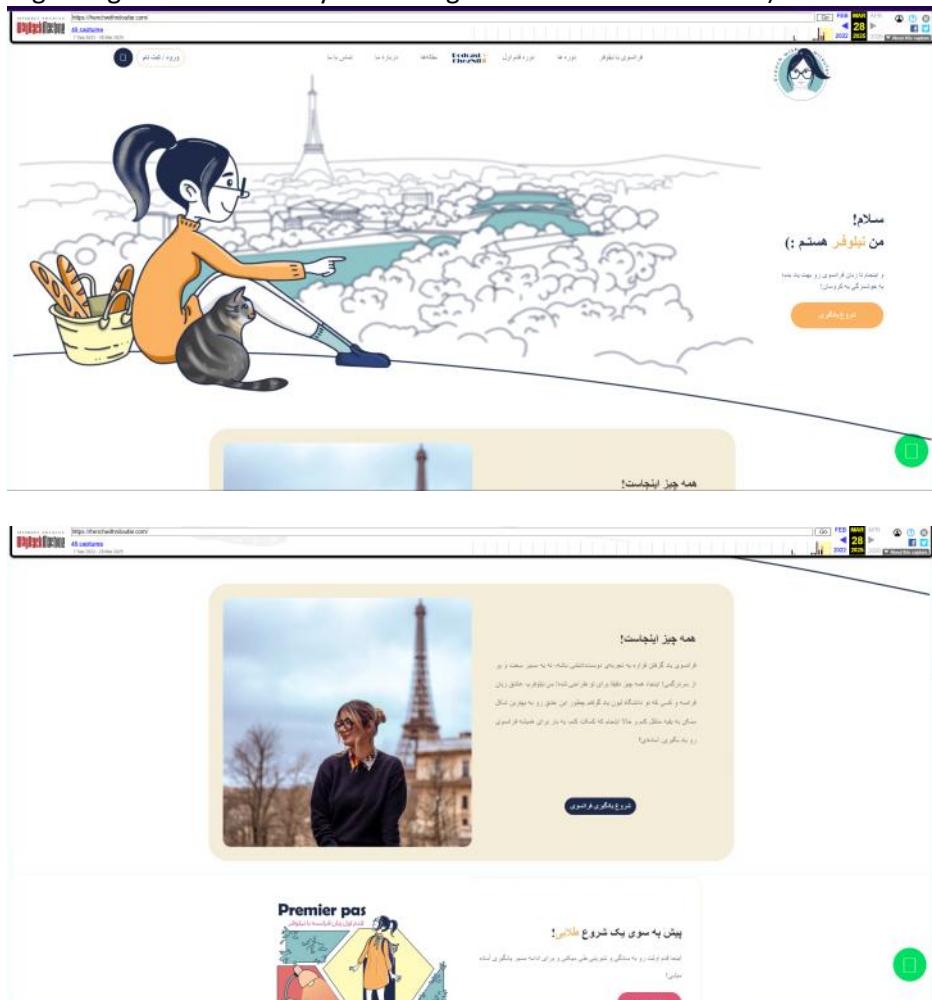
- (woocommerce dashboard, login/signup screen, cart+checkout, reset password, 404, footer, blog, etc.)
- although templates can be used (no need for custom figma design), their visual style and design must follow the design identity of the site and the custom-designed pages.

-----INSPIRATION-----

Frenchwithniloufar is another Iranian professor's website. It has had several iterations over the years and its designs were always interesting and unique and different from standard boring teacher/madrese sites.



Latest iteration (see how her face is everywhere? I'm mentionning this regarding what I said on my face being visible earlier in this brief) :

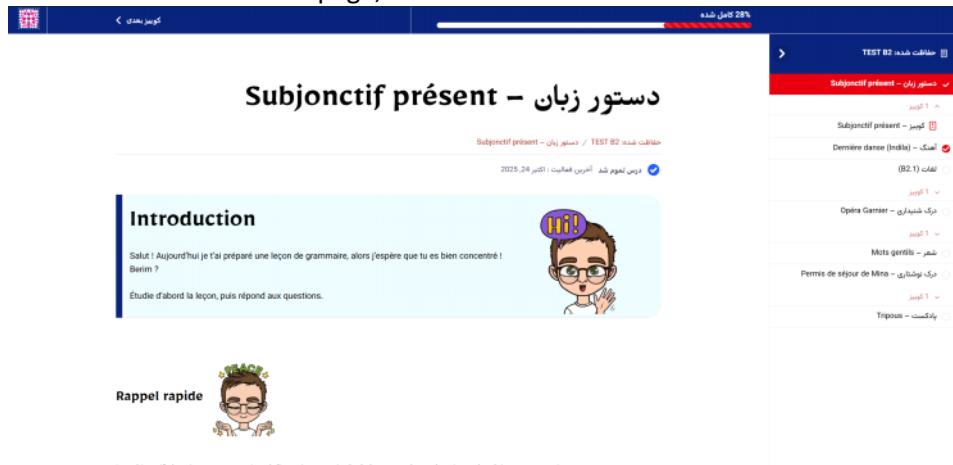


-----ANNEXES-----

Here is a link to photos and stickers of myself :

THIS IS WHAT MY LMS EDUCATION LEARNDASH CONTENT WILL LOOK LIKE:

Current Learndash lesson page, this is Learndash's focus mode



Subjonctif présent – دستور زبان

Introduction

Rappel rapide

Subjonctif présent – دستور زبان – 28%

Subjonctif présent – دستور زبان

Demière danse (India) – أندسك

Opéra Garnier – فريلك شنيدر

Mots gentils – شعر

Permis de séjour de Mina – درجت، دوستان

Triposus – باركست