



German Mantra

Website Design

Public Frontend

Complete UI/UX Design Documentation

Project:	German Mantra — Online German Coaching Platform
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1. Project Overview & Brand Identity

German Mantra is a premium EdTech platform for online German language coaching.

German Mantra was built to provide professional, affordable, and effective German language education to students across India. The platform combines live Zoom classes, recorded lessons, structured study material, and interactive tests — all in one seamless digital experience.

Platform Type	EdTech — Online Language Learning
Primary Audience	Indian students targeting German studies abroad, GOETHE certification, or professional use
Founder & Instructor	Kritika Rai — Certified German Language Coach
Course Range	A1 (Complete Beginner) to B2 (Upper Intermediate)
Delivery Mode	Live Zoom Classes + Recorded Lessons + Study Material + Tests
Languages	English & Hindi interface
Tech Stack	HTML5, CSS3 (custom), Vanilla JS, Node.js/Express backend, JSON DB

Brand Values

■ Expert-Led All courses taught directly by Kritika Rai, certified German language coach with 5+ years experience.	■ Fully Online Live Zoom sessions + on-demand recordings accessible anytime from any device.	■ Certified Courses aligned with GOETHE and TELC examination standards.
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■ Mobile-First

Responsive design tested at 320px to 1920px across all devices.

■ Personal Support

WhatsApp and email support directly from the instructor and team.

■ Easy Payments

Razorpay integration — UPI, card, net banking, and EMI options.

2. Design System

Colors, typography, spacing and component library.

Color Palette

Role	Color Name	Hex Value	Usage
Primary	Deep Navy	#1a3c5e	Headers, CTA buttons, sidebar, brand
Primary Light	Ocean Blue	#2563a8	Links, active states, hover, accents
Accent	Warm Gold	#e8a020	Highlights, badges, special CTAs
Accent Light	Light Gold	#f5c15e	Hover states, gradients, stars
Background	Soft White	#f8f7f4	Page backgrounds, card backgrounds
Surface	Light Purple	#f0effe	Section alternates, subtle fills
Border	Gray 200	#dddce6	Card borders, dividers, inputs
Text Main	Dark Blue	#1a1a2e	Primary body text, headings
Text Muted	Slate Gray	#6e6d80	Secondary text, captions, labels
Success	Emerald	#22c55e	Success states, completed items
Error	Red	#ef4444	Errors, live badges, warnings

Typography

Display Font	Playfair Display — Serif, weights 600/700. Used for hero headings, section titles, and brand identity elements. Conveys premium, trustworthy, academic quality.
Body Font	Inter — Sans-serif, weights 300–800. Used for all body text, navigation, buttons, and UI labels. Highly readable at small sizes.
Type Scale	Hero H1: 52px/Bold · Section H2: 36px · Sub H3: 24px · Body: 16px · Small: 14px · Caption: 12px · Label: 11px
Line Height	1.6× font-size for body text. 1.2× for headings. 1.4× for cards.
Letter Spacing	Section labels and badges: +0.5–1.2px uppercase tracking for visual hierarchy.

Spacing & Radius System

Base Unit	4px — all spacing is a multiple of 4
Radius SM	8px — small cards, inputs, buttons, badges
Radius MD	14px — course cards, feature cards, modals
Radius LG	20px — hero cards, large containers
Radius XL	28px — modal dialogs, floating cards
Shadow SM	0 2px 8px rgba(26,60,94,0.08) — subtle lift

Shadow MD	0 6px 24px rgba(26,60,94,0.10) — card hover
Shadow LG	0 16px 48px rgba(26,60,94,0.14) — floating elements
Transition	0.25s cubic-bezier(0.4,0,0.2,1) — smooth easing for all interactions

3. Page Structure & Layout

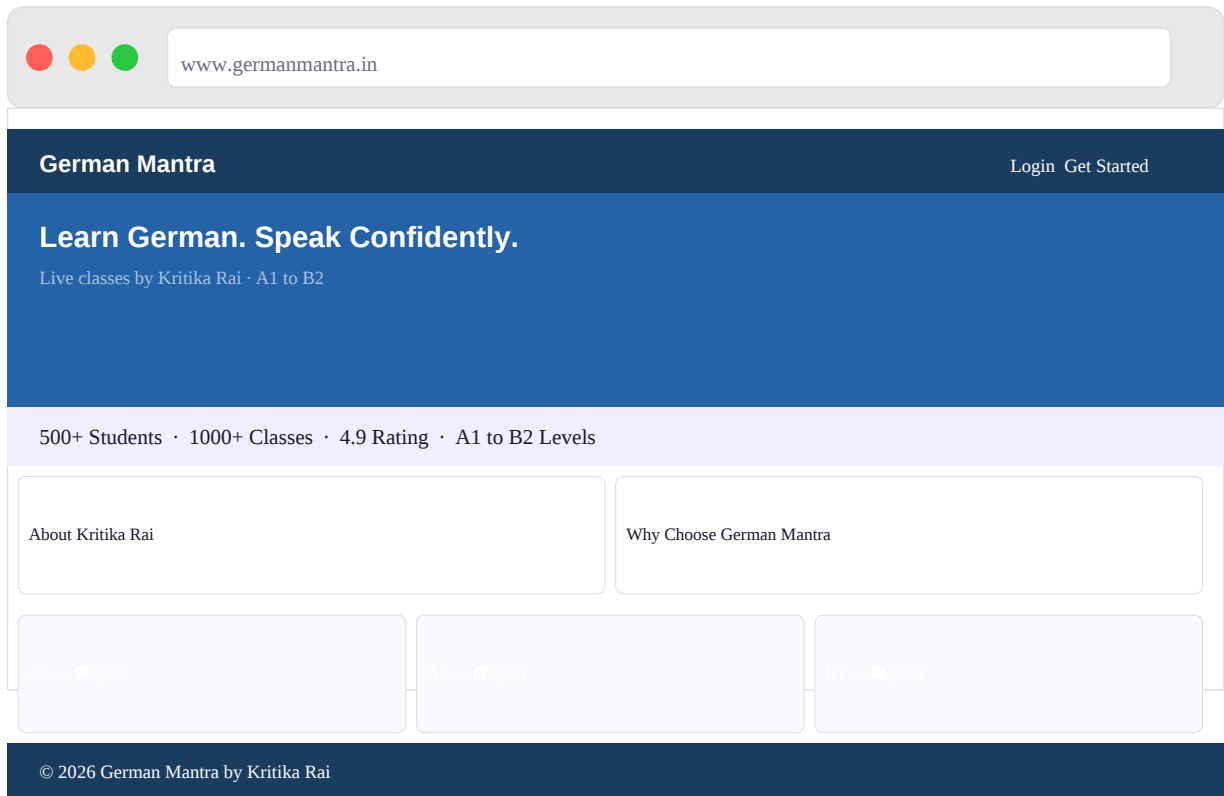
Overall architecture of the public-facing website.

The public website is a single HTML file (german-mantra-frontend.html) containing all sections. Navigation scrolls to anchored sections. The sticky header tracks scroll position.

Section Architecture

#	Section	Purpose	Key Elements
1	Header (Sticky)	Global navigation & CTA	Logo, nav links, Login/Register buttons, mobile hamburger
2	Hero	First impression & conversion	Animated heading, live class preview, German vocab widget, floating stats, 2
3	Stats Bar	Trust signals	500+ students, 1000+ classes, 4.9 rating, 3 levels — animated counters
4	About	Founder credibility	Kritika Rai profile card, credentials, student journey story
5	Why Choose Us	Value proposition	6 feature cards — Live Classes, Recordings, Certificates, etc.
6	Courses	Product showcase	6 course cards with filters (A1/A2/B1/B2/Speaking/Grammar), ratings, prices
7	Live Classes	Urgency & scheduling	3 upcoming class cards with date/time/Join buttons
8	Testimonials	Social proof	6 student reviews with ratings and photos
9	FAQ + CTA	Objection handling	Accordion FAQ + enrollment CTA sidebar card
10	Contact	Lead capture	Contact form + WhatsApp/Email direct links
11	Footer	Navigation & legal	Links, social icons, founder credit, copyright
12	Auth Modal	Authentication	Tabbed Login/Register, Google OAuth, Mobile OTP flow

Visual Layout Wireframe (Public Website)



4. Hero Section

The most important conversion point — first screen a visitor sees.

Headline	"Learn German. Speak Confidently. Build Your Future." — Playfair Display 52px Bold
Subheading	Live Zoom classes, recorded lessons, A1 to B2 complete courses by Kritika Rai
Primary CTA	"Start Learning Today" — Accent gold button → opens Register modal
Secondary CTA	"Watch Free Demo" → opens Demo modal / YouTube link
Live Class Card	Floating card showing next live class: title, date, countdown timer, instructor
Vocab Widget	German word of the day — auto-rotates with animation every few seconds
Stats Float	Floating badges: "500+ Students", "4.9 Rating", "A1–B2 Levels"
Hero Progress	Animated progress bar showing "72% of students are employed after B2"
Background	Deep navy gradient with subtle radial glow — no image dependency

5. Courses Section

Product showcase — 6 courses with filter and pricing.

Filter Buttons: All · A1 · A2 · B1 · B2 · Speaking · Grammar

Course	Level	Type	Duration	Lessons	Price
German A1 — Complete Beginner	A1	Live + Recorded	3 Months	42	■4,999
German A2 — Elementary	A2	Live + Recorded	3 Months	56	■5,999
German B1 — Intermediate	B1	Live + Recorded	4 Months	68	■7,499
German B2 — Upper Intermediate	B2	Live + Recorded	4 Months	80	■9,999
German Speaking Course	All	Live Only	6 Weeks	30	■3,499
German Grammar Masterclass	All	Recorded	8 Weeks	48	■2,999

8. Login / Register Modal

Full authentication UI with multiple login methods.

■ Email + Password Standard login with show/hide password toggle and Remember Me checkbox.	■ Mobile OTP Login Enter mobile → 6-digit OTP boxes → auto-verify on fill. 30s resend timer.	■ Google OAuth One-click Google login popup — auto-creates account if new, redirects to dashboard.
■ Registration Name, email, mobile, password, German level — all in one form.	■ Forgot Password Click "Forgot password?" → switches to OTP flow for password reset.	■ Validation Frontend + backend validation — required fields, email format, min 8 char password.

9. Responsive Design Breakpoints

Desktop (1440px+)	Full layout — 3-column course grid, side-by-side about section, horizontal stats bar
Laptop (1024px)	Nav hidden → hamburger shown. Hero goes single column. Courses 2-col. About stacked.
Tablet (768px)	Courses 2-col. Testimonials single column. Modal padding reduced. Hero actions wrap.
Mobile (640px)	All grids go single column. Sections reduce padding. Hero actions vertical. Form grid 1-col.
Small Mobile (320px)	Topbar search hidden. Font sizes reduced. WhatsApp FAB repositioned.

10. SEO & Performance

■ Meta Tags Title, description, keywords, canonical URL — all optimized for German learning queries.	■ Open Graph og:title, og:description, og:image (1200×630) for WhatsApp/Facebook sharing.	■ Twitter Cards twitter:card = summary_large_image for rich Twitter previews.
■ Schema.org EducationalOrganization + Course + FAQPage structured data for Google rich results.	■■ Sitemap.xml 18 URLs with priority, changefreq, lastmod — submitted to Google Search Console.	■ Robots.txt Admin/dashboard blocked. Bad bots (AhrefsBot, SemrushBot) blocked. Sitemap linked.