

BI Education

Corporate website for the BI Group educational ecosystem

Project type	Multilingual corporate and educational website
Platform	WordPress
Languages	Kazakh, Russian, English
CRM	Bitrix24
Delivery period	2 months
Project year	2025

1. Project overview

BI Education brings together schools, kindergartens and other educational projects within the BI Group ecosystem. The website should present the ecosystem as one organisation while keeping each project easy to find and understand.

The main purpose of the website is to explain what BI Education does, introduce its projects and programmes, and collect enquiries from parents, teachers and potential partners.

Main goals

- Present BI Education, its mission, values and key figures.
- Keep all educational projects in one structured catalogue.
- Help parents find a suitable school or programme.
- Publish news, vacancies and useful information.
- Send website enquiries to Bitrix24.
- Allow the client team to manage content through WordPress.

2. Website structure

1. Home

2. About BI Education

- Services
- News
- News article
- Partners

3. Projects

- Project detail page

4. For Parents

- Programmes
- How to Choose a School
- Ambassadors
- Our Students

5. Careers

6. Contacts

7. Thank You page

8. 404 page

9. WordPress administration area

3. Page requirements

3.1 Home

- Hero banner.
- Short introduction to BI Education.
- Mission and values.
- Featured educational projects.
- Four main services with a title and short description.
- Enquiry form.

3.2 About BI Education

- General company information.
- Message from the CEO.
- Mission and values.
- Key figures and performance indicators.
- Services with a title and description.
- Enquiry form.

3.3 Projects

The page contains a catalogue of educational projects. Users should be able to filter the list to find a suitable school or organisation.

Each project card contains:

- Preview image.
- Project name.
- Short description.
- Project category.
- Link to the detail page.

3.4 Project detail page

- Main image.
- Project name.
- Full description.
- Image slider or gallery.
- Project manager or team.
- Contact or enquiry action where required.

3.5 News

The news listing contains a preview image, title, publication date and link to the article.

The article page contains a main image, title, publication date and full article content.

3.6 Careers

- List of current vacancies.
- Position title and place of work.
- Filters by project and professional area.
- Link to hh.kz or another external recruitment platform where applicable.

3.7 Partners

- Partner logo list.
- Introductory text.
- Partnership enquiry form.

3.8 Contacts

- Phone numbers.
- Social media links.
- Office address.
- Map with the office location.

3.9 For Parents

Programmes: description of the educational programmes offered across the ecosystem.

How to Choose a School: explanatory content, supporting image and a “Find Your School” action linked to the project filter.

Ambassadors: information about the ambassador programme, participating projects, general terms and an application form.

Our Students: a collection of student and alumni stories.

3.10 Service pages

Thank You page: shown after a form has been submitted successfully.

404 page: shown when a user opens a removed or non-existent URL. The page should provide a clear way back to the website.

4. Shared interface elements

Header

- Logo.
- Main navigation.
- Contact details.
- Language switcher.

Footer

- Page links.
- Social media links.
- Contact details.
- Copyright information.

5. Forms and CRM integration

The website includes enquiry forms on the Home, About and Partners pages. The exact set of fields can vary by form, but the main enquiry form contains:

- Full name.
- Phone number.
- Comment.
- City.
- Projects of interest, with multiple selection.
- User type: parent, teacher or partner.

Required fields must be validated before submission. After a successful submission, the user is redirected to the Thank You page.

Bitrix24

- Form submissions are sent to Bitrix24.
- The submitted fields are mapped to the corresponding CRM fields.
- The source page and selected project should be included where available.
- A CRM record should only be created after successful validation.
- If the CRM request fails, the website should not show a false success message.

6. Content management

The client team should be able to manage the main website content without editing code.

- Create and edit projects.
- Create and edit news articles.
- Create and edit vacancies.
- Manage partners and logos.
- Update page text, images, contact details and key figures.
- Maintain content in Kazakh, Russian and English.

7. Technical requirements

- CMS: WordPress.
- PHP 8.2 or a compatible supported version.
- MySQL 8.0 or a compatible supported version.
- HTTPS enabled in production.
- Responsive layout for desktop, tablet and mobile screens.
- Current versions of Chrome, Edge, Firefox and Safari.
- Custom post types and editable fields should be used for repeatable content such as projects, news and vacancies.

8. Acceptance checklist

- ❑ All approved pages are available and linked from the website navigation where required.
- ❑ The website works correctly on desktop, tablet and mobile screens.
- ❑ Kazakh, Russian and English content can be managed separately.
- ❑ Project filters return the correct results.
- ❑ Project, news and vacancy detail pages open correctly.
- ❑ Required form fields are validated.
- ❑ Successful form submissions create the expected record in Bitrix24.
- ❑ Users are redirected to the Thank You page after a successful submission.
- ❑ Non-existent URLs return the 404 page and the correct HTTP status.
- ❑ The client team can update the agreed content through WordPress.

9. Reference websites

The following pages were used only as content and functionality references. Their design and content are not intended to be copied.

- Programmes: thebite.aisb.ro
- How to Choose a School: gemseducation.com
- Ambassadors: gemseducation.com
- Student and alumni stories: gemseducation.com

This document describes the agreed website scope at a portfolio level. Credentials, budgets, internal contacts and other confidential project information are intentionally excluded.