

CASE STUDY

Pinda

A brand system, the copywriting, the user experience design and three working web applications for a free coding library and course that takes Southern Africa from its first line of code to its own AI web app.

1

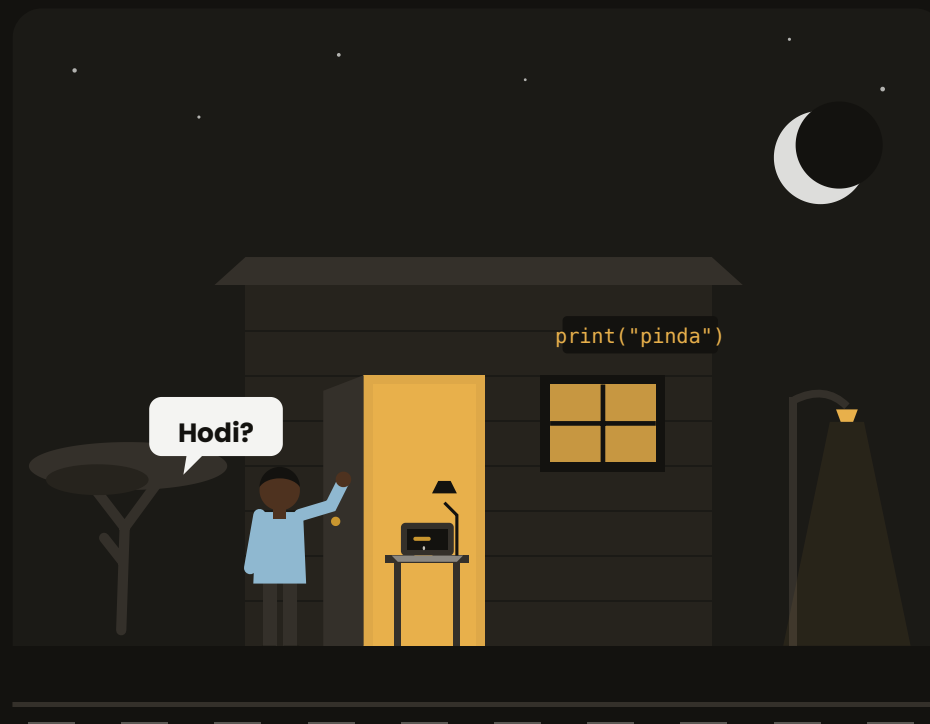
brand system with 13
drawn scenes

8

page website, 4,000
snippets

3

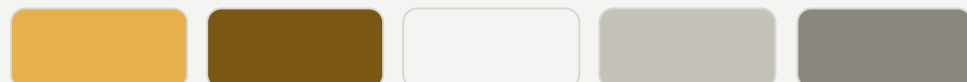
working web
applications



A door, a prompt and the colour of lamplight.



Ink #13120F **Char** #1B1A16 **Char 2** #26231D **Char 3** #34302A **Gold** #C9962F



Brass #E8B04B **Gold deep** #7A5712 **Off white** #F4F4F2 **Mute** #C4C1B8 **Dim** #8A8781

Come into the world of code.

Montserrat sets every heading, heavy and tightly tracked, so a headline reads like a sign on a door; Poppins carries the body at a relaxed 1.65 line height. Headings in this document are set in Poppins Bold in place of Montserrat.



02 - COPYWRITING

Short sentences that open the door.

The copy makes one argument on every page: coding is free, and it is within your reach tonight. It speaks to the reader directly, in short sentences, in the region's own words - it opens with the Shona knock and its answer, hodi and pinda. It names the actual job instead of the category, read a csv or centre anything with grid, so a person stuck at eleven at night recognises their problem in the first line. It is warm without being cute, and it never promises more than the site delivers.

HOME, HERO HEADLINE

Hodi? Pinda.

SNIPPET LIBRARY, HERO HEADLINE

Copy it. Run it. Done.

HOME, HERO LEDE

Come into the world of code. 4,000 working snippets in Python, HTML, CSS and JavaScript, and a free course that takes you from your first line to your own AI web app.

LIBRARY, EMPTY SEARCH STATE

Nothing matches that yet.

CONTRIBUTE FORM, UNDER THE EMAIL FIELD

We send your code here. We do not add you to any list.

HOME, PRIMARY CALL TO ACTION

Start the course

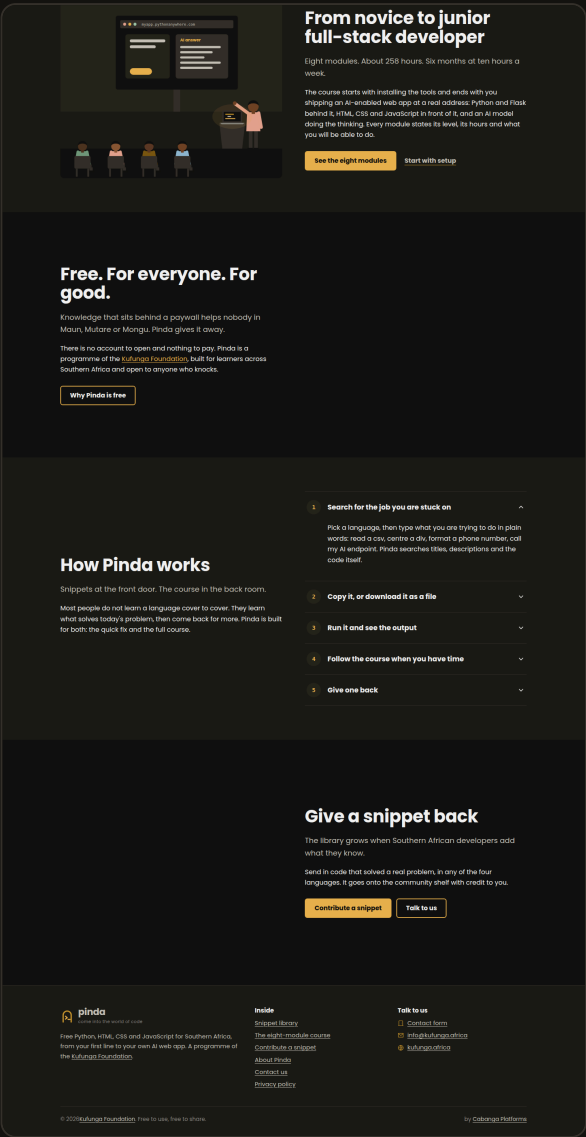
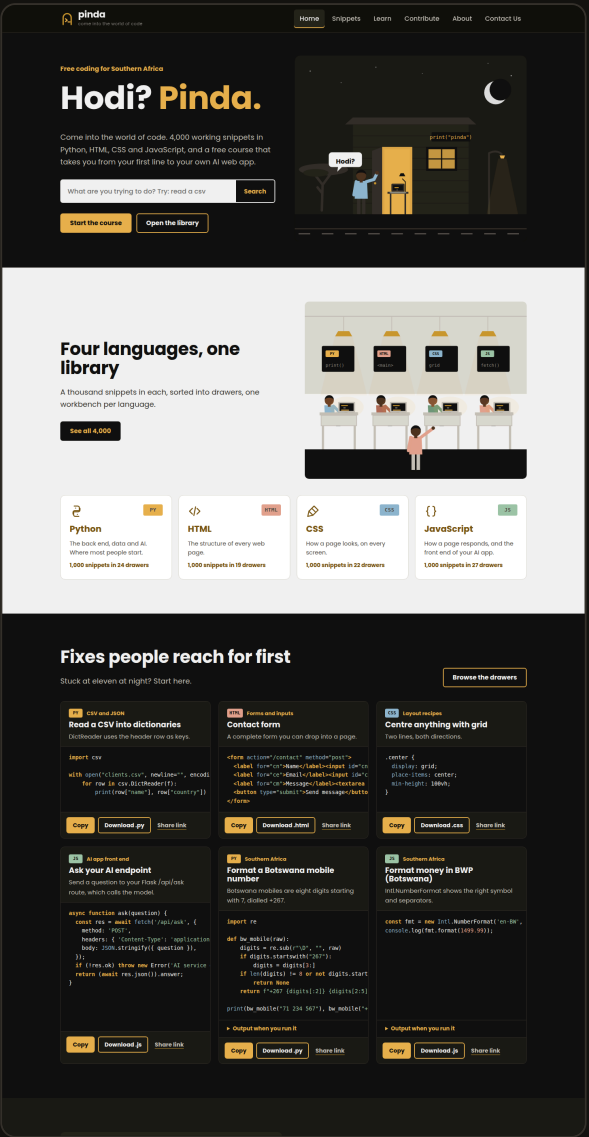
Snippets at the front door, the course in the back room.



Two journeys through one door.

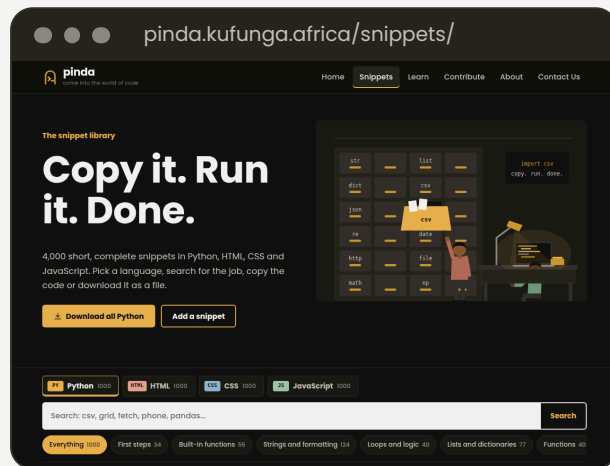
A visitor can solve tonight's problem in one search: pick a language, type the job in plain words, copy the working code or download it as a file. Or they can walk the whole way – eight modules, about 258 hours, from installing the tools to shipping their own AI web app.

The home page sets out both paths in the first screen, then argues for them section by section, each beside a drawing of the place it describes. The information architecture runs Home, Snippets, Learn, Contribute, About and Contact, every sequence of steps sits in an accordion, every page answers first, and every page hands the reader one clear primary action.



Three tools that work while you use them.

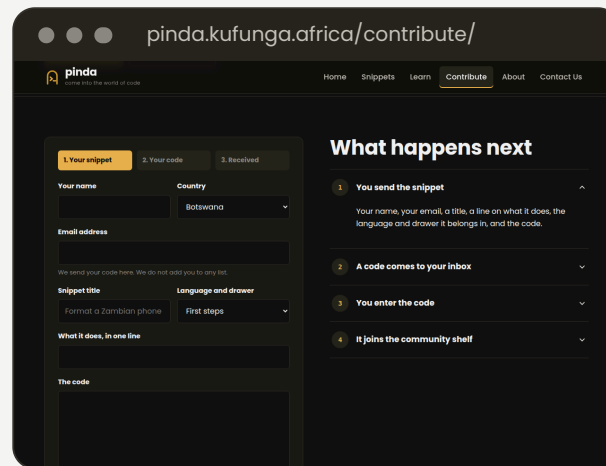
These are working applications, not information pages. A person types the job they are stuck on, the library finds the answer across 4,000 snippets and hands back code they can run. A person sends a snippet or a message, the application emails them a code, and the moment they enter it their post is received and marked genuine.



The snippet library

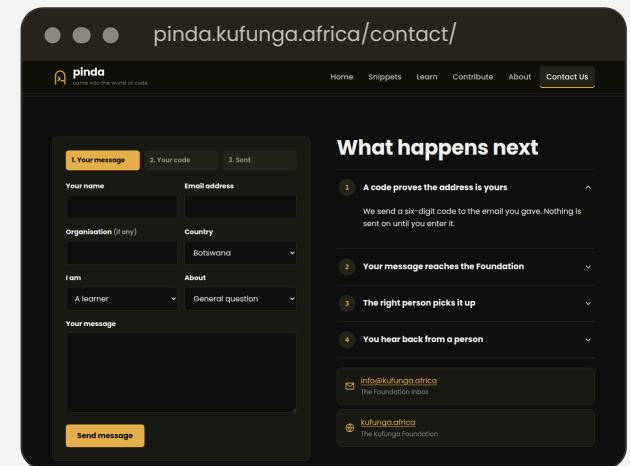
Copy it. Run it. Done.

Search 4,000 snippets in four languages by the job you are doing, then copy the code, open its output or download it as a ready file.



The contribution gate

A developer sends a snippet, receives a six-digit code by email and confirms it; only then is the snippet filed and marked as a genuine post.



The contact gate

A learner, parent, school, employer or sponsor writes in, proves the address with the emailed code, and the message lands with the Foundation team.

PINDA

come into the world of code

Brand system, copywriting, user experience design
and web applications, delivered as one platform.

pinda.kufunga.africa

