

Modular CMS — Scope of Work

Dynamic page builder using Strapi with reusable block components

1. Overview

We are building a **site-wide page builder** that lets you create, manage, and publish pages using reusable content blocks — without involving a developer for every page change.

You assemble pages like building blocks: pick the blocks you need, arrange them in order, and publish. The front-end automatically renders whatever combination you choose into a fully laid-out page.

2. Deliverables

2.1 Page Content Type in Strapi

A new "Page" content type will be created in Strapi with the following fields:

- Title — the name of the page (displayed internally in the CMS)
- Slug — the URL path for the page (e.g. /about, /summit, /partners)
- Blocks — a dynamic zone where content blocks are added and arranged

This replaces hardcoded page templates with a fully flexible structure. Each page can have a completely different layout depending on what blocks you choose.

2.2 Reusable Content Blocks

A library of content blocks will be built and made available in the page builder. Each block is developed once and becomes permanently reusable across all pages.

Sample block library in scope:

Block	Description	Typical use
Hero section	Full-width intro with heading, subtext, and optional call-to-action button	Top of most pages
Rich-text block	Formatted long-form content with headings, lists, and links	About pages, articles, descriptions

Image + text	Side-by-side layout with an image on one side and text on the other	Feature highlights, programme descriptions
CTA section	Standalone call-to-action banner with button and prompt text	Sign-up prompts, application links
FAQ block	Expandable question-and-answer list	Support pages, programme FAQs
Gallery	Image grid for photos or media	Event recaps, media sections

Note: We will expose existing block to be reusable (total 25)

2.3 Menu and Footer Management

Editors will be able to:

- Define which pages appear in the main menu
- Define which pages appear in the footer
- Set labels and links for each navigation item

2.4 Frontend Dynamic Renderer

The front-end will be built to render pages dynamically based on whatever blocks are defined in Strapi. The flow is:

1. User visits a URL (e.g. /summit)
2. Frontend fetches the page data from Strapi using the slug
3. Strapi returns the list of blocks and their content
4. Frontend renders each block in order, assembling the full page layout

No developer involvement is needed to change page layouts, as long as the required block types already exist in the library.

3. How Editors Will Work

Once this is built, creating a new page follows this simple process:

5. Go to Strapi and create a new Page
6. Set the page title and URL slug
7. Add blocks from the library in the order you want
8. Fill in each block's content
9. Publish — the page is live immediately

Example page combinations:

- About page: Hero section → Rich-text block → CTA section
- Partners page: Gallery → FAQ block → CTA section
- Summit page: Hero section → Image + text → Rich-text block → FAQ block
- Any other page: Any combination of available blocks

4. Pages Outside This Scope

Two page types are excluded from the CMS system. These are generated directly from the database because they involve large volumes of dynamic records — CMS management would not be practical for them.

Page type	Why it's excluded
University details	Each university is a database record. Pages are auto-generated through code from the database — CMS management is not practical at this volume.
Prototype details	Each prototype is a database record. Pages are auto-generated through code from the database — CMS management is not practical at this volume.

All other pages across the site are covered by this scope.