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COURSEWORK SUBMISSION FORM

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Introduction

Currently, websites play a significant role in diverse fields – healthcare, business, education as well as entertainment. Websites serve 24/7 for the organizations and save human labor. Therefore, there is an increased focus on quality website development. The main purpose of this report is to provide information about the Portfolio website by explaining audience profile and function of the website.

Audience Profile

Rachel.com – the website that targets employers who are interested in employing web-developers for creation of front-end, back-end, design as well as SEO of the website. Its audience could be both local Uzbek companies and foreign organizations all over the world. Additionally, any individuals interested in hiring a freelancer to create websites can be the target audience. However, a high percentage of the site users are expected to be employers that are interested in Rachel's work examples. The age of the target audience is expected to be between the ages of 25 and 45 as they are most likely to be business or start-up owners. Bearing in mind the specifics of the audience, special attention was given to the design and features that will make surfing easier and more understandable. These features will be covered in detail in the upcoming paragraphs.

Functions and Features

General Features

According to Abuelrub and Hasan (2011), a well-organized website should have following features:

- 1) All web pages provide links to the other pages;
- 2) Logo is clearly displayed;

- 3) Navigation title clearly shows the current page;
- 4) General layout of each web-page is consistent through the website;
- 5) Domain name is meaningful and complies with internet standards.

To meet the above-mentioned requirements, all the necessary features were added to the Portfolio site: every page contains links to other pages, Logo is displayed in aside section, navigation elements change their style when they are active/not active and similar section headings, colors and font families are used in all 6 pages. Icons in the webpages are taken from <https://www.fontawesome.com/> .

Web Pages and their functionality

The main purpose of the home page is to introduce the purpose of the website (Flavian, Gurrea and Orús, 2009). The website's Home page was also designed in a simple but effective way. Home page introduces the owner of the website, what is offered by the owner and social link to the owner's messaging apps. In order to not confuse the audience all the extra information was displayed in the other 5 pages.

Second page provides information on the owners' personal information, education, experience, skills, services and contact numbers. The use of boxes and linear graphs creates a beautiful design that is easy to understand. Design of About page is done with the use of only HTML and CSS.

JavaScript DOM events were used in Blog and Portfolio pages to increase interactivity and loading speed. Blog page contains various blogs related to website development. By clicking on one of the blogs, user will be directed to the full text of the blog with videos included. After reading the blog Blog's main page can be opened by simply clicking on the button at the end of the blog.

When it comes to the Portfolio page, it displays work examples of the freelancer. To create this page, JS functions were used. By changing the categories of the work examples, users will see various images related to the particular category. When clicked, the images will be opened in a bigger window with caption, the number and category of the image. Users can also use the slideshow that will be opened on click event of the images. The source, category, count and caption text of the image change accordingly.

Services page include the type of services offered by the web-developer. In order to make the services page more interesting, various quotes were added to each corresponding service, explaining how important that each service is.

The portfolio website also provides a contact page with necessary information as email, address and phone number of the website owner. Clearly designed contact form helps the users to send emails faster and easier. This creates easy access to the owner of the website. According to the University of Sydney researchers (2019), portfolio sites are mostly used for building communication between employer and employees, thus contacts page is considered to be essential. Moreover, contact numbers and email are displayed in “About” page too, enabling even more easier access to contacts page.

Another point to note about the Contacts page is the form validation via JavaScript:

- 1) First name and Last name should consist of only letters;
- 2) Email must contain @ sign;
- 3) Subject should be concise, not exceeding 200 characters;
- 4) Before submission, it is checked whether every input box is filled with information.

Responsiveness

A website is considered as responsive developed if it reacts on browser, on mobile phones and tablets by adjusting the space between elements, height of the element and the location of the elements (Marcotte, 2014; Filippova and Svidelskyi, 2016). Modern websites cannot be imagined without the use of responsiveness.

The portfolio website is also responsive. For mobile phones the aside section is hidden and can be displayed by clicking on the navigation toggle. For tablets, navigation is displayed on top of the screen, its fixed and styled in a little bit different way compared to the navigation on computer screens. If users open the website with a device that has more than 1024px of screen width, they will see the aside section on the left side with navigation links. The contents of the pages also change their form according to the device-width of the user. Blogs, pictures become bigger, while text-size, section titles get smaller.

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