

U15-A2: Designing and Developing a page

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I. Designing the page

Identifying user requirements

Client Needs

- Company Profile: The page should include a profile of Hot Beans Web, highlighting the company's expertise, achievements, and unique selling points. This section should effectively convey the company's values and establish its credibility among prospective employees.
- Profiles of Existing Trainee Web Developers: The page should feature profiles of current trainee web developers at Hot Beans Web.
- Job Specifications and Required Qualifications: The page should present job specifications for available positions at Hot Beans Web. This section should outline the specific roles, responsibilities, and qualifications required for each position.

- Online Application Form: The page should include an online application form that allows potential candidates to submit their details and apply for available positions directly through the page. The form should be user-friendly and intuitive, simplifying the application.
- Links to Web Development Courses: The page should provide a curated list of relevant web development courses, training programs, or certifications.

Target audience and User Needs

The target audience for the page is individuals who have completed training courses or obtained qualifications related to web development and are now looking for a job as a web developer. These individuals are seeking employment opportunities in the field of web development and are likely to have a good understanding of web technologies and industry standards.

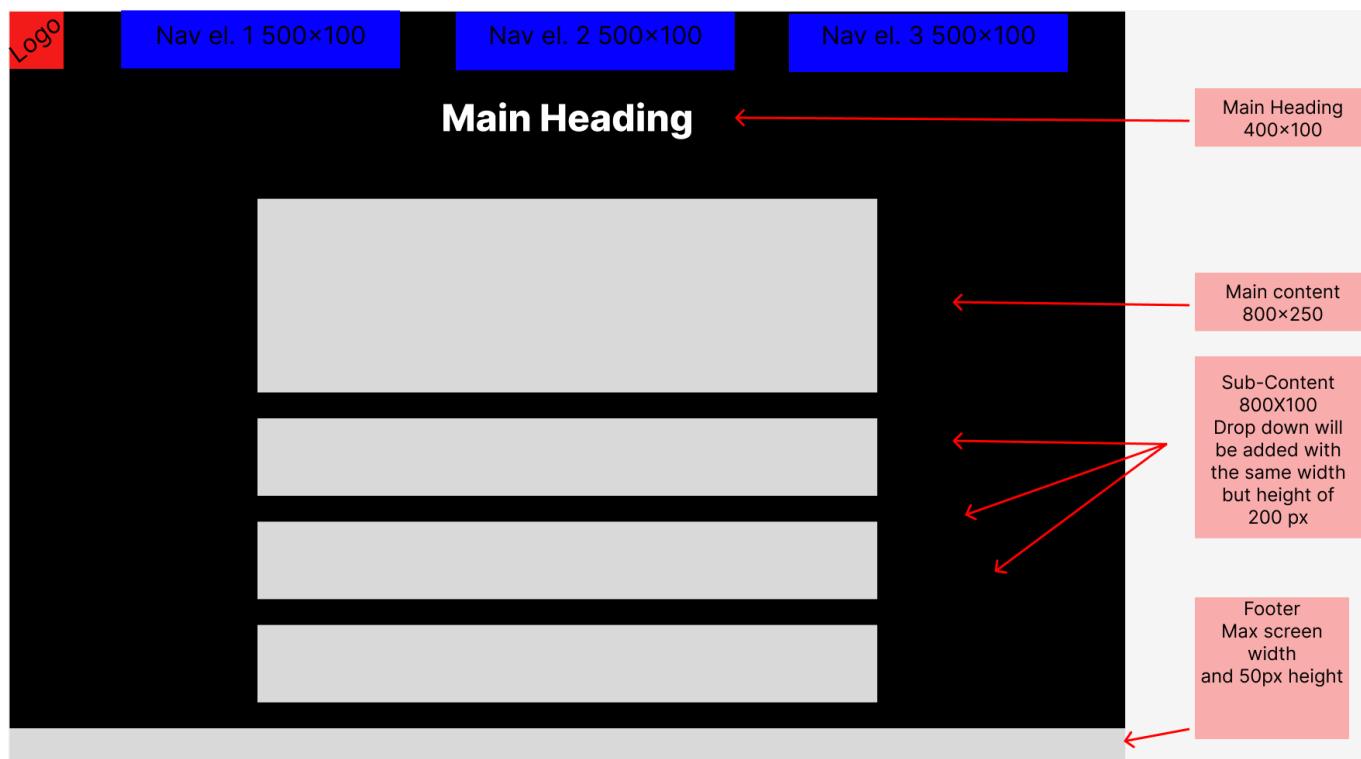
The page should provide information about Hot Beans Web and its recruitment needs, as well as the job specifications and required qualifications for available positions.

The page should be user-friendly and intuitive, allowing potential candidates to easily navigate through the content and apply for available positions, thus making the application process as simple and fast as possible.

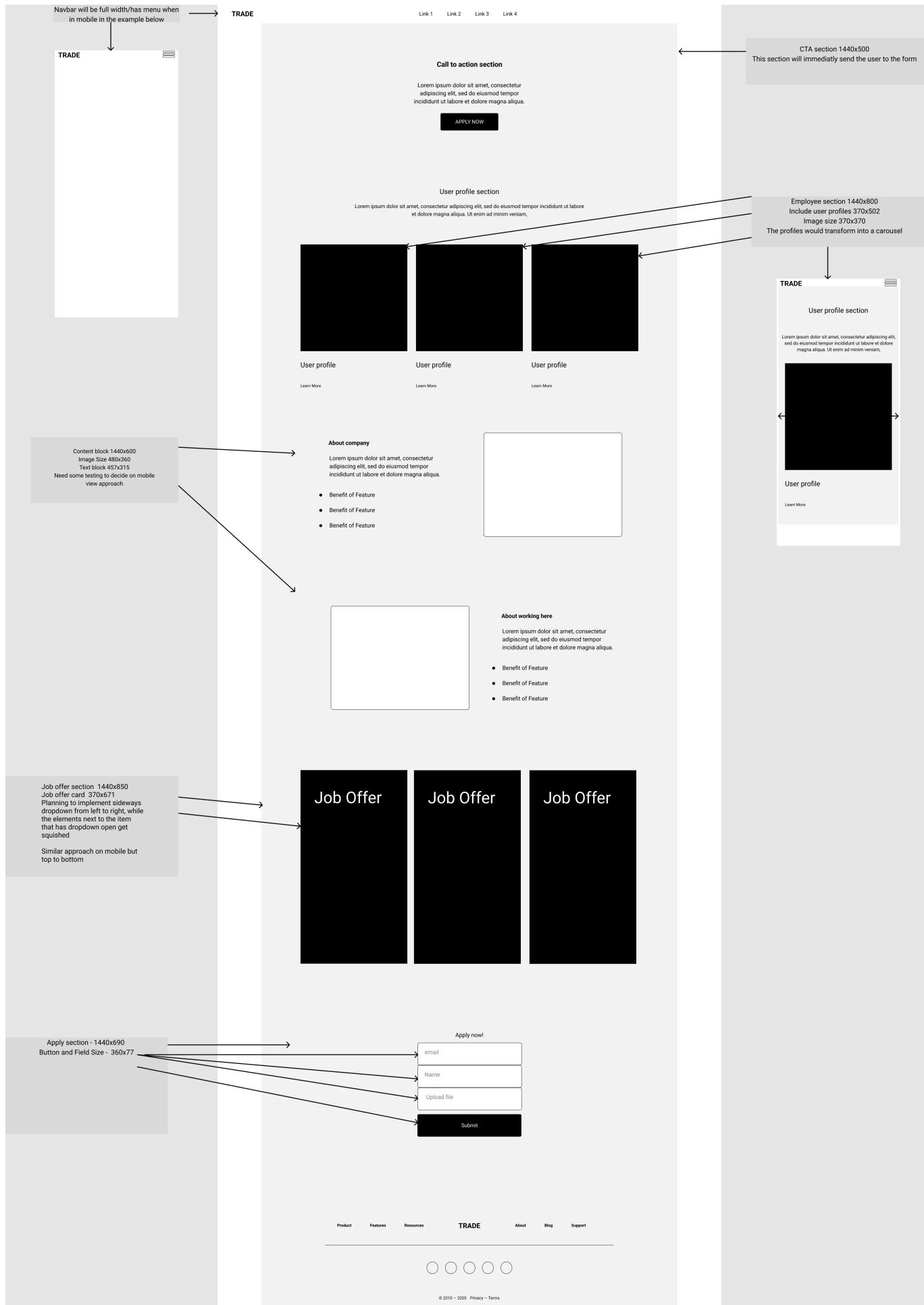
Visual designs for the page

To design the concepts of the page I have used Figma. I have created two different designs for the page. The designs were based on the client's requirements and the target audience's needs.

Design 1



Design 2



C. Choosing design

Design 1

The first design follows a very stale and boring layout. It meets the requirements but at the bare minimum. For a web design company, this would not be very intuitive and attractive.

Design 2

The second design follows a more modern and attractive layout. It meets the requirements and is more intuitive and attractive. This design would be more appealing to the target audience.

It also includes responsive design, which is highly important in today's world, and again it would make the company look good at what they do.

Final Decision

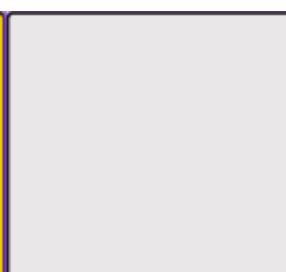
I have decided to go with Design 2 because it is more modern and attractive. It also includes responsive design and would make the company look good at what they do. It also seems to be more favorable in the feedback I have received.

Feedback	Name
I like the second design more. It is more modern and attractive.	Viktor S.
The design is visually appealing and modern, especially with the chosen Design 2. The color scheme and font choice create a professional impression	Saul C.

D. Technical documentation

Colours and Fonts

The colours used in the design are:

		
Torea Bay #0F4C81 R: 15 G: 76 B: 129	Gold #FFD700 R: 255 G: 215 B: 0	Mercury #E9E7E7 R: 233 G: 231 B: 231

The fonts used in the design are:

Different headings for sections of the page. Font used: Open Sans

H1 - Size 40px, Bold
 H2 - Size 36px, Bold
 H3 - Size 32px, Bold
 H4 - Size 24px

Text for content

Text - Size 16, Line Spacing 20
 Strong - Size 16, Line Spacing 20, Bold



HEADING 1

HEADING 2

HEADING 3

HEADING 4

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In fermentum sed sem eget placerat. Ut tempor ante ipsum. Sed ullamcorper nibh eget mattis suscipit. Pellentesque fermentum eros mauris, in ultrices ex lobortis quis. Fusce blandit, nunc in venenatis blandit, arcu nibh dignissim ligula, ut aliquet est eros id nulla. Pellentesque volutpat placerat scelerisque. Integer nec molestie mi, vel dignissim odio. Mauris vitae semper massa, eu scelerisque urna. Integer quis iaculis felis. Donec convallis dolor quis nunc sagittis semper. Sed lectus tellus, volutpat **vitae erat et, blandit feugiat elit. Fusce nulla lectus, porta sit amet nulla vitae, tincidunt euismod nisi. Ut eu porta neque.** Donec lacinia pharetra arcu at suscipit. Fusce dui mi, tempus sed tortor ut, pulvinar dictum leo. Aenean nec eleifend tortor. Fusce et mauris sit amet odio ultrices ullamcorper ac sed metus. Aliquam mollis ultricies ante, id sodales nisi egestas sit amet. Nunc in urna sit amet massa sagittis euismod a in tellus. Phasellus et ante vitae quam faucibus ultricies. Praesent ornare lectus quis dictum congue. Donec fermentum, enim eget tincidunt gravida, arcu neque pharetra quam, id rhoncus nisi risus et dui. Aliquam nec urna efficitur, consectetur leo id, mollis velit. Nullam id lorem mattis, euismod ligula et, eleifend diam.

E. Justification of design decisions

Colours:

I chose the deep blue colour (#0F4C81) to evoke a sense of professionalism, trust, and stability. It complements the nature of our web development company and creates a visually appealing contrast with other elements on the website.

To add energy and sophistication, I included a vibrant gold colour (#FFD700). This colour helps draw attention to important elements like job listings or application forms, acting as a visual cue for users.

For a neutral background that allows other colours and content to stand out, I opted for a light gray colour (#E9E7E7). It creates a clean and modern aesthetic while ensuring readability and visual balance.

In terms of font choice, I selected Open Sans. It is a versatile and widely-used font known for its readability and compatibility across devices and browsers. Its clean and modern design aligns well with our desired professional and contemporary image.

To establish visual hierarchy and emphasize important elements, I used different font sizes. Larger sizes were applied to headings to make them stand out, while smaller sizes were used for body text to ensure readability and maintain a consistent visual style.

These design choices, combining the colours #0F4C81, #FFD700, and #E9E7E7 with the Open Sans font in different sizes, aim to create a visually appealing and professional website. The colour scheme helps establish a strong brand identity, while the font choice and size variations contribute to readability and hierarchy of information. Overall, these design choices align with our objective of attracting potential web developers and providing an engaging user experience.

II. Developing and Testing the page

A. page development process

In the development process, I utilized my designs and Bootstrap Studio to create an effective and visually appealing website. Here's how I incorporated these elements:

Design Implementation: I translated my designs into actual web pages, ensuring accuracy in layout, colours, fonts, and design elements.

Bootstrap Studio Integration: I utilized Bootstrap Studio's drag-and-drop interface to quickly construct the web pages, leveraging its pre-designed components for headers, footers, navigation menus, and forms.

Responsive Design: I ensured that the website is responsive across different devices and screen sizes, using Bootstrap Studio's responsive design tools to adjust the layout and content accordingly.

Customization and Styling: I customized colours, fonts, and styles in Bootstrap Studio to maintain consistency and visual harmony throughout the website.

B. Ensuring functionality, compatibility, and usability

Functionality

The website is fully functional and meets all the requirements outlined in the design brief. It includes a company profile, profiles of existing trainee web developers, job specifications, an online application form, and links to web development courses.

Company profile/description:



The screenshot shows a website section titled "Working with us". At the top, there is a navigation bar with the logo "Hot Beans Web", three job titles ("Sr. Developer", "UI Designer", "Web Developer"), and links to "HOME", "CAREERS", and "ABOUT US". Below the navigation, there is a heading "Working with us" and a paragraph of placeholder text (Lorem ipsum). To the right, there is a large image of three people working together at a desk in an office setting. In the bottom left corner, there is another smaller image of two people high-fiving. The entire section is framed by a red border.

Profiles of existing trainee web developers:

Our Staff

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vehicula molestie ante non accumsan. Sed sed metus porta, varius lacus ut, vehicula augue. Fusce porttitor arcu vitae consectetur pulvinar. Nullam ac tristique magna, eget fermentum dui. Aenean scelerisque pellentesque justo ac efficitur. Quisque vel sollicitudin dui. Duis ac erat suscipit purus ultricies venenatis.



James Dean
Sr. Developer



Jeniffer Do
UI Designer



Peter Leik
Web Developer

Job specifications:

£45,000 - £50,000 annum

Full-Stack Developer
A maquiagem artística é uma técnica diferente da make social, e da que usamos no nosso dia a dia.

[Apply Now](#)

£40,000 - £45,000 annum

Backend Developer
A maquiagem artística é uma técnica diferente da make social, e da que usamos no nosso dia a dia.

[Apply Now](#)

£35,000 - £40,000 annum

Frontend Developer
A maquiagem artística é uma técnica diferente da make social, e da que usamos no nosso dia a dia.

[Apply Now](#)

Online application form:

Contact us

Browse...

SUBMIT

Links to web development courses:



Compatibility

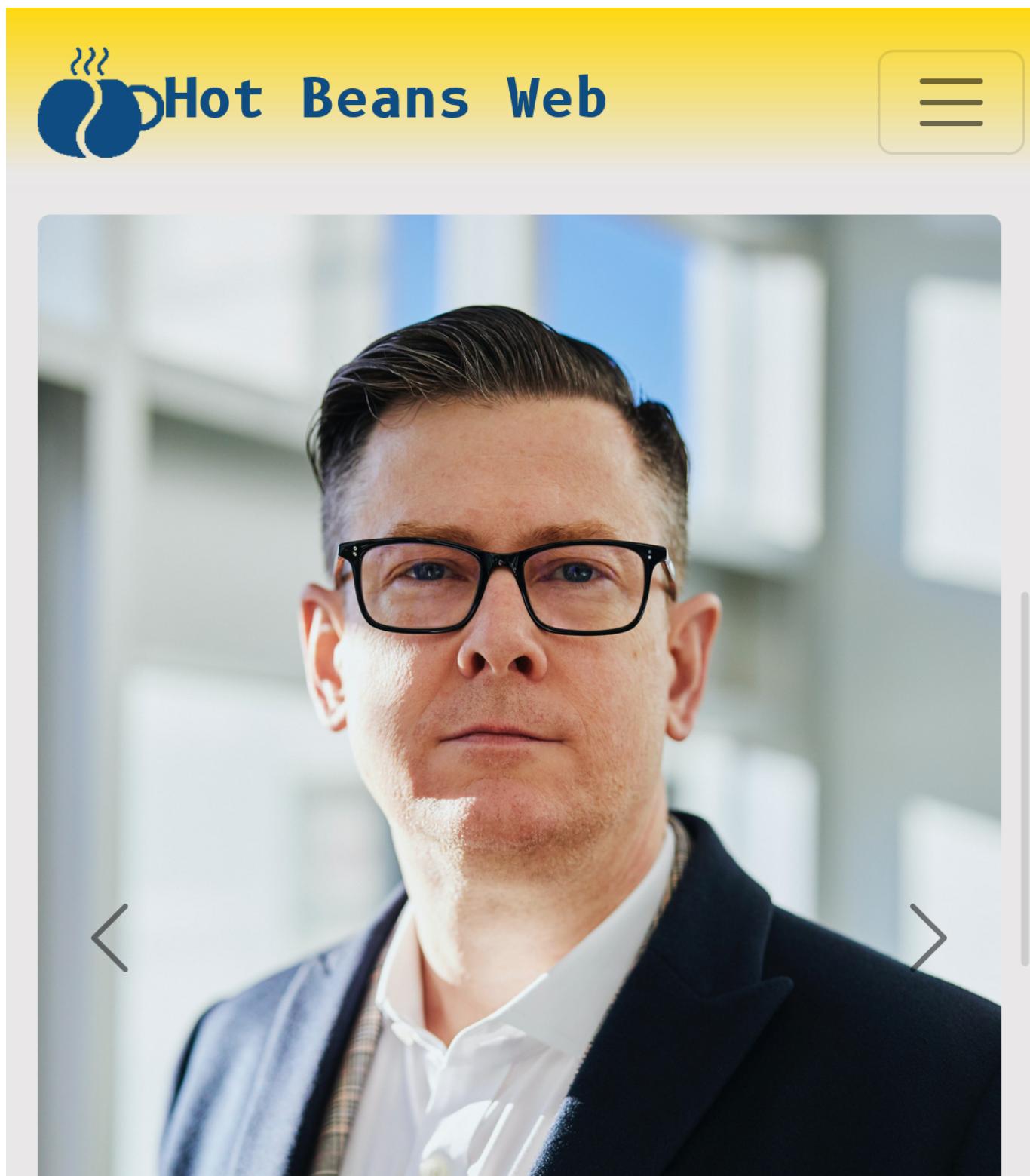
The website is compatible with all major browsers, including Chrome, Firefox, Safari, and Edge. It is also compatible with mobile devices and tablets, ensuring a consistent user experience across different platforms.

Browser	Version	Compatibility
Chrome	113.0.5672.126	Working as intended
Firefox	113.0.1 (64-bit)	Working as intended
Edge	113.0.1774.42	Working as intended

Webpage responsiveness:

Mobile:

In the mobile view this example section('Our Staff') changes to a carousel





Working with us

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Nullam vehicula molestie ante
non accumsan. Sed sed metus
porta, varius lacus ut, vehicula**

Desktop:

In the desktop view this example section('Our Staff') changes to a static 3 image section

The screenshot shows a website for 'Hot Beans Web'. At the top left is the logo 'Hot Beans Web' with a coffee cup icon. At the top right are links for 'HOME', 'CAREERS', and 'ABOUT US'. In the center is a yellow button labeled 'APPLY NOW!'. Below these elements is the heading 'Our Staff'. A paragraph of placeholder text follows. Three staff members are shown in individual portraits: James Dean (Sr. Developer), Jeniffer Do (UI Designer), and Peter Leik (Web Developer). Each portrait includes the staff member's name and title.

	James Dean Sr. Developer
	Jeniffer Do UI Designer
	Peter Leik Web Developer

Usability

The website is easy to navigate and use, with an easy-to-use navigation bar and simple layout. It is also responsive, which means that the website can be accessible on various devices and screen sizes. This ensures a consistent user experience across different platforms.

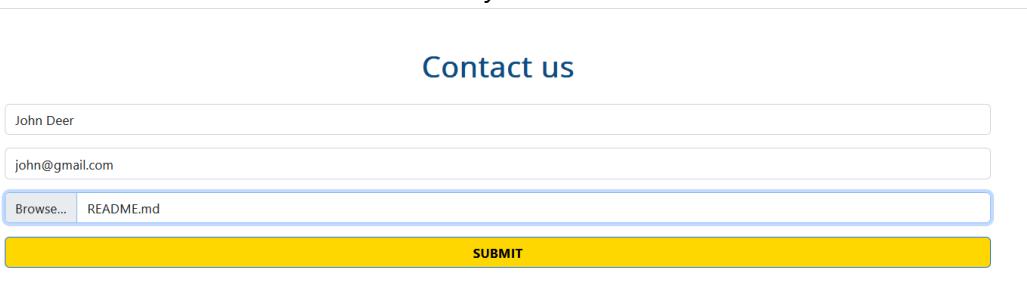
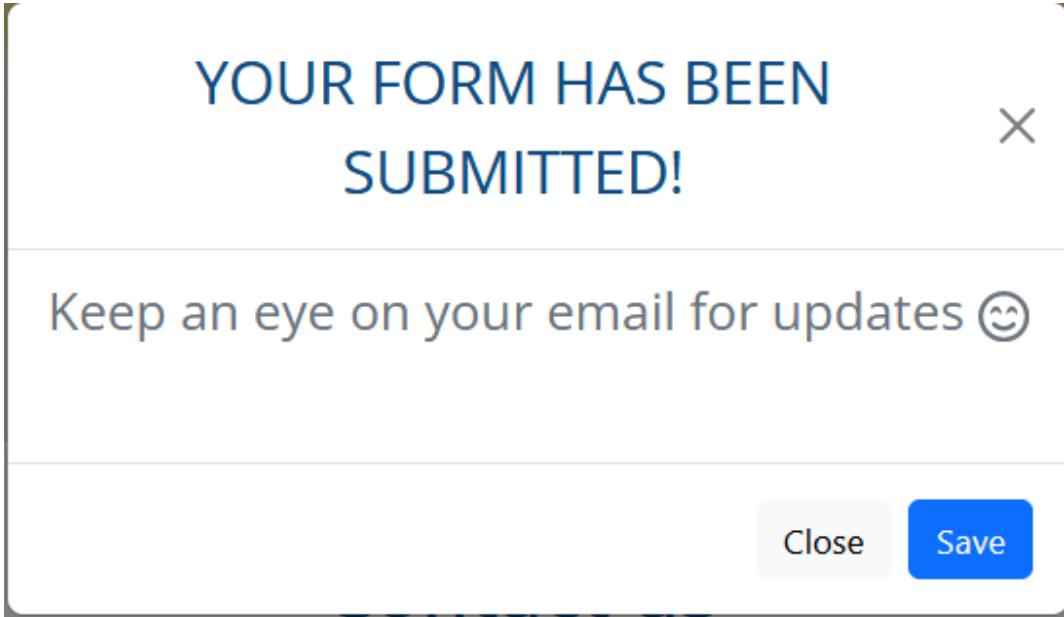
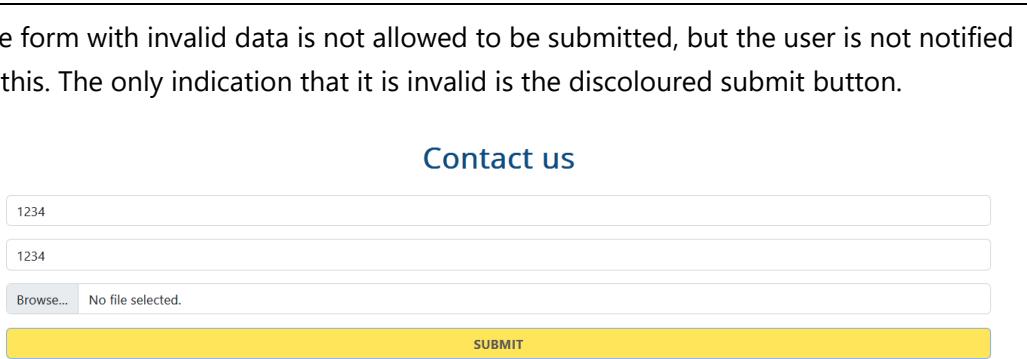
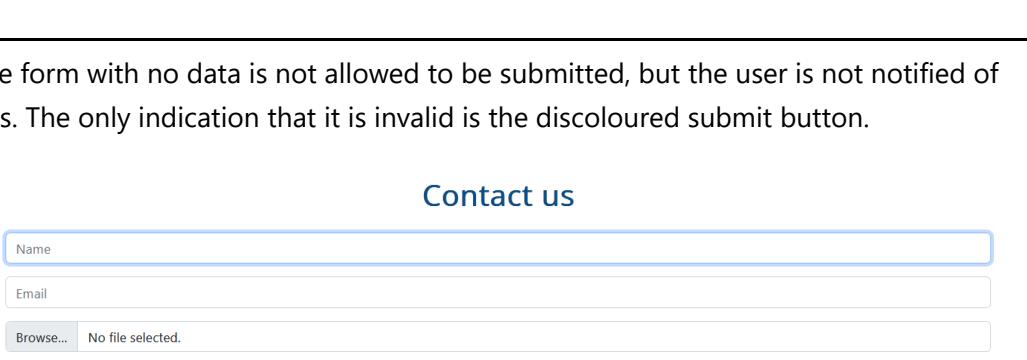
C. Testing the page

The website is compatible with all major browsers, including Chrome, Firefox and Edge. It is also compatible with mobile devices and tablets, ensuring a consistent user experience across different platforms.

The website is responsive across different devices and screen sizes, ensuring a consistent user experience across different platforms.

Form testing:

Test	Result	Notes

Test	Result	Notes
Filling out form with valid data	Success	<p>The form with valid data works successfully. Screenshots:</p>  <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> <h2>Contact us</h2> <p>John Deer</p> <p>john@gmail.com</p> <p>Browse... README.md</p> <p>SUBMIT</p> </div>  <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> <h2>YOUR FORM HAS BEEN SUBMITTED!</h2> <p>Keep an eye on your email for updates 😊</p> <p>Close Save</p> </div>
Filling out form with invalid data	Success	<p>The form with invalid data is not allowed to be submitted, but the user is not notified of this. The only indication that it is invalid is the discoloured submit button.</p>  <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> <h2>Contact us</h2> <p>1234</p> <p>1234</p> <p>Browse... No file selected.</p> <p>SUBMIT</p> </div>
Filling out form with no data	Success	<p>The form with no data is not allowed to be submitted, but the user is not notified of this. The only indication that it is invalid is the discoloured submit button.</p>  <div style="border: 1px solid #ccc; padding: 10px; text-align: center;"> <h2>Contact us</h2> <p>Name</p> <p>Email</p> <p>Browse... No file selected.</p> <p>SUBMIT</p> </div>
Feedback		Name

Feedback	Name
The implemented sections, such as the company profile, trainee profiles, job specifications, and online application form, work well. However, the form validation could be improved by providing clearer feedback to users when invalid data is entered.	Saul C.

Improvements

The form validation could be improved by adding a message to the user when the form is invalid. This would help the user understand why the form is invalid and how to fix it.

III. Optimization

I utilized image compression techniques to reduce the file sizes of images used on the page without compromising their visual quality. By compressing the images, I aimed to minimize the amount of data that needs to be loaded when accessing the page, resulting in faster load times and improved user experience.

To improve performance, I focused on optimizing the page's images and code. By compressing the images and applying code optimization techniques, I managed to reduce the overall size of the page from 19MB to 15.7MB, representing a reduction of approximately 17%.

Type	Size(MB)
Unoptimized	19 MB
Optimized	15.7 MB

Through image compression and code optimization, I achieved a notable reduction in file size, resulting in improved performance and faster loading times for the website.

IV. Evaluation

In terms of visual design, I selected a colour scheme that reflects professionalism and trust. The deep blue (#0F4C81) conveys a sense of stability, while the vibrant gold (#FFD700) adds energy and sophistication. The light gray (#E9E7E7) serves as a neutral background, allowing other elements to stand out. For the font, I chose Open Sans for its readability and compatibility across devices.

In the technical documentation, I provided clear information about the colours and fonts used in the design. I justified my design choices, explaining how they align with our goal of attracting potential web developers and creating a visually appealing website.

During the development process, I effectively translated my designs into web pages using Bootstrap Studio. I ensured responsiveness across different devices and kept true to the colours, fonts, and styles to maintain consistency and visual harmony throughout the website.

The developed web pages meet all the requirements outlined in the design brief. They include a company profile, profiles of trainee web developers, job specifications, an online application form, and links to web development courses. The website is compatible with major browsers and provides a user-friendly experience.

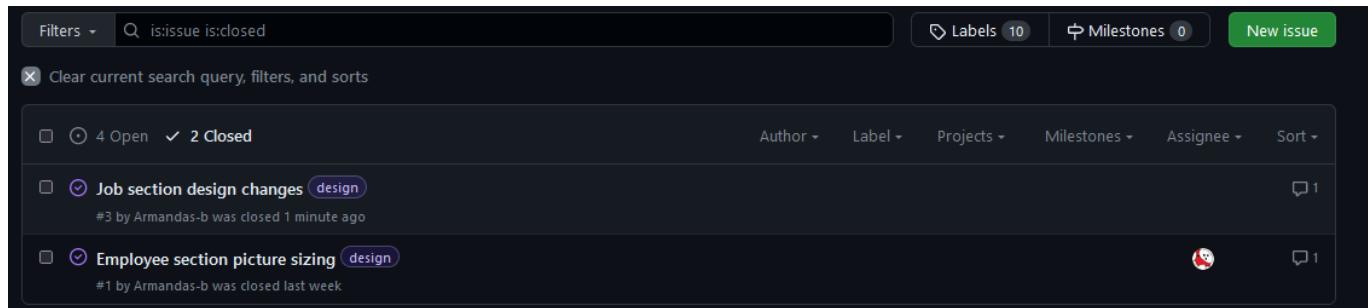
I have considered factors such as image compression, caching, and code minification to enhance the website's performance. By optimizing the website, I managed to reduce the file size from 19MB to 15.7MB, representing

a reduction of approximately 17% in file size. This reduction is significant in case of slow internet connection, limited bandwidth, or high traffic volume.

During the development process, I have also kept track on some issues and/or design faults that I have encountered via GitHub issue section and I have fixed them or replied to them accordingly.

Here are some of the issues that I have encountered:

Closed issues:

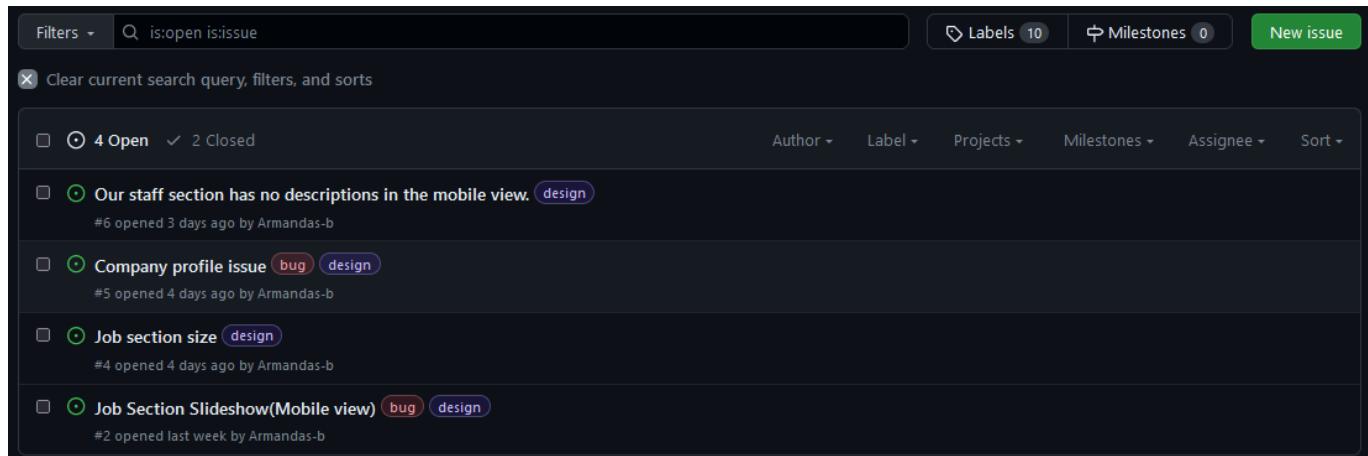


A screenshot of a GitHub search interface showing closed issues. The search bar contains "is:issue is:closed". The results show 2 closed issues:

- Job section design changes** (design) #3 by Armandas-b was closed 1 minute ago
- Employee section picture sizing** (design) #1 by Armandas-b was closed last week

[Link to GitHub Issues\(Closed\)](#)

Open issues:



A screenshot of a GitHub search interface showing open issues. The search bar contains "is:open". The results show 4 open issues:

- Our staff section has no descriptions in the mobile view.** (design) #6 opened 3 days ago by Armandas-b
- Company profile issue** (bug) (design) #5 opened 4 days ago by Armandas-b
- Job section size** (design) #4 opened 4 days ago by Armandas-b
- Job Section Slideshow(Mobile view)** (bug) (design) #2 opened last week by Armandas-b

[Link to GitHub Issues\(Open\)](#)

Due to time constraints, I was unable to address all the open issues on GitHub. Some remaining tasks and improvements may require further attention and implementation. However, despite these outstanding issues, the website is functional and meets the initial requirements and design goals.

These issues would be addressed in a future release of the website.