ICT BTEC
Unit 6: Website Development
Learning Aim B, Design A Website
To Meet Client Requirements

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Scenario

The vocational scenario or the context is:

"You have recently joined a web development company, Hot Beans Web as a junior web developer. You have been asked as part of your induction and training to create a new section for the company's web site which promotes the company to prospective employees, as they need to recruit more web developers. The company wants you to include the following things:

- A profile of the company itself
- profiles of existing trainee web developers
- job specifications and required qualifications
- an on-line application form
- links to web development courses

The target audience for the site is people who have completed training courses or qualifications related to web development and are now looking for a job as a web developer."

What I Have to Do

The task that I have been given is to create a section for a website from the hot beans web development company that have employed me. The goal of the section is to promote the company towards potential employees as the company is wanting to hire new web developers.

The company wants the website to include 5 distinct sections. These are a profile of the company itself which describes what the company is at what they do. The second is a profile of existing trainee web developers. This is to give the potential employees a look into who they will be working with as well as what type of people the company itself is looking for in its employees. Then after this they want me to include the job specification and required qualifications. This is so that the potential employees know what they will be working as and so they can see if they meet the required qualifications to work there. Then to allow them to actually apply for the role, they want to have an online application form to be included. Then lastly, they want the site to include links to website development courses for people who fall short of the requirements as the company wants the site to be aimed towards students who have recently finished their courses.

Purpose

The purpose of the website is to promote the hot beans company to potential employees, being primarily designed for people who have just finished their courses in a related field and are now looking for their first job in web development.

I will try to fulfil this purpose by including the different features set to me by the hot beans company these being to describe the company itself, showcase the current junior web developers, give the specifications and requirements of the job, have an application form and give a link to web development courses.

The first section of the site will be the profile of the company, this will include basic information about the hot beans company giving general information on topics such as who created it and when as well as giving descriptions on what they do in the sense of clients and previous works. Then it will go on to current employee profiles that will give information about them both professionally in terms of what work they have completed as well as personally describing in some ways who they are as a person. Then it will showcase the specification and requirements of the job. These will go alongside the application form to showcase the what the company is looking for in an employee and so the potential employees can see if they fit into that. Then it will be giving links to web development courses for people who fall short in terms of the qualifications.

Audience

The desired audience that is given from the prompt given to me by hot beans, the audience is people who have completed training courses or qualifications related to web development and are now looking for a job as a web developer. From this it is implied that the target audience is university students who will have just finished their courses with presumably little to no work experience. With this it can be greatly assumed that the main audience will be men. This is because from known statistics, there is a higher percentage of men that complete courses in fields related to web development. With only around 37% of web designers are women. (https://www.zippia.com/web-designer-jobs/demographics/)

Because the audience are straight out of education or self-learning, they will be eager and ready to get straight into working and would expect a clearer process in terms of the application with a clear layout of the requirements and specification.

Client

The client that has asked me to create this website is my new current employer which is the hot beans web development company. They are a company that specialises in the creation and design of websites. Because of this it is important to maintain a high level of professionalism in the design of the website. This is because when potential employers view the website, their first impressions of the website will also give them an impression of the company and so if it is not set to a high level then the potential employers will think that this is the sort of work that they will provide and would have a less than ideal opinion on the company however if the website was to be designed well and effectively then they will have a more positive view on the company so they are more likely to want to work for hot beans.

Problems That I May Face

The problems that I may face when it comes to the design and creation of this website are:

Software – The software that I will be creating the website on is adobe Dreamweaver which is a software that I have not used before and so I will have to learn how to use the software effectively. I can be able to face this issue by using a variety of online sources such as video tutorials to help me learn the software.

Access to software – Another issue that I will face throughout this project is the access to the software. This is because at home and on my personal devices I don't have access to the adobe Dreamweaver software. The way in which I will get around this is by using different software's such as Microsoft visual studio code to do work on while at home and then when I have access to the Dreamweaver site, I can add this into it.

Criteria (1)

The different sections that I aim to include are the 5 base ones which are requested by the client which are:

Profile of the company – I will include a section on the website which gives a brief overview of the company and showcases examples of what the company does.

Profile of existing trainee web developers – I will include a basic description of who the employees are, these being both professionally and personally.

Job specification and required qualifications – I will include this via a PDF, which the user can download which gives an overview of what the job is and what qualifications they need for it.

Online application form – I am going to include a form that the user can fill in if they want to apply which will then be sent to an email address associated with hot beans which includes the information that the application given.

Links to website development courses – I am going to have hyperlinks to different courses regarding website development for the people who don't fully fulfil the requirements so they can continue to work on their skills to apply later.

Criteria (2)

As well as this there are another 2 criteria which I think is important to include, these are:

Professional Look – I am going to have the website appear professional, using more neutral colour schemes and a cleaner layout.

Navigation – I will include a simple navigation bar at the top of the screen which allows the user to easily go the different sections.

Design 1

Basic specification overview

Job Specification Section

Job Specification

Downloadable pdf for the job specification

Download The Full Specification Here

Download

Different links to web development courses

Course Links

Course Links section

Apply Now section

Online application form

Apply Now

Name	John Doe
Email	John@Doe.com
Address	
City	
Phone Number	

Upload CV

APPLY

Copyright © 2023 Hot Beans

White Background
Orange text (#F76000)

Navigation Bar

| Home | Who We Are | Meet The Team | Job Specification | Course Links | Apply Now |

Header Image

Who We Are section

Who We Are.

Description of the company

Examples of companies work.

Meet The Team

Meet The Team section

Heading **Heading** **Heading**

Heading **Heading** **Heading**

Description of different trainee employees.

Full View

Who We Are.

Meet The Team

Heading **Heading** **Heading**

Job Specification

Download The Full Specification Here

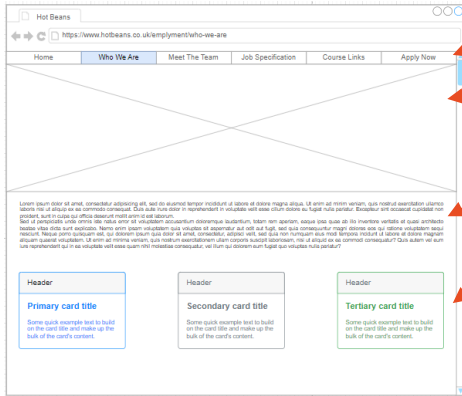**Download**

Course Links

Apply Now

Upload CV

APPLY

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Design 2

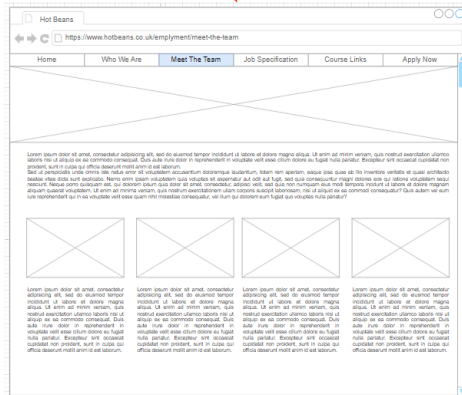Header image appx 80% height

Individual Web Pages

Navigation Bar

Header Image

Description of the company

Key Features

Downloadable PDF

Who We Are Section
Meet The Team Section

White Background
Orange text
(#F27600)

Job Specification
Section

Basic specification overview Navigation Bar
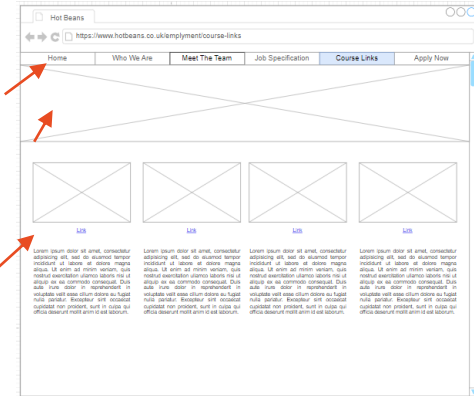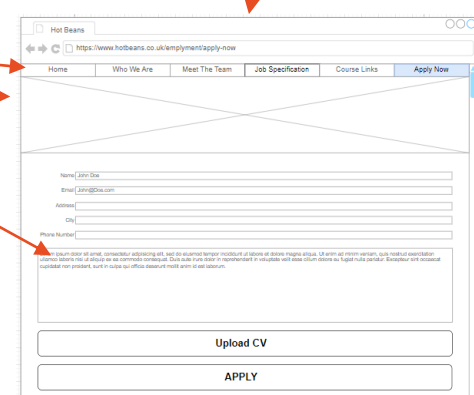
Header Image

Links to different web development courses

Course Links Section
Apply Now Section

Navigation Bar

Header Image

Overview of the ideal employee

Profiles of different trainee employees.

Online application form

Download

Who We Are — Hot Beans

Primary card title
Some quick example text to build on the card title and make up the bulk of the card's content.

Secondary card title
Some quick example text to build on the card title and make up the bulk of the card's content.

Tertiary card title
Some quick example text to build on the card title and make up the bulk of the card's content.

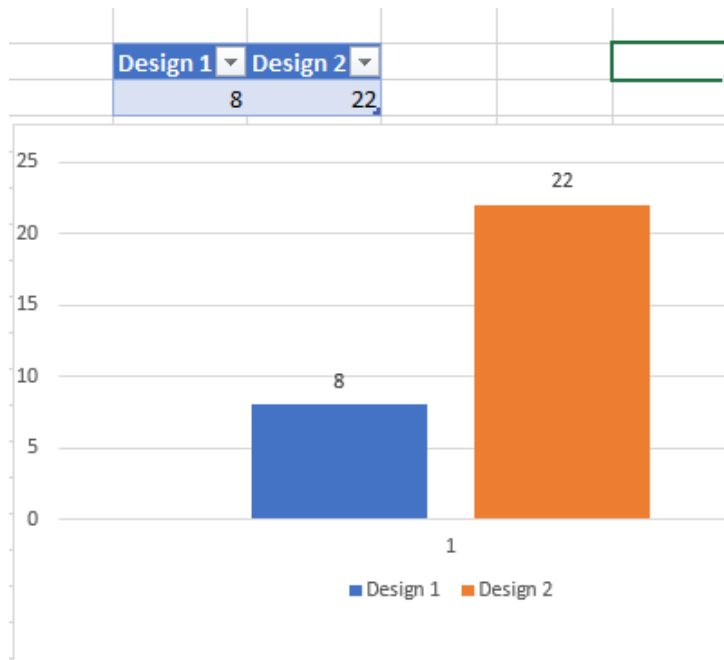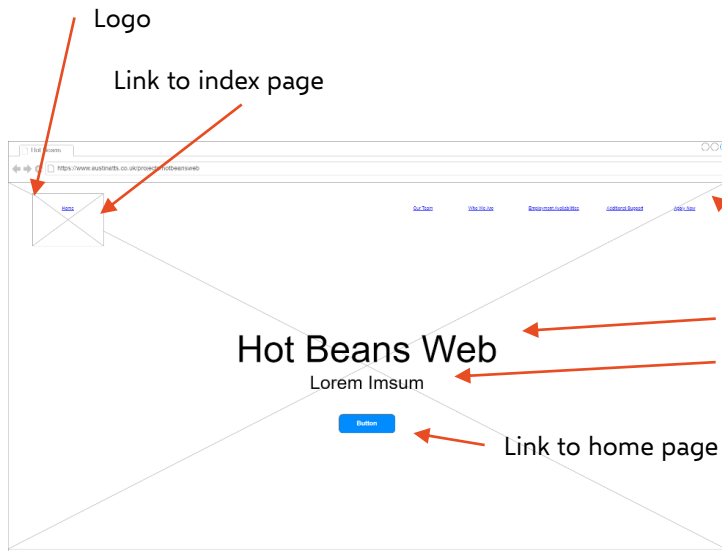Upload CV

APPLY

Feedback

With my 2 designs, I have decided to go out and ask other people on their thoughts on my website designs, which I have then placed into an excel file. With the results being placed into a bar chart

From this out of the 30 people I asked, the majority of people preferred the website however some people did also like the first design and so I decided to these two into a final design.

Final Design

Logo

Link to index page

Full View

Navigation Links

Title

Description

Hot Beans Web

Lorem Imsum

Link to home page

About Us

Lorem Ipsum

Heading

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Heading

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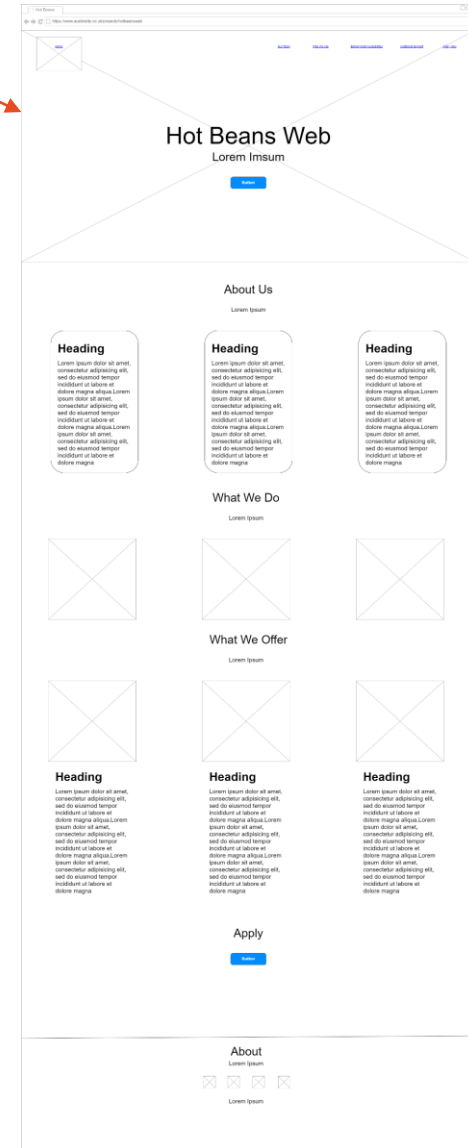
Heading

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Main content

What We Do

Lorem Ipsum

Title

Description

Main content

Link to application page

What We Offer

Lorem Ipsum

Title

Description

Main content

Apply

Links to social media

About

Lorem Ipsum

Lorem Ipsum

Heading

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Hot Beans Web

Lorem Imsum

About Us

Lorem Ipsum

Heading

What We Do

Lorem Ipsum

What We Offer

Lorem Ipsum

Heading

Apply

About

Lorem Ipsum

Lorem Ipsum

Design Evaluation

The final design that I made is only for the index page of the hot beans website due to all the other pages following the same design themes. It showcase a streamlined design fitting for a professional web development company as well as including animations and interactive segments to give a demonstration of their web development skills. Additionally, the select colours schemes the website uses, these being a light grey (#CCCCCC) with orange (#F76000) accents across the pages offering a comfortable viewing experience using the Selawik font Semibold for headings, normal for text (due to copyright issues with my preferred font Segoe UI) with the whitespace directing the user through the flow of the website. Lastly, the design for the site includes everything that has been set out throughout thus document, with the index page being a brief overview, then there being a specific page for each individual criteria, all which will contain content to focus on appealing towards the targeted audience.