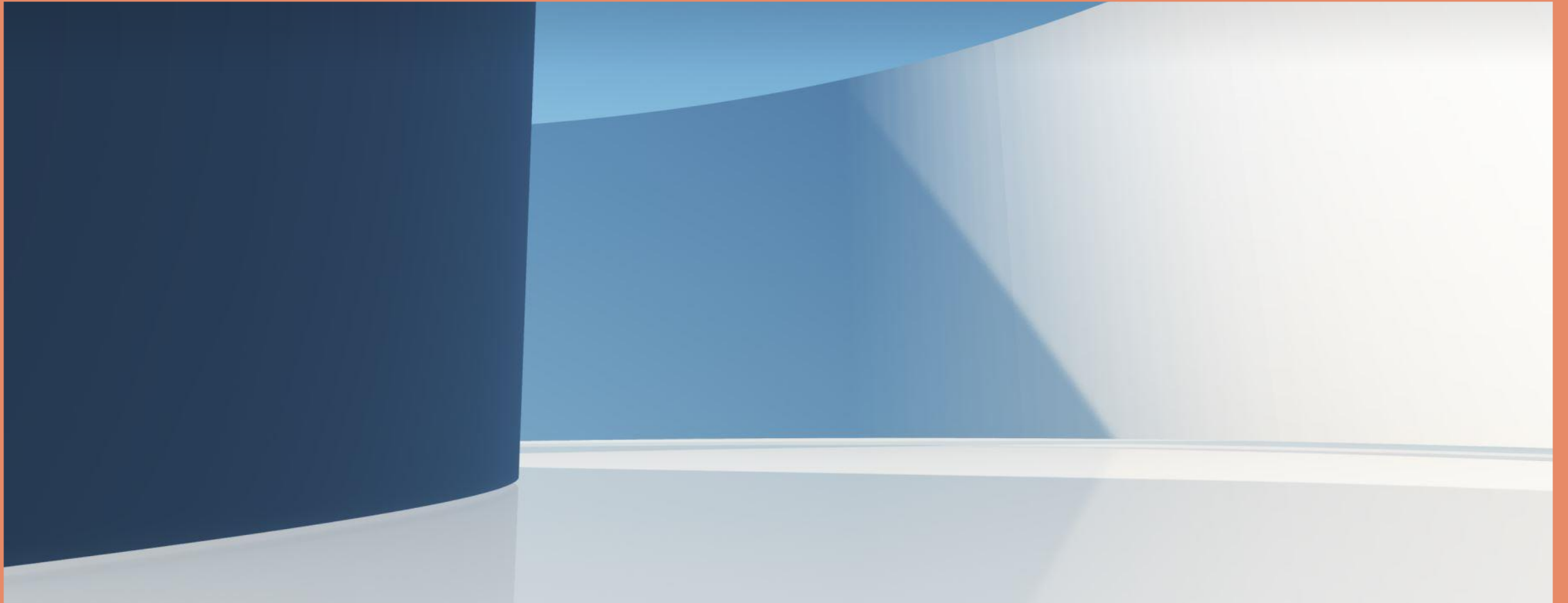


# Website Development Research Design Document Task\_1



# Research Design Document for Nurshuak Recruitment Agency Website



## 1. Website Overview



Nurshuak Recruitment Agency is dedicated to bridging the gap between skilled professionals and organizations seeking top-tier talent.



Our mission is twofold:



For Professionals: We provide opportunities for individuals to apply their knowledge and skills in suitable roles effectively.



For Clients: We assist organizations in executing their projects by sourcing and selecting highly qualified personnel, thereby building professional and competent teams.



The website will serve as a platform to connect these professionals with potential employers, offering resources, job listings, and support throughout the recruitment process.



## 2. Target Audience and User Personas



The primary audiences for the Nurshuak Recruitment Agency website include job-seeking professionals, client companies looking to hire, and internal recruitment consultants. Understanding these groups is crucial for tailoring the website's design and functionality to meet their specific needs.

# User Personas:



- **Name:** Janat Ataeva
- **Age:** 25
- **Gender:** Female
- **Location:** Ashgabat, Turkmenistan
- **Education:** Bachelor of Business Administration in Marketing
- **Family Life:** Hoping to settle down in the next 7-10 years
- **Hobbies:** Photography, cooking

## Motivations to Use the Website:

- Utilizing a recruitment agency to reduce job search time
- Seeking positions with legitimate employers offering fair compensation

## Challenges:

Limited access to a wide range of job opportunities in her local area

Concerns about encountering fraudulent job postings or unscrupulous employers

## Needs from the Website:

A straightforward job search function that allows users to easily browse and identify available positions.

Clear information about employers to ensure credibility

An easy-to-use application process

## Technology:

- Mobile, Laptop, and Printers



**Name:** Ivan Rubashkin

**Age:** 38

**Gender:** Male

**Location:** North Macedonia

**Education:** College of Construction

**Job:** Builder

**Family Life:** Father of three children

**Hobbies:** Traveling, hiking mountains

**•Motivations to Use the Website:**

- Expediting the hiring process to fill open positions quickly
- Assistance with immigration challenges, logistical issues, and understanding complex employment laws

**Challenges:**

- Difficulty in finding qualified candidates within a short timeframe
- Navigating the complexities of employment regulations and logistics for new hires

**Needs from the Website:**

- A simple platform to post job openings and receive applications
- Basic information on employment laws and hiring practices
- Contact details for support with recruitment and logistical assistance

**Technology:**

- Mobile, GPS, Smartwatch



- Name:** Sava Leonov
- Age:** 40
- Gender:** Male
- Location:** Odesa, Ukraine
- Education:** Master's Degree in Human Resources Management
- Occupation:** Human Resources Manager at a mid-sized technology company
- Family Life:** Married with two children
- Hobbies:** Reading, traveling, and attending industry conferences

### **Motivations to Use the Website:**

- To streamline the recruitment process and efficiently fill open positions
- To access a pool of pre-screened, qualified candidates
- To ensure compliance with employment laws and regulations

#### **Challenges:**

Managing time effectively while handling multiple recruitment processes

Ensuring that new hires are a good fit for both the role and the company culture

Staying updated with the latest employment laws and best practices

#### **Needs from the Website:**

A simple interface to post job vacancies and review applications

Access to basic resources or links related to employment laws and hiring guidelines

Contact information for support or assistance with recruitment-related inquiries

### **Technology:**

- Mobile, Smartphone, Computer, Cloud computing, API

### 3. Web Accessibility

Web accessibility ensures that the Nurshuak Recruitment Agency website is usable by all individuals, including those with disabilities. Implementing accessibility features enhances the user experience and broadens the website's reach.

#### Key Elements of Web Accessibility:

**Perceivable:** Information and user interface components are presented in ways that users can perceive.

Text alternatives for non-text content (e.g., alt text for images).

Content is adaptable and distinguishable (e.g., sufficient color contrast).

**Operable:** User interface components and navigation are operable.

All functionalities are accessible via keyboard.

Enough time for users to read and use content.

Content is avoided that could cause seizures (e.g., flashing lights).

Offers precise navigation mechanisms.

**Understandable:** Information and the operation of the user interface are understandable.

Using clear and simple language.

Website behavior is predictable

Users are assisted in avoiding and correcting mistakes (e.g., form error messages).

Was used clean and valid HTML/CSS.