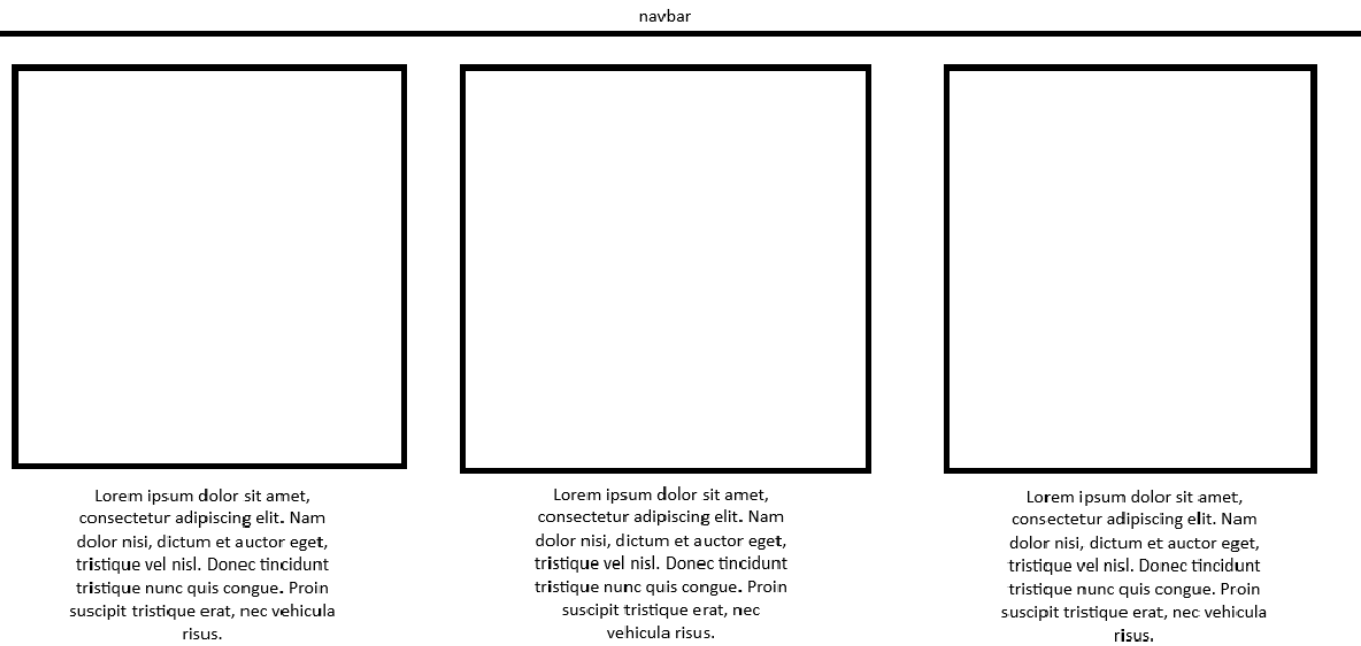


Designs

Design Concept 1



Pros

- Heavy blend of images and text to deliver information pertaining to the purpose

Drawbacks

- Could be seen as a stylistic/multimedia overload
- Could be poor for optimisation to have a lot of images loaded at once

Design Concept 2 (chosen)



Pros

- Directly draws attention to site purpose, stating that the organisation is looking for new hires
- Subtle blend of images and text to deliver information matching the purpose
- Lessened use of images compared to design 1 helps site optimisation by reducing the amount of potentially heavy assets to load

Drawbacks

- Could be seen as a little too barebones, but I personally disagree

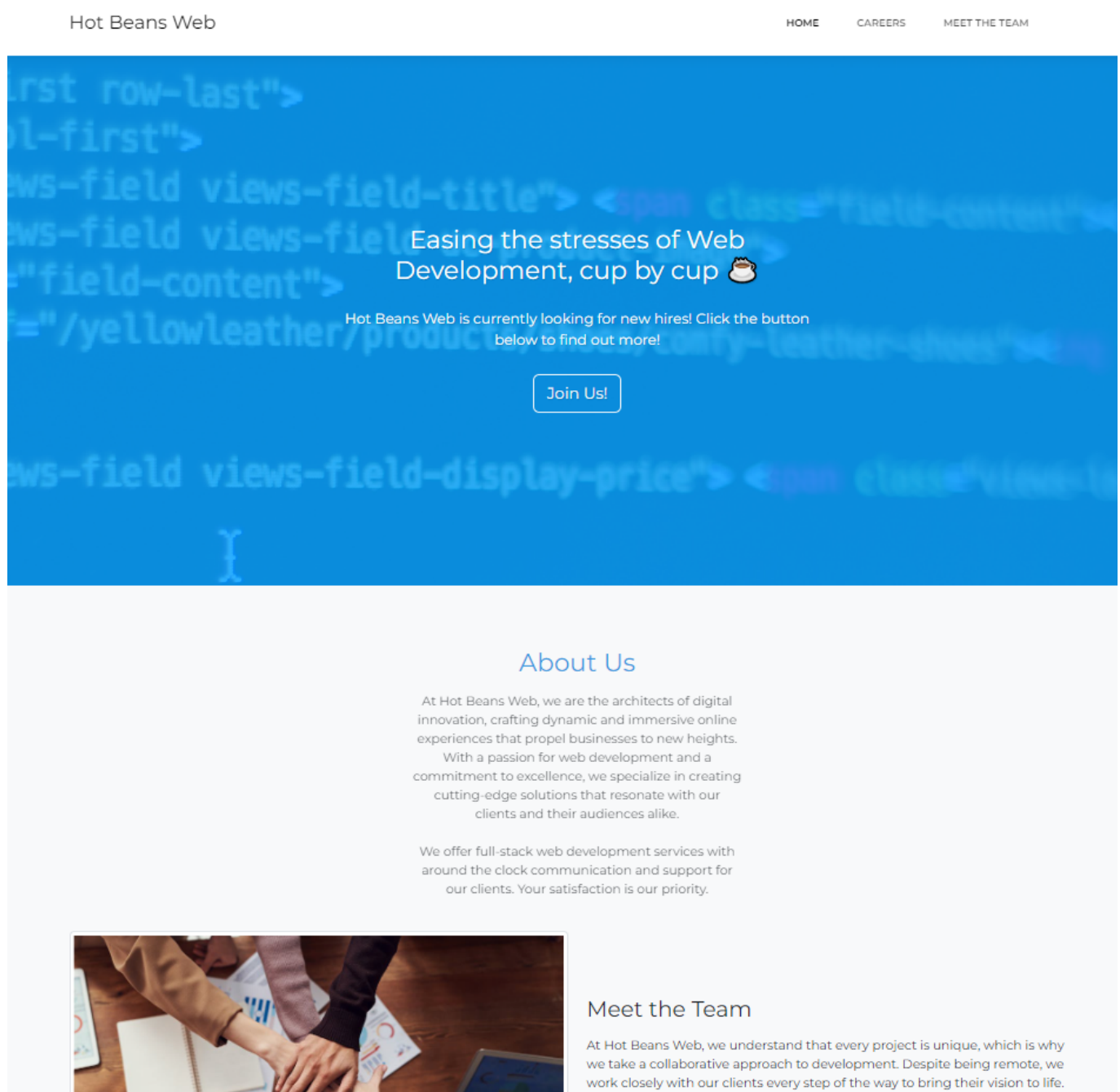
These 2 designs were peer-evaluated, and Design 2 was favored over Design 1, as it was seen as a slight overuse of images and that less could be used to convey what the client wants in the website. Other peer suggested tweaks include the addition of a background photo over the main call to action and slight changes to the "About us" section.

Testing, Optimisation & Compatibility

During development, I devised a simple test plan that matches the minimalist nature of the website. When testing the website, I would load every page from a version deployed on GitHub Pages and click every available button to ensure they redirected correctly, and double check each image to ensure they would load in a very short time. Loading time was never a problem as the site is pretty barebones even in concept and my use of Bootstrap resulted in a highly optimised end product. Despite this result, I did ensure the images used were in a compressed state as standard for webpages.

Additionally, I would test the pages similarly on a mobile device to ensure the layout was correct and all aspects of the site were as accessible on a phone as they are on a desktop.

Final Product



The final product fulfils client requirements by containing:

- A profile of the company itself and description of what they do that is marketable to potential clients and employees
- Profiles of existing trainee web developers
- Job specifications and required qualifications
- An online contact form intended for inquiries and employee applications
- References to online web development courses outlined as a recommended job specification

Audience requirements are also fulfilled; as the site acts as a profile for a company that the target audience (a web developer looking for work) can use to decide on applying for work at this organisation. Applying can be

done via an online form available at the Careers page and the footer of each page.