John Abbott College

Team Project – Group 4

Project Proposal

Craig Collins (1038789)

James Fallouh (6171620)

SeyedehFatemeh Fekribaygi (6284424)

Website Design – 420-WB4-AB

Professor Khattar Daou

20 February 2023

**Contents**

[**Project Description** 4](#_Toc159325743)

[**Purpose** 4](#_Toc159325744)

[**Target Audience** 4](#_Toc159325745)

[**Problem** 4](#_Toc159325746)

[**Solution** 4](#_Toc159325747)

[**Website** 5](#_Toc159325748)

[**Mockup** 5](#_Toc159325749)

[**Navigation Structure** 5](#_Toc159325750)

[**Teamwork** 6](#_Toc159325751)

[**Complications** 6](#_Toc159325752)

[**Results** 7](#_Toc159325753)

[**Assignment Questions** 8](#_Toc159325754)

# **Project Description**

## **Purpose**

The purpose of this website is to provide Quebec employers with an online resource where they can easily find and hire up-and-coming programmers in a provincial industry facing a labour shortage, i.e. there are not enough IT workers. Furthermore, this website will serve as a networking resource and bridge for recent IT graduates to join the workforce—allowing them to leverage their talents immediately in the workforce rather than letting said talents go to waste while they seek their first IT position.

## **Target Audience**

This website will have two target audiences: programmers showcasing their skills and Quebec employers seeking new programmers. The programmers will be from a variety of backgrounds and from numerous demographics (much like this course). As for Quebec employers, most of them are companies, without an effective recruitment strategy, in need of programmers that meet both the industry’s rigorous standards, constantly changing ecosystem and Quebec’s geopolitical reality—mostly in terms of French.

## **Problem**

In recent years, Quebec has been facing a labour shortage for computer programmers in the Montréal region due to reduced immigration and the COVID-19 pandemic.

## **Solution**

This website will help potential employers find competent candidates by listing their resumes and allowing employers to post open positions.

# **Website**

## **Mockup**

For the mockup, our team did not use typical mockup and wireframe tools, instead opting to use Google Sites since it provided us with the ability to collaborate on a mockup in a lightweight manner that would also contain stock images for later use in the live website. The initial design used a red colour scheme to emphasize new, fresh energy; however, we opted for a blue colour scheme once we discovered that it was a standard colour used in the IT industry. The full mockup has been provided in the project zip folder under the “Other” subfolder, under the “Awesome Code Crafter Mockup Website” folder.  
A red and white website

Description automatically generated A screenshot of a computer

Description automatically generated

Desktop and Mobile Mockup

## **Navigation Structure**

Our team opted for a navigation structure where the index pages (English and French) are contained witihn the root folder, while the French and English pages are contained with a webpages subfolder. This was done in order to follow best practices in html folder structure. Furthermore, pages are separated based on sub-category, i.e. “About Us” pages in an “About Us” folder, “Services” pages within a “Services” folder.

We only opted to translate three pages at this point in time to demonstrate the website’s multilinguale functionality, with the remaining pages retained for implementation at a latter date. The following figure showcases the website’s schema, without the folders.

A green rectangular object with white text

Description automatically generated

Website Structure

# **Teamwork**

In terms of teamwork, our team employed a democratized methodology where we collaborated on each stage for two-day periods: two days on mockup, two days on HTML structure, and two days styling the pages, with each individual picking whichever pages they preferred and assisting with other pages following their completion.

# **Complications**

During our production, we encountered numerous issues. Primarily, we had to use !important on inline CSS to overwrite conflicting CSS styles from the custom.css file. Furthermore, features in the mockup were not easily replicated in bootstrap since the mockup used built-in JavaScript, e.g. the dropdown menu. We attempted to remedy the issue using various solutions with mixed results. We also had to modify our “Contact Us” form to function without a web server.

# **Results**

We initially encountered issues with our initial design following a consultation with the client (professor) and realized we needed to improve its usage of white space, remove buttons, add hyperlinks to images, etc. In a final push, we revamped some webpages and improved others in order to implement their suggestions and meet the requirements of this project, which we believe it has succeeded at doing. That said, we believe at this point in time that it can serve its purpose as a website, but still requires additional improvements to the the user experience, i.e. more consistent stock photos, forum implementation, job posting page, etc.

# **Assignment Questions**

**What is the primary message of this web page? What is this organization trying to communicate?**

The primary message of this web page is to communicate to employers that there are readily available, bilingual programmers interested in working for them. The secondary message is tto communicate to those aforementioned programmers that they can post their resumes and portfolios in order to network and obtain career opportuntiies.

**What is the purpose of the site? Why do you think this organization wants to share this information? What do they have to gain?**

The purpose of this website is to help programmers and employees network. The organization wants to help alleviate the labour shortage in Quebec. Employers can gain reliable employees while programmers can find employment opportunities.

**Who is the intended audience? Will the audience consist of potential customers, current customers, or employees of a particular company or industry? Whom do you think this organization's message is directed to? Who would want to know this information? Do any of the following factors relate to your audience: age groups, social-economics, geography, gender, education, culture?**

The intended audience is employers and unemployed programmers. The audience are not potential clients, but rather company management at various companies. The message is directed towards hiring manager and unemployed programmers, who both would want to know this information. In terms of demographics, both users belong to a diverse demographic located within the Montréal region.

**What are the goals of the site? To advertise a company or organization, supply a service, or process orders?**

The goal of the site is to help potential employees and companies network and acquire hiring opporunities.

**What do you want the website to deliver? What results do you want to see?**

We want the website to serve as a hub where programmers and employers can network and help each other. We want to see programmers getting jobs and employers hiring those programmers.

**What information do you need?**

The website needs contact information from both parties. For employers, the website needs job listings and related information whereas for the programmers, the website requires work history and portoflio samples, as well as evidence attesting to their professional credentials.

**What opportunity, problem, or issue is your site addressing?**

The website is addressing the Québec labour shortage, which is problematic for both employers and programmers since these two parties need to meet, but sometimes cannot.

**List the working title of each page on your website.**

English Titles

Index En, Index Fr, About Us, Craig Collins, James Fallouh, Fatemeh Fekribaygi, Blog, Blog Article, Contact Us, Contact Us – Completed, FAQ, Portfolio, Databases, Programming, Services, Web Development, Website Design,

French Titles

Articles Blogues, Blogue, Contactez-Nous, Portefeuille de Travail, À Propos, Craig Collins, Fatemeh Fekribaygi, James Fallouh, Bases de données, Développment web, Programmation, Services

**List where you will obtain the content (facts, text, graphics, sounds, and video) for the web pages you listed above.**

Our team obtained various stock photos for our website from different sources. We obtained general, royalty-free stock photos from [Unsplash.com](https://unsplash.com/) and [Pexels](https://www.pexels.com/). However, when we needed more specific photos that could not be acquired royalty free, we generated them using the [Dall-E](https://openai.com/dall-e-3) image generation tool by OpenAI. For button icons, we used [Font Awesome](https://fontawesome.com/) and for animations we used royalty-free animations from [IconScout](https://iconscout.com/).

**List at least two websites related to the same topic. Visit other websites that are like your proposed site. What do you like about these sites? What do you dislike? Look for inspirational ideas. How can you make your website better?**

For inspiration, we consulted three types of websites: existing programmer hubs, collective blogs and shared portolios. For programmer hubs, we consulted [Code-Crafters-Hub](https://code-crafters-hub.com/) and [CodeCraftHub](https://codecrafthub.com/) For collective blogs, we consulted [CSS-Tricks](https://css-tricks.com/). For shared portfolios, [Viget](https://www.viget.com/work/) and [HugeInc](https://www.hugeinc.com/).

We liked the menus in these sites, but disliked how they all seemed to use long-scrolling. Furthermore, some of them were amateurish and created with WordPress. We also liked how a lot of these websites engaged their audience with blog articles and tips. Some even had forums, from which we thought our website would benefit. Some also contained tutorials and coding exercises, whichn would also be a welcome addition to our website.